



MARINE TECHNOLOGY SOCIETY

OPPORTUNITY RUNS DEEP

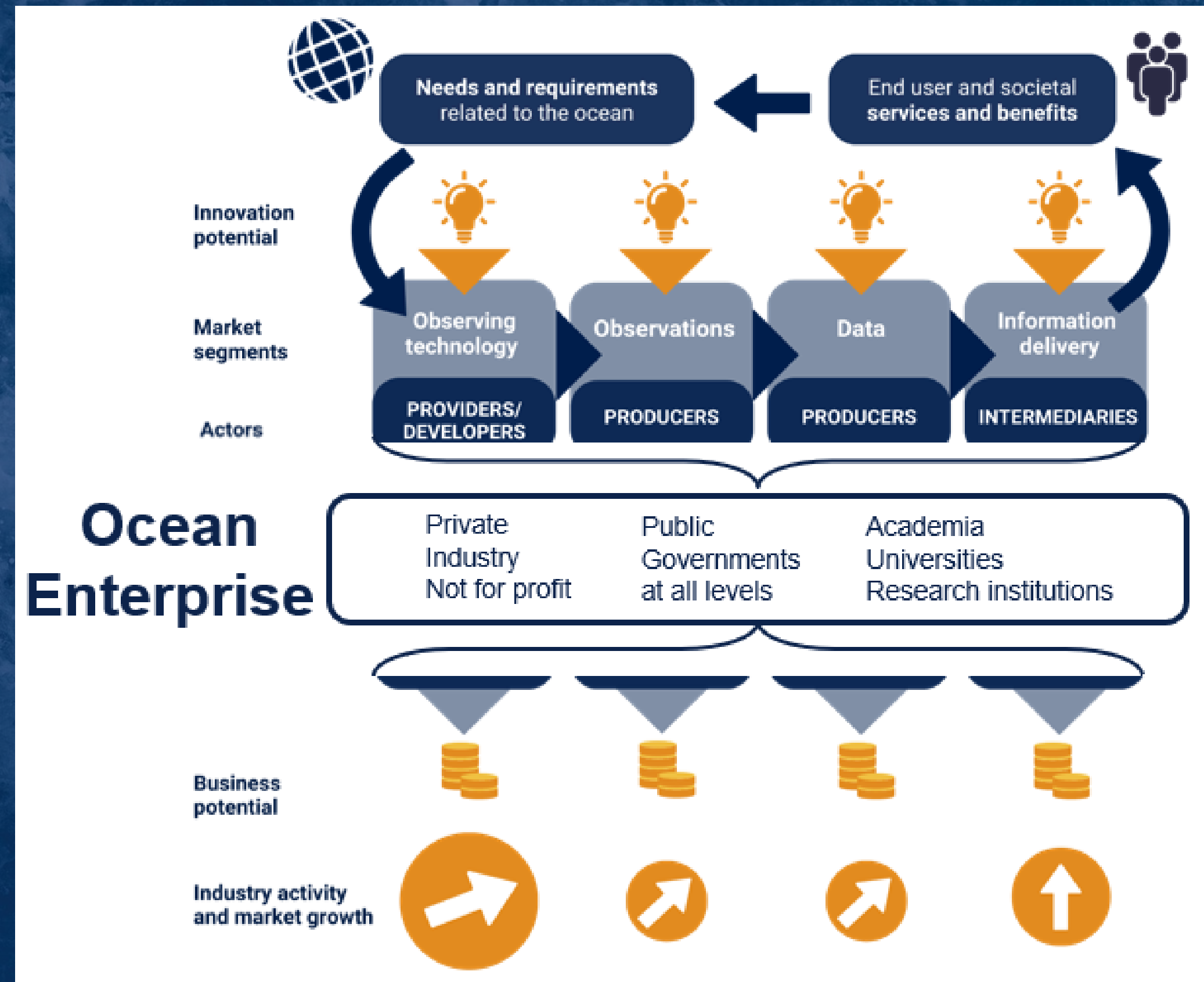
Brendal Townsend – Sr. Director

mtsociety.org



What is the Ocean Enterprise?

1. Leverages the power of ocean data and information to address ocean challenges of the 21st century.
2. Includes various stakeholders (industry, government, academia, end-users, civil society, etc.).
3. Contributes to advancing science, technology, innovation, and policy.





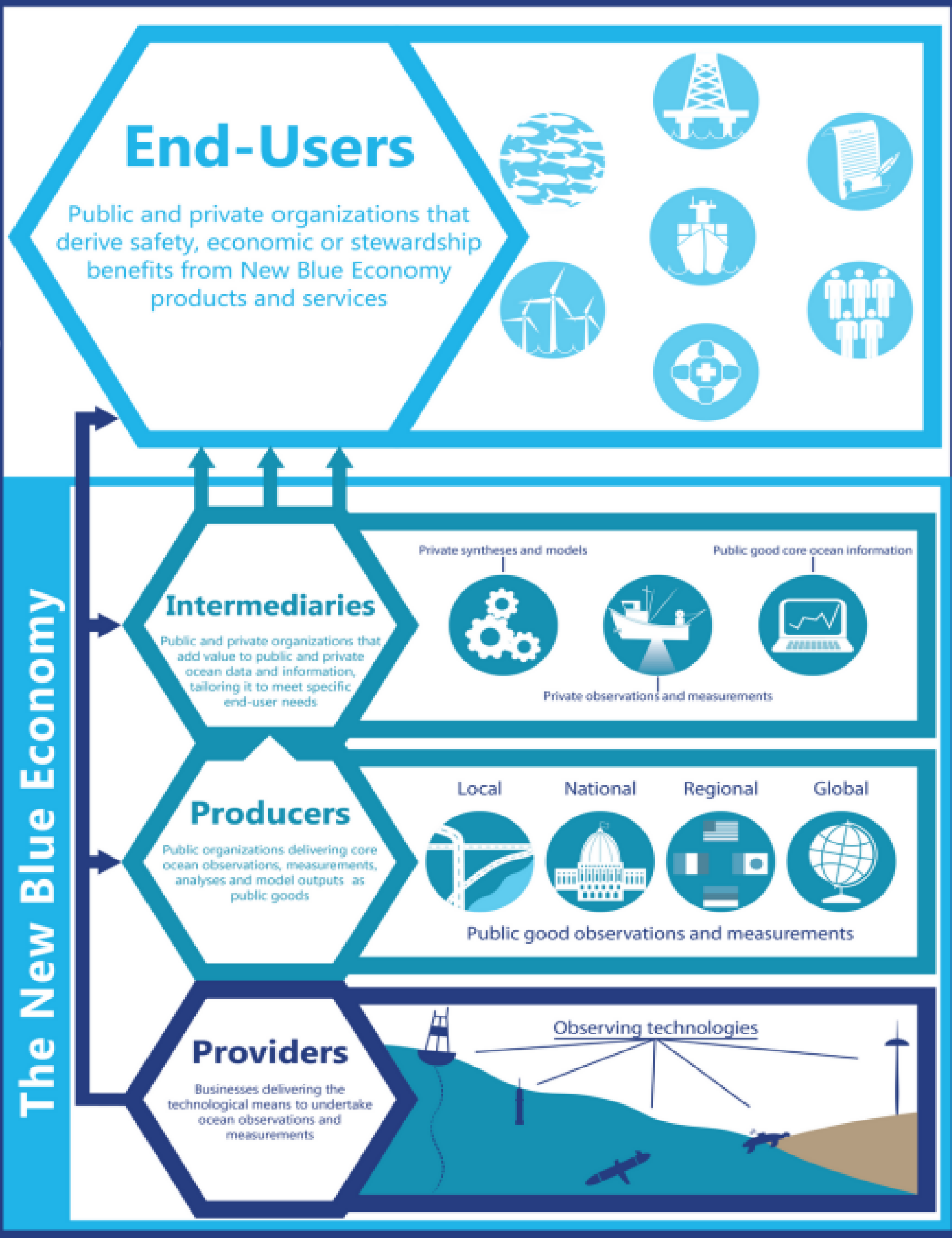
BRINGING THE COMMUNITY *TOGETHER*

The Ocean Enterprise was coined by IOOS in 2015

New Blue Economy is a term that describes a sustainable and equitable ocean that optimizes advances in science and technology.

Ocean Enterprise observe, measure and predict the ocean, and the use of the resulting data and information to help address societal and environmental challenges and support the evolution and development of the economy.





Principles of the OE



Encourage and facilitate the exchange of ideas and knowledge among the various actors in the Ocean Enterprise.

Provide support and opportunities for the development and growth of ocean technology businesses and innovators.

Enhance public awareness – ocean literacy of the ocean enterprise and its importance for the economy, environment, and society.

Foster a culture of excellence, integrity, and sustainability in the ocean enterprise, adhering to the highest ethical and professional standards.

Figure 3. The principal components of the New Blue Economy (credit: NOAA)

What is the Ocean Enterprise Initiative?



MTS launched OEI to address ocean challenges and gaps of the 21st century

- 1 **To advance ocean science and technology** by supporting research, education, capacity-building – addressing gaps and challenges.
- 2 **To support the development and adoption of** ocean best practices that enable interoperability, standardization, and QAQC of ocean data.
- 3 **To prepare and expand the global workforce** of the ocean enterprise sector by creating pathways and opportunities for education, training, and career development.
- 4 **To enhance the use of data and information** from the ocean observing system to inform decision-making.
- 5 **To enhance ocean literacy and awareness of** the public, policymakers, and stakeholders by communicating the value and importance of the ocean.

How we plan to *to achieve our goals*



Climate/Coastal Resilience

- NOAA Accelerator Kick-Off, New Orleans
- 4 x Small convening groups (ecosystem services, carbon sequestration, coastal resilience, and ocean renewables)

Dialogues with Industry – Ocean Observing

- Dedicated workshops around roadmap action items (biotechnology, standards, mCDR)
- Building a digital ocean enterprise library

Workforce Development

- Co-design with IOOS multi-year programming on priority topics
- Theme-focused workforce workshops

