

AMS Washington Forum
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Washington, DC

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NEW BLUE ECONOMY

The new blue economy is a knowledge-based economy, looking to the sea not for extraction of material goods, but for data and information to address societal challenges and inspire their solutions.

Environmental Intelligence

Observations
Data
Modeling
Predictions
Forecasts
Projections

Geospatial

THE OCEAN ENTERPRISE

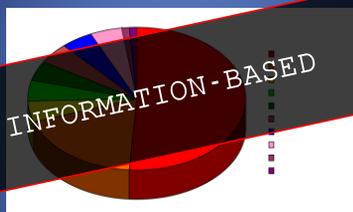
PROVIDERS
observations

INTERMEDIARIES
value-added products

END USERS
emergency managers,
developers, city planners,
private sector

Adapted from Ralph Rayner – IOOS Summit 2012 – white paper

PRIVATE WEATHER INDUSTRY

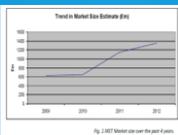
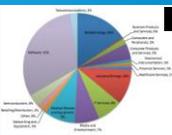


5 Case Studies

1. Deepwater Horizon oil spill
2. Portland grain shipping
3. Superstorm Sandy
4. Harmful algal blooms
5. Nuisance flooding

CASE STUDY	MARKET OPPORTUNITY	PRODUCT
DEEPWATER HORIZON	<ul style="list-style-type: none"> Regulatory compliance Response/Restoration service & support 	High-resolution, archived, & real-time OBSERVATIONAL DATA in KML formats
PORTLAND GRAIN SHIPPING	Commodity-specific load-out & transit intelligence	Short-term, COUPLED MODELS (ocean, river, hydrological)
SUPERSTORM SANDY	Natural infrastructure architecture	Site-specific ECOSYSTEM SERVICES VALUATION
HARMFUL ALGAL BLOOMS	Derivatives for public health, tourism, seafood safety, etc.	Coupled ecological & behavioral forecasts
SEA LEVEL RISE	Resilience planning & guidance	<ul style="list-style-type: none"> Down-scaled sea level rise projections Risk translation

WHAT'S NEEDED

OBSERVATIONS & TOOLS

MARKET & RISK ANALYSIS

CAPITAL INVESTMENT

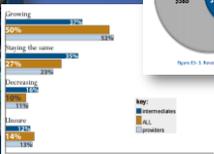
MARKET ANALYSIS



THE OCEAN ENTERPRISE
A study of US business activity in ocean measurement, observation and forecasting.

IOOS
Integrated Ocean Observing System

Prepared by
ONRIS Consortium
The Maritime Alliance
February, 2016



Overall Revenue \$8B
Historical Revenue \$4B
Year-over Growth 5%

Key:
■ intermediaries
■ ALL
■ providers

Figure E5-4. Business expenditures for the next 12 months for Ocean Enterprise-related business

Figure E5-5. Top market sectors

- 65% (provider/intermediary = 65%/42%) environmental monitoring
- 61% (provider/intermediary = 61%/37%) academic research
- 52% (50%/42%) oil & gas
- 41% (39%/31%) ports & harbors

loos.noaa.gov/project/ocean-enterprise-study

THE MARKET



Service-based
Information-dependent
Prediction-critical

IS GLOBAL

Thank you

Back up slides

12:45 PM

Ocean Catastrophe Bonds | Ocean Energy Products | Ocean Forecast Derivatives | Natural Infrastructure Management

SEAFOOD FUTURES

Symbol	Price	Change	%Change	Volume
SALMON	166.90	-0.15	-0.09%	1512
POLLOCK	89.80	0.95	1.07%	2900
CRABS	230.15	0.35	0.15%	

2:45 PM

THE NEW BLUE FUTURE

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