



NATIONAL PERSPECTIVE

Investments in habitat restoration are a win-win for the environment and the economy.

Now that we are turning the corner on ending overfishing, NOAA is strategically focused on expanding the amount of available habitat—which fish need to spawn and grow—as well as protecting the coastal resources on which our communities depend.

How does habitat restoration work to strengthen our economy? Here's how:

Restoration creates jobs.

Habitat restoration jobs pay dividends twice: first in creating immediate, local jobs; and then, through healthy habitats that support fisheries, tourism, and coastal resiliency for years to come.

Several recent peer-reviewed studies have confirmed NOAA's own data that habitat restoration creates, on average, 17-33 jobs for every \$1 million investment—a strong rate of job creation.¹

Restoration investments stimulate economic growth.

A [recent study by Ecotrust](#) shows that \$411.4 million invested in restoration work in Oregon from 2001 to 2010 generated an estimated \$752.4–\$977.5 million in economic output. Similarly, a [socio-economic study of habitat restoration conducted by Grand Valley State University](#) demonstrated that habitat restoration in the Muskegon Lake Area of Concern in Michigan yielded an increase in economic value to the local economy that was worth six times the value of the original investment.

Restoration dollars are local dollars.

Unlike other economic sectors, restoration jobs can't be outsourced to far-off places. According to the Ecotrust study, an average of \$0.80 of every \$1.00 spent on a restoration project stays in the county where the project is located, and \$0.90 stays in the state.

Restoration is happening everywhere.

For a searchable map of NOAA restoration activities implemented by the Restoration Center, visit: <http://www.habitat.noaa.gov/RestorationAtlas>.

And go to <http://www.habitat.noaa.gov/partners/toolkits/restorationjobs.html> to find more economic studies and information about the restoration economy.

1. Edwards, P.E.T., et. al. 2012. Investing in Nature: Restoring Coastal Habitat, Blue Infrastructure, and Green Job Creation. *Marine Policy*. Available online (with appropriate subscription or payment) at: <http://dx.doi.org/10.1016/j.marpol.2012.05.020>.

Average number of jobs per \$1 million investment by sector

