



THE MARITIME ALLIANCE

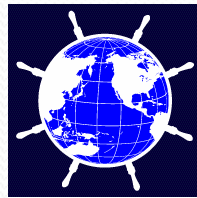
“Promoting **Blue Tech** & **Blue Jobs**”

The San Diego **Blue Economy** & MSP Story

Presentation to Bay Planning Coalition “Ocean Planning” Workshop
February 12, 2014

Michael B. Jones – President mbjones@themaritimealliance.org

www.themaritimealliance.org



THE MARITIME ALLIANCE

“Promoting **Blue Tech** & **Blue Jobs**”

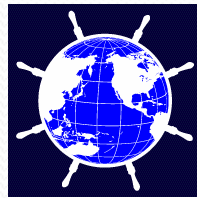


TMA tag line is "Promoting **Blue Tech** & **Blue Jobs**".

The non-profit **TMA** is organizer of the SD **BlueTech** cluster

Our mission is to promote the creation of **sustainable, science-based ocean and water industries** representing a balance of conservation and economic development.

TMA Foundation tag line is “Fostering Innovation through Collaboration”, which is part of our national & intl. outreach.



THE MARITIME ALLIANCE

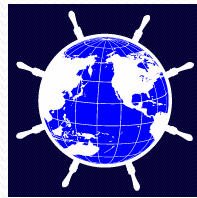
“Promoting **Blue Tech** & **Blue Jobs**”



Legal entities with separate Boards of Directors:

1. **The Maritime Alliance Foundation**, a 501(c)(3) Public Benefit Corp.:
 - *Areas of focus:*
 - *workforce development (including OceanSTEM & veteran transition);*
 - *research (including Industry Data, Market Research & Academic Work); and*
 - *community outreach/support & research*
 - *Funding from Foundations, grants, research work and special projects*

2. **The Maritime Alliance**, a 501(c)(6) Mutual Benefit Corporation:
 - *Areas of focus:*
 - *economic development;*
 - *business services & ecosystem development; and*
 - *outreach domestically & internationally*
 - *Funding from memberships, grants, conferences and special projects*

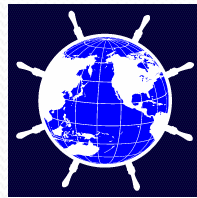


THE MARITIME ALLIANCE

“Promoting **Blue Tech** & **Blue Jobs**”

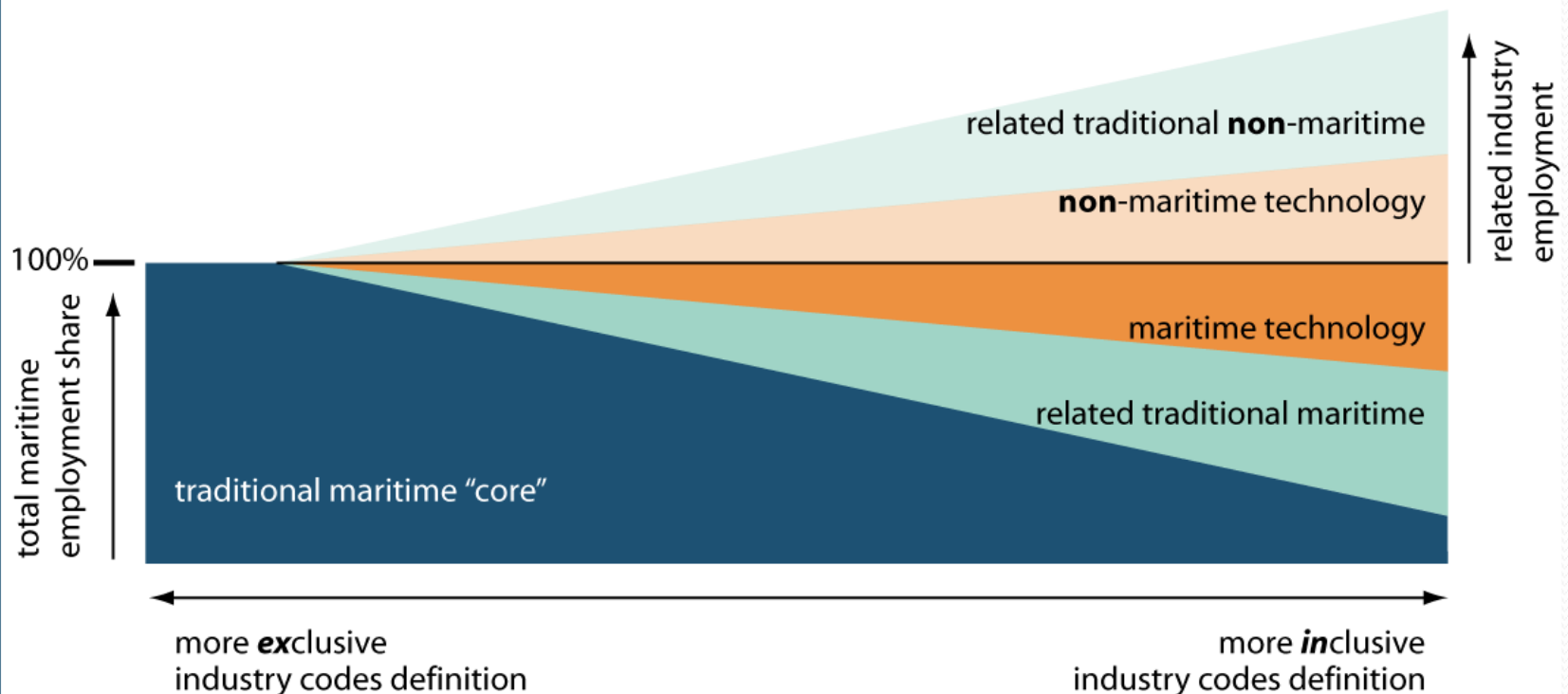
The **Blue Economy** in San Diego – Top Line thoughts

- **The industry is a fascinating mixture of declining “old” and growing “new” sectors**
- No one knows how big it is and how fast it is growing nationally / regionally - **San Diego Maritime Industry Report 2012**
- No common definitions & limited efforts to capture data
- “Out of sight...out of mind” - Traditionally INVISIBLE.
- Heavy export orientation / fast growing/ blue & white collar jobs
- More focus among state, federal and international agencies on “sustainability” than the creation of sustainable **Blue Jobs**
- SD needs to recognize/support **BlueTech** to be world leader



THE MARITIME ALLIANCE

Graphic 1. Visualizing the San Diego Maritime Industry



note: Selected codes came from a variety of sources, described below. The assignment of industry codes as tech / non-tech, as well as to sub-clusters was conducted by ERISS, which bears sole responsibility for them.

source: ERISS; World Trade Center San Diego, *Maritime Economic Impact and Cluster Analysis*; The Maritime Alliance; Info-USA; Dun and Bradstreet; CorporateWiki.



THE MARITIME ALLIANCE

“Promoting **Blue Tech** & **Blue Jobs**”

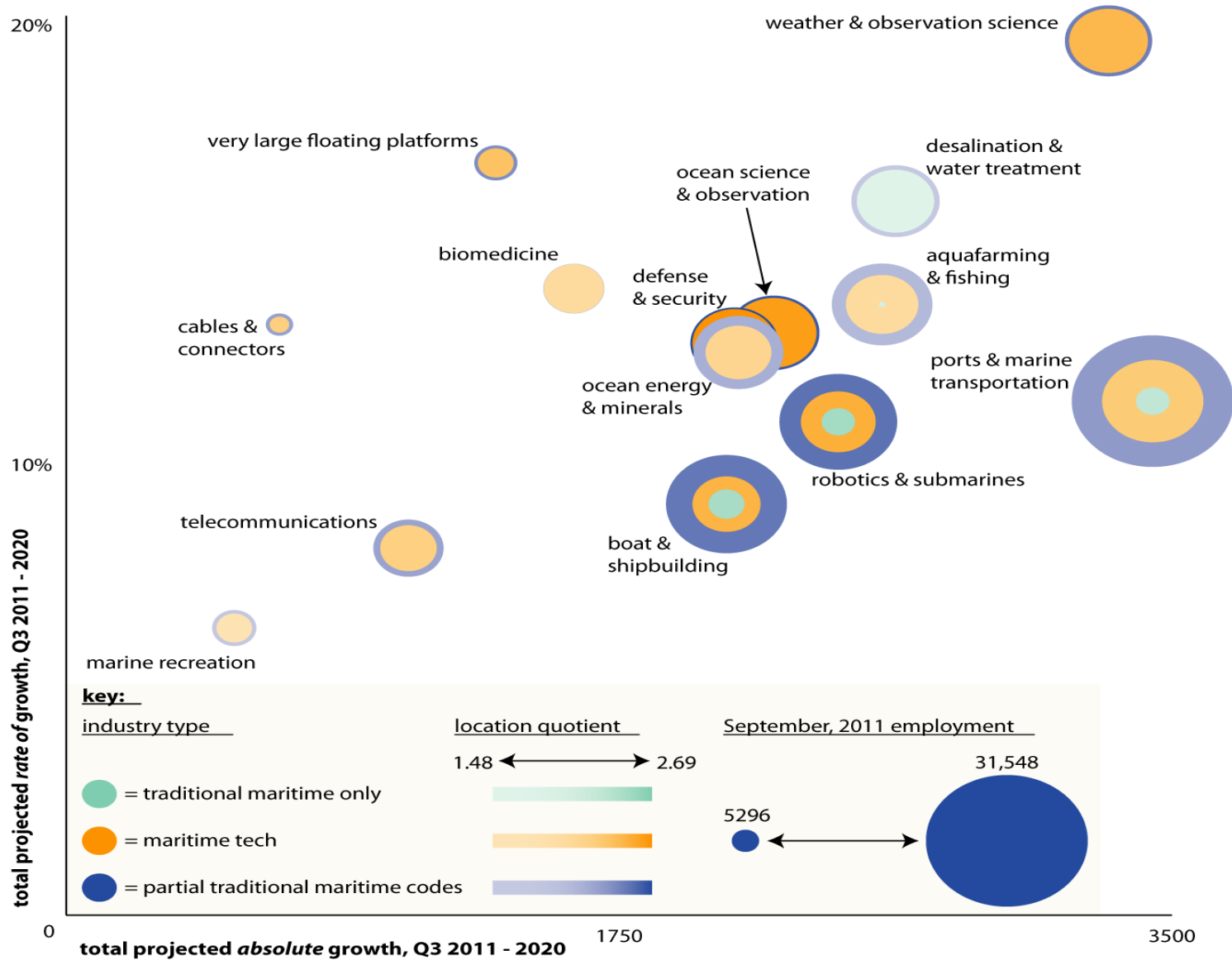


Blue Jobs:

- *San Diego Maritime Industry Report 2012* (San Diego, July 2012)*
 - 1,431 companies and organizations in maritime industry (200+ NAICS codes)
 - 700+ self-report maritime focus (350+ report over 75% maritime revenue)
 - 45,778 jobs and \$14 billion+ annual direct sales only (Sept. 2011)
 - Maritime technology industries (as a sub-group):
 - Fastest growing segment with 18,948 jobs
 - \$6.2 billion annual revenue
- “SD’s Maritime Industry Cluster, and its functional sub-set, the maritime technology or “Blue Tech” industry set, create one of the most unique regional economies in the world...Current industry codes and official occupational classifications are generally ill-suited to fully capturing the uniqueness of the SD maritime cluster and, especially, Blue Tech.” (p. 4).

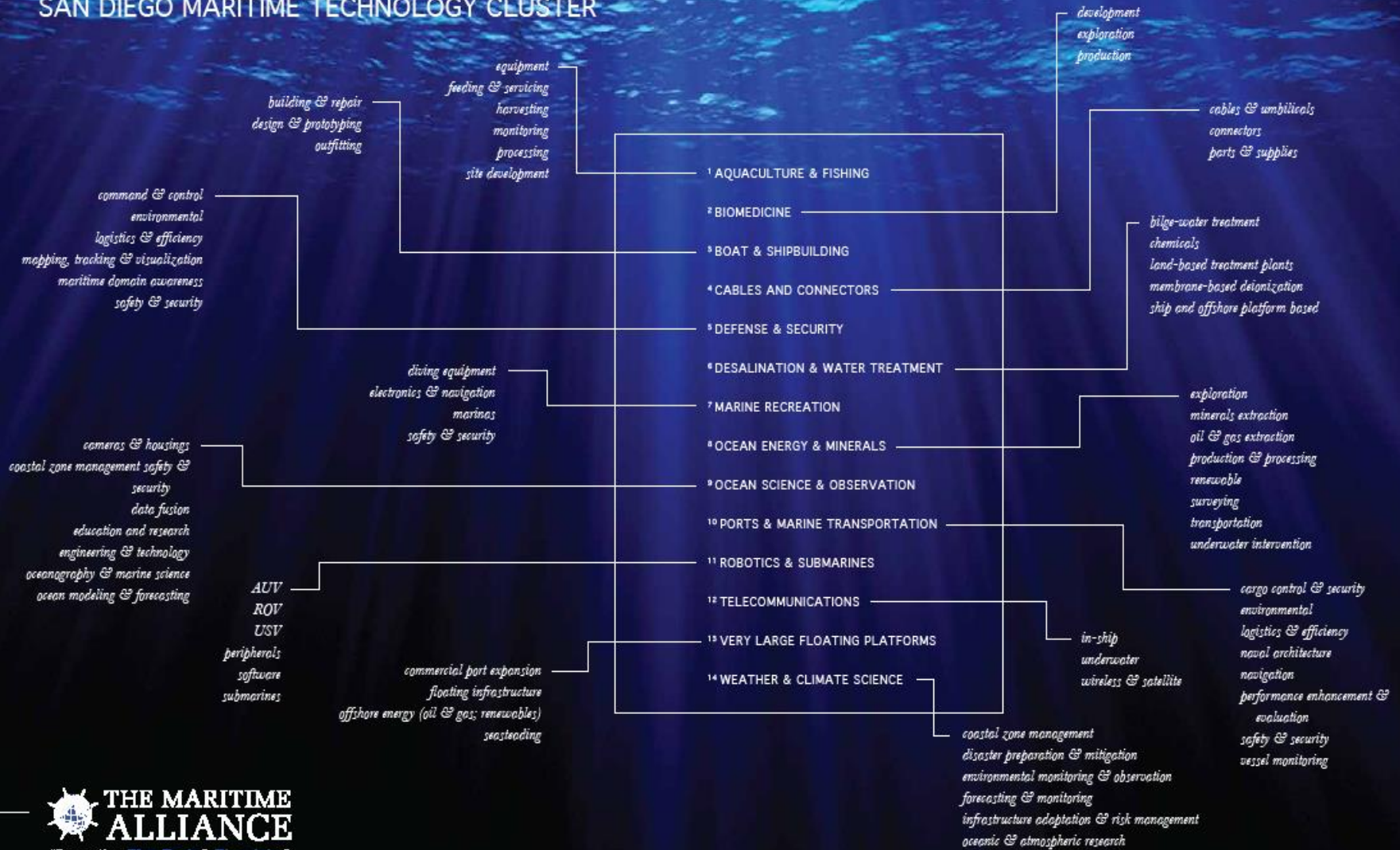
* Sponsored by San Diego Workforce Partnership, San Diego Regional EDC and **The Maritime Alliance**

Graphic 2. Industry employment dynamics of the San Diego Maritime Industry



note: Total employment of individual subclusters will exceed total employment of the *entire* cluster, due to industries' inclusion in multiple sub-clusters.
source: U.S. Bureau of Labor Statistics, *Quarterly Census of Employment and Wages*; U.S. Bureau of Labor Statistics, Employment Projections Program; ERISS; The Maritime Alliance, World Trade Center San Diego, *Maritime Economic Impact and Cluster Analysis*, November 30, 2009.

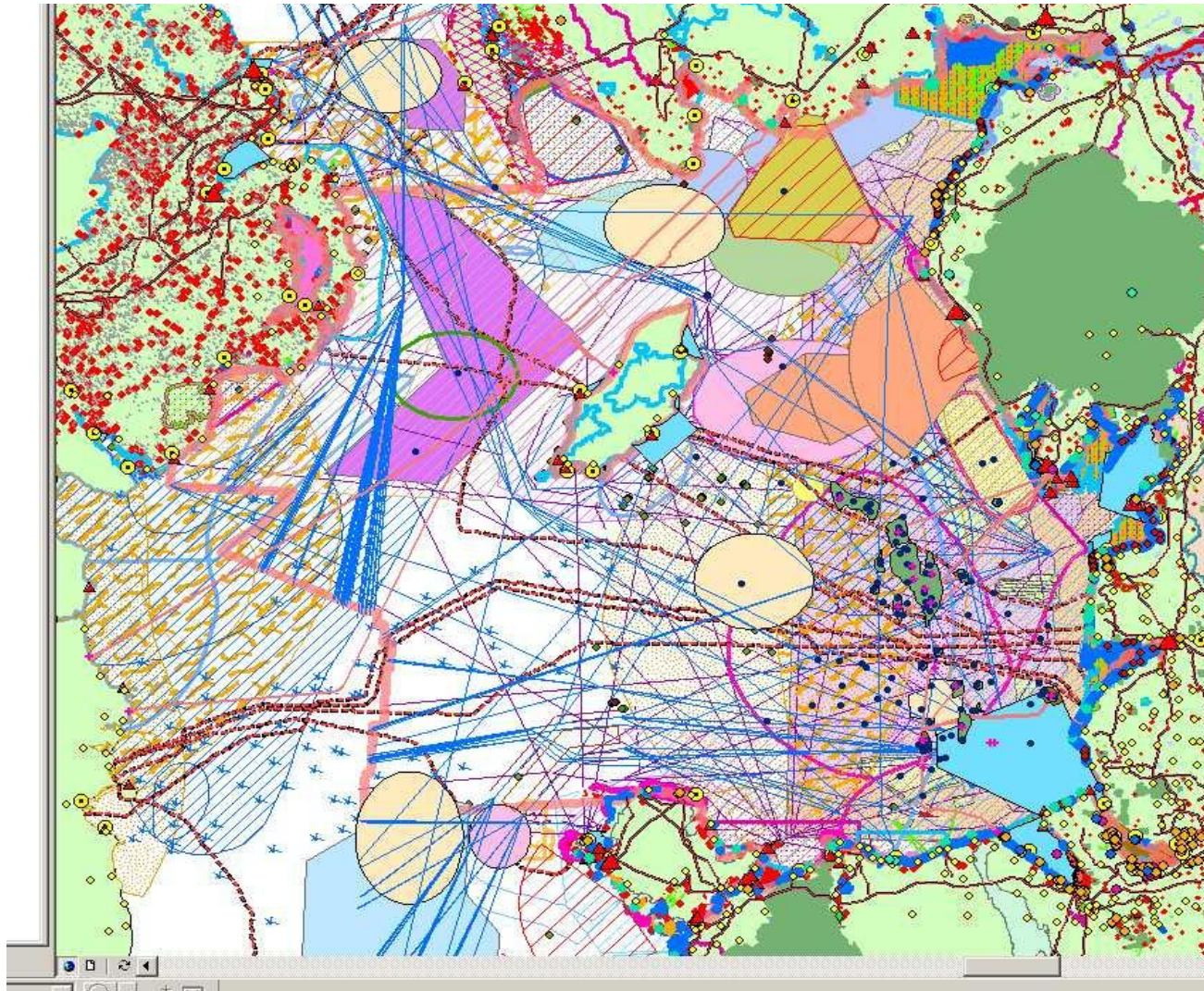
SAN DIEGO MARITIME TECHNOLOGY CLUSTER



Economic activity in the Irish Sea & coastal hinterland...and MSP

Source: Defra Irish Sea Planning Pilot - 2006

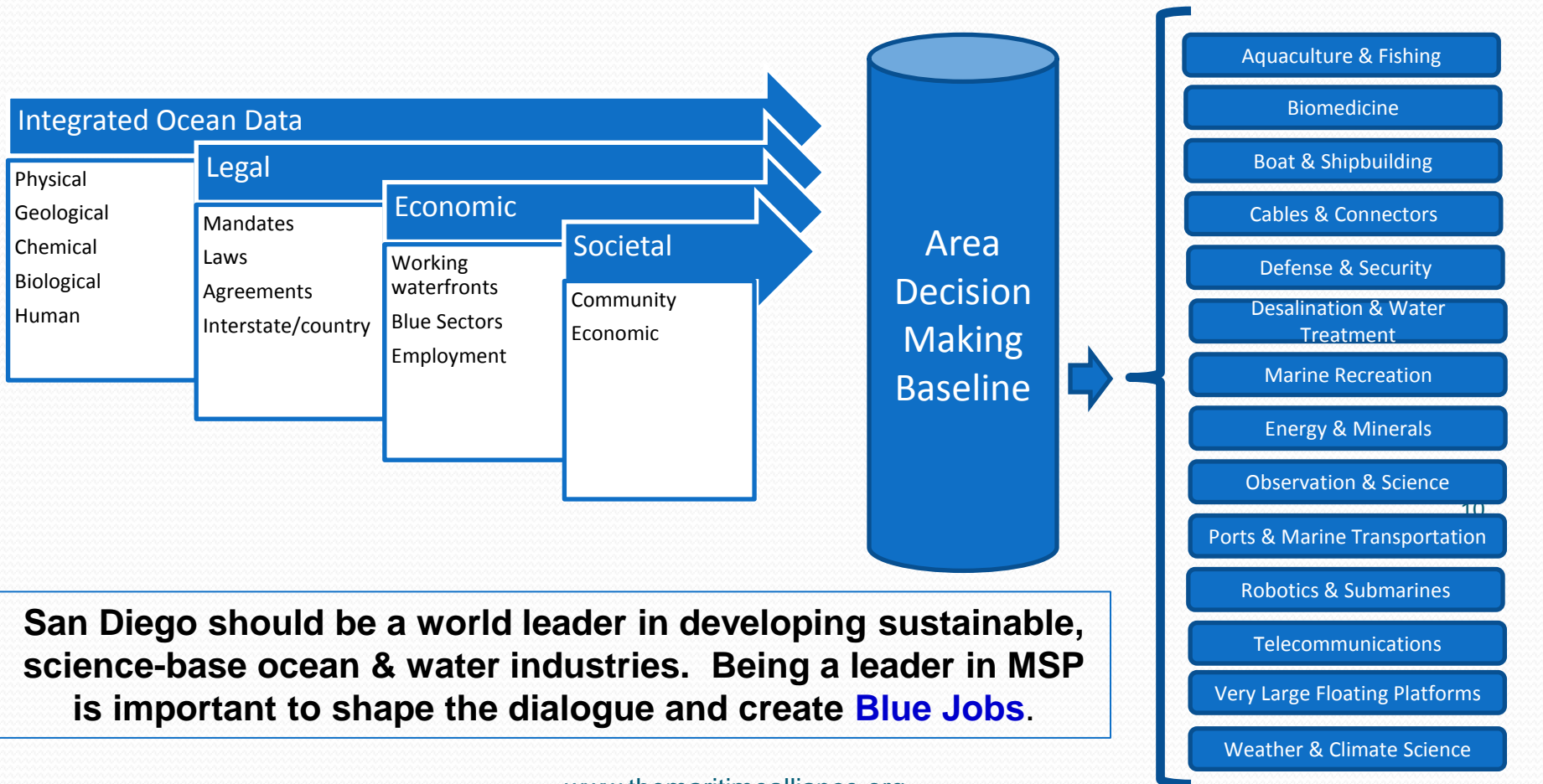
- Land Use
- Tourism
- Oil & Gas
- Mariculture
- Coastal Defence
- Ports & Navigation
- Military Activities
- Culture
- Conservation
- Dredging & Disposal
- Submarine Cables



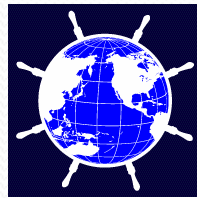
- Fishing
- Renewable Energy
- Marine Recreation
- Mineral Extraction

Ocean Observation to Marine Spatial Planning

Ocean Observation Data + Mapping → Permits an Informed MSP Process → Across Multiple Blue Economy Sectors



San Diego should be a world leader in developing sustainable, science-based ocean & water industries. Being a leader in MSP is important to shape the dialogue and create **Blue Jobs.**



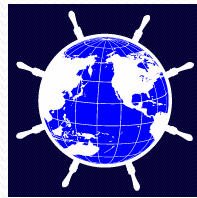
THE MARITIME ALLIANCE

“Promoting **Blue Tech** & **Blue Jobs**”



Marine Spatial Planning efforts in San Diego:

- *TMA Introduction – Visit to IHO in Monaco in March 2012, then:*
 - **TMA** arranged 2 meetings in Washington DC to promote multiuse of data
 - First every outside guest speaker to IHO MACHC hydrographers in Nov 2012
- *The San Diego MSP story*
 - Initial proposal Feb/March 2013 – constant educational process
 - Three MSP events in 2013 culminating in **5th annual Blue Tech Summit**
 - Outreach in CA, nationally and internationally to learn from others & share
 - NOAA study on economic value of ocean observation (3 one year studies)
 - Identifying OceanGIS tools and institutions that can support MSP
 - “Marine Spatial Planning in SD & Stakeholder Overview” – Feb. 2014
- *Preparing a comprehensive regional MSP proposal with budget*



THE MARITIME ALLIANCE

“Promoting **Blue Tech** & **Blue Jobs**”



MSP Observations:

- *Sustainability can be a “loaded word” on its own:*
 - Conservation is critical but so are the creation of food, water and jobs
 - Sustainability is sometimes used to mean “don’t touch my ocean”, but if CA and the U.S. don’t “lead the way” we import problems from elsewhere
 - Every stakeholder is important, but...
- *Industry participation is critical for the success of MSP*
 - They are environmentalists (who wants to kill the “golden goose”)
 - They create the jobs & wealth...and they vote and have influence
 - They create solutions to problems (“supply is created to meet demand”)
 - They have money but are looking for return-on-investment (shouldn’t we all?)
 - They get the job done...or go out of business...and
 - They want to be a respected partner and not have things done to them