

# DEVELOPING LOUISIANA'S WATER MANAGEMENT INDUSTRY

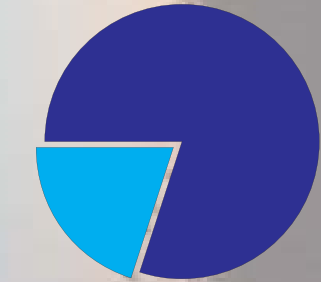
SCOTT KIRKPATRICK, PRESIDENT, COAST BUILDERS COALITION

## CURRENT SITUATION

LOUISIANA HAS BEEN GIVEN THE WORLD'S GREATEST LABORATORY FOR THE WATER MANAGEMENT INDUSTRY. THE PROBLEMS WE ARE FACING WILL BURDEN OTHER AREAS IN THE COMING YEARS DUE TO CLIMATE CHANGE AND OTHER MAN-MADE IMPACTS. WE MUST FIND A WAY TO PROTECT OUR COAST AND USE THESE SOLUTIONS TO HELP OTHERS IN THE FUTURE.

## ECONOMIC DEVELOPMENT OPPORTUNITY PRESENTED

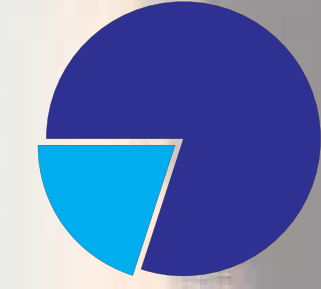
THE LOUISIANA DEPARTMENT OF ECONOMIC DEVELOPMENT HAS IDENTIFIED LOUISIANA'S COASTAL WATER MANAGEMENT INDUSTRY AS A TOP SECTOR FOR FUTURE GROWTH. RESEARCH SUGGESTS THAT 45000 JOBS CAN BE CREATED FROM THIS INDUSTRY SECTOR OVER THE NEXT 30 YEARS.



HAVE NOT HIRED ADDITIONAL PERSONNEL

HAVE HIRED ADDITIONAL PERSONNEL

A RECENT SURVEY OF ENGINEERING AND CONSTRUCTION FIRMS OPERATING IN LOUISIANA INDICATED A COMPELLING OPPORTUNITY TO GROW THEIR WATER MANAGEMENT BUSINESS IN LOUISIANA



NO GROWTH

GROWTH

## IMPLICATIONS

IF OUR STATE DOES NOT WORK TIRELESSLY TO GET THE TOP-NOTCH PRIVATE SECTOR FIRMS AND RESEARCHERS TO LOUISIANA, WE WILL MISS OUT ON THIS POTENTIAL ECONOMIC BENEFIT AND MAY FAIL TO RESTORE OUR COASTLINE.

"IF WE ARE SUCCESSFUL WE WILL BE ABLE TO SIMULTANEOUSLY DIVERSIFY OUR ECONOMY WHILE SUSTAINING OUR ENVIRONMENT." - MICHAEL HECHT, GNO, INC. DISCUSSING GREENNO.

A NEW INITIATIVE SUPPORTING SUSTAINABLE AND ENVIRONMENTALLY FRIENDLY BUSINESSES INCLUDING COASTAL PROTECTION AND RESTORATION.

## SOLUTIONS TO OUR PROBLEM

DEDICATED FUNDING - INDUSTRY SURVEY SHOWED THAT DEDICATED FUNDING WOULD BE THE MOST IMPORTANT FACTOR IN GROWING A COASTAL WATER MANAGEMENT INDUSTRY IN LOUISIANA.

"CENTER OF EXCELLENCE" - BRIDGING THE GAP BETWEEN THE PUBLIC AND PRIVATE SECTORS.

MICROELECTRONICS AND COMPUTER TECHNOLOGY CORPORATION TOOK PRIVATE SECTOR FUNDING TO PROMOTE UNIVERSITY RESEARCH THAT PRODUCED THE NEWEST TECHNOLOGY FOR COMPANIES AND USE IN PRODUCT DEVELOPMENT.

GEORGIA RESEARCH ALLIANCE IS A COLLABORATIVE EFFORT BETWEEN BUSINESS, RESEARCH UNIVERSITIES AND STATE GOVERNMENT GEARED TOWARDS BUILDING A TECHNOLOGY DRIVEN ECONOMY THAT IS DRIVEN BY UNIVERSITY RESEARCH.

DUTCH WATER INSTITUTE, DELTARES, TOOK THE LEADING WATER MANAGEMENT BUSINESSES AND PAIRED THEM WITH RESEARCH INSTITUTES TO TACKLE THEIR COASTAL EROSION ISSUES. THIS EFFORT HAS RESULTED IN A SECURE COASTLINE, PRIVATE SECTOR GROWTH AND KNOWLEDGE AND EXPERTISE OF THIS INDUSTRY.

BUSINESS DEVELOPMENT SUPPORT - 60% INDICATED BUSINESS DEVELOPMENT SUPPORT TO COASTAL ECONOMIC WAS IMPORTANT IN DEVELOPING THE COASTAL WATER MANAGEMENT INDUSTRY.



"IN ADDITION TO THE LARGE AMOUNT OF CAPITAL INVESTED TODAY IN THESE THREE SECTORS, NGP ESTIMATES THAT THE WORLD'S ECONOMIES WILL INCREMENTALLY SPEND SEVERAL HUNDRED BILLION DOLLARS ANNUALLY TO ADDRESS THESE ISSUES. THOUSANDS OF COMPANIES WORLDWIDE WILL BENEFIT FROM THIS SPENDING."

- NGP GLOBAL ADAPTATION INSTITUTE EXECUTIVE SUMMARY (WATER RESOURCES, AGRICULTURE AND COASTAL PROTECTION SECTORS)