



WORLD OCEAN Observatory™

The Sea Connects All Things



WHAT IF...

...WE ACCEPT RECIPROCITY AS A STANDARD OF BEHAVIOR AT ALL LEVELS, IN ALL AREAS OF EXCHANGE, WITH THE OCEAN? WHAT IF WE ACCEPT SUCH A RECIPROCAL RELATIONSHIP AND SYSTEM OF CONNECTION AS OUR CONTRIBUTION—OUR OBLIGATION—TO OURSELVES, OUR CHILDREN, AND THE PUBLIC GOOD?

~ FROM WORLD OCEAN RADIO'S "RECIPROCITY"



Credit: Philippe Plisson | www.plisson.com

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THE SEA CONNECTS ALL THINGS

by Peter Neill

For many, the ocean is a place apart, a vast wilderness extending beyond our physical and psychological horizons, at once alien and indifferent, fascinating and compelling, and about which we know very little. But consider these facts:

- The ocean covers 71% of the earth's surface;
- The ocean is a central element in the recycling and purification of fresh water;
- The ocean provides 40% of the world's protein, especially in developing nations;
- More than 200 million people worldwide are dependent on the ocean for their livelihood;
- 65% of the world's population lives within 100 miles of an ocean coast.

The reality is that the ocean is essential to human survival, a primary source of food, water, climate, and community – immediate, universal, and undeniable. In short, the ocean is the determinant ecology in which we live: the sea connects all things. If, indeed, all life is dependent on the ocean, then this understanding calls for its new definition as an inter-connected, global ecosystem that integrates natural process, habitat, and species with human intervention and impact; as a comprehensive social system that integrates human needs and actions; and as a complex political system that integrates all peoples worldwide through economic interests,

cultural traditions, and cooperative governance.

Thus, when we envision the ocean as a wilderness, we are ignoring the reality of the ocean as a domesticated place where humans have left their mark throughout history, by exploration and exploitation, immigration and trade, and the exchange of custom and culture. To look today from a satellite, one can see that the ocean is marked constantly by the tracks of ships, the tools of globalization through marine transport as old as the ancient Chinese in the Pacific, the Phoenicians in the Mediterranean, and the Vikings in the Atlantic.

What has changed over time, however, is the impact of human population growth whereby the use of the ocean has increased to the moment when it evinces a shift from abundance to scarcity and from accommodation to conflict.

This is well-exemplified by the crisis in fisheries. Research has documented the collapse of certain species such as cod that once formed the staple diet of much of North America and Europe, a result of a complex of causes to include unrestricted catch, the advent of new, efficient gear and technology, and the unwillingness of fishers, both artisanal and industrial, to work cooperatively toward a sustainable harvest. This problem was further compounded by the difficulty of regulation, a result of lack of jurisdiction outside of national economic zones, the inability to monitor or enforce quotas, and the failure of governance to address the challenge.

There are many other examples. What underlies them all, however, is the understanding that just as there are social causes to these problems, there must also be social solutions. We can complain and accuse and litigate, much as we do for similar behavior on land, but the true solution lies with our determination to deal with both the cause and effect of our need to domesticate Nature—whether terrestrial or marine—for human use, and to engage in the dialogue and change required to conserve and sustain all natural resources for the benefit of all mankind.

To inform this understanding is the purpose of the World Ocean Observatory.



Peter Neill is founder and director of the World Ocean Observatory. He is host of World Ocean Radio and is a regular contributor to maritime publications and HuffingtonPost.com.

HISTORY:

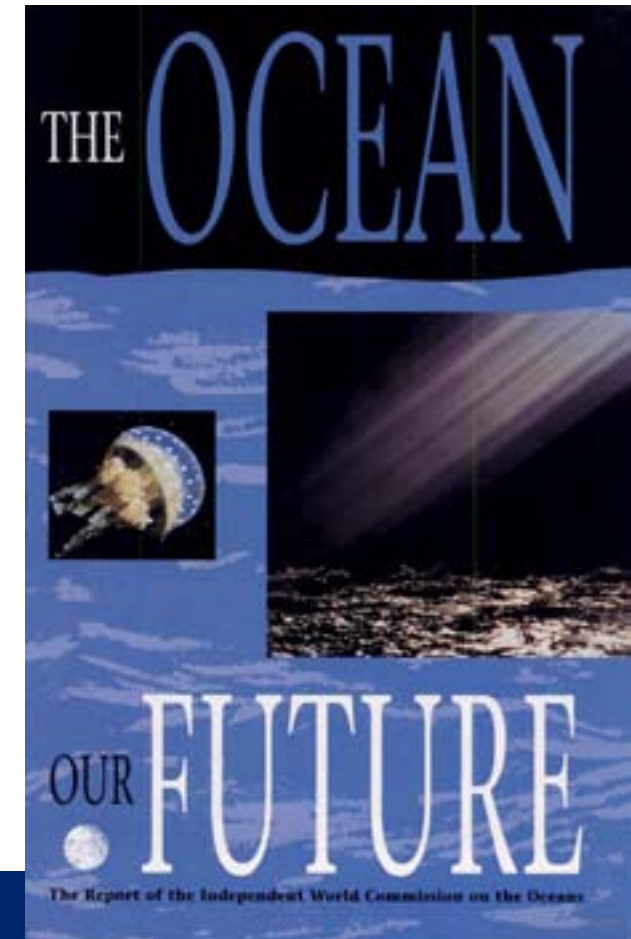
In 1998, Mario Soares, former President of Portugal, organized the Independent WORLD COMMISSION ON THE OCEANS to create an agenda for the sustainability of the oceans. The final report, *The Ocean Our Future*, calls for an internet-based ocean observatory to bring together relevant information about the health of the ocean. At the same time “the observatory would serve as an interactive virtual observation site for all ocean-related information, providing direct links to all relevant sites.”

The World Ocean Observatory is the realization of that recommendation.

MISSION:

- To serve as a central place of exchange for ocean information, education and public discourse;
- To serve as an independent forum and focus for ocean affairs;
- To advocate for the ocean through an open, worldwide network of communication;
- To provide a window on the future of the ocean for the general public and decision-makers around the world;
- To inspire young Citizens of the Ocean through formal and informal education worldwide.

Follow us on:



WORLD OCEAN OBSERVATORY

is dedicated to information, education, and public discourse about the ocean defined as an integrated global social system. We believe that informed citizens worldwide can unite to sustain the ocean through adaptation and change of human behavior on land and sea. Our focus is the full spectrum of ocean issues: climate, fresh water, food, energy, trade, transportation, public health, finance, governance, security, recreation, and culture.

World Ocean Observatory advocates for the ocean through independent, responsible, apolitical science, and advances public understanding of ocean issues through institutional collaboration and partnership, pro-active programs, multiple communications tools, and connection with individual subscribers around the world.

It is our belief that the sea connects all things...



A COMMUNICATIONS STRATEGY

WORLD OCEAN OBSERVATORY is a major utility for ocean communication as a means to advance public awareness and political will, providing comprehensive resources on ocean issues through a weekly World Ocean Radio podcast; the *World Ocean Forum* blog; a monthly newsletter; an annual e-magazine, the *World Ocean Journal*; an 18,000-member directory of ocean-related organizations located throughout the world; an extensive catalog of online resources; a dynamic YouTube channel with original and curated content on the major issues facing the world ocean today; a social network of hundreds of thousands of individuals and organizations; and multiple worldwide partnerships. It is the goal of the World Ocean Observatory to provide responsible science-based information to institutions, experts, students, teachers, and curious citizens around the world.

In July 2013, the Ocean Exploration 2020 Forum took place in Long Beach, California, a gathering of 175 United States ocean exploration leadership charged by the U.S. Congress to recommend an oceanographic agenda and specific research goals and objectives actionable by 2020. The World Ocean Observatory was there, as were most of the major American research vessels, ocean institutes, universities with ocean programs, and ocean not-for-profits. The conference surveyed its participants and the prevailing priority was this:

94 percent of respondents recommended secondary education and public outreach as the most important recommendation for the future of American oceanographic research;

93 percent of respondents agreed that the science community must engage with the public in an active two-way dialogue to bolster support for ocean exploration;

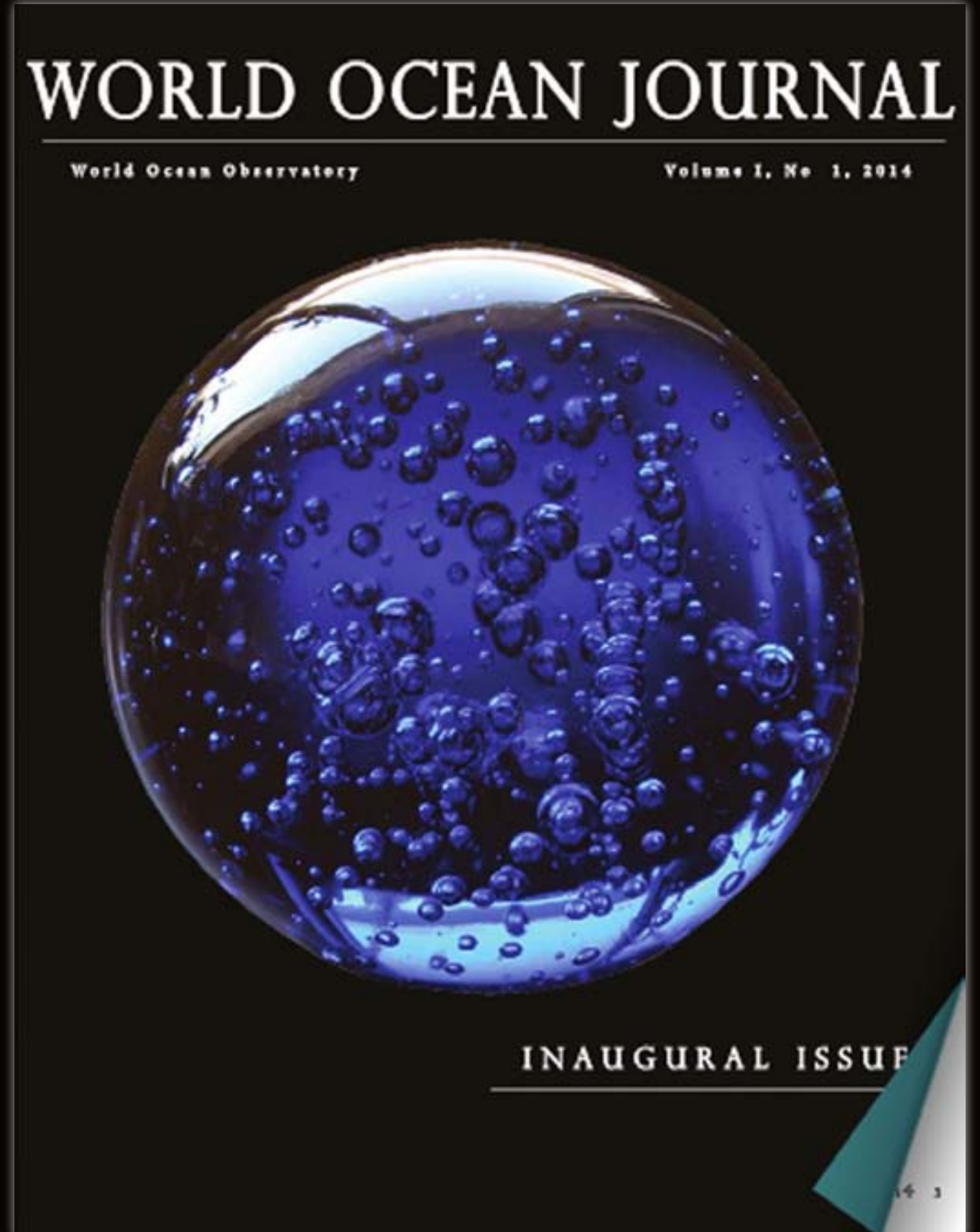
The overwhelming consensus was the need for education at the secondary school level, and for communications strategies designed to amplify public awareness of ocean science, conservation, and the meaning of the ocean for the future.

Communications, then, is the missing link. This is the purpose of the World Ocean Observatory: to expand strategies related to sharing resources and teaching tools on ocean issues, conservation, and solutions. The organization currently reaches 1.5 unique worldwide web visitors, 22 international partners from around the globe with annual visitation over 4 million, and a social media network of more than 100,000, a professional LinkedIn community of 10,000, and a World Ocean Directory of 18,000 ocean-related organizations. The future of the ocean depends on a dramatic amplification of this conversation. The intent of the World Ocean Observatory is to build audience exponentially and to be a catalyst for transformative behavior for the future of the ocean.

Follow us on:



World Ocean Journal is an e-magazine on ocean culture and solutions to today's ocean issues. Each volume includes essays, interviews, art, exhibits, and performances profiling the vital impacts of the ocean on our lives. Future editions focus on a particular theme. The 2015 *Journal* theme is "Islands."





AN ARGUMENT FOR SUPPORT

GOALS

- To connect with a more globally diverse world audience.
- To consolidate and broaden communications about ocean issues and solutions.
- To redefine the meaning of the ocean and its relationship to the world community.
- To enable access to and delivery of content, presentations and partner initiatives.
- To establish a solid financial structure to assure organizational continuity.

WHY SUPPORT the WORLD OCEAN OBSERVATORY?

Many good projects are funded and implemented by many donors with ocean interests, often at great expense. If, despite these efforts, there remains a communications breakdown whereby outcomes are limited by inadequate public awareness, then a new communications model is necessary. Most organizations devote their resources to marketing their particular programs and endeavors and to engage their audience through membership publications, public relations, and individualized social media.

We must do more.

The World Ocean Observatory offers a new model for ocean communications, aggregating comprehensive ocean information, consolidating educational resources, promoting other organizations' programs and successes, amplifying the ocean message, and multiplying ocean engagement with an audience above and beyond that of any individual endeavor. The World Ocean Observatory is a collective voice for many ocean voices, a central place of exchange of content and accomplishment, and the promoter of best practices, innovation, and effective connection to the global ocean community.

Today we perform this task with energy, imagination, economy, and efficiency, reaching a significant audience worldwide through the free distribution of a full catalogue of ocean information. We do so at modest cost, with a conservative annual budget, all program expended, provided by a small number of prescient donors who understand our concept, see our results, and are committed to our future.

Our challenge is to reach an exponentially larger number of ocean advocates, to engage and link to ocean organizations and individuals at a scale that truly matters, through an informed, exciting, relentless, and enduring program of communications based on the understanding that the sea connects all things.

WE PROPOSE to ENDOW OUR OPERATIONS for the FUTURE

We invite your participation, and urge you to contact us to discuss your interest at DIRECTOR@THEW2O.NET. Thank you for your consideration.

WORLD OCEAN FORUM

Launched in 2015, World Ocean Forum addresses fresh ideas and new solutions, to provide serious, provocative, and imaginative conversations about the future of the ocean, linking unexpected people with unexpected ideas. World Ocean Forum invites key ocean voices, professionals, and Citizens of the Ocean to contribute to an active forum of opinion, ideas, and proposals for change in ocean policy and action worldwide.



Pacific Sea Nettles (*Chrysaora fuscescens*) at the Monterey Bay Aquarium in California.
Photo Credit: Gerick Bergsma, 2010 | Marine Photobank



THE SITE AT A GLANCE

OCEAN TODAY

Ocean Climate

- Biodiversity
- CO₂ Emissions
- Coastal Resources
- Disease
- Economic Effects
- Extreme Weather
- Fresh Water
- Fresh Water to Ocean
- Ocean Acidification
- Ocean Currents
- Polar Melt
- Small Island Nations
- Adaptation
- Invention
- Mitigation
- Participation

Ocean Literacy

- One Big Ocean
- Shaping the Features of the Earth
- Weather and Climate
- A Habitable Planet
- Diversity of Life
- Humans and the Ocean
- An Unexplored Landscape

The Physical Ocean

- UN World Ocean Assessment
- UN Atlas of the Oceans
- Census of Marine Life
- IOC/UNESCO
- US Ocean Policy
- EU Ocean Policy
- NOAA Ocean Explorer
- Google Ocean
- Millennium Ecosystem Assessment
- UNEP: MES Synthesis Report
- Encyclopedia of Life
- Eye on Earth
- International Polar Year

The Cultural Ocean

- Maritime History
- Maritime Museums
- Libraries, Archives and Collections
- Maritime Bibliographies
- Ocean Art and Literature

Maritime Traditions

- Archaeology
- Boats and Boatbuilding
- Fishing and Seafaring
- Maritime Material Culture
- Music and Poetry
- Religion and Mythology
- People of the Sea
- Rituals, Ceremonies and Festivals

Magazines and Journals

Maritime History

Ocean Publications

Citizens of the Ocean

Lighthouse Projects

- Conservation and Cleanup
- Marine Environment
- Cultural Traditions
- Island Exemplars

Ten Ways to Use Less Plastic

Five Things You Can Do for the Ocean

Ocean Classroom

Online Resources

Coastal Issues

Commerce



Salt flats in Teknaf District, Bangladesh
Photo Credit: Mohammad Rakibul Hasan
Marine Photobank

Conservation

Cultural History and Traditions

Fisheries and Food

- Fresh Water and Sanitation
- Law of the Sea
- Marine Biology
- Ocean Data
- Ocean Energy
- Ocean Planning
- Curriculum Catalog
- Ocean Careers
- World Ocean Media
- Visualization Theater | Ocean Events

Ocean Directory

Ocean Health Index

Ocean Policy

Ocean Governance

PROGRAMS

The Sea Connects All Things Lecture Circuit

World Ocean Events

- Sea Turtles
- High Seas Fisheries
- Cities and Oceans
- Exporting Pollution
- International Polar Year
- Ocean Acidification
- Ocean Energy
- Coral Reefs
- Global Forum: Oceans, Coasts & Islands
- Climate Change and Ocean
- Fresh Water to Ocean
- Ocean and Human Health

World Ocean Exhibits

Subscription Services

- Module I: Ocean Climate
- Module II: Ocean Biodiversity
- Module III: Ocean Energy
- Affiliates

Our Ocean Space

RESOURCES

- World Ocean Forum (Weekly Blog)
- Breaking Waves: Daily Ocean News Digest
- The Daily Catch: Up-to-the-Minute Ocean News from The Terra Mar Project

World Ocean Radio

World Ocean Observer (Monthly e-Newsletter)

World Ocean Video

World Ocean Solutions

ABOUT THE WORLD OCEAN OBSERVATORY

Introductory Video

History

Mission

Advisory Board

Staff

Sponsors

Make a Contribution

Contact Us

PARTNERS

- Census of Marine Life
- Climate Change Institute
- Global Forum on Oceans, Coasts and Islands
- Global Ocean Commission
- Google Ocean
- Global Partnership for the Ocean
- Ocean Elders
- Ocean Health Index
- The Ocean Project
- Mission Blue
- Mission Ocean
- Subscription Service Affiliates
- The TerraMar Project
- UNESCO IOC/UN Atlas of the Oceans
- World Ocean Network
- World Registry of Marine Species



Photo Credit: Christopher Martin
ChristopherMartinPhotography.com



STATISTICS

FACEBOOK

By December 2014, World Ocean Observatory's Facebook page will surpass 100,000 fan likes. Viewers see approximately five posts per day, from issues of policy, ocean news and technology, petitions, ocean champions, interesting sea creatures, inspiring stories, and photographs by some of the world's most intrepid enthusiasts and explorers. This social media network of 100,000 has built quickly, growing from just a few hundred page likes in January 2013 to the widespread recognition and engagement enjoyed today. We expect this audience to continue to grow.



WEB STATS

WorldOceanObservatory.org engages viewers from over 125 countries around the globe. The goal for 2014 was to expand audiences from 1.25 million (2013) to 1.55 million. In the first quarter, visitation was up by 66%; we will reach our goal. We are projecting our 2015 engagement to exceed 2 million unique visitors who visit and use our content.

| Summary by Month | | | | | | | | | | |
|--------------------------|-----------|-------|-------|--------|----------------|------------------|----------------|-----------------|----------------|-----------------|
| Month | Daily Avg | | | | Monthly Totals | | | | | |
| | Hits | Files | Pages | Visits | Sites | KBytes | Visits | Pages | Files | Hits |
| Oct 2014 | 34370 | 19305 | 31755 | 2103 | 10666 | 8986968 | 35759 | 539846 | 328192 | 584292 |
| Sep 2014 | 33440 | 17084 | 30132 | 2304 | 18598 | 19056767 | 69136 | 903964 | 512549 | 1003213 |
| Aug 2014 | 29665 | 15882 | 26838 | 2238 | 17948 | 19218189 | 69394 | 831984 | 492359 | 919622 |
| Jul 2014 | 41458 | 24780 | 38520 | 2643 | 18913 | 20856407 | 81951 | 1194143 | 768182 | 1285228 |
| Jun 2014 | 36043 | 21077 | 33046 | 2762 | 20254 | 19563794 | 82884 | 991403 | 632324 | 1081306 |
| May 2014 | 36063 | 20621 | 32461 | 3083 | 23501 | 16792408 | 95574 | 1006321 | 639275 | 1117966 |
| Apr 2014 | 45888 | 28318 | 41187 | 3567 | 25387 | 24385106 | 107018 | 1235616 | 849550 | 1376660 |
| Mar 2014 | 43118 | 22771 | 38905 | 3998 | 25954 | 24624540 | 123961 | 1206067 | 705903 | 1336658 |
| Feb 2014 | 51228 | 24749 | 45601 | 3221 | 21044 | 18426681 | 90198 | 1276837 | 692993 | 1434392 |
| Jan 2014 | 69515 | 30363 | 62540 | 4220 | 26187 | 19571989 | 130821 | 1938742 | 941254 | 2154985 |
| Dec 2013 | 51311 | 47850 | 42277 | 3534 | 40331 | 43551670 | 109564 | 1310607 | 1483352 | 1590662 |
| Nov 2013 | 45005 | 42569 | 37204 | 3720 | 33226 | 32340298 | 111610 | 1116120 | 1277086 | 1350166 |
| Totals | | | | | | | | | | |
| | | | | | | 267374817 | 1107870 | 13551650 | 9323019 | 15235150 |

WORLD OCEAN RADIO

A weekly series of five-minute audio essays on a wide range of ocean issues from science and education to advocacy and exemplary projects, brought to you by long-time host and World Ocean Observatory director Peter Neill. Over 300 editions are now available for RSS feed, podcast, and syndicated use at no cost by community and public radio stations worldwide. **In 2014 World Ocean Radio went global:** a selection of episodes is now available in Portuguese, Spanish, French, and Swahili. For more information, visit WorldOceanObservatory.org/world-ocean-radio-global.





PARTNERSHIPS & COLLABORATIONS

World Ocean Observatory is proud of the many relationships and cooperative partnerships with organizations and groups that have similarly-aligned missions, working to protect the health of the ocean and building a global community of ocean advocates. Collaborating with policy makers, communications experts, and scientific and research-based non-profits, educational and government organizations, the World Ocean Observatory is expanding ocean communications, education, outreach, and connection worldwide. Here is a partial list of partners:

- CENSUS OF MARINE LIFE**
- CLIMATE CHANGE INSTITUTE**
- GLOBAL FORUM ON OCEANS, COASTS, AND ISLANDS**
- GLOBAL OCEAN COMMISSION**
- GOOGLE OCEAN**
- GLOBAL PARTNERSHIP for the OCEAN**
- OCEAN ELDERS**
- OCEAN HEALTH INDEX**
- THE OCEAN PROJECT**
- MISSION BLUE**
- MISSION OCEAN**
- THE TERRAMAR PROJECT**
- UNESCO IOC/UN ATLAS OF THE OCEAN**
- WORLD OCEAN NETWORK**
- WORLD REGISTRY OF MARINE SPECIES**

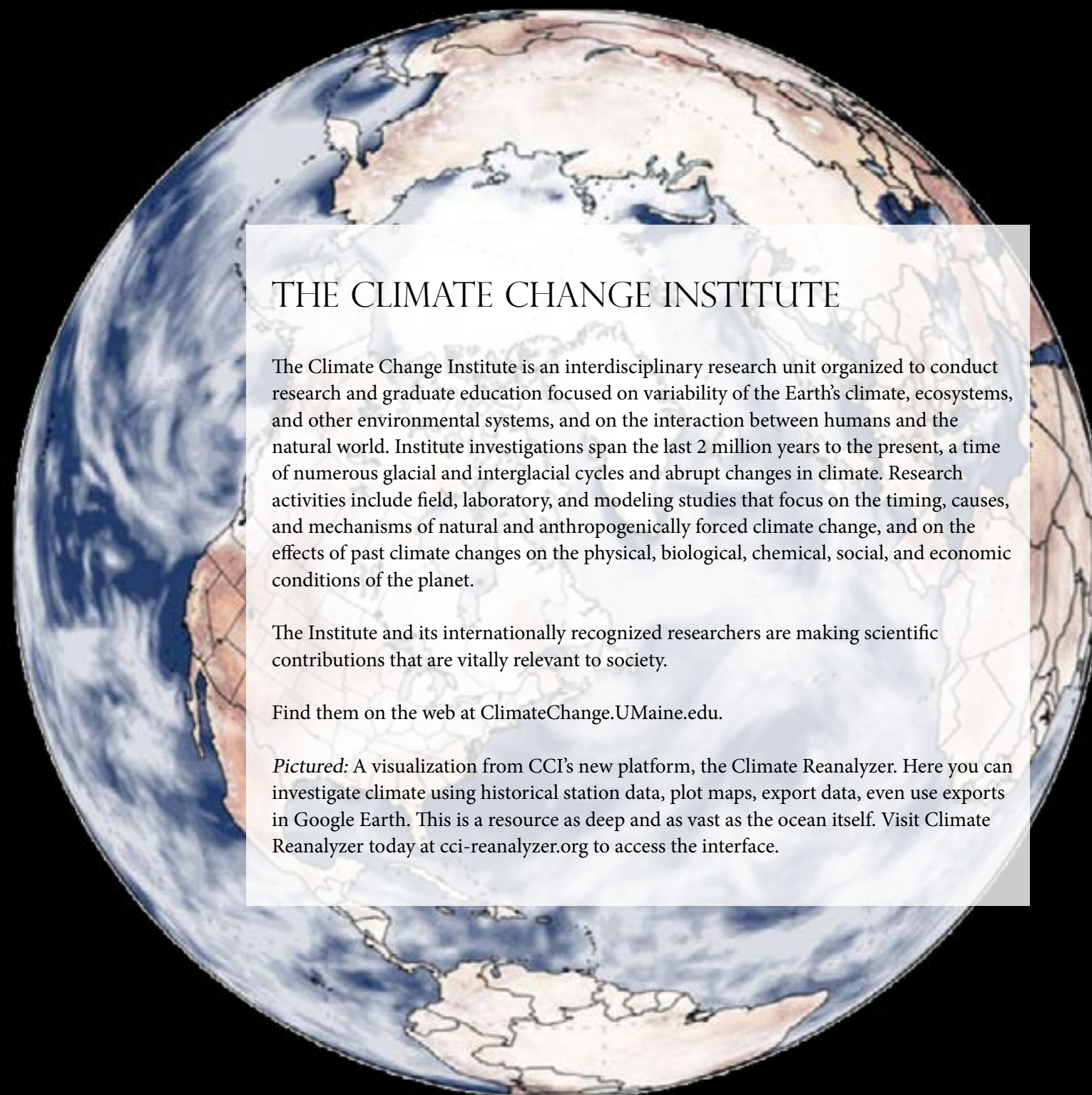
WorldOceanObservatory.org/content/partners



Photo Credit: Christopher Martin
ChristopherMartinPhotography.com

FEATURED PARTNER

The World Ocean Observatory is partnering with the Climate Change Institute to distribute visualization of comprehensive data reconstructions of past climate using a global array of ice cores, examination of modern instrumental data, and predictions for future climate. The data visualization systems developed by the CCI at the University of Maine are excellent tools for increasing public awareness of climate issues. As a science-based communicator of ocean information, World Ocean Observatory is well-positioned to share these through social networking, repeated messaging, and energetic promotion of CCI's climate tools and data.



THE CLIMATE CHANGE INSTITUTE

The Climate Change Institute is an interdisciplinary research unit organized to conduct research and graduate education focused on variability of the Earth's climate, ecosystems, and other environmental systems, and on the interaction between humans and the natural world. Institute investigations span the last 2 million years to the present, a time of numerous glacial and interglacial cycles and abrupt changes in climate. Research activities include field, laboratory, and modeling studies that focus on the timing, causes, and mechanisms of natural and anthropogenically forced climate change, and on the effects of past climate changes on the physical, biological, chemical, social, and economic conditions of the planet.

The Institute and its internationally recognized researchers are making scientific contributions that are vitally relevant to society.

Find them on the web at ClimateChange.UMaine.edu.

Pictured: A visualization from CCI's new platform, the Climate Reanalyzer. Here you can investigate climate using historical station data, plot maps, export data, even use exports in Google Earth. This is a resource as deep and as vast as the ocean itself. Visit Climate Reanalyzer today at cci-reanalyzer.org to access the interface.



ABOUT THE WORLD OCEAN OBSERVATORY

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Libby Chamberlain, Editor
Peter Neill, Director & Founder

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Phillippe Vallette, Co-Chair, World Ocean Network; Director, Nausicaa

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Address
Post Office Box 1
Sedgwick, ME 04676 USA

Web Address
www.WorldOceanObservatory.org

Contact
director@thew2o.net

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THE ONCE AND FUTURE OCEAN

Since its founding in 2005, the World Ocean Observatory has enabled a public conversation about the ocean as an integrated, global, social system, transcending conventional focus on species and habitat to relate the ocean to the many additional social, political, financial, and cultural issues that must be addressed if we are to implement transformational change. Peter Neill, founder and director of the World Ocean Observatory, has emphasized the need to look forward, to invent, and to define an essential shift in values, strategies, and behaviors required to assure a sustainable ocean for the benefit of future generations. He has assembled his thoughts into *The Once and Future Ocean: A Plan for a New Hydraulic Society*, to be published as an e-book by Leete's Island Books in 2015.



Starry night? Better yet—the surface currents of the world's oceans.
Image Credit: NASA Scientific Visualization Studio



Phytoplankton Bloom Near Honshu Island, Japan

The Moderate Resolution Imaging Spectroradiometer (MODIS) on NASA's Aqua satellite captured this remarkably cloud-free view. The ocean is brightly colored with phytoplankton, microscopic plants growing near the surface of the water. This phytoplankton bloom may be linked to dust, which settles in the water during springtime sand storms from China. The dust carries iron, a nutrient needed for phytoplankton growth, to the ocean and may be responsible for the profusion of life seen here.

Photo Credit: NASA, MODIS Rapid Response Team

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