



A Wave of Collaboration: Recapping One Ocean Week Seattle and Charting Our Course

Dear Friends & Colleagues,

What an incredible experience we shared during One Ocean Week Seattle. The energy, the depth of conversation, and the sheer number of dedicated partners who came together truly affirmed the power of our mission: to accelerate a sustainable Blue Economy.

This gathering was more than an event; it was a physical manifestation of our collective commitment. We were honored to welcome over 1000 attendees to more than 50 events, including global partners, regional leaders, startups, and community advocates, all focused on ocean-based innovation and climate solutions. A heartfelt thank you to every **attendee, speaker, and delegate** who traveled, shared their expertise, and committed to action.

Deep Gratitude for Our Supporters

The success of One Ocean Week was made possible by the unwavering support of our entire ecosystem. We extend our deepest gratitude to all of our partners across industry, government, and philanthropy. Your investment is critical to advancing a thriving Blue Economy.

The Survival of the Fit: A Foundation for the Future

At the One Ocean Summit, I spoke about a concept that is foundational to how Maritime Blue operates: the **Survival of the Fit**. It's a profound shift in thinking—away from the “Survival of the Fittest,” which emphasizes isolation and cutthroat competition, and toward a model of collaboration, adaptation, and mutual benefit. The ocean crisis is too vast for any single entity to solve alone, which is why we must create platforms where the regulator, the innovator, and the investor are incentivized to co-create solutions.

That platform is the **Innovation Cluster Model**. This model shifts the focus from simple debate to **Joint Innovation Project implementation**. Our collaborations, such as the Sustainable Maritime Fuels Collaborative, the Tacoma Blue Edge Network (TBEN), Blue Wind, the Salish Seaweed initiative, and Quiet Sound, are examples of this model driving real public and private investment and progressive policy outcomes.

It also convenes multiple sectors to take a **Whole Systems Approach** to new markets and the challenges we face, including effective and inclusive community engagement as

well as supporting early-stage innovation from ideation to commercialization.

Our Next Chapter: The Strategic Action Plan 2025

As an organization, Maritime Blue is entering a new phase of growth focused on global leadership and transformative scale. Our [2025 Strategic Action Plan](#) is our roadmap, guiding our work across five key Strategic Goals:

- **Facilitate Joint Innovation**
- **Support Blue Ventures**
- **Foster Community Engagement**
- **Activate a Global Hub**
- **Operationalize Blue Economy Values**

Our boldest step is the new [Maritime Innovation Center](#), which will serve as our global Blue Hub—a launchpad for new ventures, a convening space, and a proving ground for the future of the ocean economy.

Our vision remains clear: the Pacific Northwest will stand as a global hub for ocean-based innovation by 2030. Thank you again for being part of this essential work. We invite you to join us as we accelerate innovation and build a thriving, sustainable, and equitable Blue Economy, together.

All the best,



Joshua Berger

President and CEO

Maritime Blue

One Ocean Week Seattle Wrap-Up

**1000+ Unique
Attendees**

50+ Events

**Representation
from 10+ Countries**

Highlights from Maritime Blue Events



Welcome Breakfast

After months of planning, One Ocean Week Seattle kicked off with a networking breakfast on the waterfront. Maritime Blue, along with the 1000 Ocean Startups Coalition welcomed guests and gave a special preview into the events ahead.

Sound Check: A Quiet Sound for Killer Whales

[Quiet Sound](#) hosted a full house for their annual update on collaborative programs to reduce impacts to Southern Resident killer whales from large commercial vessels. Special thanks to our guest speakers Nora Nickum with the Seattle Aquarium, Kevin Bartoy with Washington State Ferries, and Captain Will Kelly with Puget Sound Pilots.



Sustainable Maritime Fuels & Decarbonization Forum

Joint Innovation hosted a well attended forum featuring expert panels with industry leaders, funders, and technology innovators discussing the latest collaborative frameworks, the disruptive funding models championing new solutions, and the technology developers that powering the maritime of tomorrow.

Breakfast on the Waterfront: Welcoming the *Statsraad Lehmkuhl*

The air was buzzing as the historic Norwegian tall ship arrived at Pier 66. A delegation of more than 30 Norwegians including Ambassador Anniken Huitfeldt joined locals in welcoming the ship to Seattle with warm embrace, even singing a sea chanty from the rooftop of Bell Harbor International Conference Center.





One Ocean Week Seattle Summit

Our marquee event convened local and global leaders from the Maritime & Ocean industry to share diverse perspectives and bold ideas for urgent challenges and opportunities in the Blue Economy sparking collaborative momentum toward a sustainable and equitable ocean future. Special thanks to all of our speakers and attendees.

Greater Pacific Northwest Seaweed Roundtable

Key stakeholders including seaweed farmers, product developers, Indigenous leaders, policymakers, researchers, and supporting organizations identified challenges and opportunities where resources and strengths in one sub-region could be beneficial to solving challenges in another. Special thanks to [9zero Climate Innovation Hub](#) for hosting!



Blue Horizon: The One Ocean Innovation Showcase

Bringing together over 30 ocean and maritime startups and more than 200 attendees, the showcase featured an impressive mix of innovators—from wave energy, electric propulsion, and AI-driven monitoring to regenerative materials and kelp-based foods—highlighting the diversity and creativity driving the blue economy.

Youth Maritime Career Launch Graduation & Reception

Twelve graduates were celebrated for their achievements and completion of internship programs designed to bridge the gap for underserved young adults, ages 18-24. The graduation was followed by an engaging panel on the future of maritime workforce and a reception aboard the *Statsraad Lehmkuhl* hosted by the Port of Seattle and Maritime Blue.



One Ocean Expedition: Seattle to San Francisco

Chartered by Maritime Blue, this leg of the [One Ocean Expedition](#) aboard the historic Norwegian tall ship, *Statsraad Lehmkuhl* included 63 "trainees," covered 915 nautical miles, built lasting relationships, and made unforgettable memories. Thank you to the wonderful crew!



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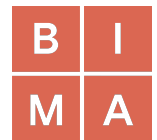
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