



Mapping of the Blue Economy in CARICOM

World Intellectual Property Organization

Outline

Adopted Definition of the Blue Economy

Methodology Overview

Summary of Findings

Insights: From the Empathy Maps

Recommendations

Definition of the Blue Economy

*“an **economic activity** that directly or indirectly **uses ocean or river resources as an input**, and that contributes or does not negatively affect the health and sustainability of ocean and river ecosystems. It emphasises **conservation** and **sustainable management** based on the idea that healthy ocean ecosystems are more productive and are fundamental to sustainable, ocean-based economies. Sustainable management implies that economic activity is in balance with the long-term capacity of ocean ecosystems to support such activity..”*

(Compete Caribbean 2021)

Methodology Overview

Identification of Participants

- Development Agencies
- NGOs,
- Governmental Agencies

Data Collection

- Online Survey
- Sociographic
- Type of activities
- Intellectual Property focus
- Business Model development

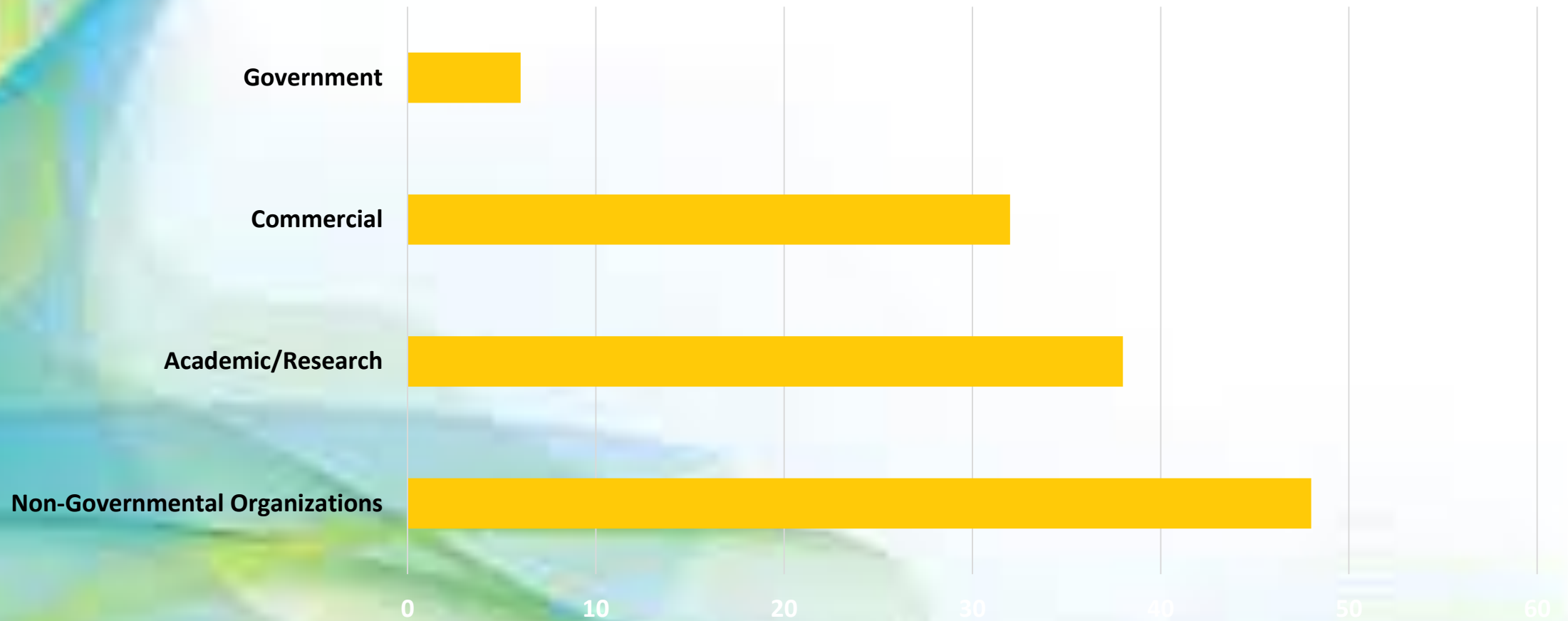
Data Analysis

- Descriptive Statistics
- Business Models
- Ranking of existing projects by business and innovation readiness

Findings: Building a sustainable Blue Economy (Literature)

- **Diversifying the existing economic base and increasing the proportion of GDP derived from ocean sectors;**
- **Focusing on strategies to create higher value jobs;**
- **Addressing the achievement of food security through marine sources of protein; and**
- **Supporting developing countries in managing ocean development in a sustainable way.**
 - *G20 Development Working Group (DWG) titled “The Blue Economy: From Concept to Reality in the Caribbean Region,”*

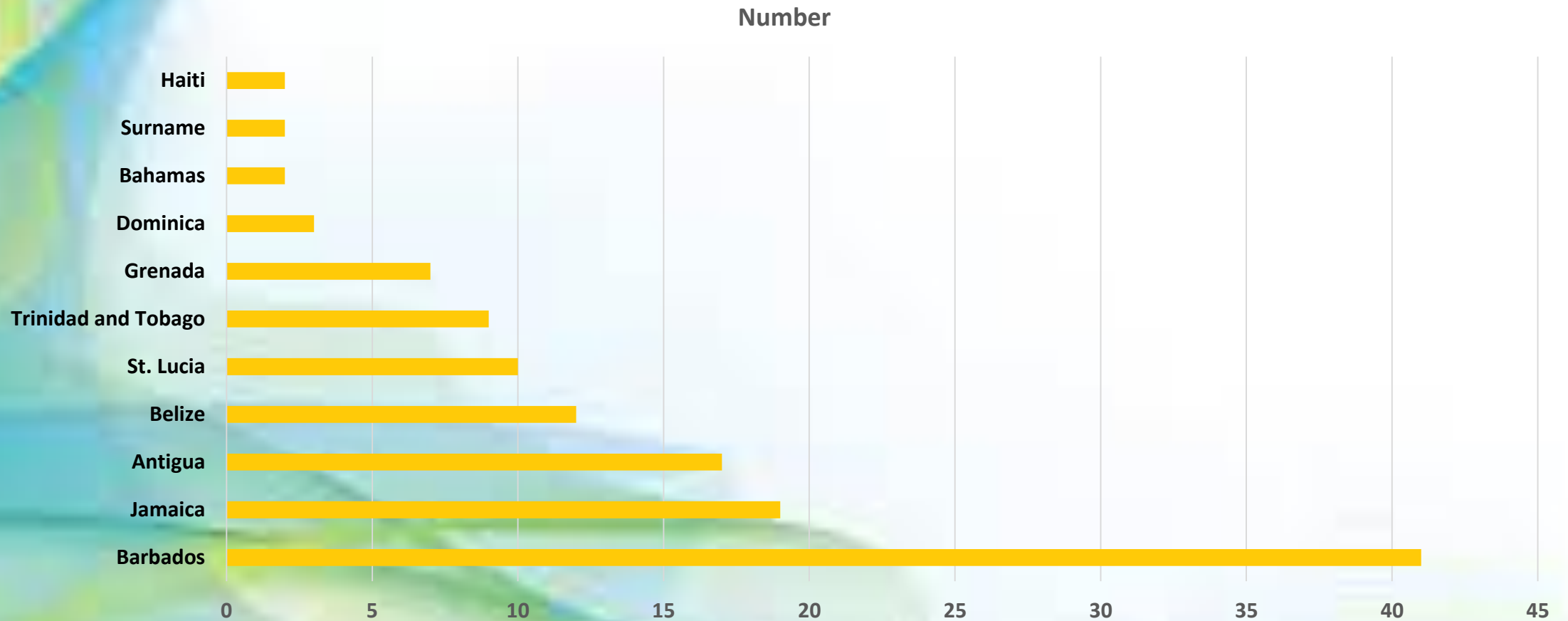
Findings:



Distribution of projects by types of organizations

WIPO FOR OFFICIAL USE ONLY

Findings: Data Analysis:



Distribution of projects by territories

Data Analysis

Observation



Expanded categories of projects.

Insights

What is Heard?

- Technological Concerns,
- Business Community Concerns, and
- Community concerns

What is Seen?

- Innovation in the Blue Economy is trickling in
- There is limited experimentation taking place.

What is Felt?

- The Blue Economy Framework,
- Policy and Governance limited,
- Community Concerns not being addressed, and
- Insufficient action being taken

What can be gained?

- Economic and Environmental Sustainability,
- Governance of the Blue Economy,
- Economic Independence of Operatives in the BE,
- Greater Collaboration among the various players

Insights

What can be gained?

- Economic and Environmental Sustainability,
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What is being said and Done?

- Promoting the philosophy of Multi-Trophic Agriculture
- Advocating for projects which reduce climate risk in terrestrial and marine ecosystems
- Lobby for the inclusion of Renewable Energy in Blue Economy projects
- Seeking funding from International sources

What is being said and done?

- Forecasting and proposing sustainable paths for the development of CARICOM Blue Economy
- Advocate for equitable distribution of coastal spaces and opportunities in the Blue Economy
- Support and advise private sector organizations on how to get their work done in the Blue Economy

Insights

Pains

- Splintered groups with varying perspectives on the Blue Economy
- Individuals acting in ignorance
- Absence of Communities of Practice
- Unsustainable Activities
- Lack of policies to encourage participation in the Blue Economy
- Economic opportunities being ignored by both governments and private organizations
- Conflict of interests between politicians and technocrats
- Absence of an adequate Blue Economy Governance Framework

Pains

- Absence of a Strategic Framework for the Blue Economy in CARICOM
- Security and Crime leading to cost escalation in Blue Economy projects
- Displacement of Coastline Communities
- Absence of public education interventions
- Risk aversion to using or innovating the required technologies
- Limited funding available for innovation
- Underdeveloped support services in institutions for technology and business development
- Slow pace of Blue Economy program implementation

Insights

GAINS

- Ability to acquire tools and assets to solve identified Blue Economy problems
- Solutions to creating a more sustainable environment and economy
- Effective use of resources
- Self-Sustaining Blue Economy Activities

Gains

- Support from financial institutions for developing the Blue Economy
- Creation of opportunities for youth entrepreneurs
- Increased visibility of the Blue Economy through centralized decision-making
- Knowledge Transfer to people and businesses operating in the Blue Economy

Recommendations

- **The implementation of capacity building interventions in the areas of state of the art methodologies such Lean Commercialization, User Experience and Design Thinking.**
- **The implementation of a mentoring program for the entrepreneurs in the Blue Economy.**
- **The establishment of a collaborative hub between the TLIs, where tools, equipment and staff can be pooled, and trained to undertake project work or to develop contracts and collaborate with commercial entities.**

Recommendations

- **The development of a rubric to be used in the assessment of projects proposals by development and finance agencies.**
- **Instigating a capacity building intervention which focuses on the establishment of cooperatives in different Blue Economy sectors.**
- **Fostering the development of a collaborative ecosystem between the TLIs, Blue Economy participants, and Development Institutions**



Geospatial Data Collection



JAMBIN Sargassum Collection Project



ROPAX Zero Emissions Seagoing Vessel

Possibilities



Organic Fertilizer Production

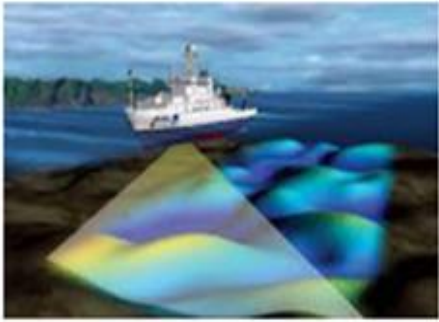


Biogas generation



Agriculture Application

Possible Sargassum Value Chain



Marine Research



Database



Analytics using Software

Possibilities



Earn Revenue



Develop & Implement Projects
Data Driven Innovation



Develop Ideas