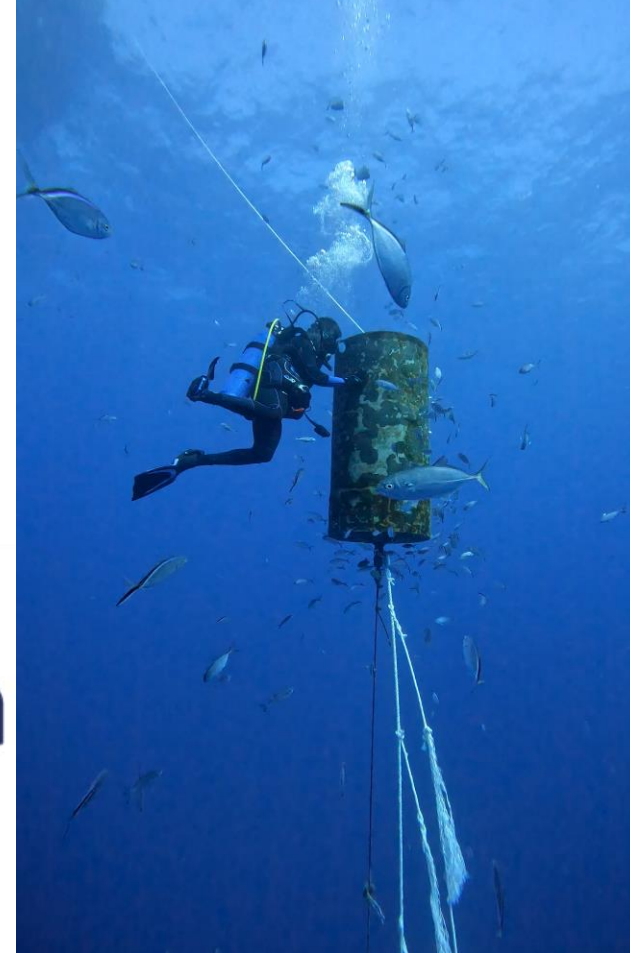


BLUE ECONOMY AQUACULTURE FORUM



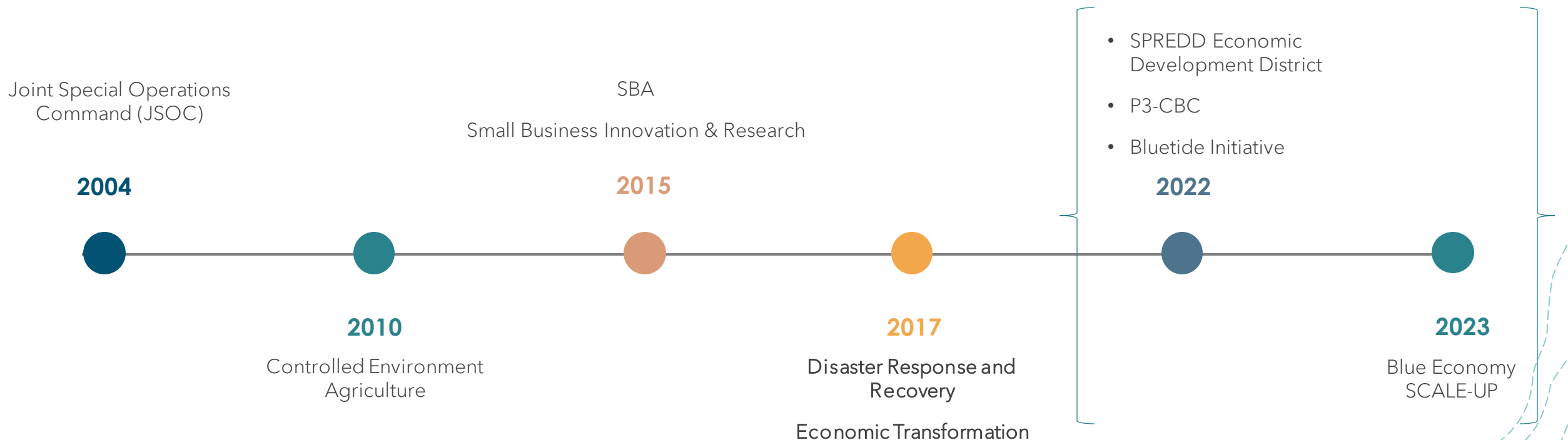


INTERDEPENDENCIES AS CATALYST FOR BLUE ECONOMIC GROWTH AN ECONOMIC DIVERSIFICATION AND RESILIENCE FRAMEWORK

Juan Bauza

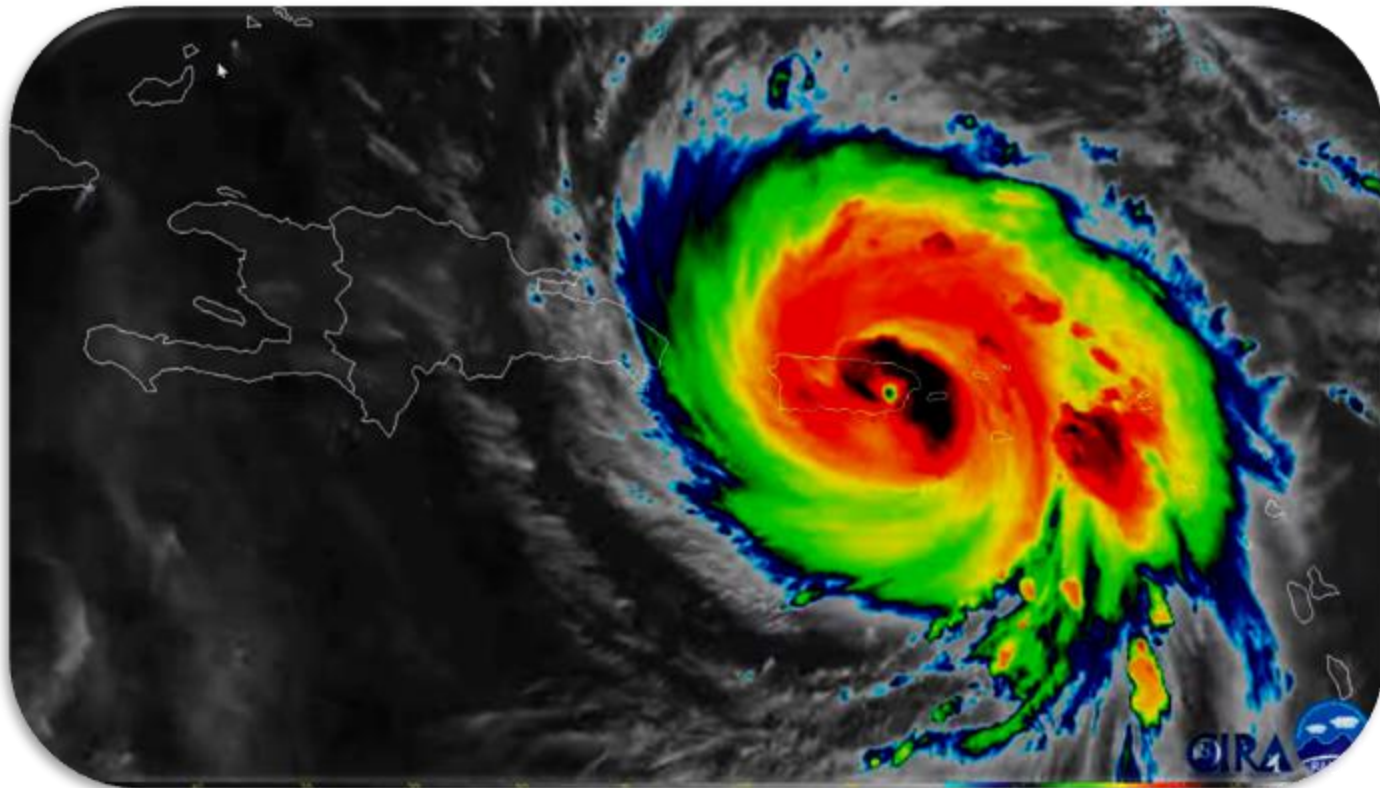
Economic Development Integrator

CROSS SECTOR INTEGRATION



"In the Midst of Chaos, There Is Also Opportunity"









-Sun Tzu "The Art of War"



Sept 20, 2017, cat 4 Hurricane Maria
Makes landfall Puerto Rico

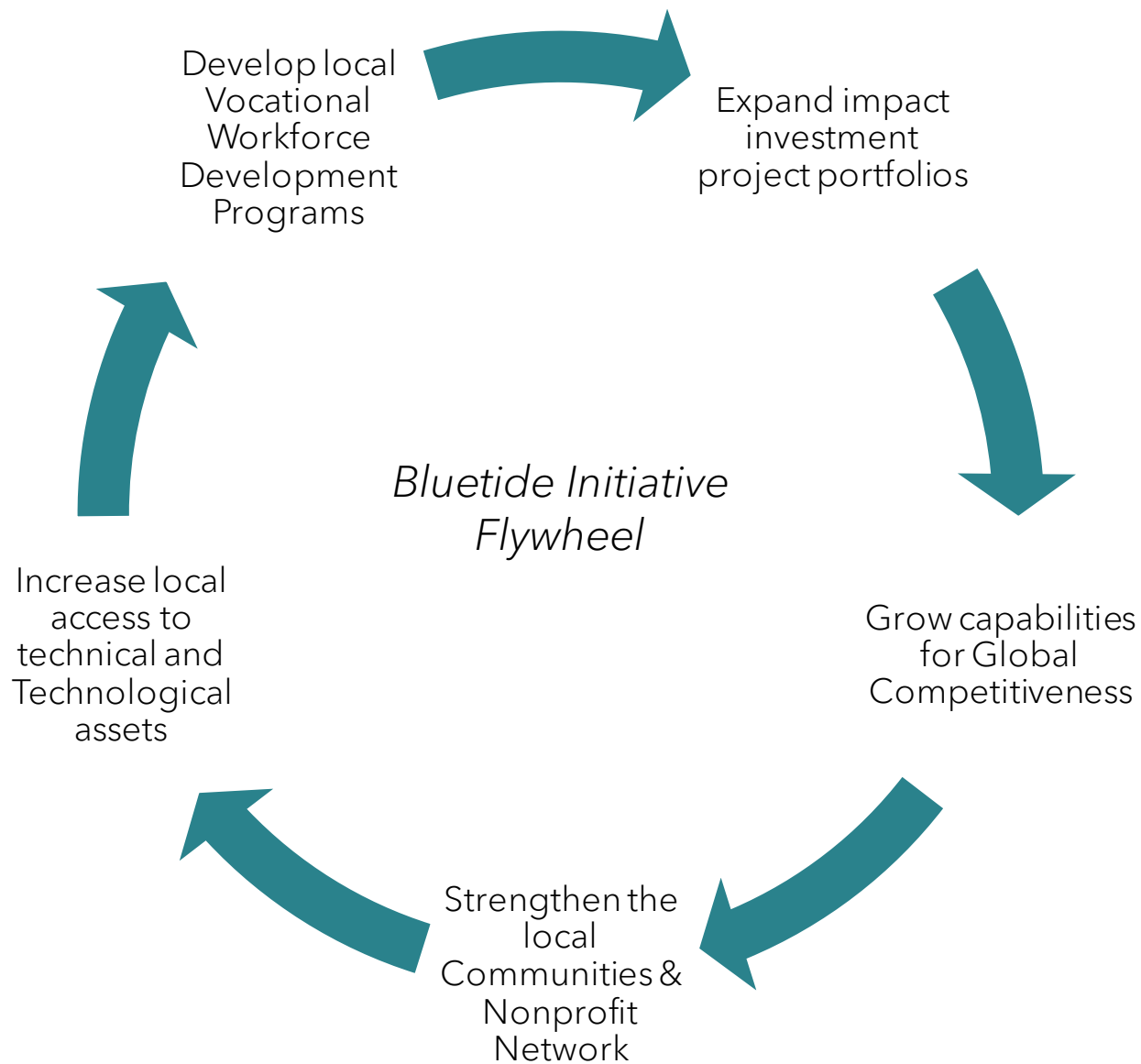
Statistics Progress in Puerto Rico

Hurricane Maria Update

Signs of recovery	Cell service 	5%	61%	92%
	Potable water 	44%	69%	83%
	Patients cared for in hospitals by federal workforce 	--	6,100	33,165
	Open ATMs 	114	1,047	1,160
	Generators 	10	148	423
	Gas Stations 	40%	78%	84%
	Power 	0%	21%	41%
	Installation of Blue Roof 	0	439	5,975
		1 DAY	30 DAYS	45 DAYS
		# of days after Maria made landfall		

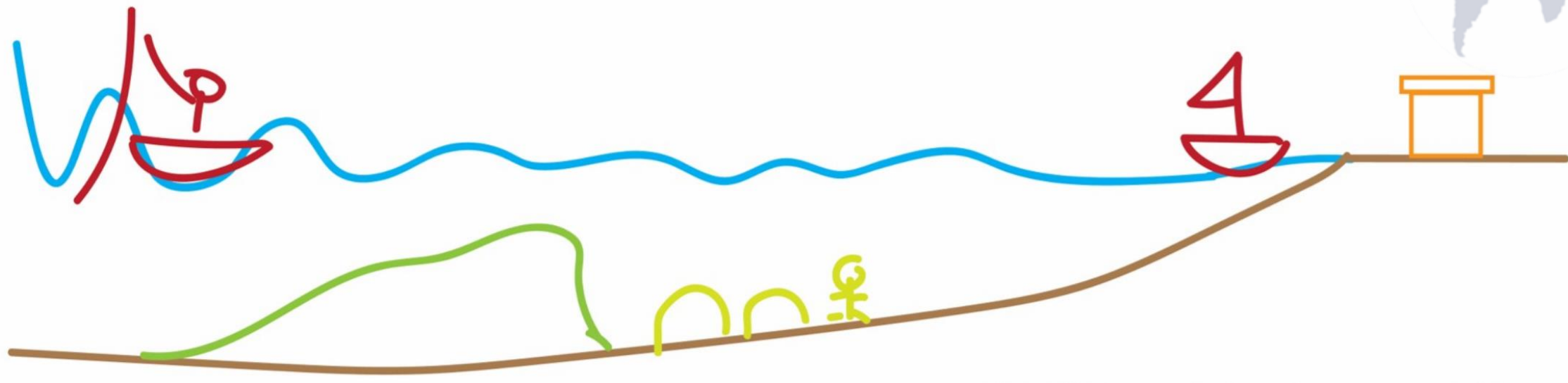


Statistics as of 11/9
source: status.pr and FEMA situational report



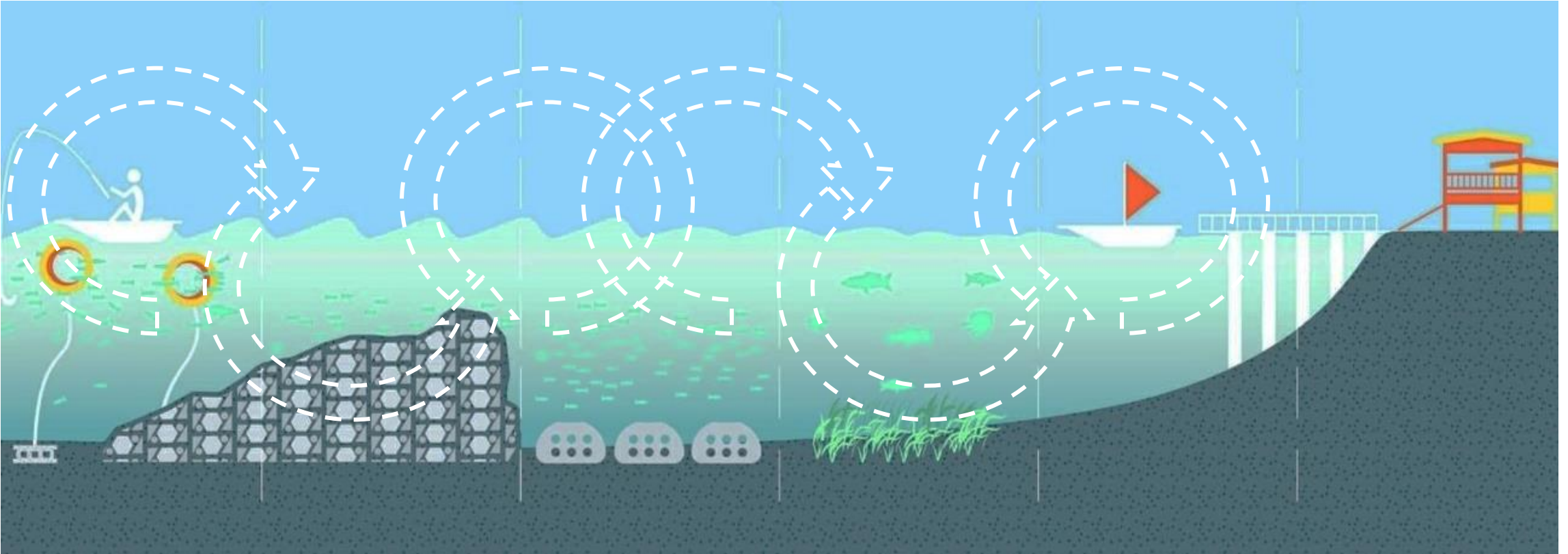
TURNING THE FLYWHEEL

1. Build a "Culture Fit" Team
2. Maintain Thought and Purpose Alignment
3. Bold Implementation
4. Build for long-term VITALITY



THE BLUETIDE INITIATIVE

Designing the framework



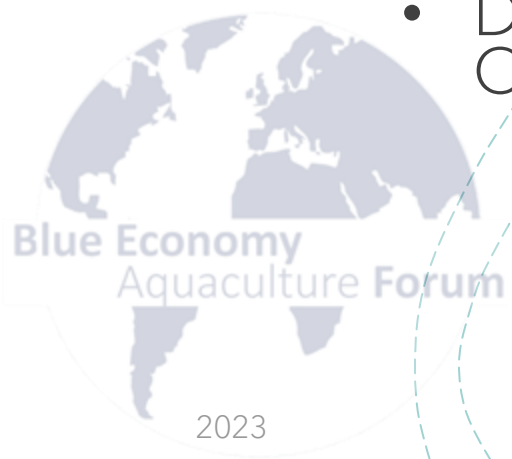
INNOVATION IS CHAOTIC

"Processes that are linear and controlled are rarely self-sustaining"

=Hwang & Horowitz

BUILDING THE SUPPORT INFRASTRUCTURE TO YOUR ECOSYSTEM

- Relevant
- MET-T-C
- Sustainable Footprint
- Economic Impact
- Eco-responsible Development
- Diversified Areas of Opportunities



RELEVANCE

Global need for rapidly scalable initiatives to address global food insecurity

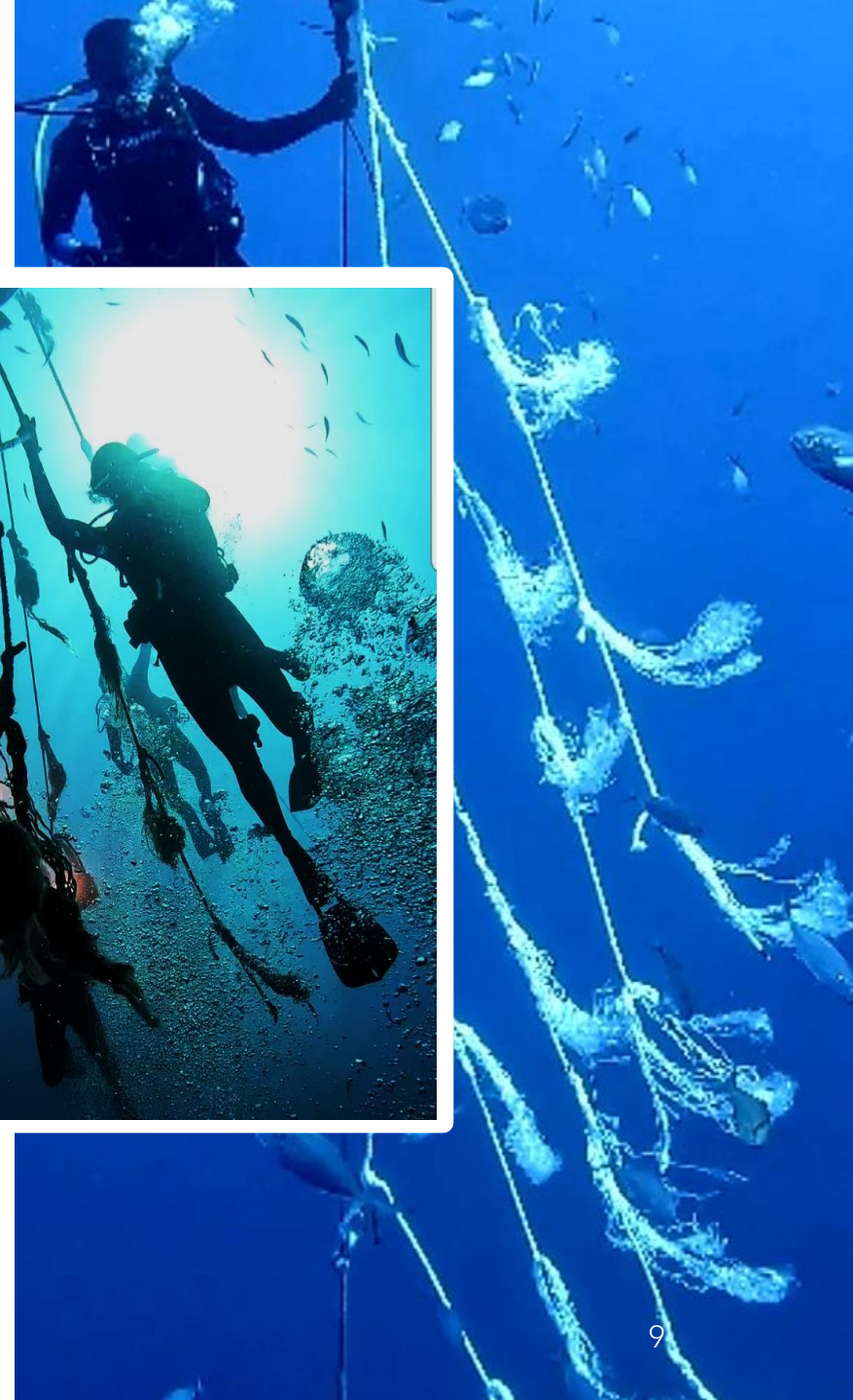
The Technology to RIGHT a WRONG

The knowledge to stop the end of something good



2023

BEAF - San Group / Sterner Group



MET-T-C (DYNAMIC SWOT)

Mission
Enemy
Terrain
Time
Culture

CONSIDERATIONS

- According to WFP, 349 million people across 79 countries are acutely food insecure.
- We need to strengthen our food systems, so the world does not continue to face crisis after crisis.
- Global food insecurity has already been rising, due in large part to climate change, which has an increasingly adverse impact on the world's food supplies.

<https://www.worldbank.org/en/news/immersive-story/2022/12/20/shorthand-story-food-security>



MET-T-C

Mission

Enemy

Terrain

Time

Culture

DEFINE THE "WHY"

- Money is a RESULT not a PURPOSE
- **Ikigai** (*ee-key-guy*)
 - Japanese concept that combines the terms *iki*, meaning "alive" or "life," and *gai*, meaning "benefit" or "worth".
 - When combined, these terms mean: that which gives your life worth, meaning, or purpose.
- Your "WHY" statement" *

To____ (*contribution*) so that____ (*impact*).

* Simon Sinek, Find Your Why



MET-T-C

Mission

Enemy

Terrain

Time

Culture

Challenges

- Climate change
- Poverty, Hunger, Malnutrition
- Egos and Politics
- Poor access to reliable data
- The "OLD GUARD"
- Limited technical capacity
- Inadequate Team for the mission
 - "...ten thousand spoons when all you need is a knife" - *Alanis Morissette, "Ironic"*



MET-T-C

Mission

Enemy

Terrain

Time

Culture

Operational
Environment

- Laws and Regulations.
- Stakeholders
- Climate and Environmental Conditions
- Governance
- Technology
- Funding



MET-T-C

Mission

Enemy

Terrain

Time

Culture

Time
Sensitive
Constraints

- Budget or Funding POP
- Technical or Capacity advantage
- Networks and Relationships
- Maturity level of Project interdependencies
- Product lifecycle maturity considerations (Competitiveness maturity) – Go-to-Market
- Competitive Advantage (technology)
- Global supply chain



2023

MET-T-C

Mission

Enemy

Terrain

Time

Culture

Who are your
different
Stakeholders?


- Core Values (Partners)
- Education/Workforce Development (Community)
- Needs vs Wants (Maslow Hierarchy of Needs)
 - Community
 - Political and Religious
- Local Demographics
- The Value Proposition (Beneficiaries)



2023

BEAF - San Group / Sterner Group

15



Blue Economy
Aquaculture Forum

SUSTAINABILITY

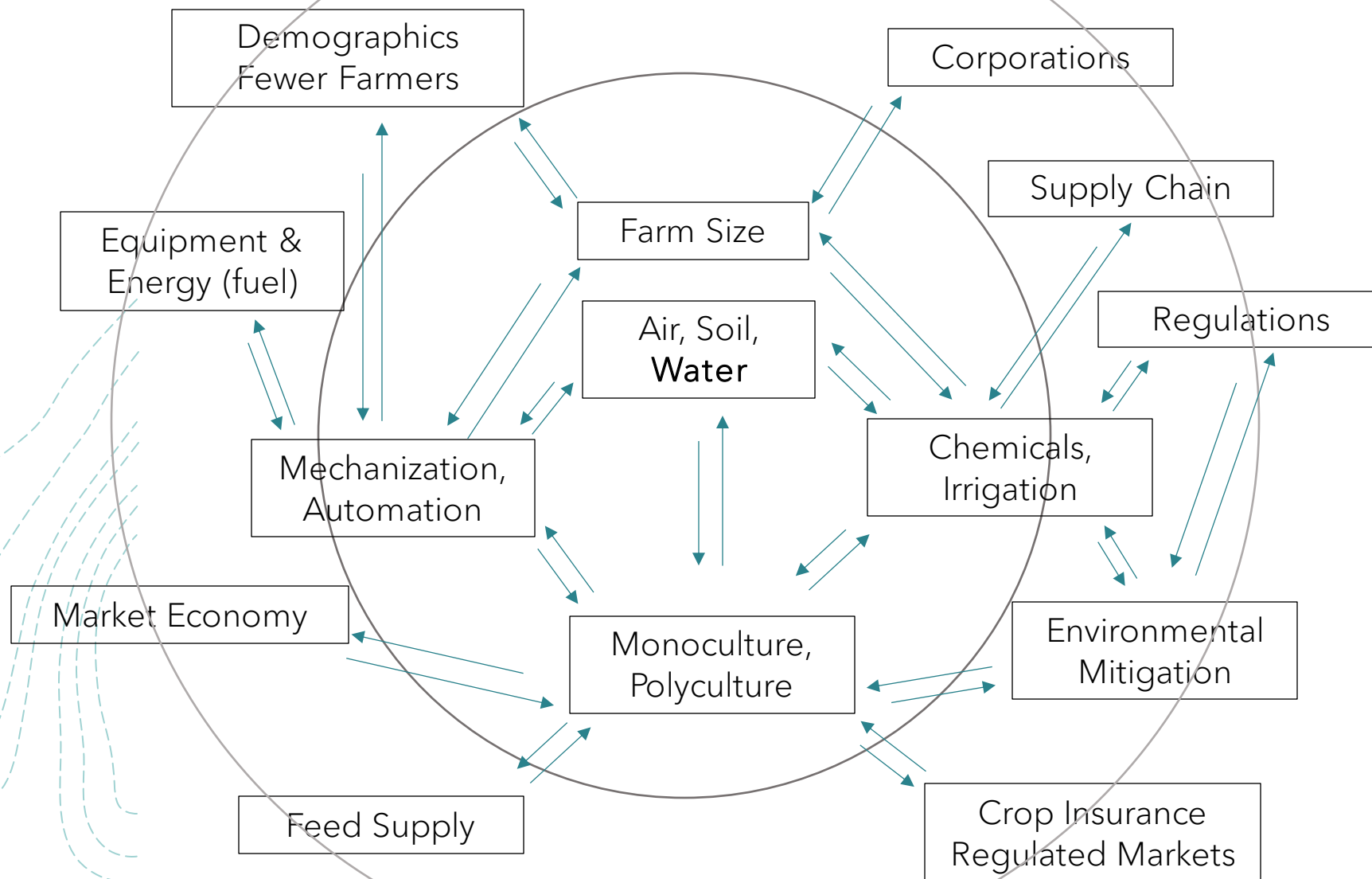
ECOLOGICAL

SOCIAL

ECONOMIC

AVOID THE SILOS

THEY ARE NOT SUSTAINABLE





SUSTAINABILITY

1. Business Value of Ecological, Social and Environmental Sustainability

(increase quality of LIFE, The Business of HAPPINESS)

- a) Avoiding the pitfall of "GREEN Washing"
(losing Trust)

1. Create the bridges to access opportunities
(Coadaptation)

2. **PROJECTS** (linear) vs **SOLUTIONS** (non-linear)

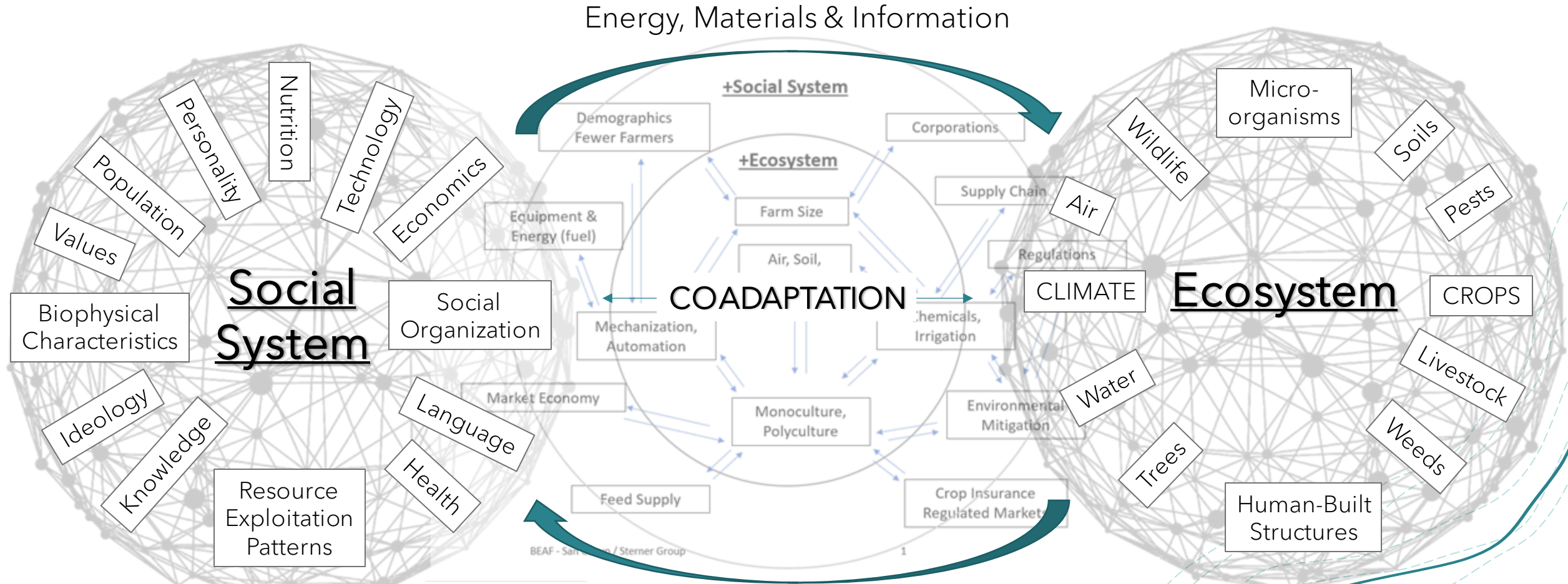
3. Accountability

- a) Measure what matters (3rd party scorecard-
Resilience Scorecard)

- a) Just as important as what gets measured is
 - i. How those metrics are analyzed
 - ii. How they are integrated into management decision making.

SUSTAINABILITY=

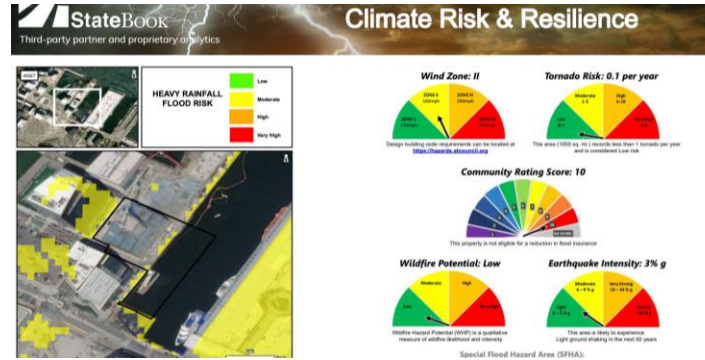
Equilibrium of the Interdependencies





IMPACT & RESILIENCE SCORECARD

THERE IS NO COOKIE CUTTER
CUSTOM PLATFORM



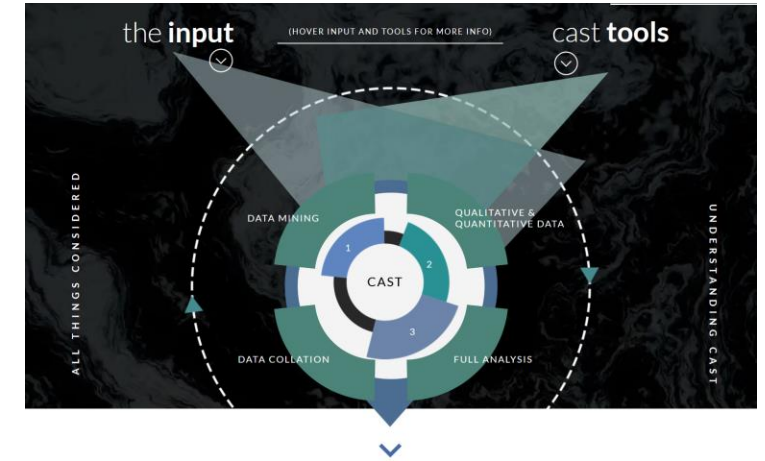
Vulnerability Dashboard

Location Climate Risk, Vulnerability,
and Readiness factors



<https://www.statebook.com/welcome/>

Compare locations to identify the most strategic opportunities for investment, confirm project viability, and mitigate risk across disparate data sources, multiple geography levels and over time.



Conflict/Commercial Analysis Software Tool
(CAST)

EVOKE

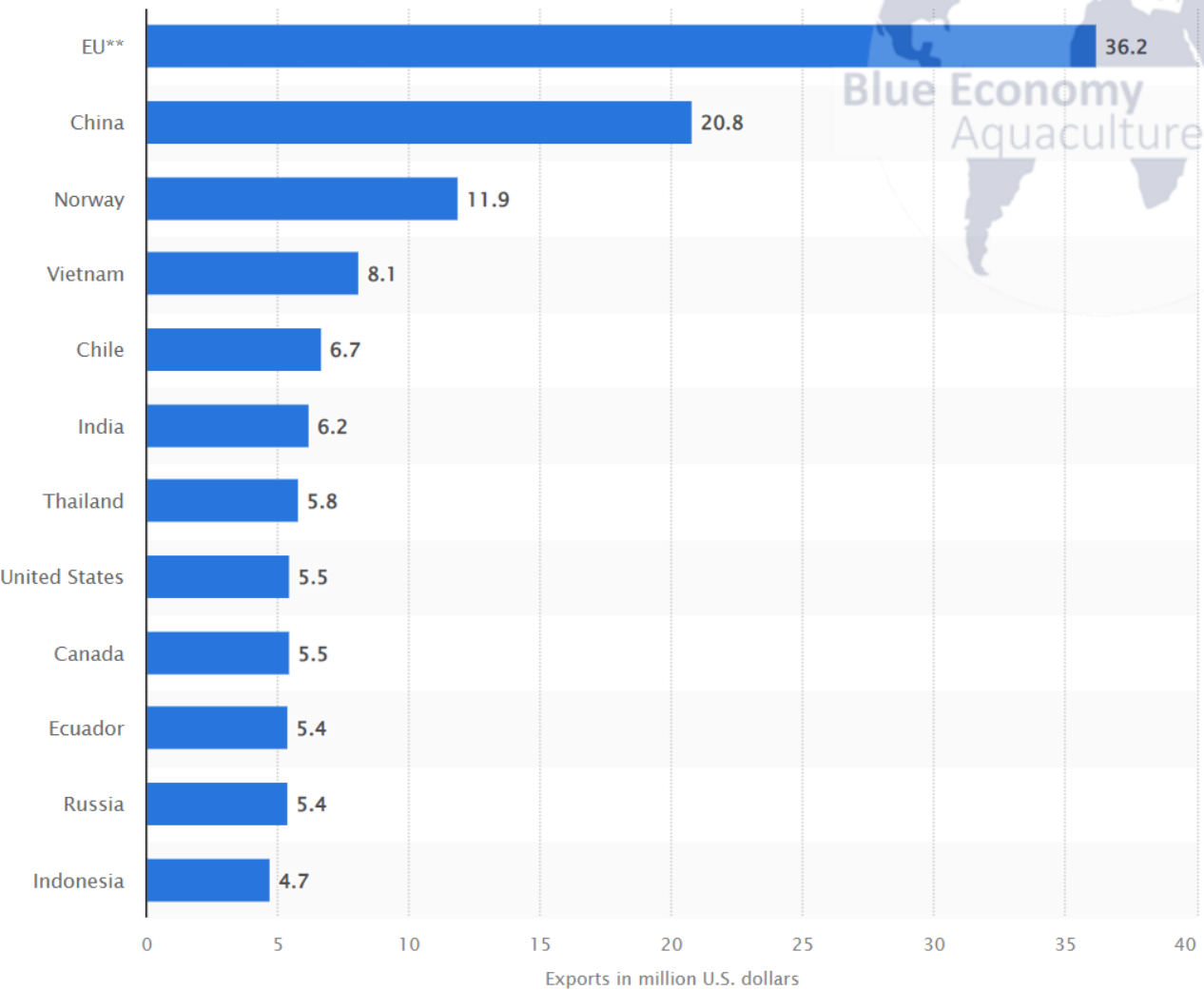
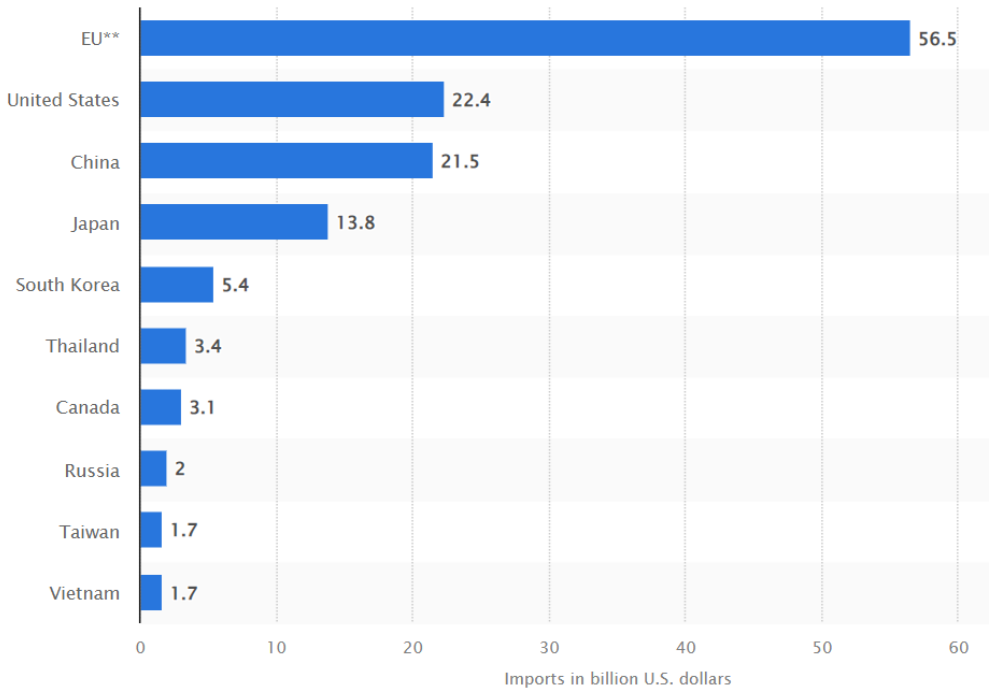
<https://evoke-international.com/cast/>

CAST is a 'Why' machine, equipping clients with a complete 360° data-fueled and simulation-supported picture of the world

ECONOMIC IMPACT

The Asia-Pacific region is the largest market for aquaculture, accounting for more than 80% of global production.

2020 comparison of Imports vs Exports/
Production



ECONOMIC IMPACT

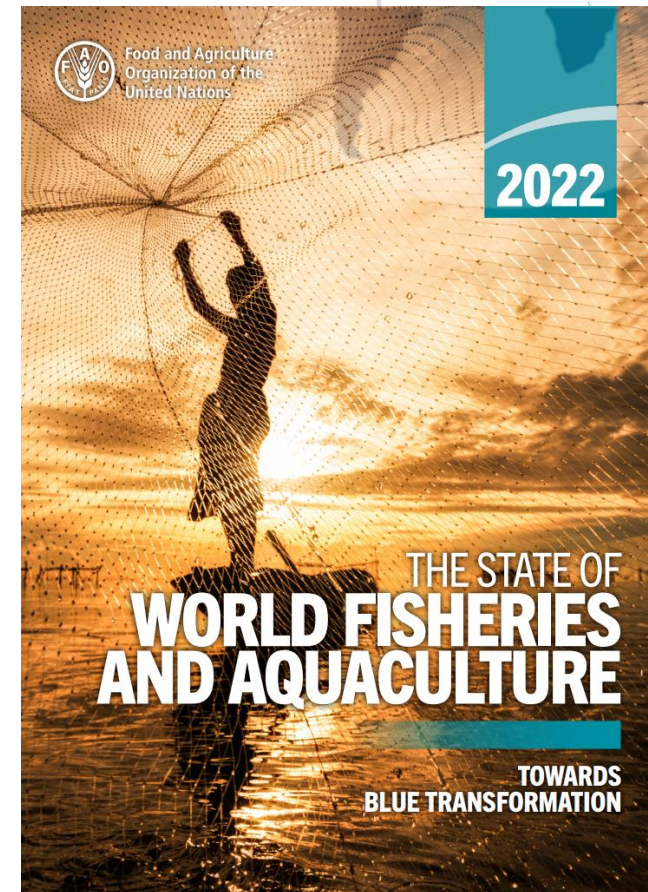
FAO (2022):

Blue Transformation

Declaration for Sustainable Fisheries and Aquaculture

Calls for support for *“an evolving and positive vision for fisheries and aquaculture in the twenty first century, where the sector is fully recognized for its contribution to fighting poverty, hunger and malnutrition.”*

[The State of World Fisheries and Aquaculture 2022 \(fao.org\)](https://www.fao.org/state-of-world-fisheries-and-aquaculture-2022/)





ECO-RESPONSIBLE DEVELOPMENTS

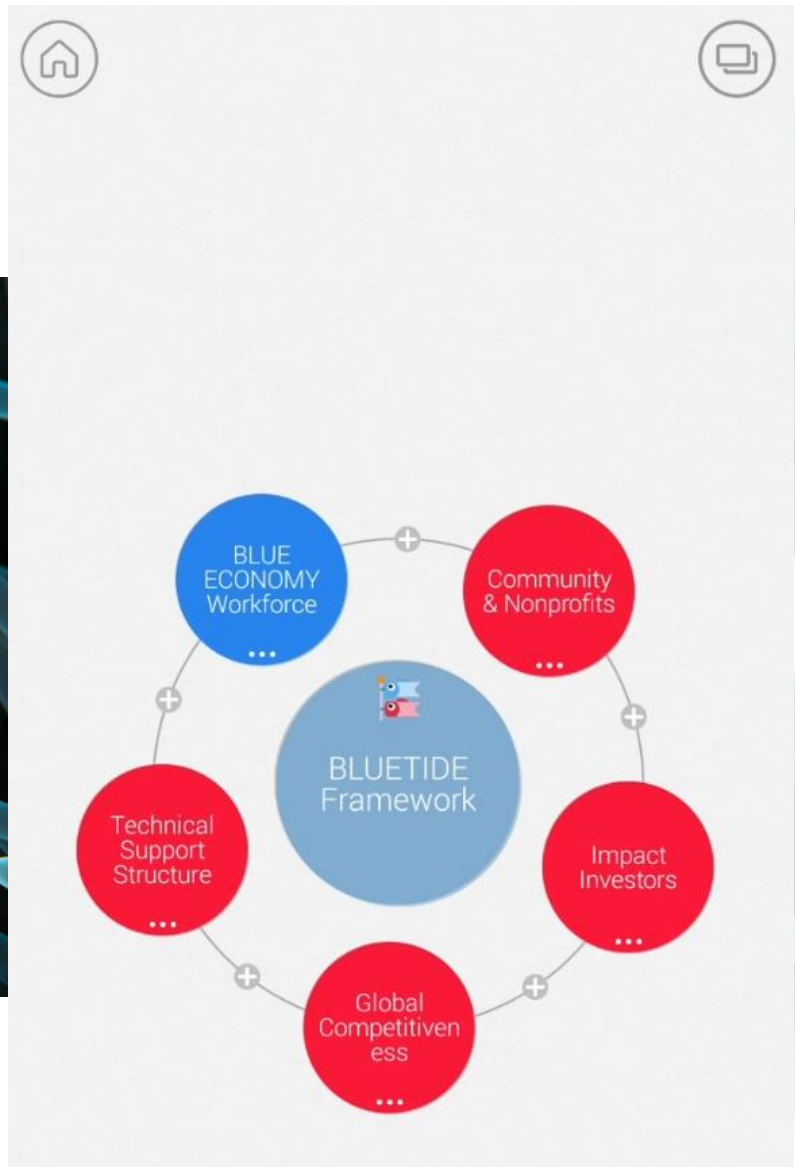
REGENERATIVE ECONOMY

- HABITAT RESTORATION
- COASTAL RESILIENCY
- BLUE ENERGY
- INLAND PROPAGATION LABS
- CONTROLLED ENVIRONMENT PRODUCTION FACILITIES
- WATER REUTILIZATION AND OPTIMIZATION
- MODULAR REGIONAL AND SUB-REGIONAL PRODUCTION OPERATIONS





Diversified Areas of Opportunities





Solutions Integration leading to RESULTS is more an ART than a SCIENCE...

Once you have a well defined:

Ikigai

"that which gives your life worth, meaning, or purpose"

Then you need the right people on the team and in the right positions for a successful implementation.

"leaders of companies that go from good to great start not with "where" but with "**who.**" They start by getting the right people on the bus, the wrong people off the bus, and the right people in the right seats. And they stick with that discipline—first the people, then the direction—no matter how dire the circumstances".

-Jim Collins,

From Good to Great

THANK YOU!



BLUE ECONOMY AQUACULTURE FORUM

