

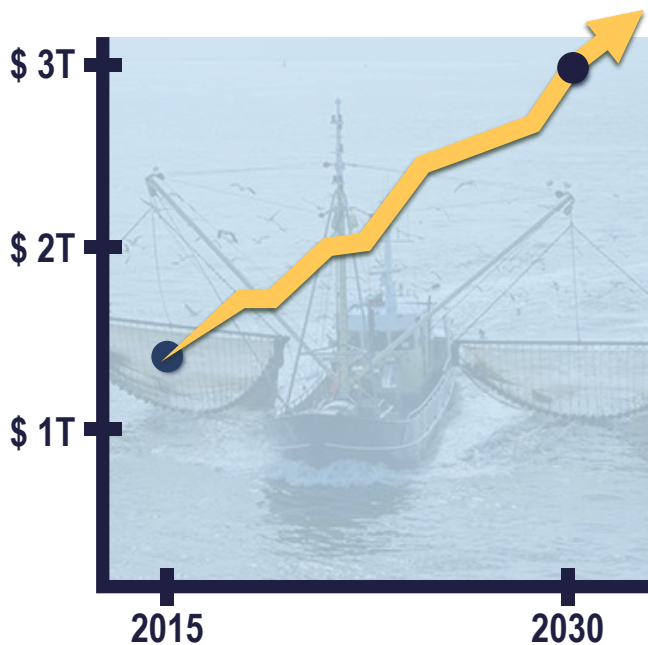


# Leadership to Power the American Blue Economy



American prosperity in the Blue Economy relies on NOAA's leadership in achieving its ambitious goals in five key areas

By 2030 the global ocean economy will **DOUBLE** in value to **\$3 trillion**



Source: OECD (2016) *The Ocean Economy in 2030*



## SEAFOOD PRODUCTION

Triple domestic marine aquaculture production and maximize sustainable commercial fishing by streamlining regulations.



## TOURISM & RECREATION

Promote sustainable tourism and recreation, including angling, in the U.S. coastal areas and Great Lakes by strengthening national marine sanctuaries.



## OCEAN EXPLORATION

Expand ocean exploration by making available seafloor maps and data of the entire U.S. exclusive economic zone.



## MARINE TRANSPORTATION

Strengthen marine commerce by increasing vessel transit safety and efficiency at major U.S. seaports to reduce shipping costs.



## COASTAL RESILIENCE

Support smarter coastal zone planning and more resilient economies in all U.S. coastal states and territories.

## NOAA seeks targeted investments to grow the American Blue Economy by:

- Accelerating transition of our cutting-edge science and technology research;
- Strengthening our collaboration with public-private partners; and
- Harnessing transformative technologies, such as unmanned systems, artificial intelligence, 'omics, and cloud.



### SEAFOOD PRODUCTION

Reduce barriers to expand U.S. seafood production through streamlined aquaculture permitting and cutting-edge R&D, regulatory reform to maximize sustainable commercial fishing, and continued enforcement of seafood import restrictions.



### TOURISM & RECREATION

Increase sustainable tourism and recreation opportunities by expanding NOAA marine sanctuaries, improving weather and ocean forecasts, increasing recreational fishing opportunities, and restoring and protecting coasts, estuaries, coral reefs, and sea life.



### OCEAN EXPLORATION

Dedicate funding for the National Oceanographic Partnership Program to improve our understanding of U.S. deep waters and expand seafloor mapping to identify energy sources, minerals, and pharmaceuticals vital to U.S. industries, human health, and national security.



### MARINE TRANSPORTATION

Resource NOAA's world-class navigation services, developed through close consultation with America's leading ports, to safeguard \$5.4 trillion in economic activity generated by U.S. seaports.



### COASTAL RESILIENCE

Use the OceanReports tools and other data portals to provide actionable information to coastal communities in easily usable formats to support ocean commerce, energy development, sustainable infrastructure, and conservation.



For more information on these important initiatives, read the FY20 NOAA budget request testimony at <http://bit.ly/2WCmf5p> from Dr. Neil Jacobs, Assistant Secretary of Commerce for Environmental Observation and Prediction, performing the duties of Under Secretary of Commerce for Oceans and Atmosphere. For more on NOAA's leadership in the American Blue Economy, see a recent interview with Deputy NOAA Administrator, RDML Tim Gallaudet, Ph.D., USN Ret., for Marine Technology Society at <https://bit.ly/2MxWUoG>.