



The Stone Soup Leadership Institute's Global Blue Job Shadow Day February 2, 2026

Portugal has a real opportunity to be a leader in the Blue Economy. As the Blue Economy gains momentum, the greatest challenge we face is the need to build a pipeline for the Blue Workforce. To truly thrive, we need to invest in our future workforce by connecting innovative companies and practitioners with young people to inspire them and their educators/career counselors to guide them towards pursue Blue Careers. The success of the Blue Economy ultimately depends on the next generation.

However, Portugal's different sectors: companies, academic institutions, government, and communities too often operate in silos. While each sector offers impressive programs and initiatives, there is an urgent need for a shared long-term vision, to enable all sectors to work together. If Portugal wants to seize this historic moment, we need to build a Blue Economy Ecosystem where:

- Blue Schools & Ocean Literacy is widespread – and expanded to include Blue Career Pathways.
- Companies clarify Blue Skills needed for jobs now and next 5 years to shape the future workforce.
- Local government supports Blue Economy Practitioners in their communities by minimizing bureaucracies.
- Young people see viable, meaningful Blue Career Pathways to pursue and get jobs in Portugal's Blue Economy.
- Collaboration replaces fragmentation.

The **Global Blue Job Shadow Day** is a strategic way to engage the business community to collaborate with the education community to develop a customized workforce development program. Using the **Stone Soup Model**, we connect, collaborate, and build bridges within communities so their Blue Economy eco-system are more agile, strategic, and prepared to build a vibrant economic future. Founded in 1997, the Stone Soup Leadership Institute embraces the Healthy Communities model, Design Thinking and Systems Thinking to engage business, education, government, and community leaders to collaborate and work together to address issues in their communities.

First developed in the early 90's in partnership with the San Francisco Chamber of Commerce, this program has impacted millions of high school and community college students. Since 2020 we've tailored the program to guide students with a **Green Job Shadow Day** (2023 & 2024) and a **Blue Job Shadow Day** (2025). In preparation for the **Global Blue Job Shadow Day 2026**, we are inviting Portugal's organizations, companies, organizations and educational partners to secure funding to build this Blue Economy Workforce in the coming years.

***During these challenging times, the solution is clear:
When we come together—Stone Soup style—we can maximize our resources
and build the Blue Economy Generation.***

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Portugal Background Overview

For the last 3 months, The Institute has been learning from Portugal's leaders about their goal of being leaders in the Blue Economy. We've been impressed with the nation's wide range of initiatives to realize this ambitious goal.

- **Portugal's Blue School (Escola Azul)** program integrates ocean themes across the curriculum, connecting schools with industry, universities, and communities for hands-on learning, fostering responsible citizens, and building a strong network for sustainable ocean practices, serving as a model for the broader European and global Blue School movements.
- **Ciência Viva** spearheaded Portugal's award-winning Ocean Literacy initiatives, adapting the U.S. **Seven Essential Principles of Ocean Literacy**, integrating them into education, and coordinating the nationwide **Escola Azul (Blue School) program** to foster ocean understanding, promote sustainable practices, and connect students with marine themes through practical activities and networks, making Portugal a leader in European ocean education.
- **Regional Initiatives:** We've been excited with our site visits to explore regional Blue Economy initiatives like in **Peniche** with **SEAentia, Polytechnic Institute of Leiria** and **BlueBioAlliance**. Given the strong collaborative approach among its organizations, we believe this community could be a regional model for Portugal.
- **Global Initiatives:** We were impressed with **Forum Oceano's 15th Business2Sea Conference** and its global outreach to invite Blue Economy leaders from Norway, Japan, Canada, and Spain to share their innovations in growing the Blue Economy. As a new Forum Oceano member, we are eager to explore how we might engage its other 170 members in developing blue workforce development initiatives in Portugal.
- **Portugal Youth Perspective:** Thanks to the great work of all these organizations, Portugal's youth are well trained in ocean literacy. However, there has been precious little awareness of Blue Economy jobs and careers. We've been concerned by estimates that up to 50% of Portugal's young people are leaving in search of good paying jobs.

Just imagine if these young people could become the foundation for Portugal's Blue Economy – they could make an incredible contribution in Portugal's economic revival.

- **December:** [Report: Forum Oceano's Business2Sea Conference](#)
- **November:** [Ciencia Viva's National Ocean Literacy Conference](#)
- **October:** [Report: C2EA's Blue Careers Job Fair and Conference](#)
- **September:** [The Economist's World Ocean Summit Europe](#)
- **Press:** [The Portugal News: Portugal and the Strength of the Blue Economy An inspiring meeting in Cascais](#)



Global Blue Job Shadow Day™

The Institute's **Global Blue Job Shadow Day 2026** is a one-hour hybrid event featuring communities in the U.S. and Portugal who are pioneers in the Blue Economy. Since 2018, the Institute has been working with Blue Economy leaders in Portugal's communities in the U.S. from Martha's Vineyard, New Bedford, Fall River, Taunton, Boston and San Francisco. For the Global Blue Job Shadow Day event, we've invited them to create an in-person event with their community to join in this interactive learning experience. The event is designed to build bridges between business, education and government leaders who want to customize their workforce development strategies. Each host location will feature speakers from their chosen Blue Economy pathway from business, government, education, and/or youth who will share their experiences, best practices and lessons learned - especially in workforce development. Together we will learn from each other and explore how we might build a vibrant Blue Economy workforce.

Speakers

➤ **Peniche, Portugal: Aquaculture**

Joao Rite, Founding Partner SEAentia, President of the BlueBio Alliance, the National Association for Marine Bioresources and Blue Biotechnology: *"I'm passionate for aquaculture. I truly believe aquaculture is a tool to solve a big part of the socio-economical and environmental problems in the world, if well managed and well implemented."*

➤ **Newport, RI: Blue Tech**

Dr. Toby Stapleton, Founder of the [**Blue Venture Forum**](#) and a leader of New England's Blue Economy ecosystem, he has worked with countries from Portugal to Brazil and New Brunswick, Canada. He is featured in our [video](#) saying: *"The biggest issue facing the blue economy, especially blue technology companies is that they just aren't educating enough people around the world in the fields that are necessary to sustain this."*

➤ **Marin County, CA: Water Management**

Laura Combs, [Baywork](#) Manager

Baywork is a network of water and wastewater agencies in the San Francisco Bay Area focused on workforce reliability through regional collaboration. Their comprehensive internship and apprenticeship programs cultivate the next generation of water professionals and support a future-ready workforce.

➤ **Lisbon, Portugal: Blue Finance: Speaker TBD**

Blue Finance has a critical role to play in pivoting the global economic system toward preserving and increasing clean water resources, rebuilding ocean prosperity, restoring biodiversity, regenerating ocean health and investing in a sustainable Blue Economy – from Aquaculture to Blue Tech and Water Management.



Global Blue Job Shadow Day™

Global Blue Job Shadow Day Benefits

We believe that this one-hour event could

- Inspire greater interest in Portugal's organizations to work together to build partnerships and develop strategies for Blue Economy workforce development opportunities in Portugal.
- Initiate a pilot program in one region (Peniche) to use the Institute's Blue Economy Career Pathways Platform.
- Catalyze a foundation for a consortium of organizations to work together for the next EEA grant on Blue Skills.
- Ensure that Portugal's goal of becoming a leader in the Blue Economy is realized.
- Explore the possibility of an ongoing program to develop a **Global Blue Job Shadow Day 2027**
- **Expose young minds** to inspiring Blue Economy leaders, opens doors and expands their horizons.
- **World of Work:** Youth gain practical experience in the Blue Economy job market.
- **Promotes Good Work Ethic:** Youth gain positive experience and build relationships with blue companies.
- **Career Pathways and Internships** with business, government leaders and blue companies.
- **Develops New Leadership:** help groom a generation of Blue Economy leaders in Portugal.
- **Youth become motivated students** who receive support from mentors: internships, scholarships and jobs.

Partners & Sponsor Recognition

Blue Economy Generation/Portugal: we have designed a customized website to feature our partners and sponsors.
Stone Soup Leadership Institute: featured on list serve (10,000) and robust social media (20,000 followers)
www.GlobalBlueJobShadowDay: customized website to spotlight all participating Blue Economy communities.

- **Portugal:** *The Portugal News* will feature the event along with our partners and sponsors.
- **Global:** The event will be featured in the January issue of **CEO Weekly**.

Stone Soup Leadership Institute
www.stonesoupleadership.org



Global Blue Job Shadow Day™

Global Blue Job Shadow Day 2026 Timeline

Timeline

- **September-December 2025**

For the last 3 months, the Institute has been meeting with leaders of the Blue Economy from business, education and government. We've invited these leaders to join us for

- **January 6, 2026:** Planning Session via zoom with all locations to clarify goals and next steps.
- **January 13:** All locations will complete the Institute's Checklist clarifying speakers, invited guests, hosts, sponsors
- **January 20:** All locations will submit their sponsor logos for websites and social media posts.
- **January 27:** All locations will join with their IT person for a practice "Run of the Show" session to trouble shoot.
- **February 2:** All locations welcome their guests and invite them to join with blue workforce development actions.
- **March 1:** The Institute writes a report with event highlights and recommendations for future collaboration.

Call To Action

The event is an opportunity for each location to announce any upcoming events, initiatives as well as a **Call to Action**. For example, at the Cronkite Awards for Climate Education in 2023 which were held at the State Capitol in Massachusetts, Connecticut, New Jersey and Hawaii, each of the award recipients announced initiatives, legislation and funding for their work in the coming year. To maximize this strategic opportunity, we will send a press release and invite local press to attend and report on the event - and the Call to Action.

Portugal Program Coordinator: Migue Roque

Miguel Roque is the Institute's Blue Economy Youth Leader Ambassador in Portugal. He represented the Institute at the Forum Ocean's Business2Sea, Ciência Viva's National Ocean Literacy Conference, C2EA's Blue Careers Job Fair and Conference in Lisbon and was a speaker at the Institute's Blue Economy hybrid event at Cascais City Hall with business, government, and education to explore how to build bridges to prepare Portugal's young people for Blue Economy careers. Miguel was featured in The Portugal News's [Portugal and the Strength of the Blue Economy](#) He is the founder of Volta Adventures, a sustainable tourism company in Cascais, Portugal. As a Blue Economy Youth Leader Ambassador, Miguel is dedicated to inspiring young people to carve their own paths on and around the water — empowering them to build innovative, purpose-driven careers within the blue economy, and to see the ocean not only as a resource, but as a shared space for learning, collaboration, and sustainable development.



Global Blue Job Shadow Day™

The Stone Soup Leadership Institute's Team

Europe: Celine Meunier works with the Institute's global teams to ensure the success of the Institute's global events. She lives in France and serves as our EU liaison where she coordinated the Cronkite Ocean Awards at the United Nations Ocean Summit 3 in Nice, France in June 2025. In September 2025, she is coordinating the Institute's events in Portugal at the World Ocean Economic Summit; book signing in San Martino, Portugal and in partnership with the Cascais Municipality, the Institute's event with Blue Economy leaders in Cascais and Sausalito, California. In 2023 and 2024, Celine coordinated the Institute's Green Job Shadow Day – virtually with our partners in Boston and other New England communities. In 2021, for the Institute's virtual book signing - 20+ countries with 100 people, she coordinated the press and served as the liaison with our IT subcontractors. In 2023 she was the liaison with our IT subcontractors for the Cronkite Climate Education Awards with government leaders at five state capitals. For each event Celine customizes The Institute's 30-60-90 Day Plan to guide everyone.

Marin County, California: Yuki Ueda is the Institute's Education Coordinator and the Project Coordinator for the Institute's Global Blue Job Shadow Day in Marin County, California. Yuki works closely with the Institute's Tech Team to ensure that the Institute's Blue Career Pathways Platform is user-friendly. She worked with our videographer to produce the video series on each of the Blue Career Pathways. Yuki is a learning and development professional focused on building intercultural competency, empathy, and problem-solving skills for social impact. She graduated with her BA in Community Health and Chinese from Tufts University. After graduating, Yuki served as a schoolteacher – first in Shanghai, China and then in Escazu, Costa Rica. After several years at the head of the classroom and working in nonprofit administration, she completed her Masters in International Education from the Middlebury Institute of International Studies.

East Coast: Kassandra Castillo is the Institute's Brand Manager, working with our Social Media Manager and Webmaster to share our inspiring content and spotlighting best practices from our partners in the Blue Economy. When she was 15 years old, Kassandra participated in the Institute's Job Shadow Day where she explored her dream of becoming a top model. As a founding member of the Vieques Youth Leadership Initiative (VYLI), Kassandra helped develop VYLI's Entrepreneurship Initiative. After a successful modeling career, she graduated from business school and developed her own business as an entrepreneur. She became the first employee for the startup company Rebag.com, where it is now a \$5 million enterprise. Kassandra loves to inspire young people to pursue their dreams and has led the Institute's Job Shadow Day and Entrepreneurship training programs in Hawaii, Martha's Vineyard and Holyoke, Massachusetts – and coordinated the New York City Fashion Week Field Trip. Kassandra is featured in the *Stone Soup for a Sustainable World: Life-Changing Stories of Young Heroes*.

Marianne Larned is the Institute's Founding Director and the author of the book series *Stone Soup for the World*. As a pioneer in Corporate Social Responsibility (CSR), Marianne developed public-private partnerships with Fortune 100 companies and chambers of commerce on workforce development. Through that work, she developed an understanding for the challenges facing the business community and created strategies to mobilize their resources for social good – like the Job Shadow Day. She discovered first-hand how the gap between business and education affected their future workforce and ability to contribute to their communities, our country and our world. These experiences laid the foundation for the Institute's mission - to empower young people with the skills, tools, and leadership training to thrive. For nearly three decades, The Institute has worked "Stone Soup" style with business, education and government leaders all pitching in, each sharing their gifts and resources to empower young people. Marianne's passion for sustainability evolved from living and working alongside young people for 25 years from island communities that are on the front lines of climate change – from Martha's Vineyard to Puerto Rico, Hawaii, British Virgin Islands, Sri Lanka, and the Philippines.