



FOR IMMEDIATE RELEASE

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COAST Appoints South Island Prosperity Partnership to Lead Startup Phase of Region's Ocean Innovation Hub

(VICTORIA, BC) The Centre for Ocean Applied Sustainable Technologies (COAST) today announced South Island Prosperity Partnership (SIPP) will lead the incubation phase of the ocean innovation hub. SIPP CEO Emilie de Rosenroll has been appointed Start-up CEO of COAST. She assumes the role on a part-time basis in addition to her role as CEO of SIPP.

"I'm honoured by the COAST advisory board's confidence in SIPP to steward COAST through this important incubation phase," says de Rosenroll, an Innovate BC board director and BC Shipbuilding Advisory Council member. "COAST is a keystone in Pacific Canada's drive to play a leading role in the global sustainable blue economy, which is expected to grow to \$3-trillion by 2030."

COAST's priorities over the next two years include:

1. engaging all levels of government and industry in funding commitments
2. developing and launching initial foundation projects for COAST in partnership with founding members
3. selecting and securing a site for the COAST hub and developing a facilities plan for small company tenancy, shared testing facilities and a co-working space
4. developing and launching accelerator programming with a focus on global market access for local companies
5. partnering with the SNEKE Centre (T'Sou-ke Centre for Sustainability and Innovation) to identify and develop initial projects and programs.

Founded in 2021 by Southern Vancouver Island's blue economy stakeholders, including Ocean Networks Canada, Babcock Canada and BC Ferries and the Association of BC Marine Industries (ABCMI), COAST is a direct response to local ocean and marine sector input to further develop Canada's Pacific region as a global leader in environmental and climate change solutions and ocean science and technology.

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QUOTES

“South Island Prosperity Partnership has demonstrated its ability to support innovative thinking, creative leadership and dedication to building a resilient local economy. I am delighted to work with other like-minded business leaders to support South Island Prosperity Partnership as it leads COAST through its next stage.”

— **Mike Whalley, President, [Babcock Canada](#)**

BC Ferries is working hard to address one of the most important issues of our time — climate change — and we believe the marine industry as a whole is on the cusp of major breakthroughs. South Island Prosperity Partnership has been an early and dedicated champion of COAST and its commitment to sustainability, and we look forward to working with them through this next phase.”

— **Mark Collins, President and CEO, BC Ferries.**

“Canada’s Ocean Supercluster has been an early supporter of COAST, and we continue to work closely together today. We are excited to expand that relationship to include working with SIPP in their role as the incubator of COAST. Their local knowledge, relationships and record of success make them an ideal lead for this critical early stage.”

— **Melody Pardoe, Chief Engagement Officer, [Canada’s Ocean Supercluster](#)**

“The creation of the COAST innovation hub is a major opportunity for the ocean and marine sectors; The Association of British Columbia Marine Industries (ABCMI) has been a champion for the development of COAST from the very beginning. We have every confidence in Emilie and the South Island Prosperity Partnership to direct COAST through its initial growth. This is great news for the ocean and marine industry in Pacific Canada and will help diversify our economy and create quality jobs.”

— **Alex Rueben, Executive Director, [Association of BC Marine Industries \(ABCMI\)](#)**



BLUE ECONOMY FAST FACTS

- 'Blue economy' refers to sustainable economic development in the ocean and marine space. The blue economy encompasses all economic activities related to the oceans, including both emerging and established sectors. This allows for the important role of tech transfer or knowledge transfer, using legacy capabilities to build new future growth industries in the ocean space.
- According to Canada's Ocean Supercluster, the global ocean opportunity is expected to grow to \$3-trillion by 2030, doubling in size and outpacing the growth of the broader economy by close to 20%.
- Canada has been lagging far behind its peers in the ocean space. Countries like Norway, Iceland, France, the United States and Singapore enjoy massive competitive advantages, thanks to decades of developing their ocean hubs and clusters. Similar to COVE in the Atlantic, COAST is one of many initiatives needed over the coming decade to elevate Canada into a leading global position within the blue economy.
- Some countries are capturing significant value from the blue economy. Norway has more than 25% of its GDP coming from the ocean economy. The world average is 2.5% of GDP. For Canada, that number is 1.2% of GDP.
- Together with Canada's Ocean Supercluster and the growing number of ocean projects, like the Ocean Startup Project, COAST will help grow and expand Canada's Blue Economy towards the 22nd century.



ABOUT COAST

The [Centre for Ocean Applied Sustainable Technologies \(COAST\)](#) is a collaborative call to action from our region's ocean and marine sector, including entrepreneurs, corporations, academia, investors and government, to strengthen our position in the immense and emerging blue economy. COAST was formed in 2021 with the input of more than 120 stakeholders, including those in the ocean and marine sectors.

COAST's mandates are to create a hub of innovation to unlock new market opportunities in the sustainable blue economy, accelerate the transformation of Pacific Canada's largest and most important ocean-based companies, and support the development of startups and SMEs through a collaborative hub infrastructure.

ABOUT SOUTH ISLAND PROSPERITY PARTNERSHIP

[South Island Prosperity Partnership \(SIPP\)](#) represents a new era of economic development for Greater Victoria. Our mission is to build a more innovative, diversified, inclusive and sustainable economy for Southern Vancouver Island.

Formed in April 2016, this regional economic development alliance comprises nine municipalities, nine First Nations communities, five chambers of commerce, three post-secondary institutions, and many of the region's non-profits and major employers. In the five years since SIPP launched, the organization has grown from 29 to 75 members and achieved major milestones with a small, agile team and an extensive, engaged network of members and community partners.