



New Blue Economy: Discover Global Markets



INTERNATIONAL
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NOAA expands and strengthens the New Blue Economy by leading agency-wide initiatives in the following areas:

- Data and Information Services
- Marine Transportation
- Ocean Exploration
- Seafood Competitiveness
- Tourism & Recreation
- Coastal Resilience

The global ocean is the lifeblood of our planet's most vital functions and the power source of global commerce and trade.

The Department of Commerce is activating its bureaus, including the International Trade Administration (ITA) and the National Oceanic and Atmospheric Administration (NOAA), to act creatively and collaboratively to advance research, promote clean tech exports and build more sustainable and equitable industries.

Of all the areas where ITA and NOAA's work overlap, none is as crucial as the Blue Economy—the industries, jobs and economic growth that rely on and protect our precious ocean and Great Lakes resources. The United States is not just home to 95,000 miles of shoreline where half of our population lives, we're also home to an enormous source of revenue and jobs generated by the interwoven sectors of marine transportation, offshore renewable energy, seafood, fishing, and coastal travel and tourism.

In 2018 alone, the American Blue Economy supported 2.3 million jobs and contributed \$373 billion to our GDP. By the start of the new decade, the Blue Economy across the globe is expected to double to \$3 trillion. It is nearly impossible for most Americans to go a single day without using, wearing, or eating something that has come from or through our ocean and coasts.

A new age in ocean technology, sustainability, and logistics calls for a **New Blue Economy** that puts U.S. companies and our workforce at the center of climate and societal solutions. With climate considerations at the center of the Biden Administration's foreign policy and trade agenda, the New Blue Economy will enable the improved collection, analysis, and

dissemination of ocean and coastal-derived data designed to help economies thrive and marine ecosystems flourish.

ITA is helping to build a more robust, equitable, and sustainable economy by promoting U.S. trade and advocating for American workers and businesses. This begins with combatting the climate crisis at home and abroad through the power of U.S. innovation in the New Blue Economy. It is more important now than ever before to ensure that American-made products, services and solutions are available to countries around the world to face the challenges posed by climate change. ITA helps U.S. companies big and small, including minority-owned enterprises, make inroads into international markets so they can provide the products and services the world needs to curb harmful emissions, mitigate natural disasters, and instill a new environmental legacy for future generations—which is why ITA is pursuing a Clean Tech Export Competitiveness Strategy. ITA seeks to build on the ingenuity of U.S. businesses and workers to help partners and allies to meet their climate goals while building high-paying jobs at home.

At the same time, NOAA's observations of our oceans and coasts help provide crucial public data that help U.S. companies make informed, science-based decisions and reach customers worldwide. Thanks to NOAA's work, the U.S. government has developed a strong track record of working with private sector companies to build satellites that track our weather, airplanes that hunt hurricanes, buoys that monitor water levels, and international partnerships that engage in research across borders. That innovation has never been more exciting than today, with U.S. companies leading the way with tools like drones that deliver lifesaving data in real-time on extreme weather and insights to help us better understand climate change.

NOAA's work directly supports the United Nations Decade of Ocean Science for Sustainable Development (2021-2030) with science and services designed to improve sustainable utilization of ocean resources for a healthy blue economy and societal benefit. NOAA's New Blue Economy objectives are well reflected in several of the first Ocean Decade actions endorsed by the United Nations Intergovernmental Oceanographic Commission of UNESCO (IOC). The NOAA Ocean and Coastal Council oversees NOAA's participation in the Ocean Decade, and NOAA is joined by more than 20 additional federal agencies that coordinate through the Interagency Working Group for the Ocean Decade.

Through bilateral engagements and international partnerships, the United States is leading the way to address the climate crisis, strengthen supply chains, end unfair trade practices, and foster global innovation and creativity.

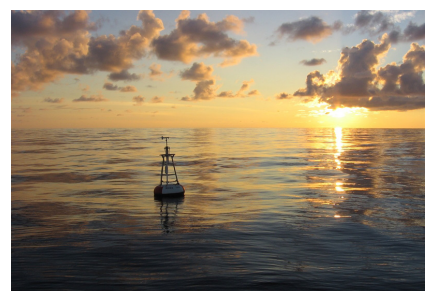
The New Blue Economy is “a knowledge-based economy, looking to the sea not just for extraction of material goods, but for data and information to address societal challenges and inspire their solutions.”

- Dr. Rick Spinrad, Under Secretary of Commerce for Oceans and Atmosphere & NOAA Administrator



National Oceanic and Atmospheric Administration New Blue Economy Areas of Focus:

- Build coalitions and partnerships to drive sustainable, data-driven economic growth;
- Stimulate innovation and sustainable economic growth by removing barriers and providing consistent and reliable access to authoritative data;
- Accelerate research, development and adoption of new technologies and data-driven services
- Build an expert and diverse workforce needed to advance the New Blue Economy in a competitive and changing labor market.



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