



GREATER NEW ORLEANS
INC
REGIONAL ECONOMIC DEVELOPMENT

GNO, Inc.

Emerging Environmental Sector

Resiliency, *Water* and Workforce

May 21st, 2015

GNO, Inc. Overview

GNO, Inc. is the economic development organization serving the ten counties of Southeast Louisiana.



Business Development

- Business Attraction
- Business Growth
- Business Retention
- Research

Product Development

- Policy
- Workforce
- Brand Development
- Access to Capital

Economy Overview - Key Industries

Greater New Orleans' economy is anchored by three
“**Foundational**” industries.



Advanced
Manufacturing



International
Trade



Energy
(Oil and Natural Gas)

Economy Overview - Key Industries

Greater New Orleans' economy is growing with three
“**Diversifying**” industries.



Digital Media
(Software Development)



Emerging
Environmental



Biosciences
(Medical Center of Excellence)

Emerging Environmental Vision

“Emerging Environmental” describes products and services that help companies create jobs and wealth while managing environmental challenges such as:

Flooding



Coastal Erosion



Subsidence



Advancing EE Industries

GNO, Inc. is building on this momentum and cultivating this sector in 4 core areas:

- 1. Industry:**
Business Retention and Expansion Program
- 2. Policy:**
Creating Advocates in the Business Community
- 3. Resilience:** Advancing Tools for Community Success
- 4. Workforce:**
Identifying and Creating Training Opportunities



EE Industry

Business Retention and Expansion



9 years after Katrina, New Orleans aims to turn environmental weaknesses into economic strengths

Eskew+Dumez+Ripple



Waggoner & Ball Architects

- National and international interest from Sandy to Singapore
- GNO, Inc. Industry Day (November)

Outsourcing Experience

Louisiana firms secured \$327M in state and federal prime contracts related to Hurricane Sandy rebuilding



Louisiana Expertise

Louisiana firms secured \$327M in state and federal prime contracts related to Hurricane Sandy rebuilding



Waggonner & Ball Architects



D&A Services Group, LLC



EE Policy

Coalition for Coastal Resilience and Economy (CCRE)



Louisiana's coast gets new advocates for restoration: Editorial



THE NEW ORLEANS
ADVOCATE

Business coalition to push coastal La. restoration efforts

RESTORE THE MISSISSIPPI RIVER DELTA

Reconnecting the river to its delta to protect people, wildlife and jobs

GNO, Inc. announces launch of Coalition for Coastal Resilience and Economy



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EE Resilience

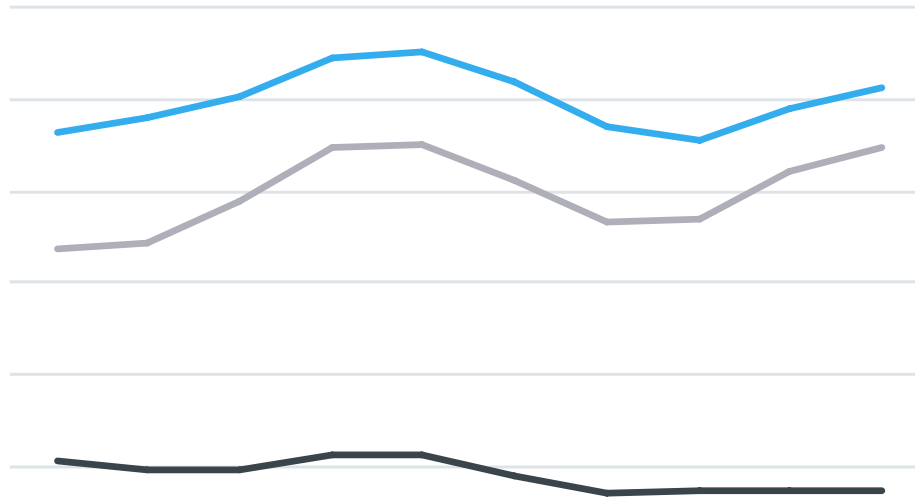
Greater New Orleans Urban Water Plan



- Urban Water Plan is recognized globally
- The Surdna Foundation and Louisiana Office of Community Development are funding adoption and implementation phases
- New Orleans and Jefferson Parishes are piloting projects and ordinances

EE Workforce

Water Management is SE Louisiana's second largest industry sector, which has added more jobs than any other sector since 2010



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Source: The Data Center 'The Coastal Index' Report

GNO, Inc. Response

10,470 EE Job Openings by 2024

600 Civil Engineers

**300 General and
Operations Managers**

**250 Construction
Equipment Operators**

**“K to Career”
Pathways**

1

**GNO World
of Work**

2

Practicum

3

Soft Skills



Awareness and Exposure

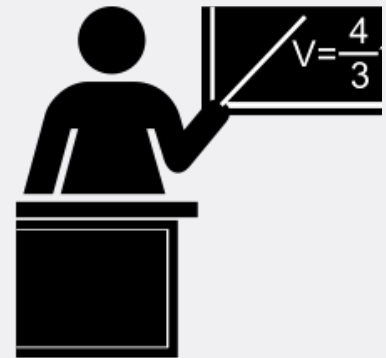
GNO World of Work increases the quantity and quality of touch points between industry and schools



GNO WOW



NEPRIS
Future Building Fridays
Multi-Sector Career Fairs



K-12

Practicum

Shorten the distance between your classroom and companies

- Project based learning
- Capstones projects
- Internships
- Industry engagement
- Nepris



Responsive Programming

Graduate Certificates in Coastal Engineering and Coastal Sciences offered by UNO



UNO and GNO, Inc. announce new certificates in coastal science and engineering



UNO receives \$100,000 gift from Latter & Blum real estate firm

- GNO, Inc.'s Emerging Environmental Fellow embedded at UNO for six months
- Certificate will be offered online for working professionals (2015)
- Revenue generating for UNO
- Latter & Blum donated \$100K to UNO to support program

Soft Skills

Outreach conducted with coastal contractors highlighted the need for soft skills and the ability to learn on the job



BFM Corporation
PROFESSIONAL LAND SURVEYING

HNTB



CONESTOGA-ROVERS
& ASSOCIATES



EUSTIS ENGINEERING



CH2MHILL



SJB GROUP
QUALITY BY DESIGN

digital engineering
THE ENGINEERING "ACCOUNTABILITY PEOPLE"



Contact Information

Thank you for your partnership



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