



THE MARITIME  
ALLIANCE

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

“A Roadmap of Going Places Where  
Others are Not Even Looking”:  
The **Blue Economy** & **BlueTech** in San Diego

Presentation to Burnham-Moores 18<sup>th</sup> Annual Real Estate Conference  
February 13, 2014

---

Michael B. Jones – President [mbjones@themaritimealliance.org](mailto:mbjones@themaritimealliance.org)

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



# THE MARITIME ALLIANCE

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

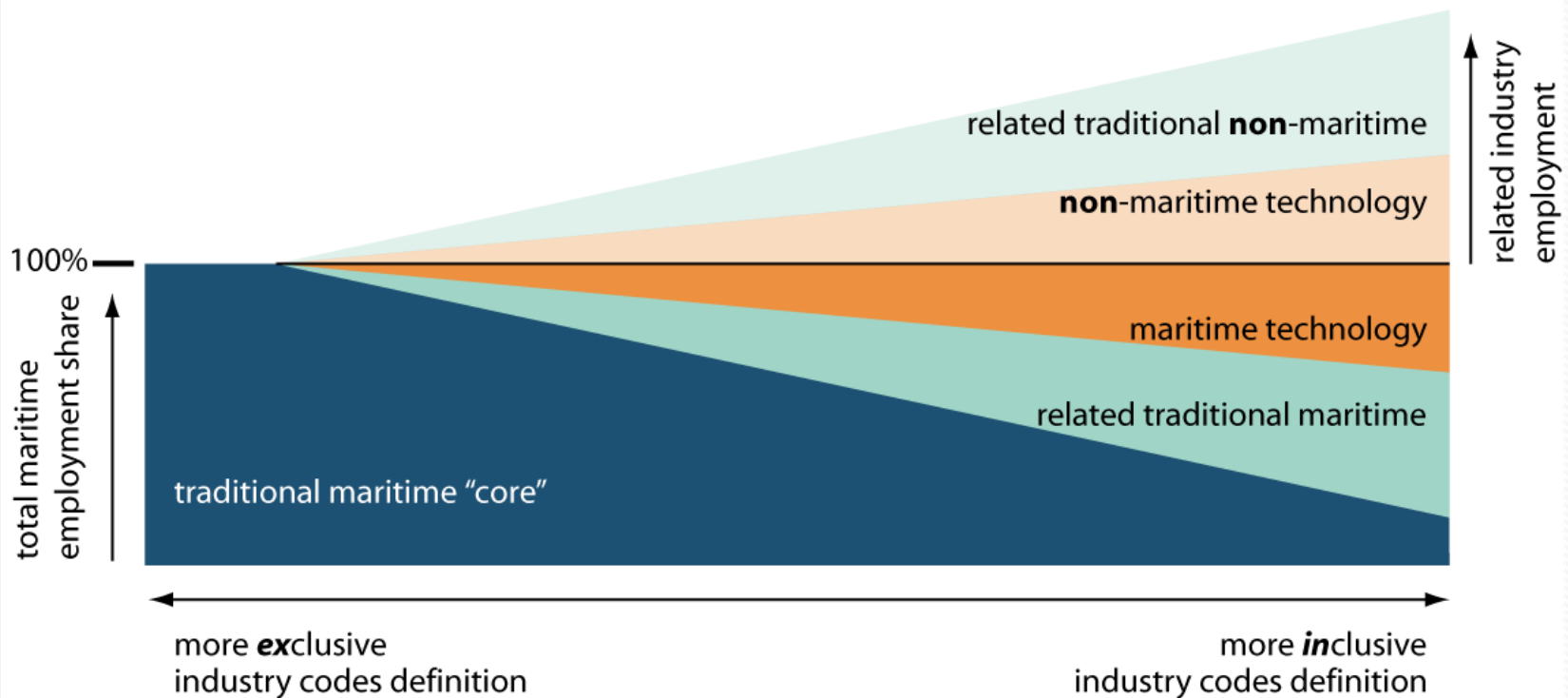
The **Blue Economy** in San Diego – Top Line thoughts

- **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**”

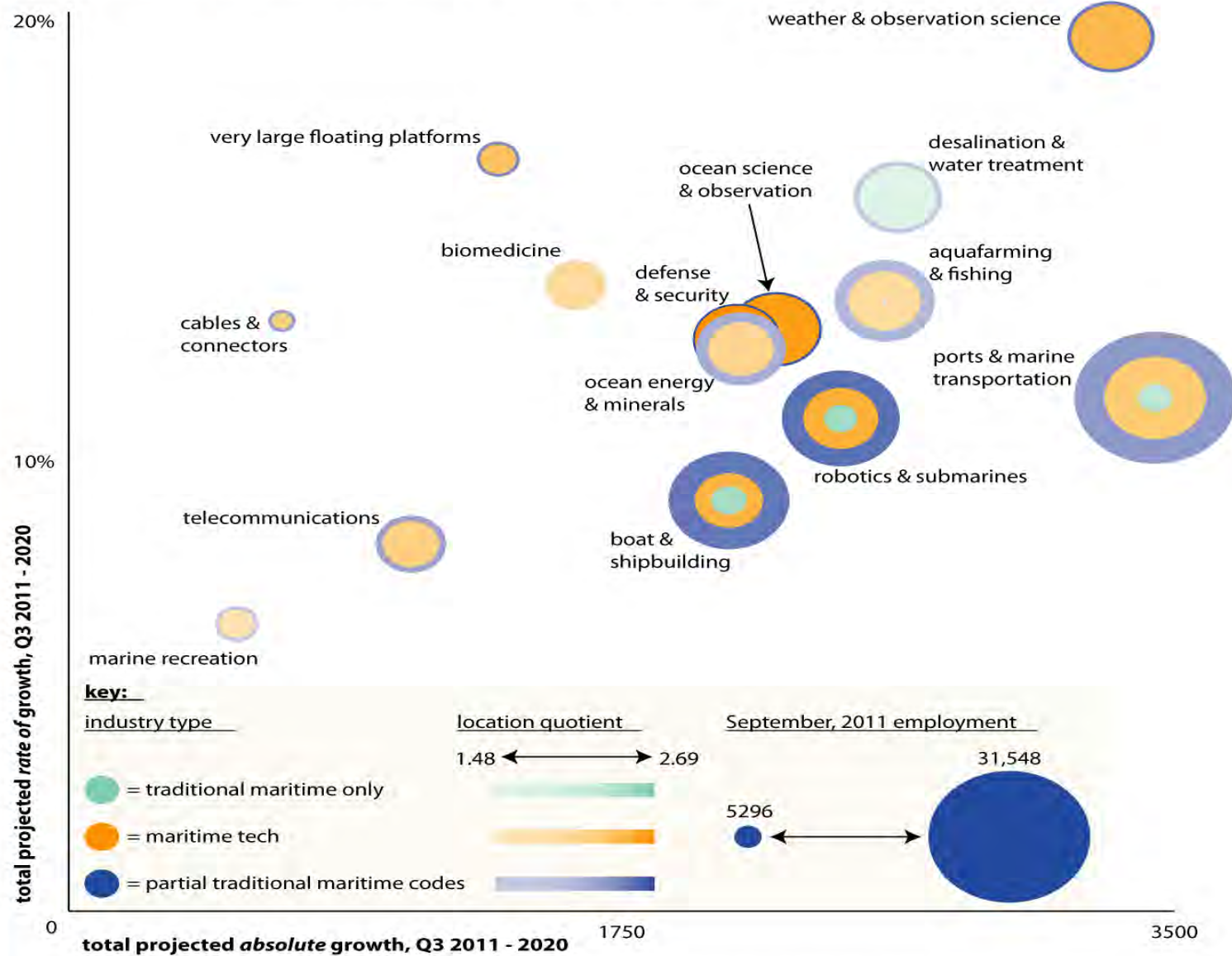


## Blue Jobs:

- *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).

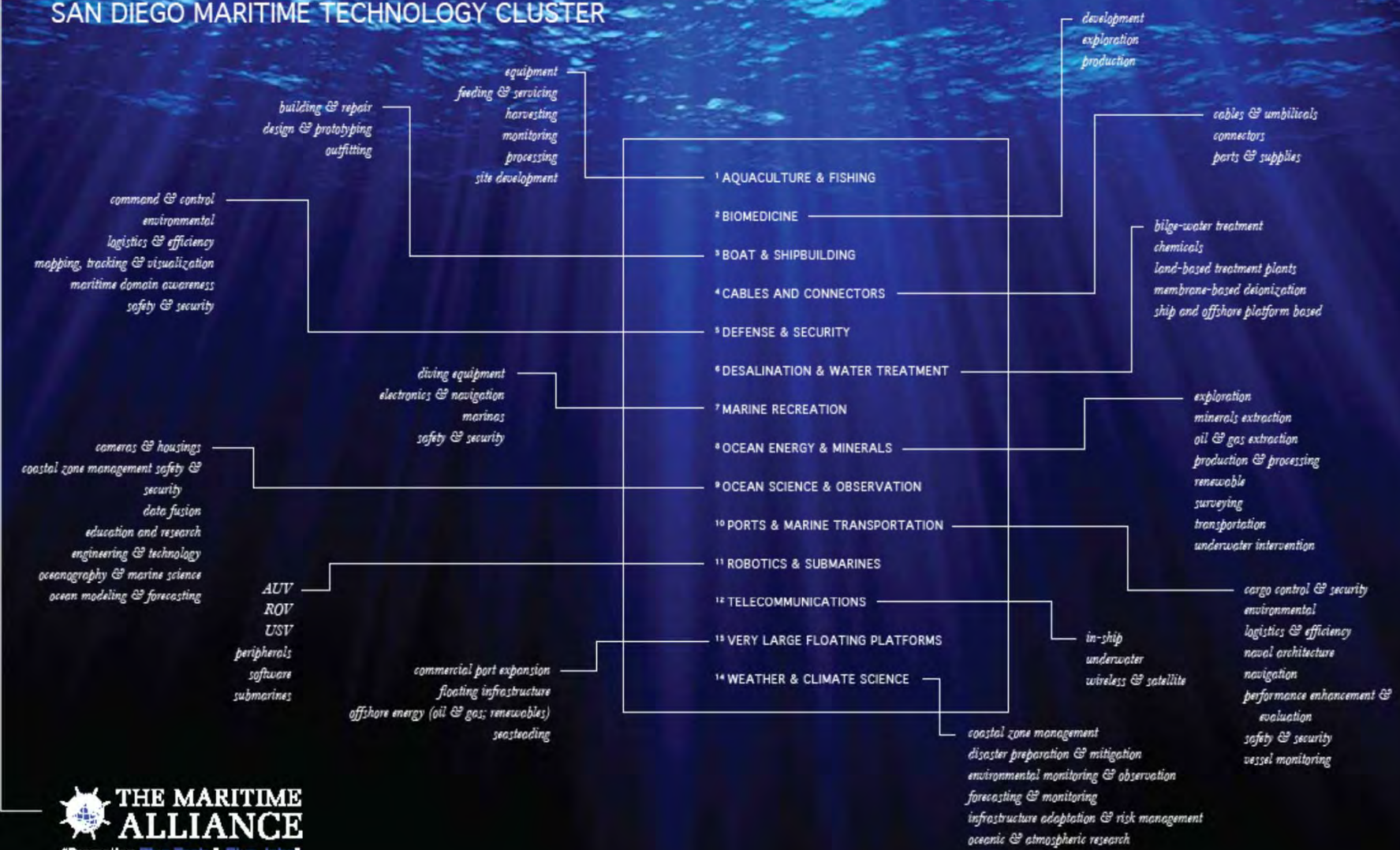
\* Sponsored by San Diego Workforce Partnership, San Diego Regional EDC and **The Maritime Alliance**

**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.

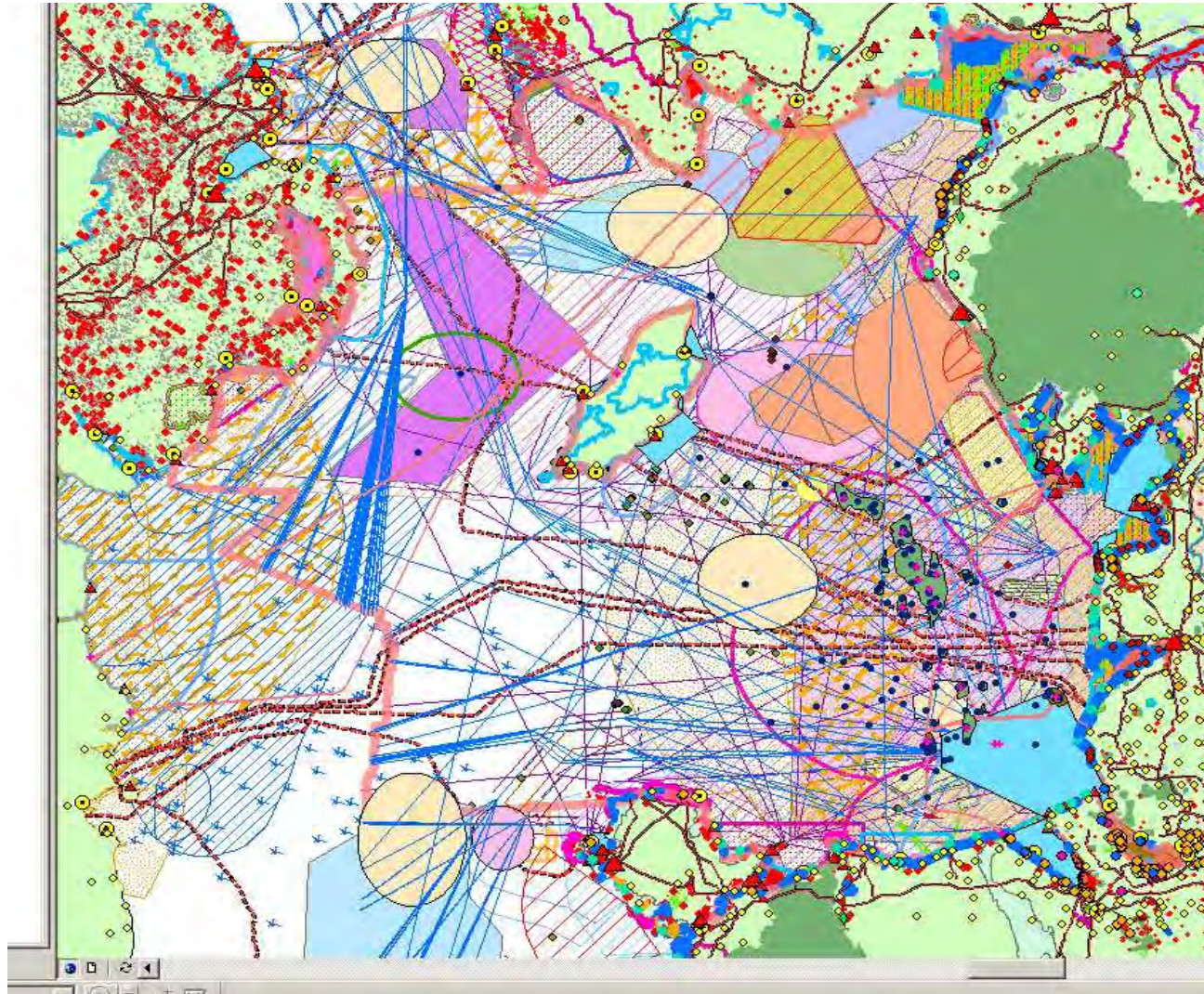
# SAN DIEGO MARITIME TECHNOLOGY CLUSTER



# 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



# The Benefits of Marine Spatial Planning

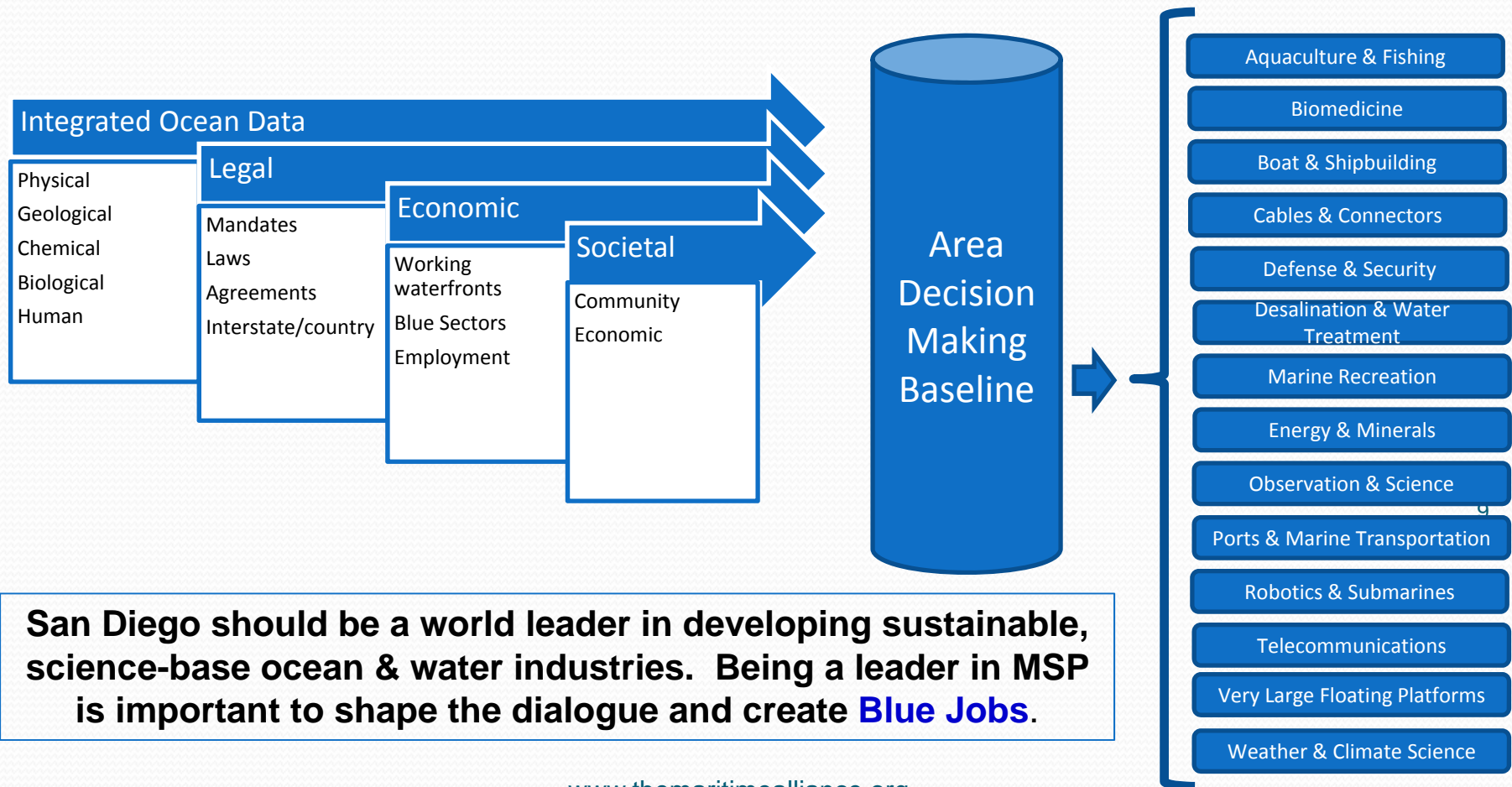
- Ecological benefits through an ecosystem based management approach
  - Management and monitoring measures
    - Input measures (e.g. shipping vessel size, fishing activity)
    - Process measures (e.g. best environmental practise)
    - Output measures (e.g. tonnage limitation for aggregates)
    - Spatial and Temporal measures (e.g. designation of commercial activities , conservation areas)
  - Social and community participation and “ownership”
  - Economic benefits
- ...delivered through a Vision and Implementation Plan

-----  
***In San Diego we are pursuing a regional MSP effort***



# 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**.**