

Climate Change and Coastal Resiliency: *Knowledge to Action*

UEDA Awards of Excellence: Place
Heather McWhorter, UNCW CIE Director
February 5, 2025



CENTER *for* INNOVATION AND ENTREPRENEURSHIP

Wilmington, North Carolina

Southern Living
**THE
SOUTH'S
BEST** 2024



Record-setting community



CENTER *for* INNOVATION
AND ENTREPRENEURSHIP

#1

STARTUP ECOSYSTEM
IN THE USA - CITIES
UNDER 300,000

#30

STARTUP ECOSYSTEM
OVERALL IN US RANKING

#51

STARTUP ECOSYSTEM
IN THE WORLD

CONGRATULATIONS!

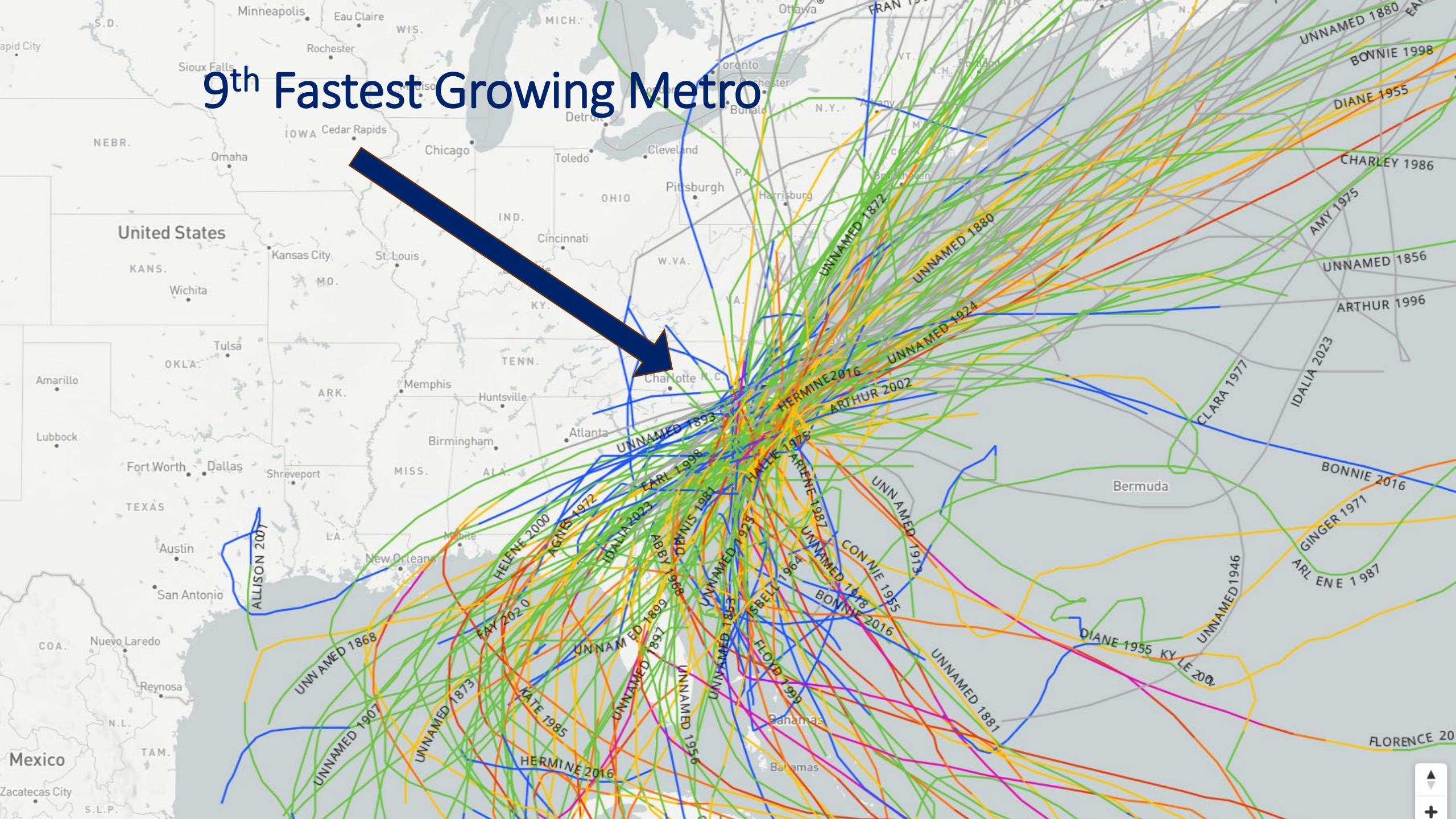
TO WILMINGTON AND OUR ENTREPRENEURS
FOR THE RECENT STARTUP ECOSYSTEM RANKINGS

VISIT [STARTUPBLINK.COM](https://startupblink.com) AND [STARTUPGENOME.COM](https://startupgenome.com) FOR MORE DETAILS









What if?

UNCW Surf Club
Tropical Storm Bonnie



What if?

Challenge
+
University
+
Entrepreneurial mindset
+
Community activators
+
Partners



Solutions
+
Community engagement
+
Economic impact
+
Research & learning opportunities





Created Spring
2020



Education & Outreach



Ideation



Mentor Program

Startup

PerfectPitch



Growth

BLUE ECONOMY

The Blue Economy is sustainable use of ocean resources for economic growth, improved livelihoods and jobs, and ocean ecosystem health.

The Blue Economy encompasses many activities...

RENEWABLE ENERGY

Sustainable marine energy can play a vital role in social and economic development.

FISHERIES

Marine fisheries contribute more than **US\$270 billion** annually to global GDP. More sustainable fisheries can generate more revenue, more fish and help restore fish stocks.

MARITIME TRANSPORT

Over 80% of international goods traded are transported by sea, and the volume of seaborne trade is expected to double by 2030 and quadruple by 2050.

TOURISM

Ocean and coastal tourism can bring jobs and economic growth. Coastal Least Developed Countries and Small Island Developing States receive more than **41 million visitors** per year.

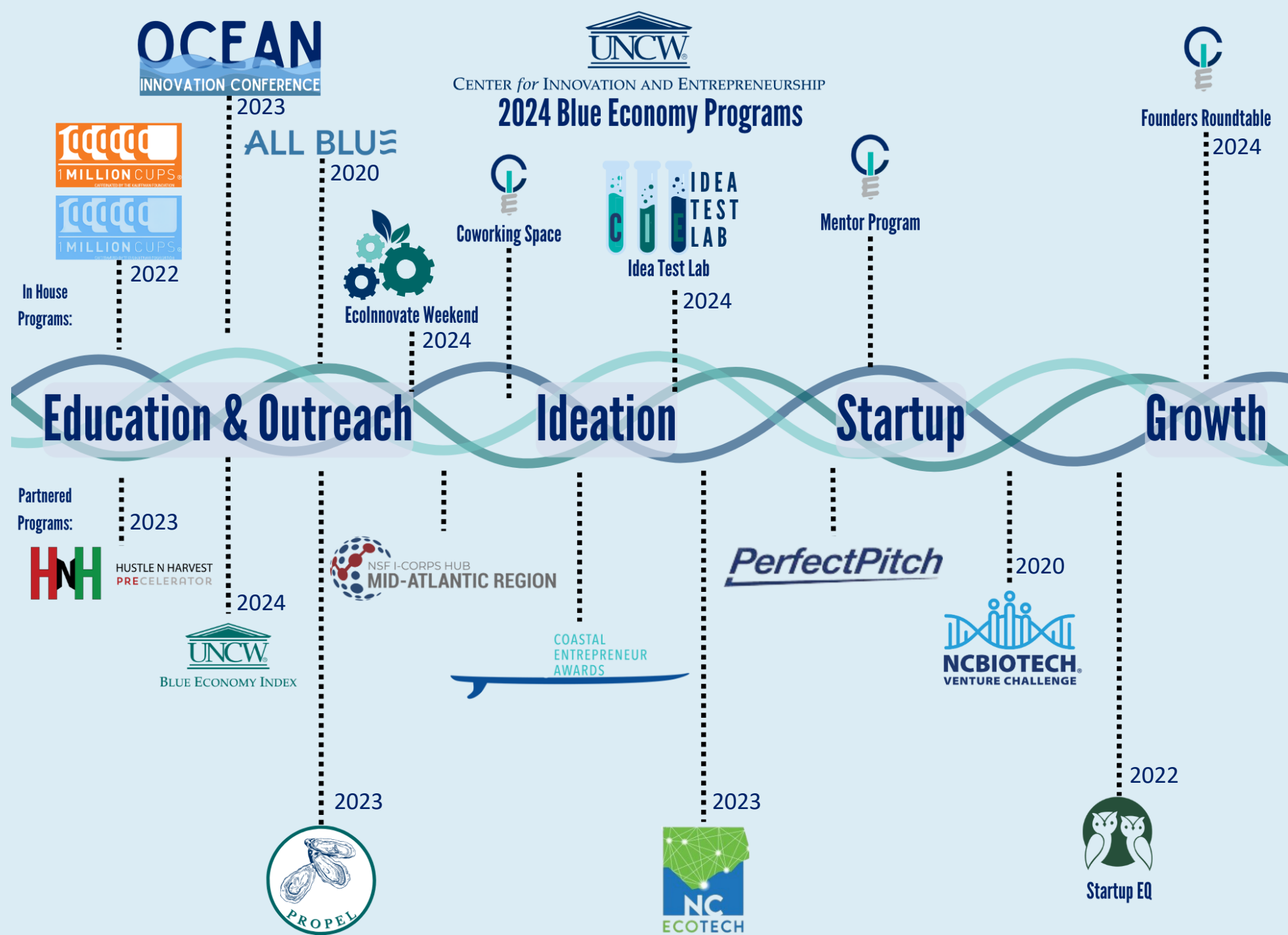
CLIMATE CHANGE

The impacts of climate change on oceans—rising sea-levels, coastal erosion, changing ocean current patterns, and acidification—are staggering. At the same time, **oceans are an important carbon sink** and help mitigate climate change.

WASTE MANAGEMENT

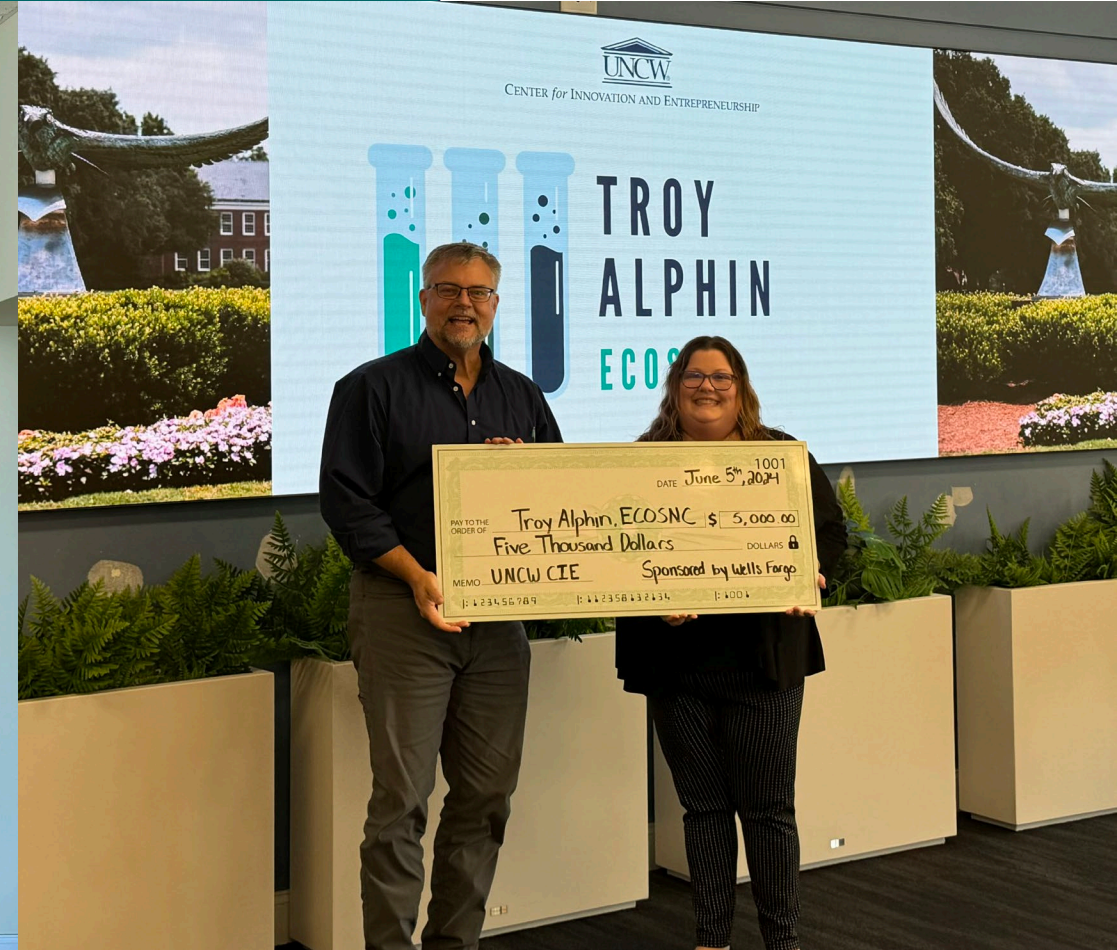
80% of litter in the ocean is from land-based sources. Better waste management on land can help oceans recover.





Highlight: Idea Test Lab DEMO Day Blue Tech/Climate Tech, June 2024


UNIVERSITY of NORTH CAROLINA WILMINGTON
CENTER FOR INNOVATION AND ENTREPRENEURSHIP



CENTER for INNOVATION AND ENTREPRENEURSHIP

Ocean Innovation Conference

September 2024



2021
2030 United Nations Decade
of Ocean Science
for Sustainable Development

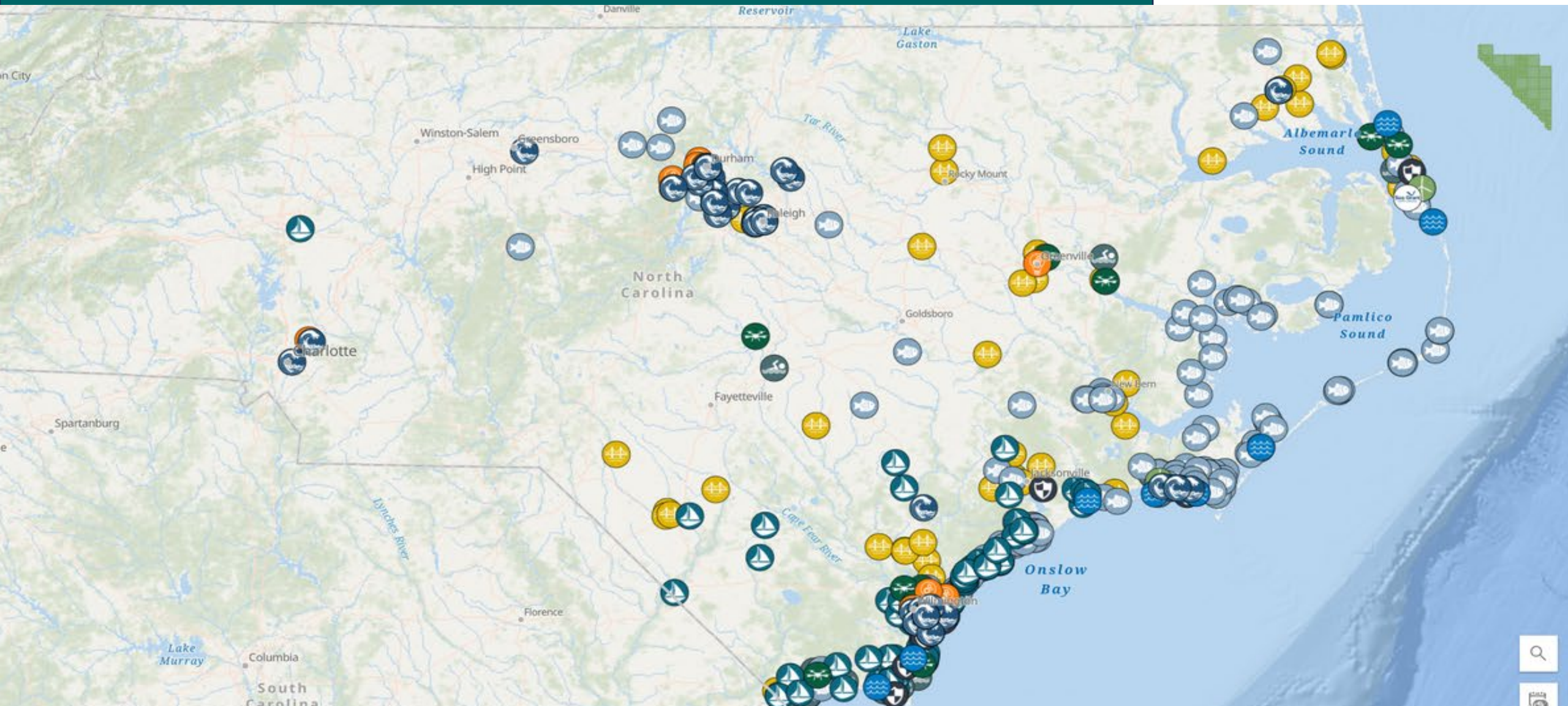
OCEAN

INNOVATION CONFERENCE

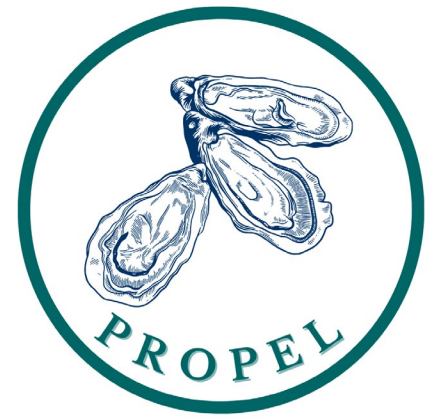


CENTER for INNOVATION AND ENTREPRENEURSHIP

NC Blue Economy Assets Map




Propel: Growing the Shellfish Industry



- ✓ Online, anytime
- ✓ Free
- ✓ Reducing regulatory conflict



 **NC Shellfish Aquaculture Siting Tool** Maintained by the University of North Carolina Wilmington

About the tool...

The NC Shellfish Aquaculture Siting Tool serves as an interactive-support mapping tool of the North Carolina coastline that helps to streamline the leasing process for the NC shellfish aquaculture industry, potential shellfish growers, and existing shellfish growers. The map tool is a central reference location for several key layers of data related to shellfish growth including bottom type, depth soundings, current shellfish leases, shellfish growing area classifications, boat access areas, and surrounding land use. The tool is designed to provide information to help potential shellfish growers determine site feasibility and help them identify potential risks and long-term suitability for potential areas.

For additional guidance and information using the tool, please use these buttons to access the tool's instructions and technical document.

[Siting Tool User Guide](#)

[Siting Tool Technical Document](#)

Layers

- Artificial Reefs
- Boat Access Areas
- Bottom Type
- Depth Feet
- Cultch Planting Sites
- Fishing Nursery Areas
- Managed Areas
- Natural Heritage Natural Areas
- Oyster Sanctuaries
- Restricted Danger Zones
- Rivers And Streams
- SAV Mosaic 1981 to 2021
- SGA Boundaries
- SGA Current Classifications
- Shellfish leases 2022
- Submerged Land Claims

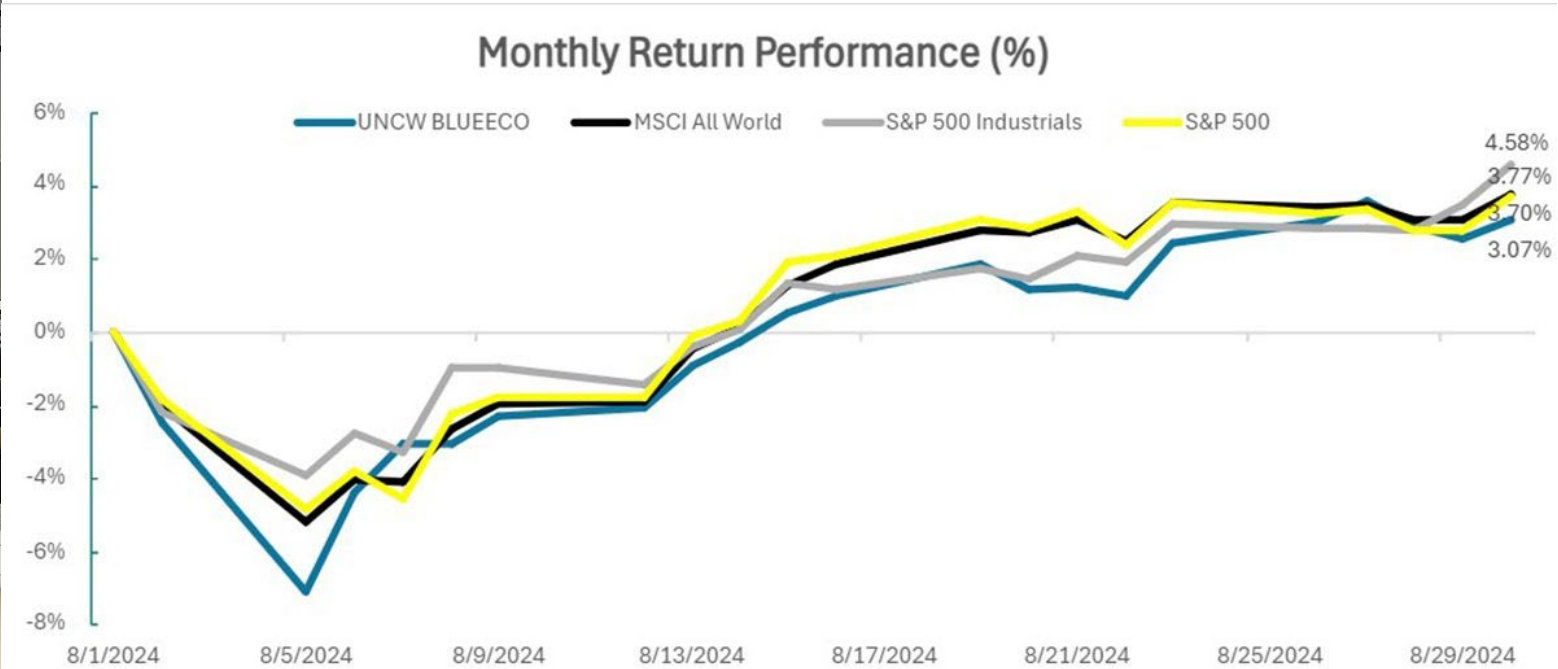
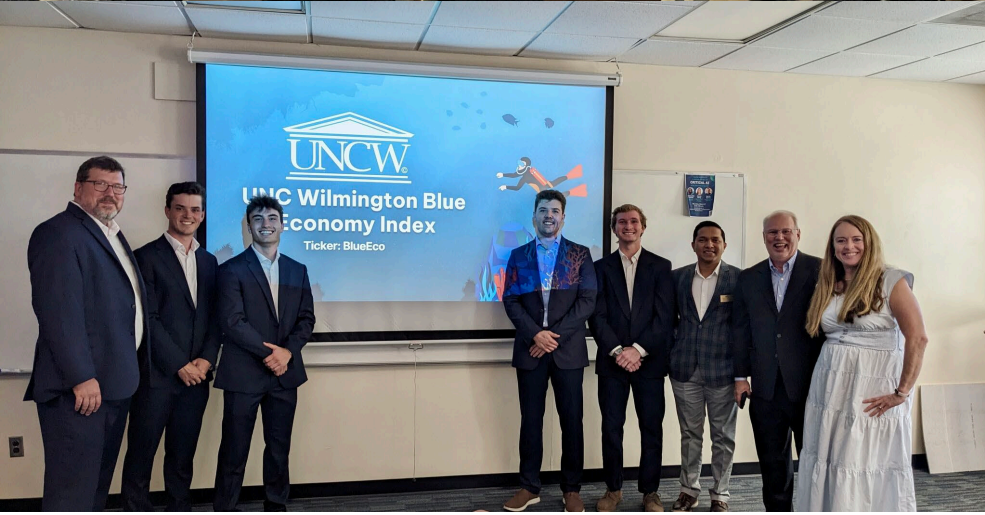
Map

The map displays the North Carolina coastline with various layers of data overlaid. Key features include the Pamlico River, Roanoke River, and Pamlico Sound. The map shows the distribution of oyster leases and other aquaculture-related areas. The map is interactive, allowing users to toggle layers on and off.

Tools

- Add Data
- Draw
- Map XY
- Select
- Extract Data
- Print
- Survey

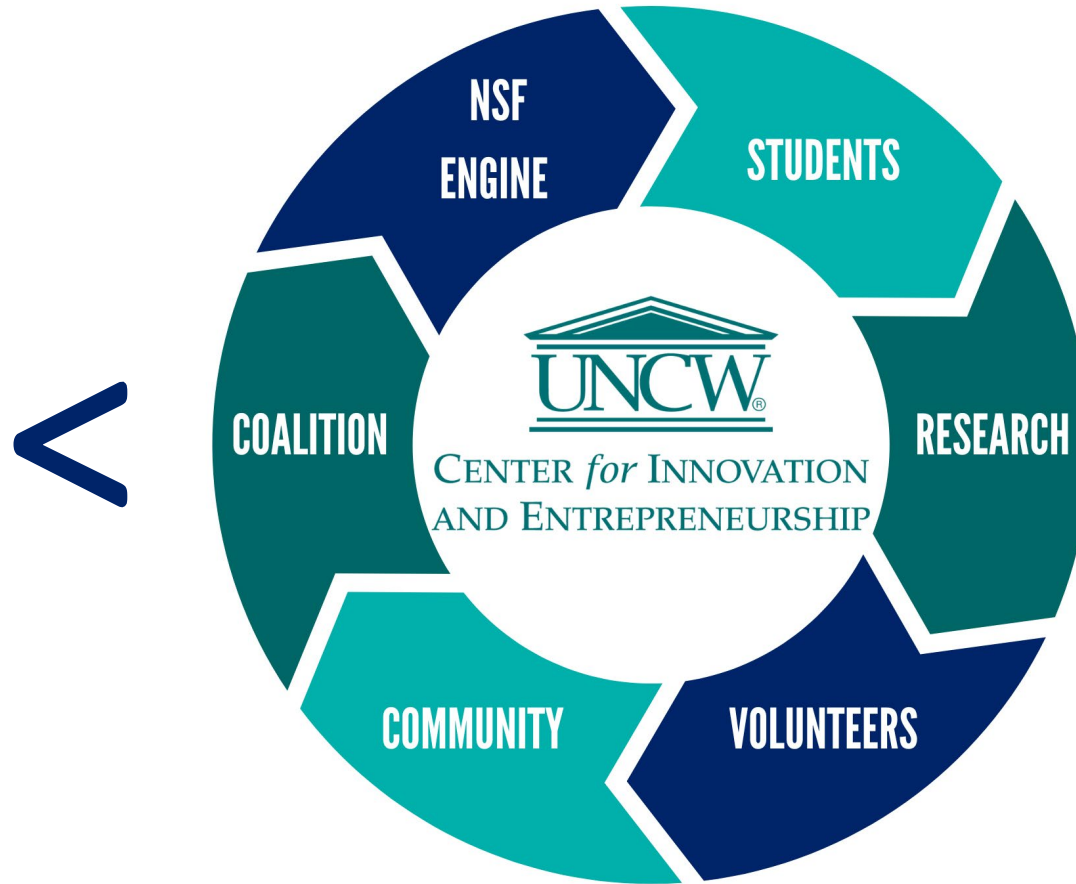
UNC Wilmington Blue Economy Index (Bloomberg ticker: BLUEECO)



Community connections



Our team




CENTER for INNOVATION and ENTREPRENEURSHIP

Our team



FY24 Summary

Impact	Climate/BlueTech 	Total
Entrepreneurs assisted	44 (+200% in 1 yr)	285
Capital	\$5M	\$40M
Event attendees	1,700	10,000
UNCW students	120	1,000
K-12 students	200	600
Mentors/volunteers	200	200



Place-Based Success

Challenge
+
University
+
Entrepreneurial mindset
+
Community activators
+
Partners



Solutions
+
Community engagement
+
Economic impact
+
Research & learning opportunities



Award-winning university

University Economic Development Award of Excellence:
Place



CENTER *for* INNOVATION AND ENTREPRENEURSHIP

Thank you, UEDA!

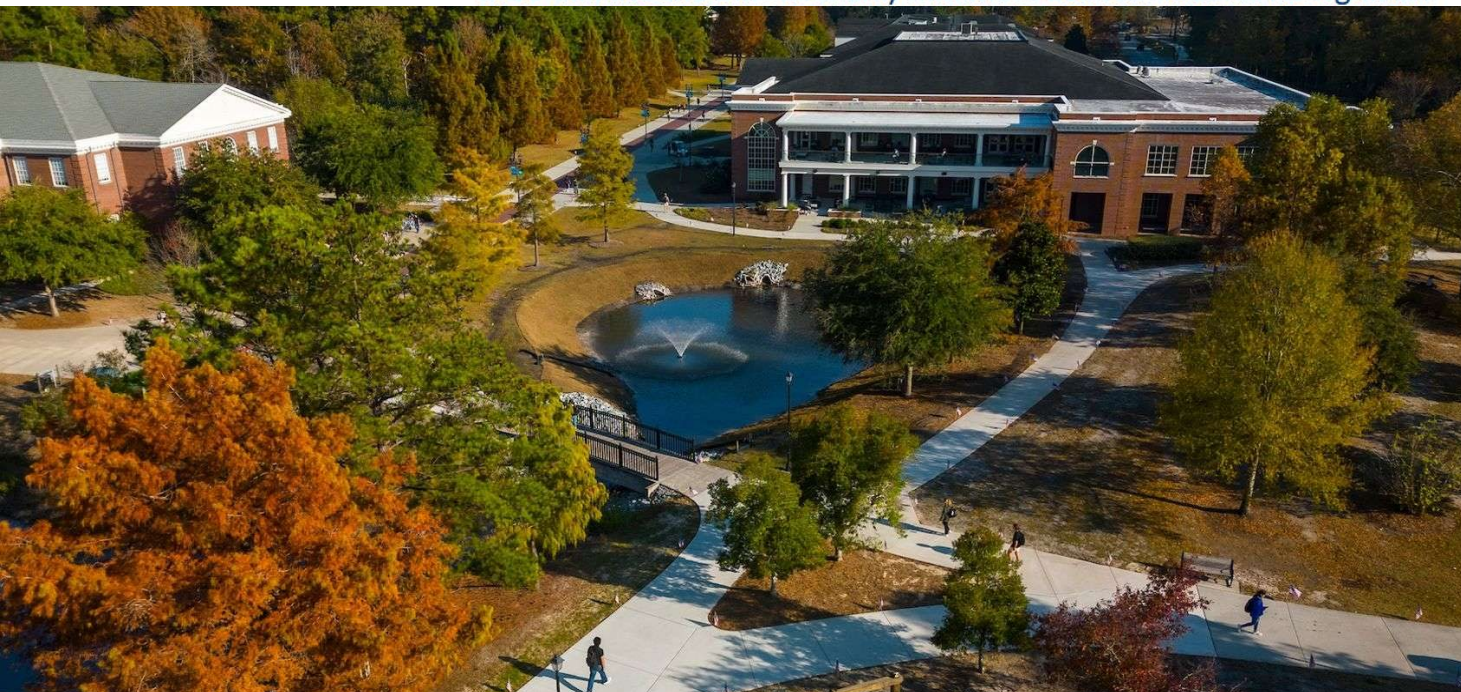
[ABOUT](#)[ACADEMICS](#)[ADMISSIONS](#)[SEAHAWK LIFE](#)[RESEARCH](#)[myUNCW](#)[Info For](#)[Search](#)

Where You Belong: UEDA Awards UNCW for Community Impact

Sydney Bouchelle • October 14, 2024

[Home](#) / [News](#) / [2024](#) / [Where You Belong: UEDA Awards UNCW for Community Impact](#)

CIE's Climate and Blue Economy Initiatives Lead to National Recognition



CENTER *for* INNOVATION AND ENTREPRENEURSHIP



Thank you for supporting your community!

Heather McWhorter, Director – mcwhorterh@uncw.edu

UNCW Center for Innovation and Entrepreneurship

www.uncw.edu/cie



CENTER *for* INNOVATION AND ENTREPRENEURSHIP