

MID-ATLANTIC BLUE OCEAN ECONOMY 2030

Exploring the prospects and challenges for emerging ocean industries to 2030

The Marine Science & Policy Series



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“The idea of the ‘blue economy’ or ‘blue growth’ has become ... the frame by which governments, NGOs and others refer to a more sustainable ocean economy — one, broadly, where there is better alignment between economic growth and the health of the ocean.” (Economist Intelligence Unit 2015)

“As a community we have failed to capture the attention of the public and decision makers to communicate the importance of the ocean to the welfare of humanity and to the success of our nation.” (Dr. Jerry Schubel, National Ocean Economic Forum 2016)

The Mid-Atlantic Blue Ocean Economy encompasses ocean-based industries, as well as the natural assets and ecosystem services that the ocean provides. There is a need to improve our understanding and appropriately value the ocean so it can be properly factored into our efforts to meet future challenges and enable us clearly communicate the importance of investing in a healthy ocean and a robust Blue Ocean Economy.

The *Mid-Atlantic BLUE Ocean Economy 2030* forum will bring together leading scientists, policymakers, conservationists, business and community leaders, and communicators to identify opportunities to promote, protect and prosper from the region’s largest and most important natural asset — the ocean. The forum’s goals and objectives include:

- Identify the most important factors driving the future of the Blue Ocean Economy and enhancing the value of marine ecosystems.
- Identify relevant observing, scientific and technological innovations that would strengthen the sustainable development of the ocean economy.
- Articulate the importance of the healthy and thriving Mid-Atlantic Ocean to our quality of life and future prosperity, and communications strategies to carry these messages forward.

The forum will focus on future trends influencing important ocean industries — transportation, energy, fisheries, natural resources and ecosystem services, and travel & tourism, and the impacts of changes in the ocean environment such as ecosystem shift, ocean noise, sea level rise and ocean acidification. Attendees will identify trends, shared and common goals, impediments to supporting the Blue Ocean Economy, as well as actions to better align economic growth opportunities and the health of the ocean. Day two will examine how the frame of the Blue Economy and shared goals identified can be used to capture the attention of the public and communicate the importance of the ocean.

The Forum will be hosted by the Monmouth University Urban Coast Institute with its partner, the Rockefeller University Program for the Human Environment.