



Group 3: Blue Economy

Members: Peter Adriaens, Mike Shriberg, Rob Pettit

Issue: Delineating Investments Parameters and Scale for Watersheds

- Scale, performance, tolerance, water quality, operational costs

What can the University do to address the issue?

- Bring together cross-disciplinary (ivory towers)
 - o Engineers/scientists
 - o Business
 - o Policy
 - o Math/Finance
 - o Environmental justice/community relations
- Provide incubator/ideation program – e.g., case competition
- Quality economic, hedonic, ESG values vis a vis reform – meshing economic and financial theory
- NOT PRIVITIZING WATER

What partners would the University need for this work?

- Investment community
- Water authorities
- Law experts/accountants
- State treasurers
- Associations in finance (quantitative analysis)

What resources would this collaboration need?

- Existing
- Facilitation
- Piloting partners

Members: Gabe Ehrlich, Sanjiv Sinha, John Bratton

Issue: Measuring and Communicating the Value of Water is Difficult

What can the University do to address the issue?

- Social scientists, environmental scientists, Engineers studying this issue

Measuring

- Measuring water foot prints of cities, counties, states; for specific industries or sectors
- Studying how far down the supply chain to go
- Supply chain issues; value of stock of water; risks and reputation
- How do these affect stock prices?
- Informing industry standards under discussion (e.g., fair-trade coffee, dolphin-safe tuna)
- Measuring/quantifying amenity values
- Waterfront redevelopment

Communicating

Assess relevant stakeholders

- Reliance on taxpayer funded data (e.g., from NOAA, USGS)
- How do you identify corporate stakeholders?

What partners would the University need for this work?

- City and municipal officials
- Federal Science Agencies and regulatory programs (USGS, NOAA, EPA, BOR/USACE)
- Consulting firms
- Corporate managers
- Industries that are large water users
 - o Power, agricultural, mining/oil/gas, beverage industry
 - o Consumptive use vs. non-consumptive use
- Trade Associations
 - o CGLI; EPRI (Electric Power Research Institute); WEF; AMS; ASCE
- Public relations/press (journalists)/ad agencies (marketing and communications strategy)

What resources would this collaboration need?

- Models, including conceptual, operational, continuous output
- Data, e.g., real estate transactions, survey data, water supply/use
- Relationships – buy-in from partners: how to align incentives between academic and non-academic partners

- Infrastructure for on-going/continual updating, e.g., not one time reports, like economic indicators
- Time as a resource/making sure timescale is appropriate