How Do We Measure the Blue Economy? Let Us Count the Ways



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What is the Blue Economy?

- **NOAA Office for Coastal Management:** Jobs that depend directly on marine resources



Why is it Important to Measure the Blue Economy?

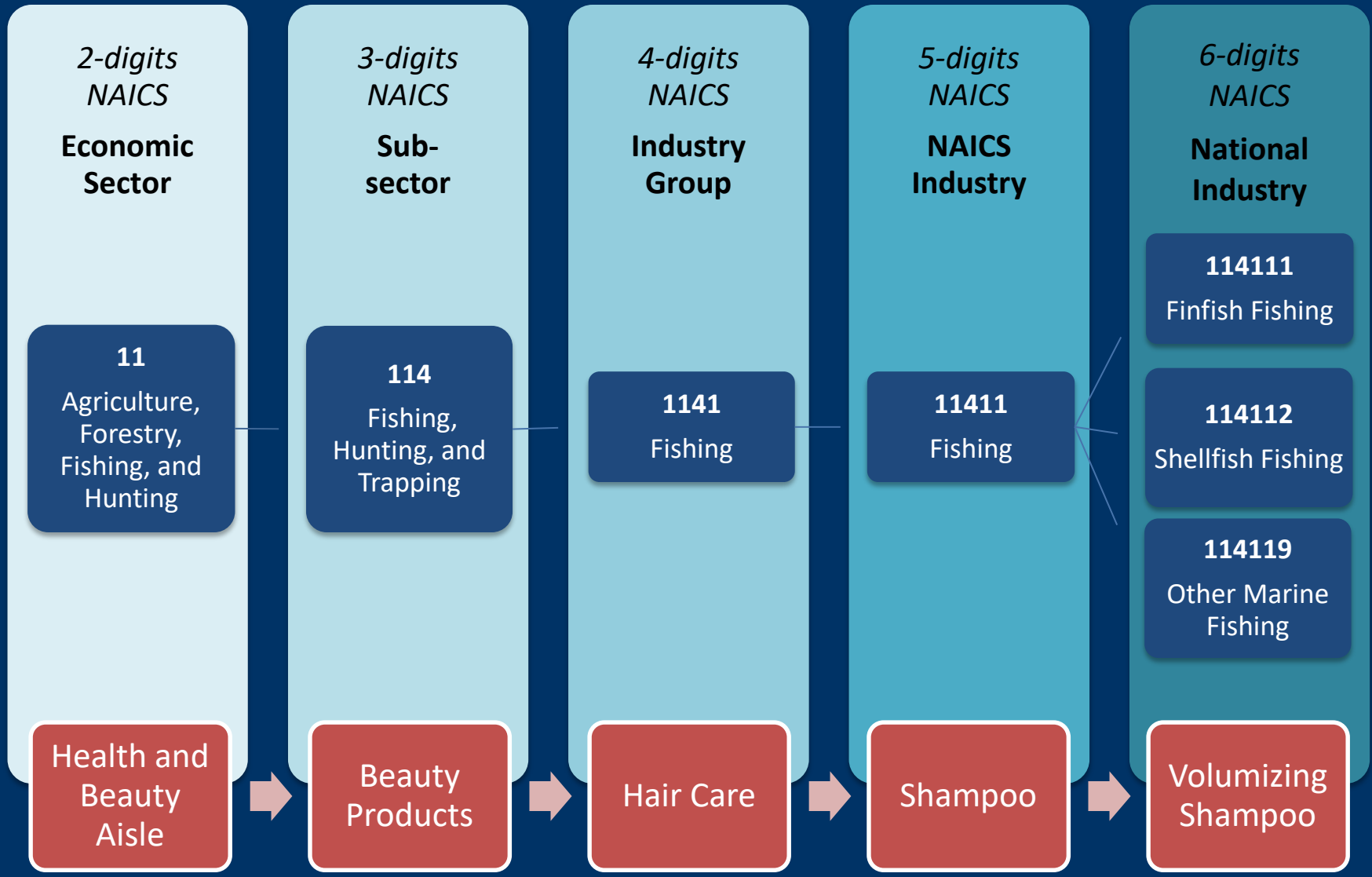
- Industries highly at risk from coastal hazards
- Some industries employ vulnerable populations
- Focal industries for the local economy
- Emerging industries
- National and international accounting

How Do We Measure the Blue Economy?



North American Industrial Classification System (NAICS)




2-digits NAICS
Economic Sector
11
Agriculture, Forestry, Fishing, and Hunting
Health and Beauty Aisle
3-digits NAICS
Sub-sector
114
Fishing, Hunting, and Trapping
Beauty Products
4-digits NAICS
Industry Group
1141
Fishing
Hair Care
5-digits NAICS
NAICS Industry
11411
Fishing
Shampoo
6-digits NAICS
National Industry
114111
Finfish Fishing
114112
Shellfish Fishing
114119
Other Marine Fishing
Volumizing Shampoo

Economics: National Ocean Watch (ENOW)

Six Sectors



48 Industries



Measuring the Blue Economy: ENOW



Establishments



Employment



Wages



Gross Domestic Product



Self-Employment

Measuring the Blue Economy: ENOW

Time Series Data



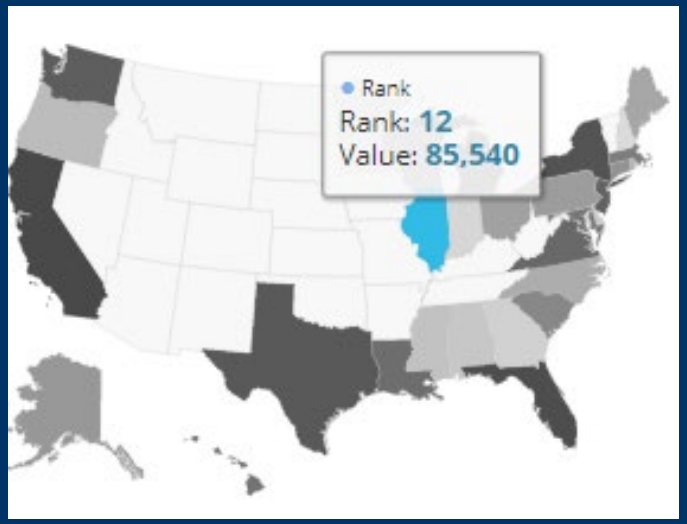
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Consistent Sorting of Data

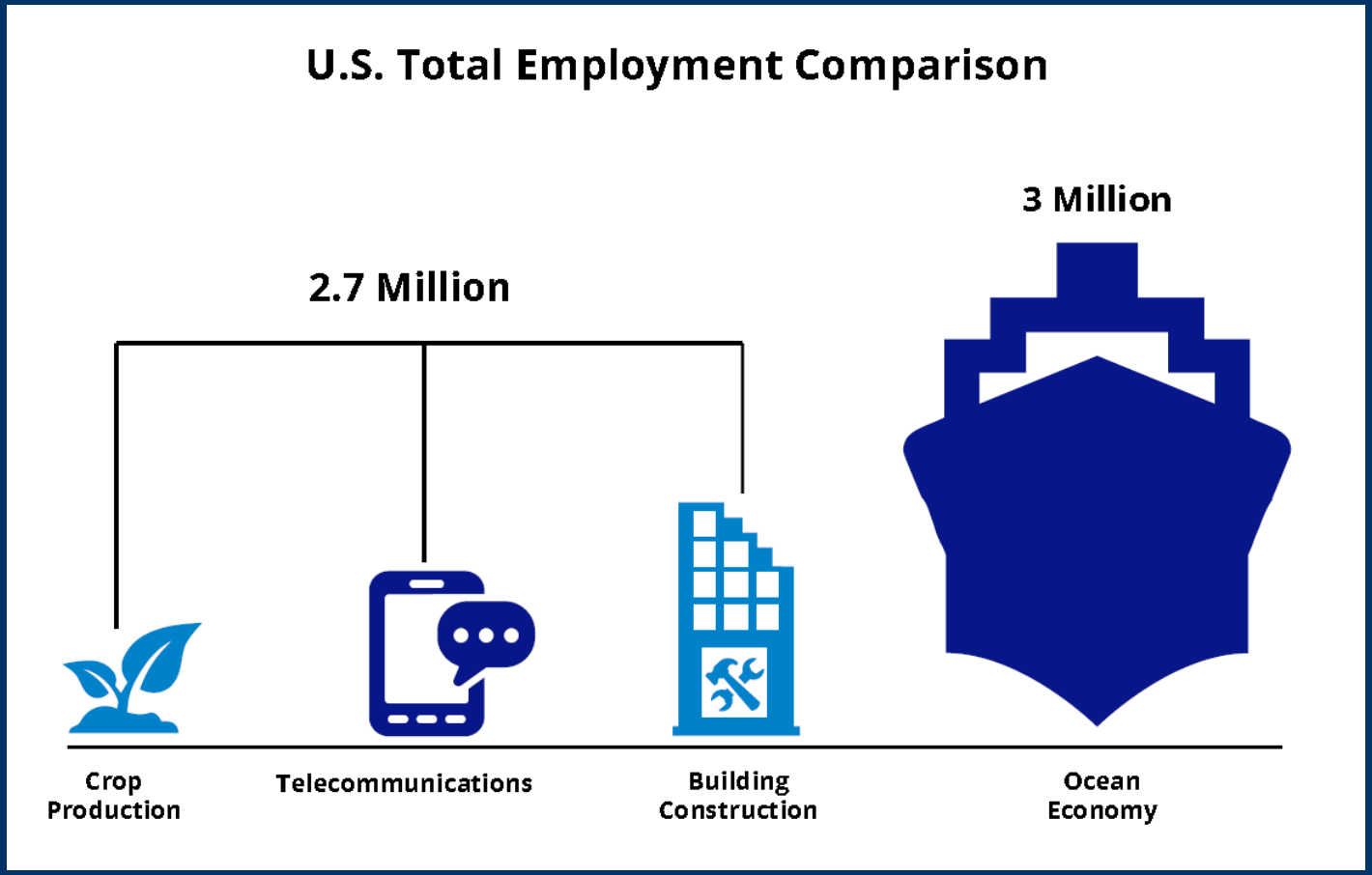


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Comparable over time and geography



Relative Size of the U.S. Ocean Economy



Six Sectors:
Living Resources







Marine Construction



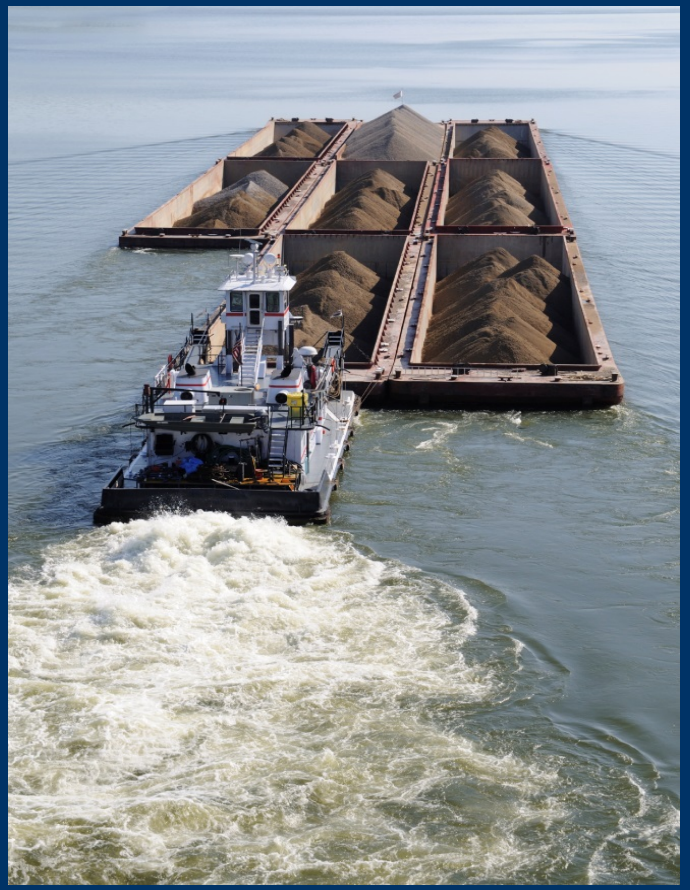


Marine Transportation

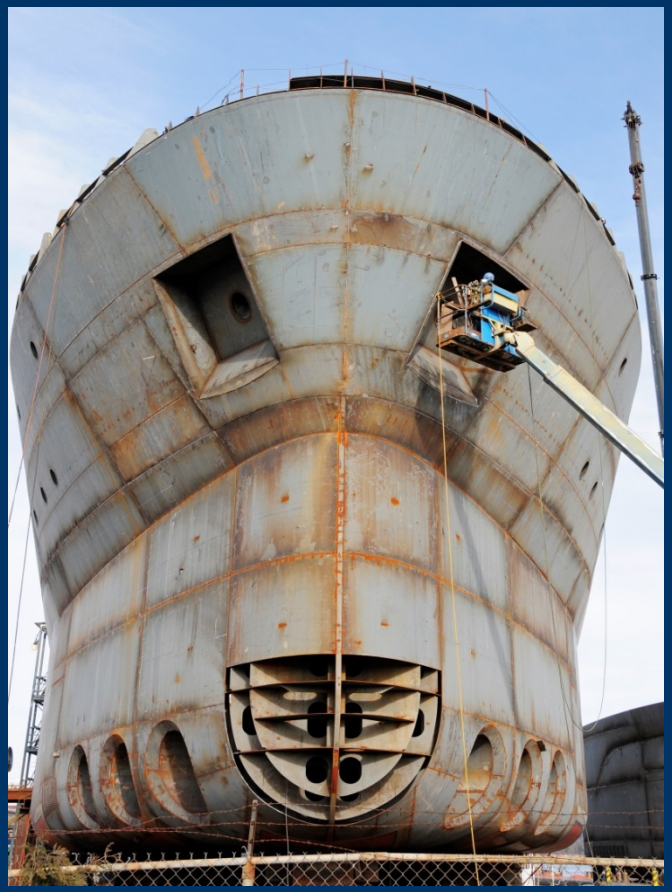


Offshore Mineral Resources





Ship and Boat Building





Tourism and Recreation



What's Missing?



What's Missing - Key Industries

- Government
- Marine education and research
- Blue technology
- Marine energy
- Partials of supporting industries







What's Missing - Local Data

Sub-county



Local knowledge



Ability to customize



Local Nuance

- Private marine terminals
- Support industries for fisheries
- Engineering and consulting firms
- Government-owned marinas





Filling in the Gaps – Key Industries

Marine Economy Account

- Partnership with Bureau of Economic Analysis
- Accounting key missing industries
- Partials for supporting industries
- Generating national statistics comparable to international counterparts

Filling in the Gaps – Local Data

Estimating the Local Marine Economy training

- Partnership with National Working Waterfronts Network and Maine Sea Grant
- Developing methods and best practices
- Identifying local data sets
- Providing technical support
- Building regional networks

How is This Information Being Used?

- Regional economic planning
- Comprehensive planning
- Hazard mitigation planning
- Workforce development planning
- Grants

Questions?
Need Technical Support?



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