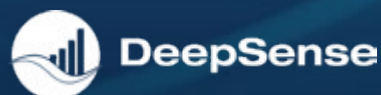


BLUE ECONOMY 101 TOOLKIT

A RESOURCE FOR BLUE ECONOMY JOBSEEKERS

PRESENTED BY





WELCOME TO THE BLUE ECONOMY 101 TOOLKIT

You may have heard the term “blue economy”. But what does this term mean and what exactly is the blue economy? The following resource will explain the blue economy and elements that you, as a mid-career professional, should be aware of as you make the transition. Now is the time for you to be a part of the blue economy, where you can provide value and reap the rewards of a purpose-driven career and helping to shape the wave of change.

The transition from a previous career into the blue economy as an ocean professional may seem difficult or incompatible with your previous career skills and experience. This resource will provide you with resume revision, targeted skills gap analysis, interview competencies and preparation, and an overview of the blue economy and its culture. We want to ensure you have a solid foundation and resources in which to navigate your new ocean journey.

THE OCEAN OPPORTUNITY

The ocean sector is a space of immense opportunity. With the longest coastline in the world touching three oceans, the fourth largest ocean territory in the world, and its momentum building and propelling the growth of established and emerging ocean sectors, Canada and its blue economy is set for high economic growth and career potential. The opportunities for career professionals to expand their professional and lived experience and transition to help grow this area are significant.

The value proposition for ocean sector career paths is evident. Talent-wise, this industry holds value for a robust, diverse, and inclusive pipeline, with meaningful commitments to Indigenous, female, and other underserved groups presence and involvement.

The blue economy is poised for growth in a number of sectors from seafood and aquaculture to marine transportation to renewable energy, ocean tourism, and ocean technology. This means there will be a need for a diverse and skilled workforce, with a unique set of talents and skill sets that can help drive the growth that is building in the blue economy. For someone looking to utilize their experience and knowledge in new ways, the ocean sector is a place where you can use your career experience and help to shape the future of ocean in Canada. No matter the industry you came from, there is a place for you in the blue economy.

DEFINITION OF THE BLUE ECONOMY

There is no one set definition of the blue economy and terminology relating to the blue economy. In general, the blue economy refers to the ways the ocean can contribute to an economy in a sustainable way. Sometimes you may see this referred to as the “blue economy”. Terminology can also be used interchangeably where ocean, marine and maritime are used when discussing the blue economy and its components.

The World Bank defines the blue economy as: **“the viable and equitable utilization of ocean resources for improving livelihoods, preserving the environment and economic growth”**.

The idea of oceans contributing to the economy isn't new; oceans have been contributing to the global economy, ocean health and productivity for years. What has changed is the awareness and focus on sustainability. The Ocean Foundation says the ‘new’ blue economy focuses on [“economic activities both based in, and which are actively good for, the ocean”](#).

BACKGROUNDER ON THE BLUE ECONOMY AND CANADA

The Canadian blue economy is comprised of natural, aquatic resources which are the backbone of cultural, social, and economic Canadian communities and provinces and territories.

Furthermore, the Organization for Economic Co-operation and Development (OECD), estimates the value of the world's blue economy (the blue economy) will reach [\\$4T by 2030](#) and, this could provide [350 million jobs worldwide](#).

Through [Ambition 2035](#) in Canada, this represents five times the growth of its current ocean economy GDP, leading to \$220B economy in the coming years. **It means game-changing economic, social and workforce growth building toward a healthy, sustainable ocean future through significant opportunities in established and emerging and a skilled, diverse and inclusive workforce that champions and supports the ocean ecosystem.**

With the [UN Decade of Ocean Science for Sustainable Development \(2021-2030\)](#), the world is focused on working together to coordinate the wealth and sustainability of the global ocean future. This places Canada as a leader, to connect ocean communities across the country and the world, to attract and build a diverse and driven workforce, and to accelerate solutions and innovative technologies that will help create a healthier ocean and planet.

CAREERS IN THE BLUE ECONOMY

In the past, the ocean economy had been primarily focused on shipping and transportation, defence, fisheries, and offshore oil and gas.

Now with rapid expansion and growth in the usage of ocean and marine resources, changing demographics, and complex labour markets, a wider range of sectors and career opportunities are quickly emerging. Many of these are focused on conserving, managing, and harnessing the potential of the oceans and coastal areas across Canada.

With an increased focus on digitalization and other advancements, many hybrid careers are also emerging due to the intersection of advancing technologies, like artificial intelligence (AI). The growth being experienced in the blue economy has accelerated the need for a skilled workforce pipeline and a diverse talent pool to fill roles.

Some key categories for projected in-demand careers include positions related to:

- Management and Leadership
- Climate Impact
- Change Management
- Diversity Equity and Inclusion
- Indigenization
- Biology
- Aquaculture
- Finance
- Legal and Law
- Coastal Zoning
- Cyber Security
- Naval Architecture
- Marine Mammal Observation
- Data Collection and Analysis
- Conservation
- Seabed and Coastal Geology
- Tourism
- Renewable Energy
- Project Management
- Economics
- Environmental Science
- Marine Navigation
- Marine Engineering
- Education
- Human Resources
- IT
- Artificial Intelligence
- Business Development
- Sales and Marketing
- Various Skilled and Technical Roles



CREATING YOUR VALUE PROPOSITION

Your value proposition is the single most valuable statement you can use to summarize how you will have impact in a career space. Articulating the value you bring to the ocean sector is key to positioning yourself as a capable prepared candidate.

VALUE STATEMENT TEMPLATE

A common value statement might be positioned like this:

“My (#) years of career experience in the **(career)** field allowed me to develop key skills in **(technical)**, **(relational)**, and **(transferable skills)** area. My skill set and qualifications allow me to have impact in the ocean sector by contributing to **(area of relevance 1)**, **(area of relevance 2)**, and **(area of relevance 3)**.”

If you have no experience in the blue economy, consider what you could link to answer this question:

“While I don’t have direct experience _____, my transferable skills from _____ are relevant to achieving **(goal)**.”

EXAMPLE:

My **15** years of career experience in the **IT field** have allowed me to develop key skills in **data analysis, team building and leadership**, and **project management**. My skill set and qualifications allow me to have impact in the ocean sector by contributing to **ocean research and development initiatives, cultivating sustainable ocean ecosystem relationships**, and **ensuring innovation initiatives deliver on their KPIs**.

RESOURCES

- [Personal Value Proposition: Definition, Template and Example](#)
- [Tips to Ace Your Personal Value Statement \(With Templates!\)](#)
- [Building Your Personal Value Proposition](#)



KEY TRANSFERABLE SKILLS TO HIGHLIGHT FROM YOUR WORK EXPERIENCE

Skill	In your previous work experience have you...
Leadership	Showcased the ability to lead an initiative or a team to achieve a shared goal and inspired colleagues to success?
Communication Skills	Demonstrated ability to convey insights and challenges in a variety of ways effectively?
Problem-Solving and Analysis	Managed to determine the root of a problem and quickly find an effective solution to maintain efficiency and productivity?
Project Management	Managed or implemented a project or framework from beginning to end?
Teamwork	Demonstrated the ability to work with others through a team approach? Able to engage in relationship building and collaboration with ease to deliver on projects?
Digital Skills	Created and used documents, databases and spreadsheets and other common digital programs?
Critical Thinking and Decision-making	Demonstrated ability to analyze and think on your feet, assess issues and make decisions with facts and reason?
People and Culture	Used empathy and built relationships with people and harnessed the strengths of others?
Change Management and Agility	Led or participated in major shifts in culture or ways of working to ensure organizational agility?
Organization and Time Management	Showcased your ability to prioritize and multitask during busy periods with multiple priorities and timelines?
Coaching	Led people to solutions they had within themselves by asking the right questions?
Negotiation and Conflict Resolution	Provided a calm, safe space to enable discussion to resolve the conflict through open communication?
Public Speaking	Able to tell a story, provide valuable information and engage with your audience(s) through various methods of public speaking?
Adaptability and Resilience	Managed to recover and adjust to new conditions and difficulties?
Openness to Learning	Highlighted your ability to be flexible and willing to learn new methods, technologies and skills?
Creativity	Demonstrated ability to consider an issue in new or different ways and create new methods to achieve success?



HOW TO IDENTIFY AND CONNECT YOUR TRANSFERABLE SKILLS TO THE BLUE ECONOMY

1. Conduct a self assessment: what are your short-term and long-term career goals? What are your values and passions? What is your preferred work environment? What way do you prefer to work? Identify the skills that are needed for the positions you are interested in.
2. Examine your current and past job descriptions and make a list of these past experiences:
 - Identify the job responsibilities and any relevant projects or initiatives you were involved in.
 - Identify the skills you have learned and how frequently you used them to manage your job responsibilities.
 - List all of the skills required in your day-to-day to obtain a snapshot of the skills you commonly utilized, and which are most likely the ones you can bring to other work environments.
 - List resources, technology or programs used in these positions.
 - Assess your proficiency with these resources.
3. Once you have conducted a self assessment and a skills inventory, you can start to match the skills of the positions you are looking at with the skills you have obtained. It is essential to demonstrate these skills in scenarios that provide evidence of deliverables and highlight your experience to potential employers.

HOW TO POSITION YOUR RESUME

Your resume is your opportunity to outline your qualifications and interest in a particular position and industry. When transitioning from one career to another, this can feel difficult due to the language and vocabulary being different.

Learning more about the words used in the blue economy and utilizing them in your resume can be impactful in conveying your interest and increasing the likelihood of getting invited to an interview.

Consider replacing this:		With this:		Consider replacing this:		With this:
Environment	→	Ecosystem		Change	→	Agile/Pivot
Creativity	→	Innovation		Environmentally friendly	→	Sustainable
Tasks	→	Projects		Sustainable Growth	→	Blue Growth
Outcomes/Results	→	KPIs/Deliverables				

TOP KEY WORDS YOU NEED TO KNOW

Key word	Description
Aquaculture	The growth and cultivation of aquatic plants, animals, and other organisms for commercial, recreational, and scientific purposes. Aquaculture is an approximate aquatic equivalent to agriculture—that is, the rearing of certain marine and freshwater organisms to supplement the natural supply. (Britannica, 2023)
Biodiversity	Biodiversity refers to the variety of living species on Earth, including plants, animals, bacteria, and fungi. (National Geographic, 2023)
Blue Bioeconomy	The blue bioeconomy turns aquatic biomass into food, feed, nutraceuticals, pharmaceuticals, cosmetics, energy, packaging, clothes and much more. (EU Fisheries and Oceans, 2023)
Blue Carbon	The term for carbon captured by the world's ocean and coastal ecosystems. (NOAA, 2023)
Carbon Sink	Sea grasses, mangroves, and salt marshes along our coast “capture and hold” carbon, acting as a carbon sink. (NOAA, 2023)
Carbon Neutrality	Carbon neutrality means net zero carbon. This means that any actions that lead to emissions would be accompanied by other actions that confidently reduce – or offset – emissions. (Yale Sustainability, 2020)
Circular Economy	A circular economy retains and recovers as much value as possible from resources by reusing, repairing, refurbishing, remanufacturing, repurposing, or recycling products and materials. It's about using valuable resources wisely, thinking about waste as a resource instead of a cost, and finding innovative ways to better the environment and the economy. (Government of Canada, 2023)
Coastal/Marine Economy	Coastal economies are where coastal communities are heavily reliant on marine resources for their livelihoods and food security. (World Bank, 2023)
Deep Blue Carbon	Most ocean carbon is found seaward of these ecosystems, in deeper continental shelf waters and off the shelf in the high seas. This deep blue carbon includes carbon contained in the waters themselves, the plankton they contain, and the sea floor beneath them. (Ocean Frontier Institute)
Digitization	Digitization is simply the converting of hard/paper files and documents into digital files and documents. Think of scanning a picture, uploading paper documents, or converting a report into PDF form and storing it on a computer. This is digitization. (walkme.com)
Digital Twin	A digital twin is a dynamic digital representation of an object or a system describing its characteristics and properties as a set of equations. A digital twin is a generic model of a situation that can be tailored to a specific situation by specifying relevant parameters to provide answers to “what happens if ...” or “what happens if this does not ...” to support decision-making. (Maritime Executive, 2020)
Ecosystem	An ecosystem is a geographic area where plants, animals, and other organisms, as well as weather and landscapes, work together to form a bubble of life. (National Geographic, 2023)
Environment	The complex of physical, chemical, and biotic factors that act upon an organism or an ecological community and ultimately determine its form and survival. (Britannica, 2023)
Food Security	When all people, at all times, have physical and economic access to sufficient safe and nutritious food that meets their dietary needs and food preferences for an active and healthy life. This includes: physical availability, economic and physical access, food utilization, and stability of the first three. (World Bank, 2023)
GDP	The gross domestic product (GDP) growth rate measures how rapidly the economy is growing or shrinking. (The Balance, 2023)
Innovation Ecosystem	Innovation ecosystems are a complex process that span the generation of ideas, their translation into products, and the commercialization of these products to a large scale. (World Economic Forum)
Marine	Of, or relating to, the sea (Merriam Webster, 2023)
Marine Biotechnology	Marine biotechnology, sometimes referred to as “blue biotechnology”, exploits the diversity found in marine environments in terms of the form, structure, physiology and chemistry of marine organisms, many of which have no equivalent on land, in ways which enable new materials to be realized. It is a knowledge generation and conversion process that unlocks access to biological compounds and provides novel uses for them. By exploring and harnessing marine materials, entirely new uses in areas far from the marine are likely to be found. (Marine Institute, Ireland, 2023)
Marine Ecosystem	Marine ecosystems are aquatic environments with high levels of dissolved salt. These include the open ocean, the deep-sea ocean, and coastal marine ecosystems, each of which has different physical and biological characteristics. (National Geographic, 2023)

TOP KEY WORDS YOU NEED TO KNOW

Key word	Description
Marine Energy	Marine energy or marine power (also sometimes referred to as ocean energy, ocean power, or marine and hydrokinetic energy) refers to the energy carried by ocean waves, tides, salinity, and ocean temperature differences. The movement of water in the world's oceans creates a vast store of kinetic energy, or energy in motion. Some of this energy can be harnessed to generate electricity to power homes, transport and industries. (Wikipedia, 2023)
Marine Renewables	Marine renewables are energy formats that can contribute to the global electricity supply and in Canada include tidal energy, wave energy, river currents, and offshore wind. (Marine Renewables Canada, 2023)
Market Trends	Market trends are the perceived tendency of financial markets to move in a particular direction over time. (Wikipedia, 2023)
Maritime Security	Maritime security is a general term for the protection of vessels both internally and externally. The areas from which ships and maritime operations need protecting include terrorism, piracy, robbery, illegal trafficking of goods and people, illegal fishing and pollution. (MITAGS, 2023)
Maritime Surveillance	The objective of maritime surveillance is to holistically understand, anticipate and administer all events and actions related to the maritime domain that could impact on areas of maritime security. This includes border control, maritime pollution and marine environment control, fisheries control, vessel traffic management, accident and disaster response, search and rescue, law enforcement, defence, trade and economic interests. (EMSopedia, 2023)
Natural Environment	The natural environment or natural world encompasses all living and nonliving things occurring naturally, meaning in this case not artificial. (Wikipedia, 2023)
Net Zero	Global net zero emissions, or simply net zero, is a state in which human-caused emissions are balanced by human-caused carbon dioxide removals over a specified time period. (Wikipedia, 2023)
Ocean Based Energy	Ocean energy, also known as marine energy, tidal energy, or hydrokinetic energy, is an abundant renewable energy resource that uses ocean water to generate electricity. (Stanford University, 2023)
Ocean Literacy	Ocean literacy is a fundamental means to enhance ocean knowledge, build connections in people's lives and support and encourage citizens and stakeholders to act in a positive way for our ocean. (Ocean Conservation Trust, 2023).
Ocean Technology/ Oceantech	The ocean technology sector is an advanced technology industry focused on products that work in or use the ocean. (Government of Canada, 2023)
Offshore Aquaculture	Offshore, or open water aquaculture, or open ocean aquaculture, is an emerging approach to mariculture (seawater aquafarming) where fish farms are placed in deeper, open water away from the coast, where the cultivated fish stocks are exposed to more naturalistic living conditions with stronger ocean currents and more diverse nutrient flow. (Wikipedia, 2023)
Seabed Mining	Also known as seafloor mining, is the recovery of minerals from the seabed by techniques of underwater mining. The concept includes mining at shallow depths on the continental shelf and deep-sea mining at greater depths associated with tectonic activity, hydrothermal vents and the abyssal plains. (Wikipedia, 2023)
Sector	One of the areas into which the economic activity of a country is divided. (Cambridge Dictionary, 2023)
SME (1)	"Small and medium-sized enterprises (SMEs) or small and medium-sized businesses (SMBs) are businesses whose personnel and revenue numbers fall below certain limits". (Wikipedia, 2023).
SME (2)	"A subject-matter expert (SME) is a person who has accumulated great knowledge in a particular field or topic and this level of knowledge is demonstrated by the person's degree, licensure, and/or through years of professional experience with the subject." (Wikipedia, 2023)
Strategic Planning	Strategic planning is the art of creating specific business strategies, implementing them, and evaluating the results of executing the plan, in regard to a company's overall long-term goals or desires. (Corporate Finance Institute, 2023)
Storytelling	The art of, and activity of writing, telling, or reading stories. (Cambridge Dictionary, 2023)
Sustainable	Causing, or made in a way that causes, little or no damage to the environment and therefore able to continue for a long time. (Cambridge Dictionary, 2023)
Sustainable Blue Economy (SBE)/Blue economy	Blue economy refers to the ways the ocean can contribute to an economy in a sustainable way. The World Bank defines it as "a concept that seeks to promote economic growth, social inclusion and the preservation of livelihoods while at the same time ensuring environmental sustainability of the oceans and coastal areas."
Wind Power	The generation of electricity through wind farms in bodies of water, usually at sea. There are higher wind speeds offshore than on land. (Wikipedia)

SAMPLE INTERVIEW QUESTIONS

Compiled below are sample interview questions that can help refine your answers and help you to link your past experiences and skills to the blue economy. Working on interview questions and scenarios will help you become comfortable and confident as you move through the process with ocean organizations.

1. Tell us what interests you in working for _____, in this role?
2. In your own words, what experience, training and key competencies do you have that make you an ideal fit for this role?
3. Please outline your working experience in _____. If you have no experience in this area, consider what you could link to answer this question: "While I don't have direct experience in this area, my transferable skills from _____."
4. Tell us how this position fits into your career plan and goals?
5. Teamwork and collaboration are very important to us at _____ - tell us what your previous team members would say about working with you.
6. _____, _____ and _____ are significant areas of importance to this role. Please explain the methods you have used in the past, or are best practices, in carrying out these functions.
7. What skills from your previous work do you feel translate the most to this position?
8. In what ways have you worked to improve your knowledge and skills in this area in the last year?
9. What do you foresee as your biggest challenge when transitioning into a new field?
10. Can you tell us about a specific project in your prior job that can prepare you for this position?



ORGANIZATIONS IN CANADA TO FOLLOW



Nova Scotia

- COVE
- The PIER
- DeepSense
- Ocean Technology Council of Nova Scotia (OTCNS)
- Marine Renewables Canada (MRC)
- Ocean Frontier Institute (OFI)
- Marine Environmental Observation Prediction and Response (MEOPAR)
- Bedford Institute of Oceanography
- DOTCan
- Bedford Institute of Oceanography (BIO)

Newfoundland and Labrador

- The Launch
- Oceans Advance
- Fisheries and Marine Institute of Memorial University of Newfoundland

New Brunswick

- Huntsman Marine Science Centre
- Brunswick: Atlantic Science Enterprise Centre (ASEC)

Ontario

- Canadian Marine Careers Foundation/ Imagine Marine
- Blue Futures Pathways (Students on Ice)
- Oceans North

Quebec

- Novarium
- Technopole maritime du Québec (TMQ)

Prince Edward Island

- PEI BioAlliance

Alberta

- ECO Canada

British Columbia

- Clear Seas
- Canadian Water Resources Association
- Centre for Ocean Applied Sustainable Technologies (COAST)
- Association of British Columbia Marine Industries (ABCMI)
- Vancouver Maritime Centre for Climate (VMCC)
- Pacific Science Enterprise Centre (PSEC)

Regional

- Atlantic Canada Aerospace & Defence (ACADA)

Pan-Canadian

- Aboriginal Aquatic Resource and Ocean Management (AAROM)

READY TO TAKE THE NEXT STEP?

Interested in career pathways and upskilling?
View our comprehensive resources here:

[Canada's Ocean Supercluster](#)

[COVE](#)

[Imagine Marine](#)

[DeepSense](#)

[Association of British Columbia Marine Industries](#)

PRESENTED BY



Imagine Marine



DeepSense



Association of
British Columbia
Marine Industries