

# 4<sup>TH</sup> ANNUAL CAPE COASTAL CONFERENCE

## Our Blue Economy

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A satellite map of Cape Cod, Massachusetts, and its surrounding waters. The land is shown in shades of green, indicating vegetation, with some urban areas appearing in lighter tones. The surrounding ocean is a deep blue. The text "What's our future?" is overlaid in white on the right side of the image.

What's our future?









WATER.....

Our past  
Present  
Future

“The environment is our economy”

The background image shows a beach scene where the water is covered with a thick, vibrant green layer of algae. The algae appears to be a type of seaweed or macroalgae, growing in dense, tangled clumps. The water is a pale, milky green color, and the overall scene suggests a significant environmental issue affecting the coastal area.

**The New York Times** - July, 2016

**“Reeking, Oozing Algae Closes South Florida Beaches”**

**Florida Tourism Not Seeing Green as Toxic Algae Chokes Business – NBC**

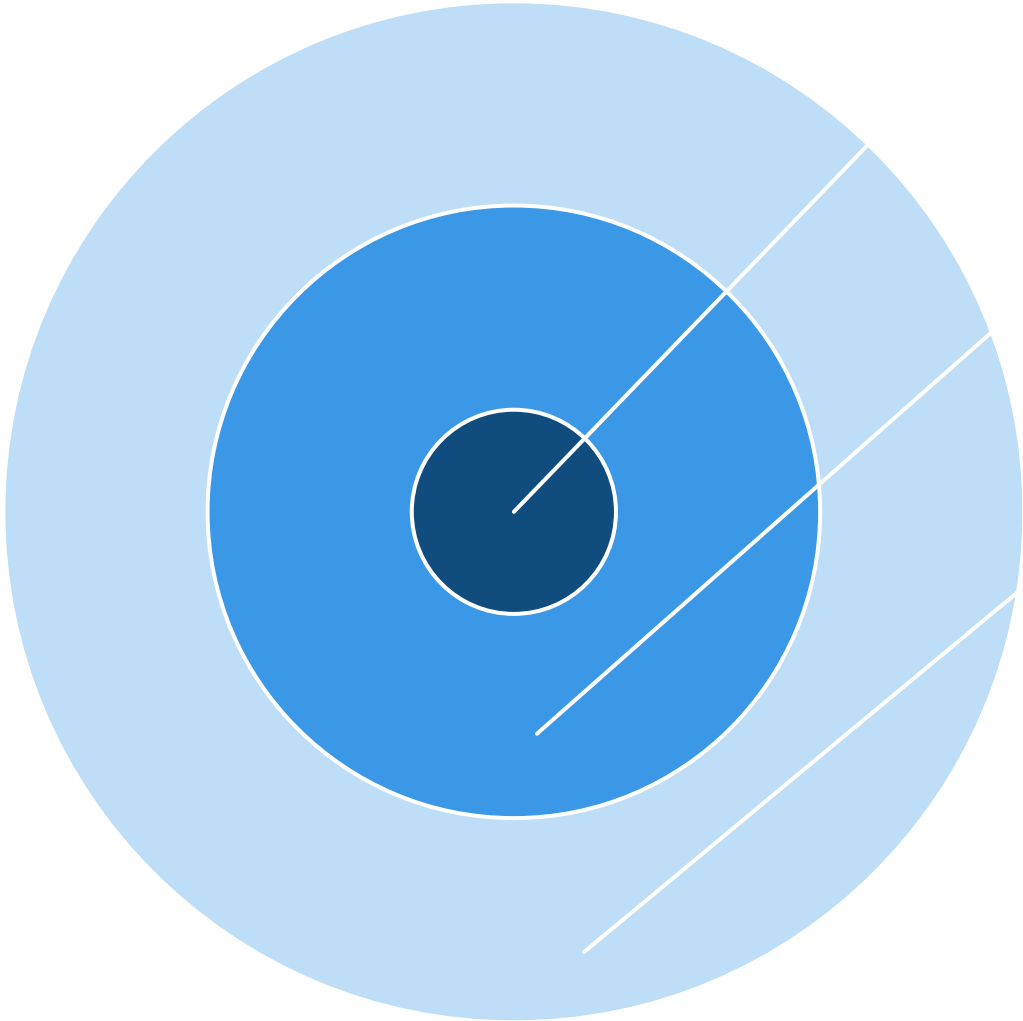
News, July 11, 2016

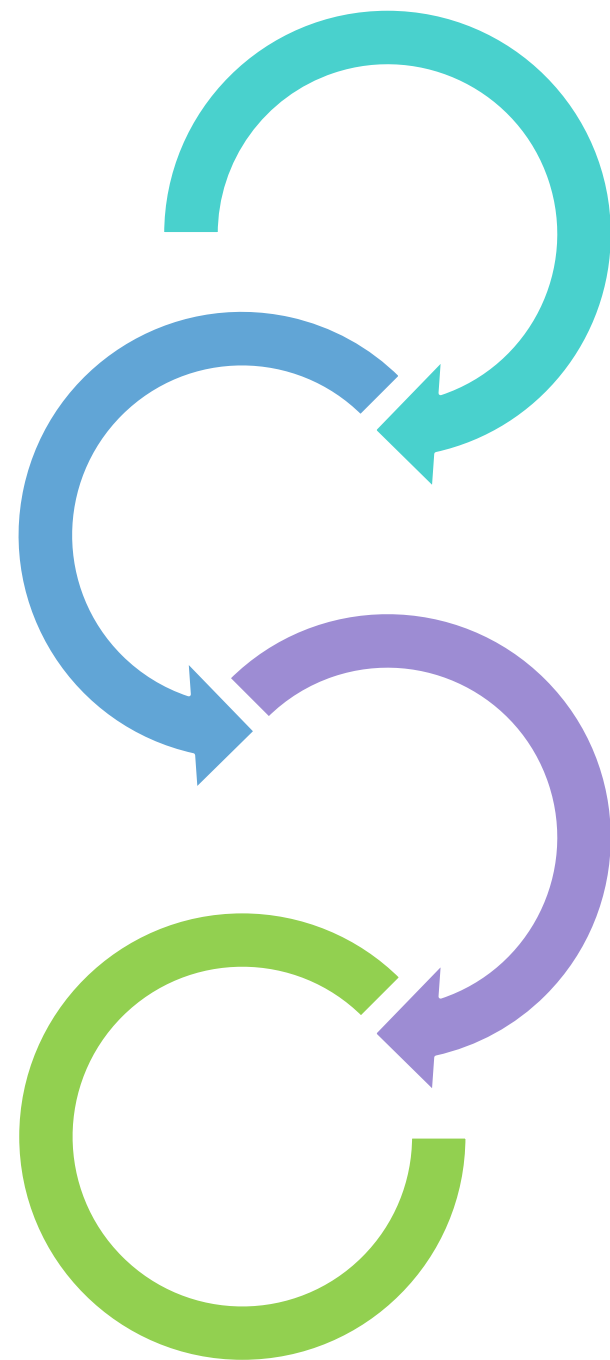
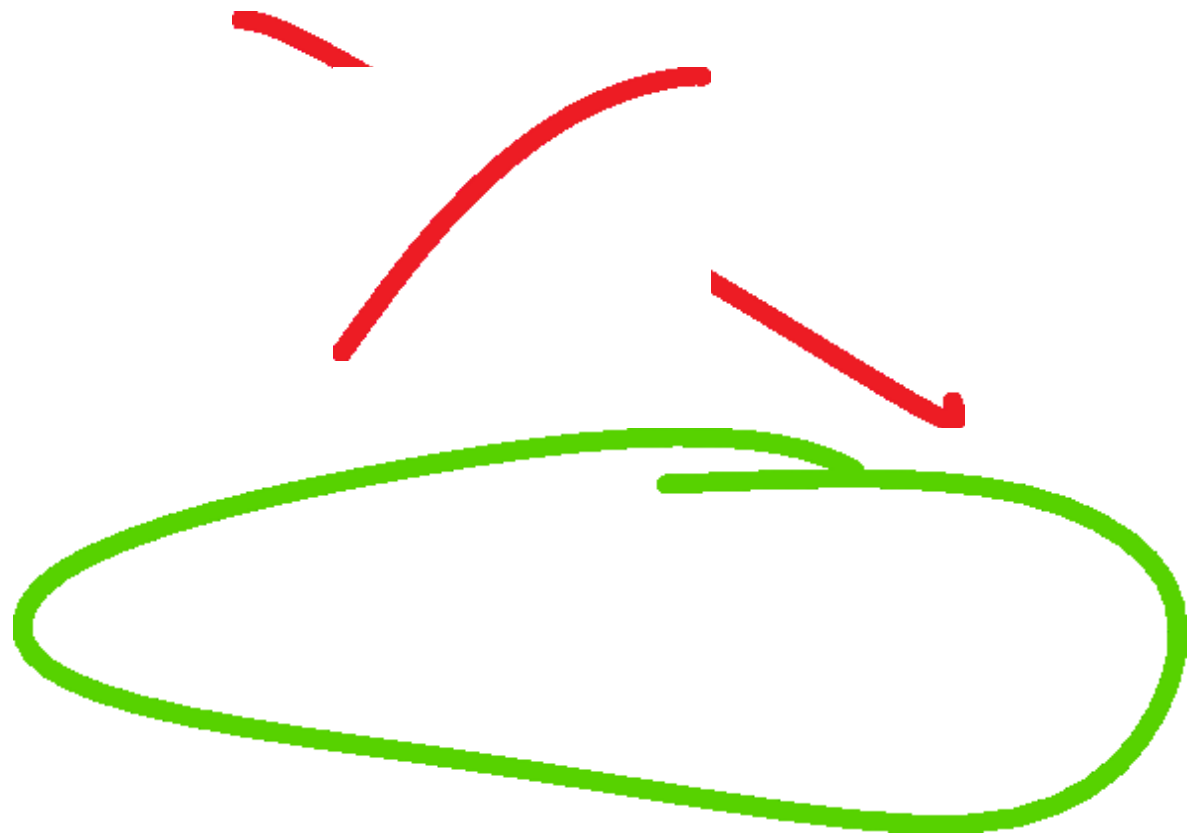


What is our blue  
economy?



# BLUE RIPPLE EFFECT











# CAPE COD

## BLUE ECONOMY PROJECT

A sustainable future  
for our region



# Project Vision

*Catalyze the Cape Cod's coastal and aquatic-based regional economy, resulting in strong, resilient communities.*



# Project Outcomes

- Advance the region's maritime economy
- Diversify and balance the regional economy through intelligent use of our coastal assets
- Ensure a sustainable Cape region both economically AND environmentally



# Answering these questions



- ✓ DATA GATHERING
- ✓ OUTREACH & ENGAGEMENT
- ✓ PLAN DEVELOPMENT



# Data Collection and Storytelling Efforts



- Data organization and analysis
- Social mind map of blue economy
- Regional story telling AND CALL TO ACTION



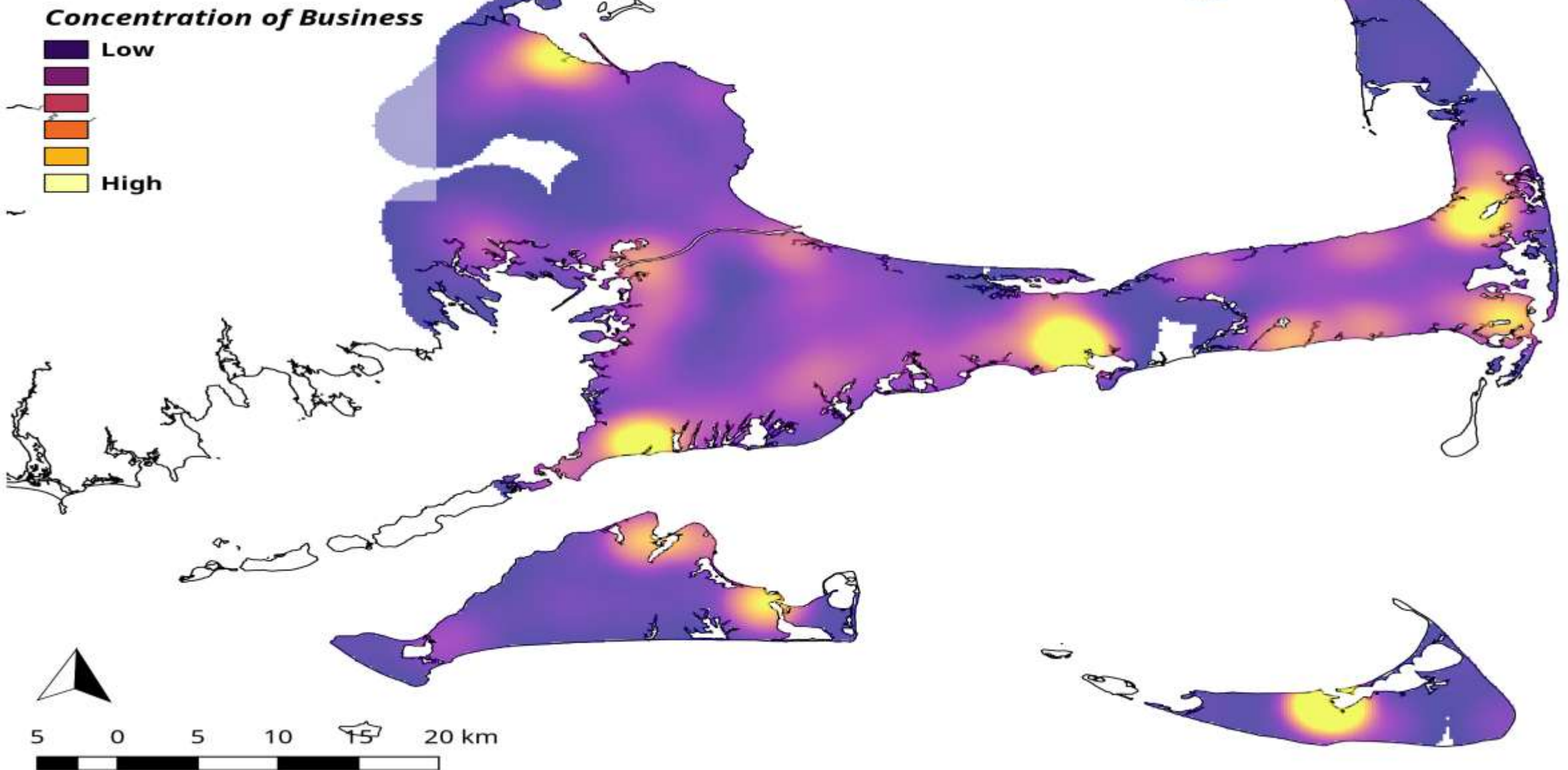
# DATA COLLECTIONS

- Determination of 55 “Blue” Economy industry codes (Federal and Local)
- Database development of over 2,767 DARK Blue or Blue businesses
- Covers 77 distinct zip codes in the Cape Cod Region
- Start of an Outreach Database
- Need to add in non-business organizations and partners

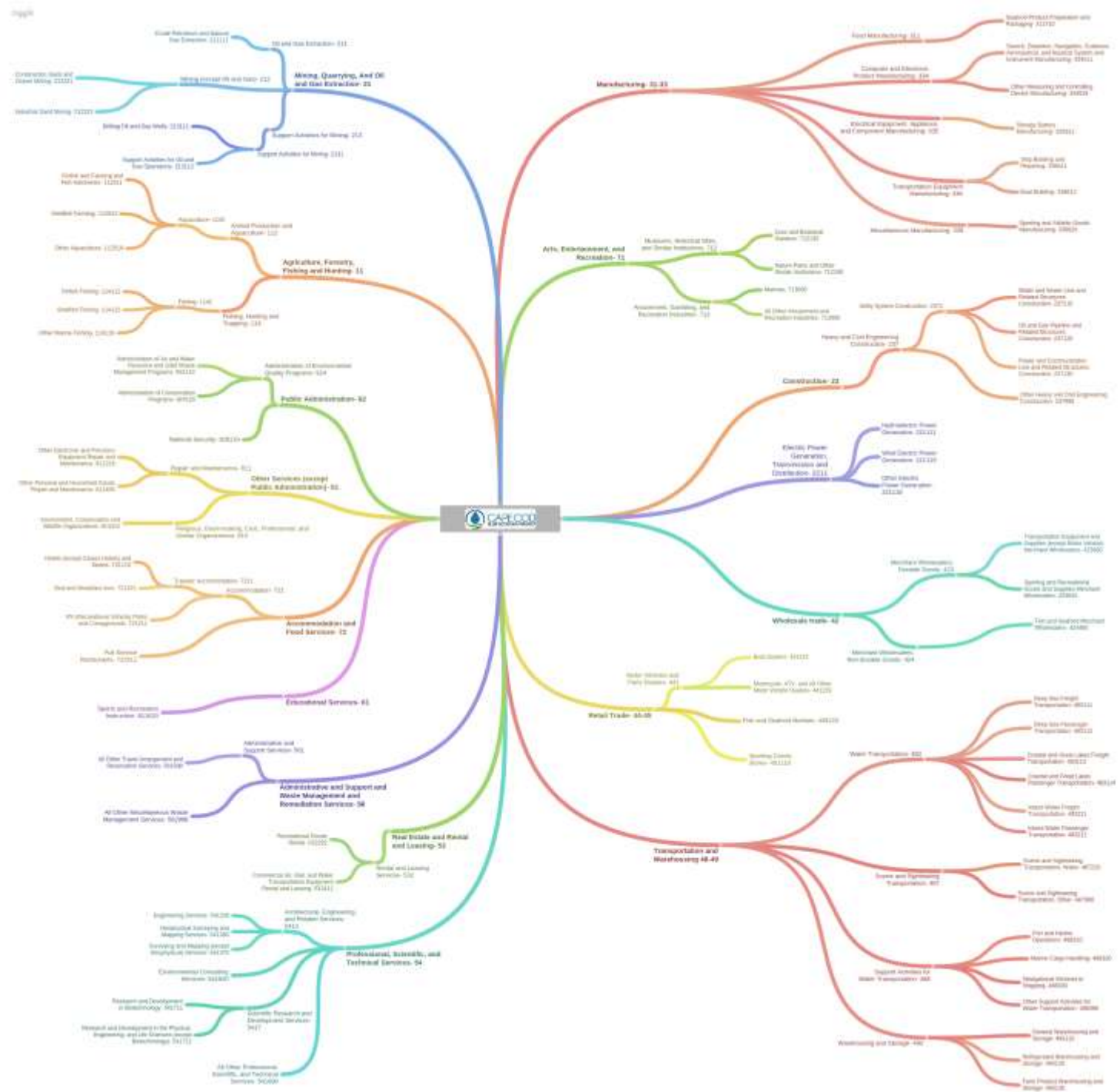


Data Collection

# ***Blue Economy Heat Map***



# “Social mind map” of the Cape region’s blue economy





# VOICES FROM THE BLUE ECONOMY

IN THEIR WORDS, FROM THEIR PERSPECTIVE, IN THEIR OPINION



# FRAMING QUESTIONS



- The definition of the blue economy is typically wide and loose, and open to different interpretations. What would a clear definition be?
- In what ways can the Blue Economy discussion be framed to balance both growth and conservation of ocean ecosystems?
- What are the critical elements (governance, science, etc.) to successfully implement policies for a sustainable ocean economy?
- Where are the knowledge gaps for governments, businesses and other stakeholders in making the transition to a blue economy?

# LISTENING SESSIONS (9)

## What innovative, practical actions can we propose in our Implementation Plan to move us toward our vision?

The Blue Economy Project catalyzes the Cape Cod's coastal and aquatic-based regional economy, resulting in strong, resilient communities.

- Appreciating and Valuing the Best of “What Is”
- Envisioning “What Might Be”
- Dialoguing “What Should Be”
- Innovating “What Will Be”



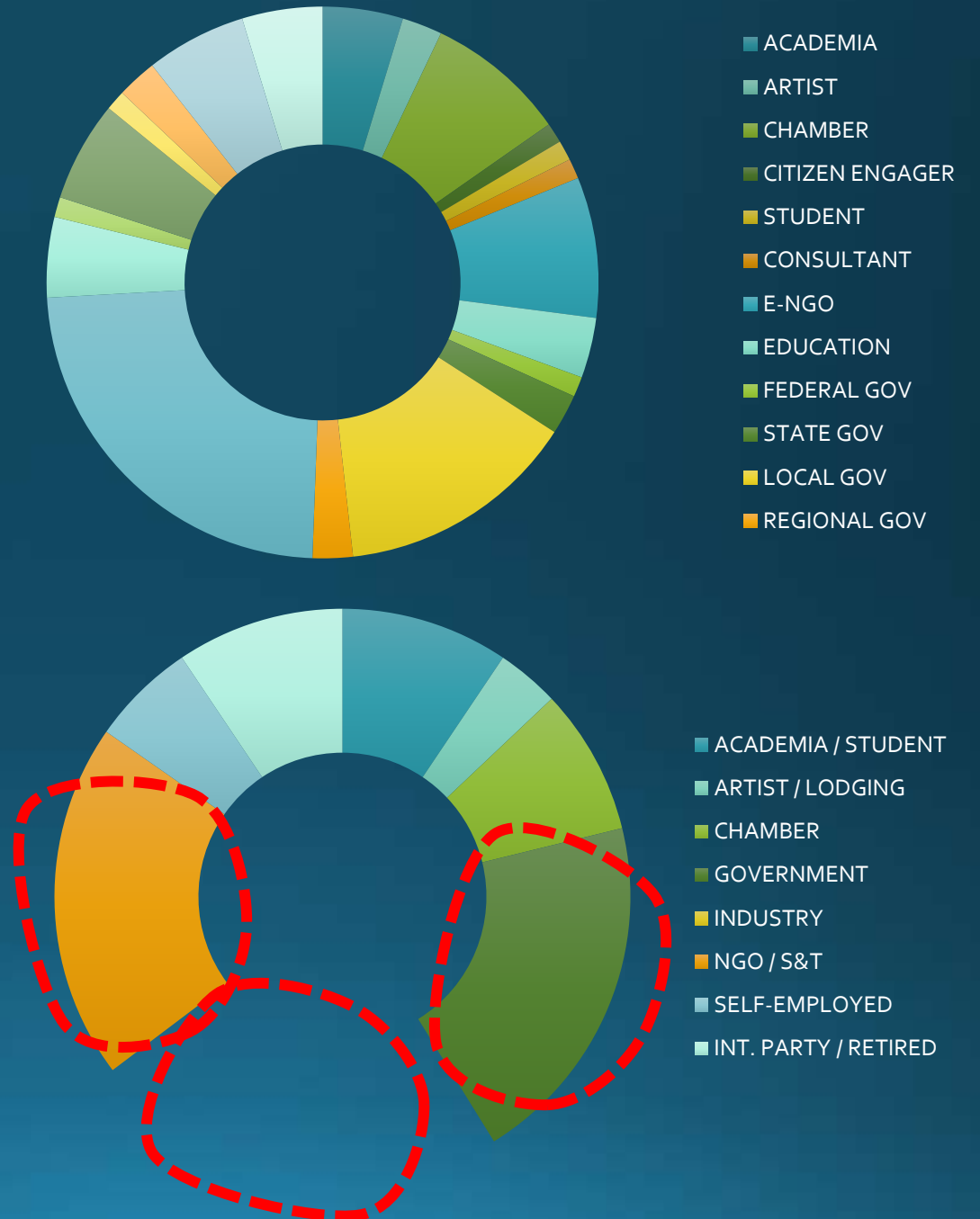
# 10/17 – 11/2

- PROVINCETOWN
- FALMOUTH/WOODS HOLE
- BOURNE
- PLYMOUTH
- CENTERVILLE
- EASTHAM
- CHATHAM
- OAK BLUFFS
- NANTUCKET



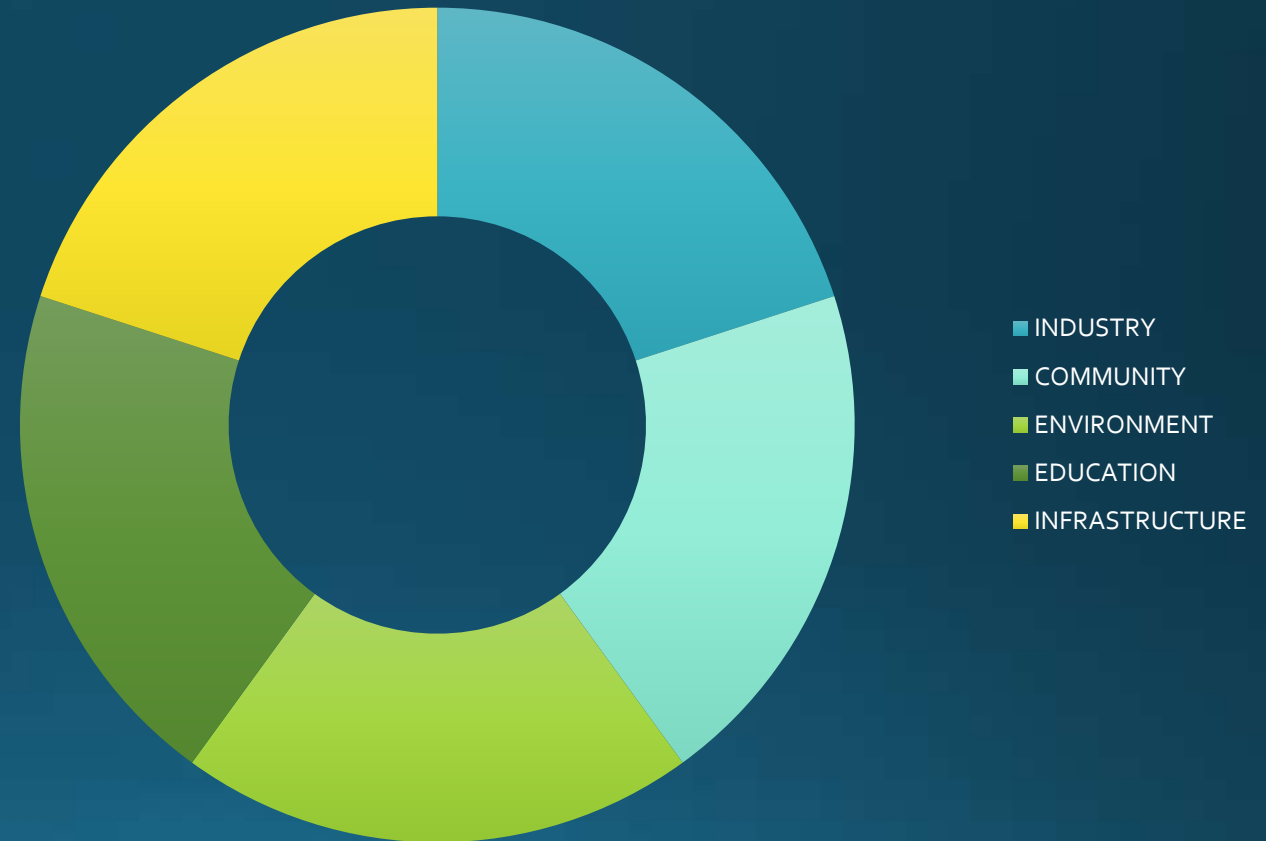
# RESULTS

- 86 attendees over 9 Facilitated Sessions
- 20 distinct attendee types
- 3 largest when combined
  - NGO / S&T
  - Industry
  - Government



# INPUT

- 84 Input Threads at the 9 sessions
- 17 pages of notes
- Hundreds of Action Suggestions or Directions
- 95% of these Threads can be boiled down to 5 distinct input categories
  - INDUSTRY
  - COMMUNITY
  - ENVIRONMENT
  - EDUCATION
  - INFRASTRUCTURE



# SAMPLE ACTION ITEMS





# INDUSTRY

- Blue Tourism
- Recreational/Commercial Fishing
- Recreation
- Agriculture/Aquaculture



# COMMUNITY

- Government Incentive Zones
- Business Sharing
- Cultural Resources
- Sense of Identity / Culture of Blue
- Planning with Innovative Solutions / Technology



# ENVIRONMENT

- Water Quality
- Marine Life
- Scenic Views
- Restoration



# EDUCATION

- High School
- Post-Secondary (Careers vs. Jobs)
- Mentorships
- Train Blue Economy Stewards





# INFRASTRUCTURE

- Affordable Housing
- Energy
- Data Network
- Transportation
- Food Security



# YOUR TURN!

- 3 KEY PAD POLLING QUESTIONS
- INPUT SUMMARY AND FULL SESSION NOTES
- SUGGESTION BOX AT BLUE ECONOMY TABLE



# QUESTION 1

Given our description of the characteristics of the Blue Economy, do you feel that your work or interests are part of the Blue Economy?

YES or NO

# QUESTION 2

If there was one central theme to the Blue Economy Implementation Plan that all actions and related important topics centered around, which theme would you choose:

1. HEALTHY WATER
2. BLUE CAREERS
3. TECHNOLOGY INNOVATIONS
4. COMMUNITY BUILDING
5. YEAR-ROUND ECONOMY



# QUESTION 3

With respect to actions necessary to meet our stated Blue Economy mission, rank the following in order of priority for our implementation plan focus with 1 being the highest priority and 5 the lowest:

- INDUSTRY
- ENVIRONMENT
- COMMUNITY
- INFRASTRUCTURE
- EDUCATION

# IN YOUR WORDS...

## *SUGGESTION BOX*

**What innovative, practical actions can we propose in our Implementation Plan to move us toward our vision?**

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*2nd edition of letters...*

# WATER DRIVES THE CAPE ECONOMY

[LEARN MORE](#)

Shaping the Cape's regional economy for the next 100 years

The Blue Economy Project, funded by a grant to Barnstable County and Cape Cod Chamber of Commerce, catalyzes the Cape region's coastal marine & aquaculture-based economy to invigorate our resilient communities.



[www.bluecapecod.org](http://www.bluecapecod.org)

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