



Collaboration Today, Prosperity Tomorrow

**FOR IMMEDIATE RELEASE**

June 27, 2023

**PacifiCan’s \$3-Million Investment in South Island Prosperity Partnership a Major Boost for B.C.’s Blue Economy Growth Potential**

(Victoria, BC) South Island Prosperity Partnership (SIPP), the mandated economic development agency for Southern Vancouver Island, announced today it will receive \$3-million in funding from the Pacific Economic Development Agency of Canada ([PacifiCan](#)).

“We are very grateful for PacifiCan’s investment into South Island Prosperity Partnership (SIPP) to further establish the [Centre for Ocean Applied Sustainable Technologies](#) (COAST) and the Indigenous Prosperity Centre (IPC),” says Emilie de Rosenroll, Group CEO of South Island Prosperity Partnership. “Together with leveraged support from the private sector, this investment accelerates climate-conscious ocean and marine innovation along with Indigenous strengths in marine stewardship in order to realize Pacific Canada’s position as a leader in the global blue economy.”

The PacifiCan investment supports the development of an ocean and marine innovation network and hub through COAST, the blue economy arm of SIPP dedicated to expanding B.C.’s rapidly growing ocean and marine technology sectors. The funding will also foster Indigenous entrepreneurship and the exploration of economic opportunities connected to ocean monitoring and conservation through SIPP’s Indigenous-led arm, the Indigenous Prosperity Centre.

“British Columbia is at the leading edge of research and commercial development of ocean technology,” says The Honourable Harjit S. Sajjan, Minister of International Development and Minister responsible for PacifiCan. “By investing in some of Vancouver Island’s most innovative organizations and bringing together leaders in B.C.’s ocean technology sector, PacifiCan is propelling partnerships and prosperity across British Columbia.”

-30 -

**Media Contact:**

Kerry Slavens, Director, Public Relations & Engagement

E: [kslavens@southislandprosperity.ca](mailto:kslavens@southislandprosperity.ca) M: 250-516-0152

## Quotes

“British Columbia is at the leading edge of research and commercial development of ocean technology. By investing in some of Vancouver Island’s most innovative organizations and bringing together leaders in B.C.’s ocean technology sector, PacifiCan is propelling partnerships and prosperity across British Columbia.” — **The Honourable Harjit S. Sajjan, Minister of International Development and Minister responsible for PacifiCan**

“We are very grateful for PacifiCan’s investment into the South Island Prosperity Partnership (SIPP) to further establish the Centre for Ocean Applied Sustainable Technologies (COAST) and the Indigenous Prosperity Centre (IPC). Together with leveraged support from the private sector, this investment accelerates climate-conscious ocean and marine innovation along with Indigenous strengths in marine stewardship in order to realize Pacific Canada’s position as a leader in the global blue economy.”  
— **Emilie de Rosenroll, Group CEO, South Island Prosperity Partnership and Founding CEO, COAST**

“Our ocean and marine industries are a vital component of our economic and social prosperity. There are an increasing number of innovators and entrepreneurs working to better our use and interactions with the ocean. COAST will support these enterprises on their path to market. We will help find solutions to key industry challenges, attract talent, capital and partnerships, identify and provide training opportunities, connect an ecosystem of private and public organizations, and drive the momentum to establish Pacific Canada as a world leader in ocean and marine innovation.” — **Jason Goldsworthy, Executive Director, COAST**

“In our conversations with South Island First Nations, they’ve identified the blue economy as a sector they are taking a leadership role in building. We will work closely with COAST to connect Indigenous marine stewards to the training, investments, partnerships and support needed to achieve their goals.”  
— **Christina Clarke, Executive Director, Indigenous Prosperity Centre**

## **ABOUT**

### **ABOUT SOUTH ISLAND PROSPERITY PARTNERSHIP**

South Island Prosperity Partnership (SIPP) is Greater Victoria's economic development agency. SIPP is a public-private partnership of more than 70 stakeholders, including local governments, First Nations, post-secondary institutions, industry associations and nonprofits, and major employers. SIPP works to bolster the region's economic and social prosperity by catalyzing the creation of high-quality, household-sustaining jobs.

### **ABOUT COAST**

The Centre for Ocean Applied Sustainable Technologies (COAST) is Pacific Canada's hub for the sustainable blue economy, with a focus on driving B.C. innovation in the ocean technology and marine industries. An arm of South Island Prosperity Partnership, COAST's goal is to build B.C. into a global leader in the world's rapidly-growing ocean economy, creating new sustainable, export-driven jobs and enterprises.

### **ABOUT INDIGENOUS PROSPERITY CENTRE**

The Indigenous Prosperity Centre (IPC) is committed to the self-directed economic vision of First Nations and Indigenous Peoples on Southern Vancouver Island and throughout British Columbia. As the Indigenous-led arm of South Island Prosperity Partnership, IPC focuses on promoting Indigenous-led prosperity tactics and strategies that balance community wellbeing and values; promoting and protecting Indigenous-led innovation while supporting the stewardship of ocean resources; creating meaningful partnerships and mutually beneficial opportunities; and augmenting and amplifying economic and workforce development activities.