

The US Ocean Enterprise

EC Ocean Observation Event

18 June 2021



Ocean Observing Value Chain

End Users

End users use value-added products to make critical safety & economic decisions, inform day-to-day activities, plan for the future, and make the most of time spent in and around the ocean, coasts, and Great Lakes.



Observations & Measurements

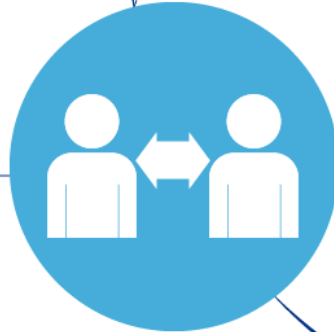
Ocean, coastal, and Great Lakes data and information are gathered every day using a host of technologies in the water, in the air, and in orbit.



Ocean Enterprise Value Chain

Intermediaries

Public and private intermediary businesses and organizations use data and information to create value-added information products.



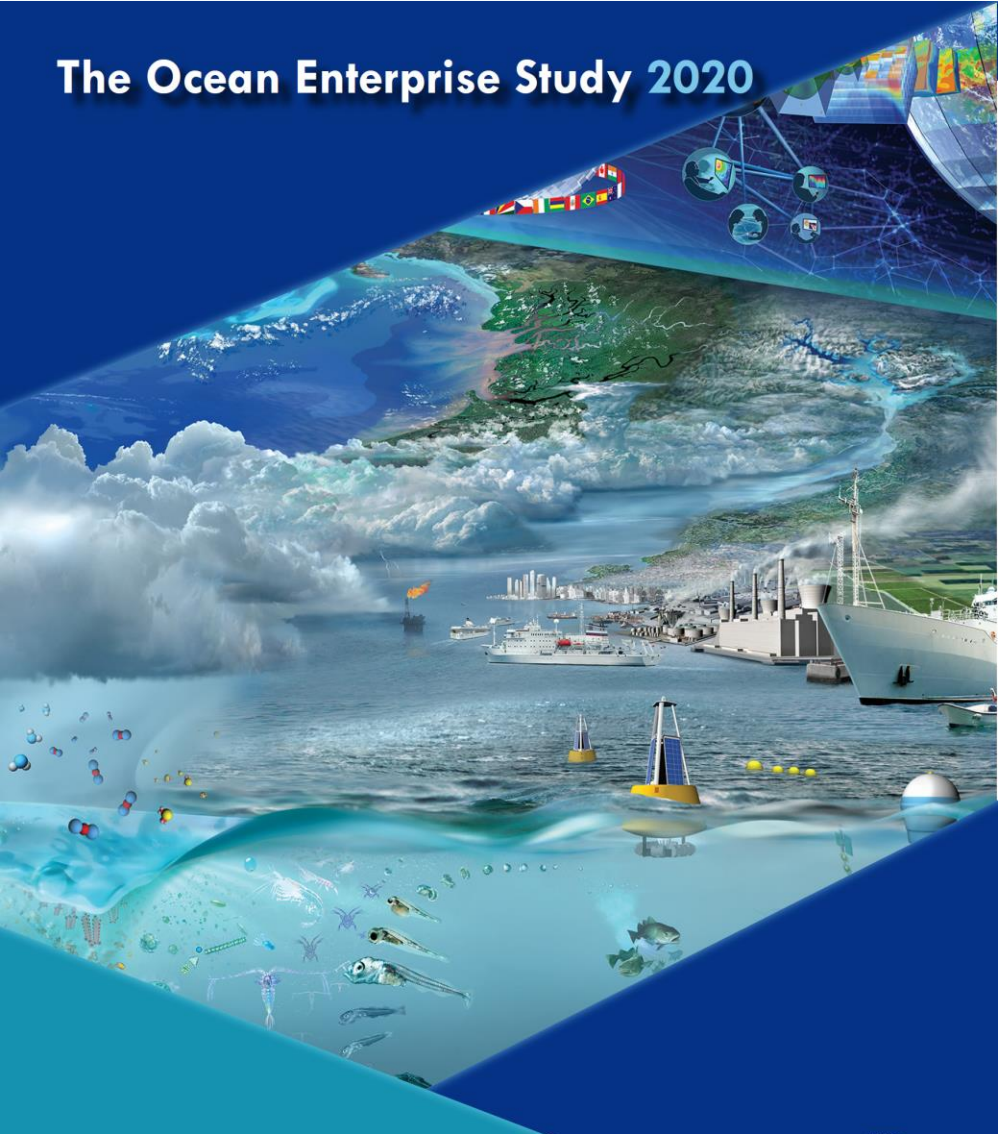
Data Synthesis & Modeling

Observations and measurements are collected and integrated into data portals and models.



The Ocean Enterprise Study

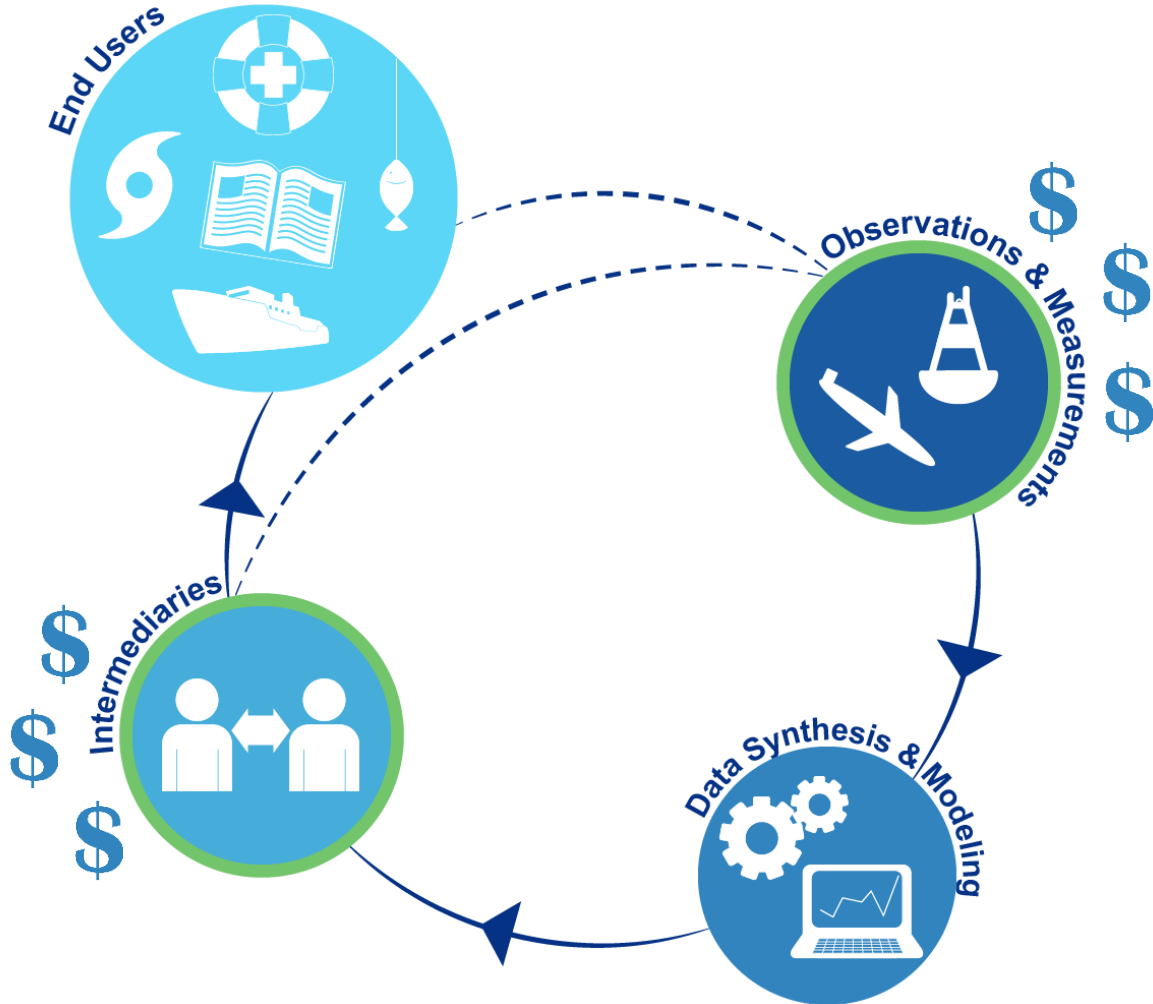
The Ocean Enterprise Study 2020



A study of U.S. business activity in ocean observation, measurement, & forecasting



- Understand the scale and scope of business activity in ocean observation, measurement and forecasting.



Ocean Enterprise Study Results

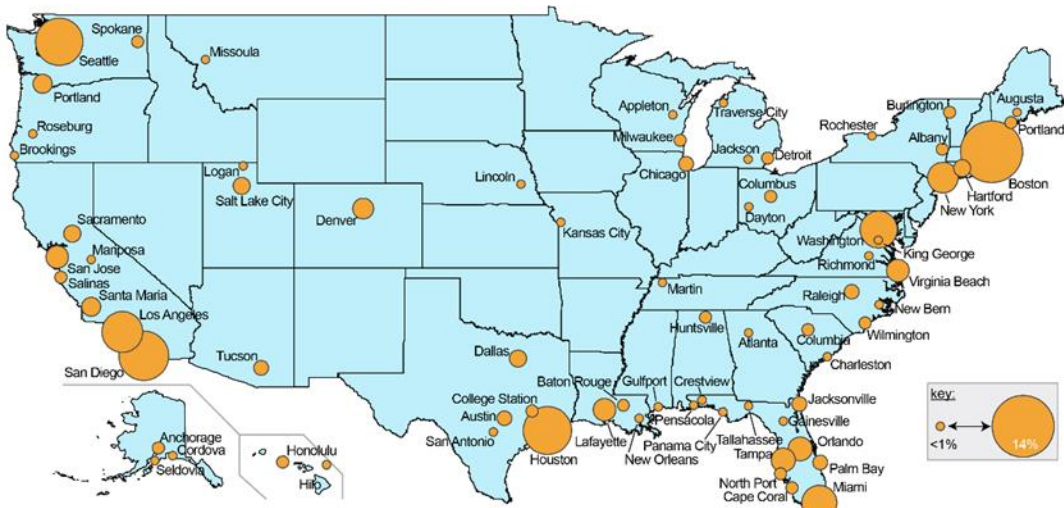
2015


410
companies

36
states


245,000
employees


\$7.0B
annual revenue



Exports approximately \$ 1B

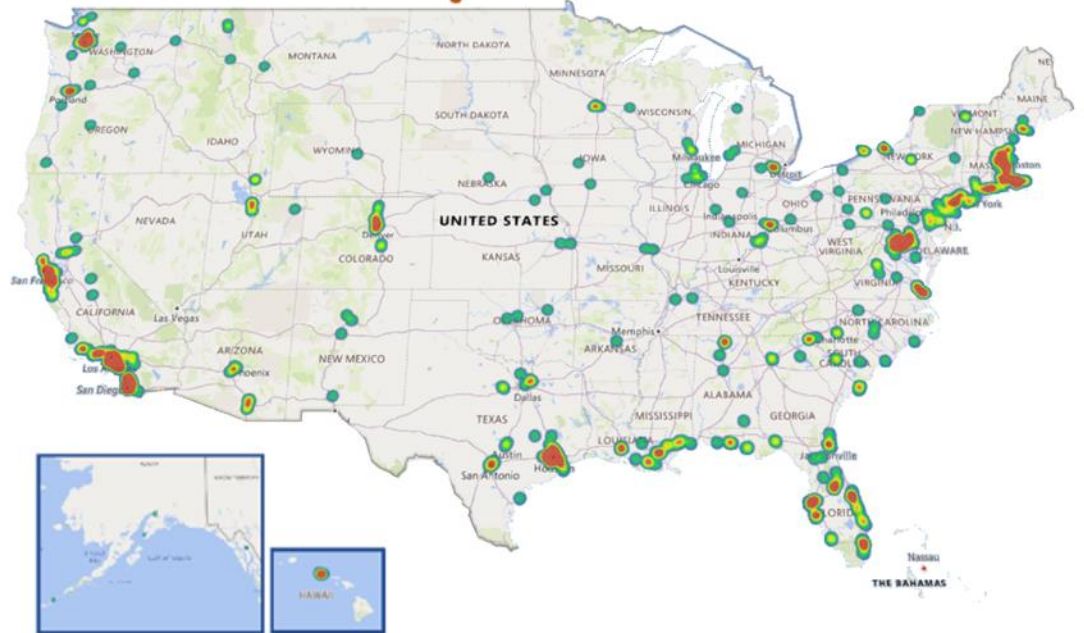
2020


891
Companies

45
States


292,209
Employees


\$8.0B
annual revenue



Exports approximately \$ 2 B

The Benefits of Ocean Observations Catalog

Be part of the

BOOC

- Comprehensive
- Consistent
- Easy to use

The ocean is the highway of our world economy and provides vital goods and services. From carrying cargo to creating jobs to shaping the weather, our understanding of how it works, how it moves, how it changes, and how we can best work in, on, and around it depends on observations.

Sustained operational ocean observations, measurements and forecasts provide an essential input to ocean scientific research. They support a wide range of societal and economic benefits related to safety, operational efficiency, regulation, and management of activities around, on, in, and under the ocean.

Although it is generally accepted that sustained operational ocean observations, measurements, and forecasts deliver substantial socioeconomic benefits, there has been no comprehensive resource detailing such benefits in a consistent framework and available to the ocean community from a single source. Until now.

 IOOS | Integrated Ocean Observing System

As a web-based catalogue, the BOOC will provide a valuable resource for the ocean observation, measurement and forecasting community illustrating the ways in which different types of ocean information delivers benefits in a region or for a type of use.



The repository will be built using readily available GIS, web and database tools. It will be populated with case studies derived from existing published papers and reports as well as unpublished benefit cases sourced across the ocean observation community.

BOOC will be designed so that the community can easily submit additional benefit cases, which will be moderated for inclusion. Through this updating and review process the catalogue will increase in utility as it expands over time.



Benefits of Ocean Observations Catalog

Community developed

Community driven

Community benefit



Community Engagement
Building on work begun at OceanObs 19, the BOOC project aims to engage with the entire ocean observation, measurement, and modeling community.

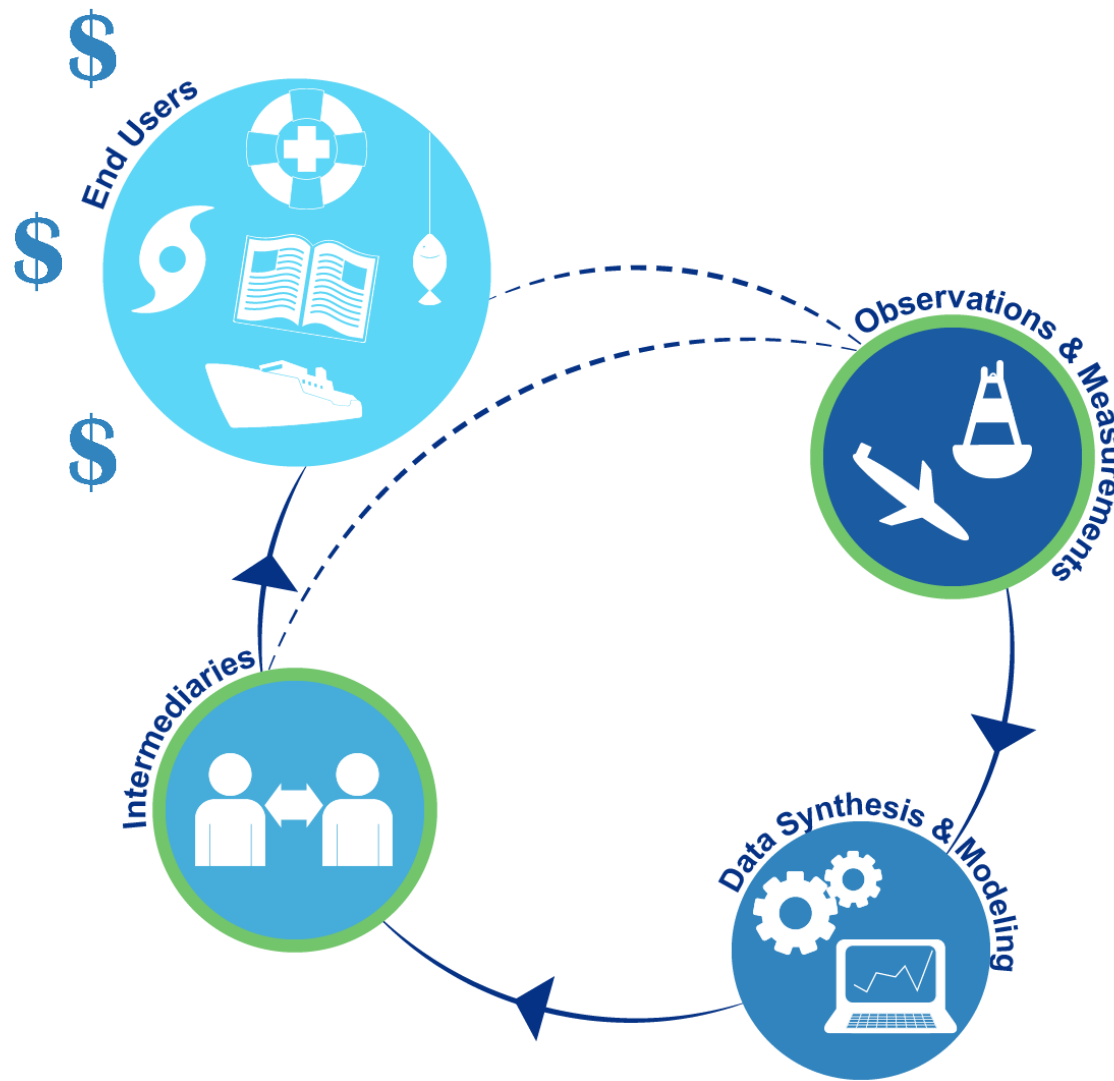


Collecting Case Studies
The BOOC will be continuously updated with new use case studies that demonstrate the benefits of ocean observing worldwide.

www.booc.info



Developing Standards
The BOOC will provide the community with access to a comprehensive, consistent, and constantly improving view of the benefits of ocean observing that can be easily searched by location, benefit area, and type of observation.



Supporting US Ocean Observing Capability

- Creating greater awareness of the benefits of ocean observation and measurement
- Raising the profile of US ocean observing business activity
- Better connecting NOAA with the users of NOAA data and information
- Targeting NOAA/Department of Commerce support for technology/market development
 - Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR)
 - Cooperative Research and Development Agreements
 - Market Development Cooperator Program
 - etc



Thank you!

ioos.noaa.gov | ioos.us