













**WORLD OCEAN  
Observatory®**

**THE SEA CONNECTS ALL THINGS**

**2020**










## GOALS

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-  To share ocean resources with audiences around the world with economy of scale.
-  To connect with a more globally diverse world audience.
-  To consolidate and broaden communications about ocean issues and solutions.
-  To serve as a central place of exchange for ocean information, education and public discourse.
-  To expand public awareness of the implication of the ocean for the future of human survival.
-  To redefine the meaning of the ocean and its relationship to the world community.
-  To serve as an independent forum and focus for ocean affairs.
-  To enable access to and delivery of content, presentations and partner initiatives.
-  To advocate for the ocean through an open, worldwide network of communication.
-  To establish a solid financial structure to assure organizational continuity.

## STRATEGIES

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-  To communicate globally.
-  To maximize the efficiency of partnerships and existing structures.
-  To reach a diverse audience, locally and globally.
-  To affect the inter-generational transfer of knowledge.
-  To be science-based and humanities-driven.
-  To be non-litigious, independent and apolitical.
-  To promote civil discourse, peace and security on the ocean.
-  To be optimally economical in service, personnel, and overhead.
-  To be financially self-sustaining through grants and endowment.

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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.

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.

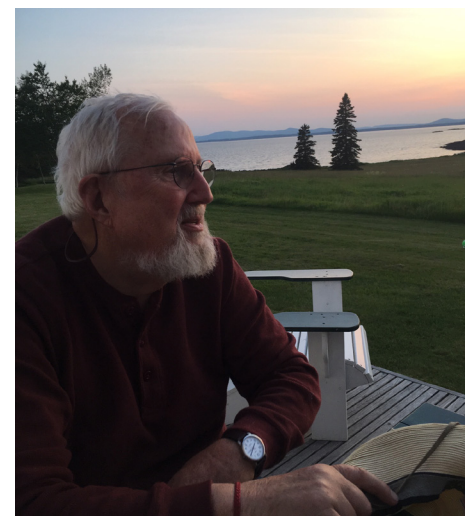
What has changed over time, however, is the impact of human population growth whereby the use of the ocean has increased to the moment when it evinces a shift from abundance to scarcity and from accommodation to conflict.

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,

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 through multiple platforms for communications, innovative educational programs, and relentless connection worldwide is the purpose of the World Ocean Observatory.








## HISTORY:

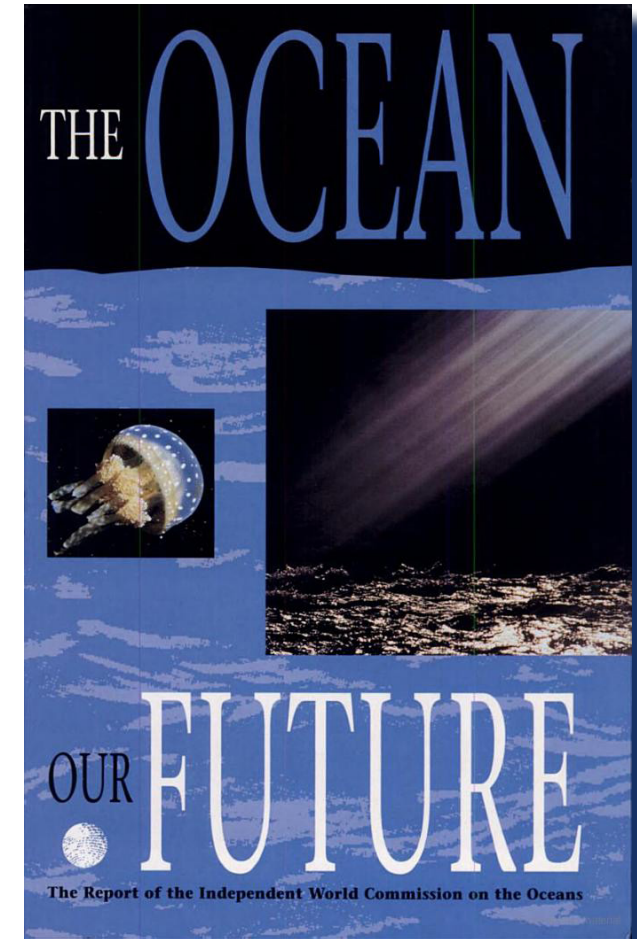
In 1998, Mario Soares, former President of Portugal, ocean exemplar, “father of democracy,” organized the Independent WORLD COMMISSION ON THE OCEANS to create an agenda for the sustainability of the oceans. The final report, *The Ocean Our Future*, calls for an internet-based ocean observatory to bring 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.

Mario Soares passed away in January of 2017.

## 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.



## 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.

For fourteen years, World Ocean Observatory has advocated for the ocean through independent, responsible, apolitical science, and has been committed to advancing 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 assertion that the sea connects all things...

FOLLOW US:





# ABOUT US

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501(c)(3)

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 Bjorn Grigholm, World Ocean Explorer

# ADVOCACY THROUGH COMMUNICATIONS

The world ocean remains critically challenged, and yet we must depend on it for every aspect of our future survival: fresh water, food, energy, and health. While the environmental community has made some progress in certain areas of regulation and conservation, that effort has not succeeded in building adequate public awareness, understanding, and political will. The WORLD OCEAN OBSERVATORY uniquely occupies that strategic niche as 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 to share ocean issues; the WORLD OCEAN EXPLORER as a means to increase ocean literacy; the WORLD OCEAN JOURNAL; an 18,000-member directory of ocean-related organizations located throughout the world; an extensive catalog of online resources; an educational curriculum catalog; a dynamic YOUTUBE channel with original and curated video 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 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 this year--2020. The WORLD OCEAN OBSERVATORY was there, as were most ocean institutes, not-for-profits, universities with ocean programs, and many of the major American research vessels. 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 was the weak link then and remains our purpose today: to expand strategies related to sharing resources and teaching tools on ocean issues, conservation, and solutions. The future of the ocean depends on a dramatic amplification of these tools and this conversation. Our aim is to build audiences exponentially and to be a major catalyst for transformative behavior for the future of the ocean.

## FOLLOW US:







# WORLD OCEAN RADIO

World Ocean Radio is a weekly audio feature for web and podcast listeners, and for worldwide distribution through college and community radio stations and partners. Presented by longtime host Peter Neill, World Ocean Radio offers a unique perspective on important and relevant ocean issues such as the health of our watersheds and coastal pollution; the consequences of an industrialized world; sea level rise and extreme weather; the plastic pollution crisis; threatened pristine waters in our quest for more and cheaper fossil fuels; overfishing around the world; what happens out of sight on the high seas; Arctic health and its indigenous peoples; threats to the biodiversity of the world's species. Much of the news is dire, but we also eagerly share the good work being done around the world: coastal communities with innovative adaptive technologies for a changing landscape; preservation and celebration of maritime heritage on a global scale; more science-driven attention being given to our changing climate; innovative technological responses to renewable energy; community resilience; expanded efforts worldwide to reduce marine plastic; countries dedicated billions of dollars to protect marine areas and sustainable fisheries. And there is much more.

World Ocean Radio broadcasts offer meaningful, relevant, science-based information, news and commentary about the state of the world ocean. We offer first-person essays that report on the issues we're most concerned with today: ocean acidification, overfishing, hydro-fracking, threats of extinction, policy and governance, cultural tales that inspire, innovative technologies, plastic pollution, and more. The common thread in each radio broadcast is relevant information for each of us on the planet about the state of our world ocean.

## 540 EDITIONS 60 STATION OUTLETS



"Thank you for the brave, impassioned commentary this morning. Many of us feel as you do but lack the credibility and erudite comfort with language. A lump in my throat prevented me from sipping my coffee, but not from writing to you, doing my small part, and believing in the wake-up call that will come and unite us all, politics notwithstanding. Carry on, for all of us..."

WOR listener  
Frenchboro, Maine



Cetacean Protection Challenge



Tale of Two Ocean Cities



Moken: People of Water



Fish Markets of the World



Earth Overshoot Day



Eight Urgent Steps



Tokyo: A Water City



Outlaw Ocean 4-Part Series



Law of Mother Earth



Bridges



Citizen Science and the Ocean



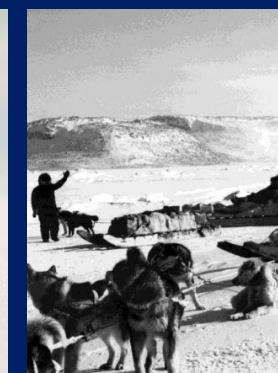
Some Very Hopeful Numbers



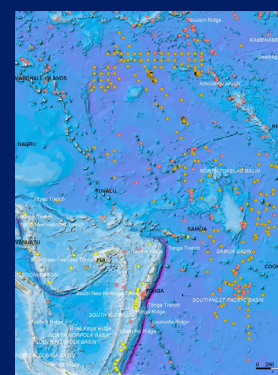
The Edge 7-Part Series



The Catalogue of Life



Three Arctic Roads



Deep Sea Mining



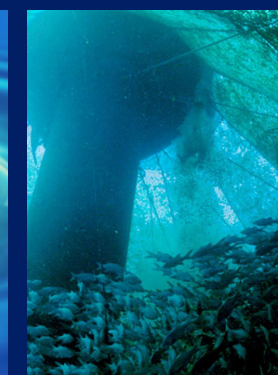
Ocean Literacy 7-Part Series



Fantastic Voyages



Water as Capital



Aquaculture Revisited





# WORLD OCEAN EXPLORER

## ABOUT

WORLD OCEAN EXPLORER is an educational gaming experience, free for use in the classroom and at home by ocean enthusiasts ages 10 and up. Simulate a walk through a deep ocean aquarium, find marine species rarely seen; engage with ocean systems; click through to educational content and curriculum; and board a manned submersible for exploration of a variety of ocean environments.

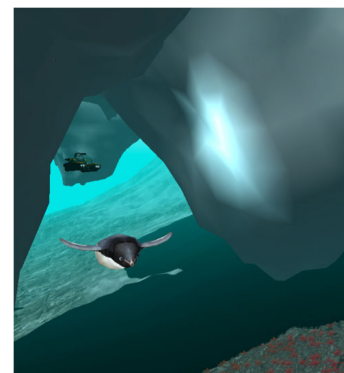
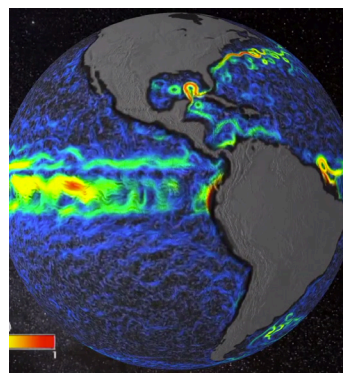
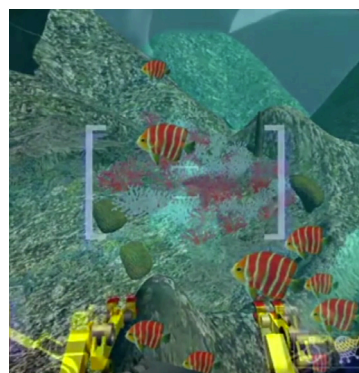
Inspired by the Next Gen Science Standards and the Ocean Literacy Curriculum, WORLD OCEAN EXPLORER is an immersive gaming experience designed to excite students about scientific ocean exploration and to promote ocean literacy worldwide. Aboard the submersible, complete goal-driven mission scenarios or conduct free-play explorations. Choose a locale: a polar sea, a tropical coral reef, a hydrothermal vent at the deepest depths of the ocean, a shipwreck on the seafloor, an oil spill at an offshore rig...all the while gathering samples and data for use in the classroom.

## VISION

Our goal is to distribute Explorer in traditional classroom and home school environments (via Mac or PC) with future expansion to include additional educational modules and the potential for a virtual reality experience. WORLD OCEAN EXPLORER is designed for ease of use, download, and cost efficiency. The platform will be available absolutely free of charge to any educator who wishes to increase ocean literacy and foster interest in ocean systems in their classroom.



Students and educators will be encouraged to research, discover, and learn about ocean systems, to gather, analyze and export data, and to design and discuss solutions in the classroom and beyond.







# WORLD OCEAN JOURNAL

WORLD OCEAN JOURNAL is our digital magazine on ocean culture and solutions to today's ocean issues. Its purpose is to profile the various and vital impacts of the ocean on our lives. Each volume may include essays, interviews, art, photographs, curated research, exhibits, stories, reviews, performances and more in a vital profile of the impact of the ocean on our lives. We introduce exemplary ocean advocates, describe innovative projects, and offer perspectives and ideas to help us understand the full extent of the ocean crisis and to suggest solutions and actions to mitigate destructive behaviors and to offer alternative approaches. World Ocean Journal is designed to create thought-provoking, eccentric content that we hope will fascinate, inspire, and be of use for educators, students, policy makers and Citizens of the Ocean everywhere.



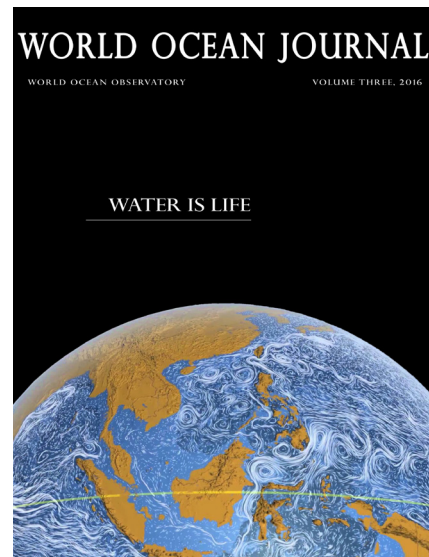
**VOLUME 2:  
ISLANDS**



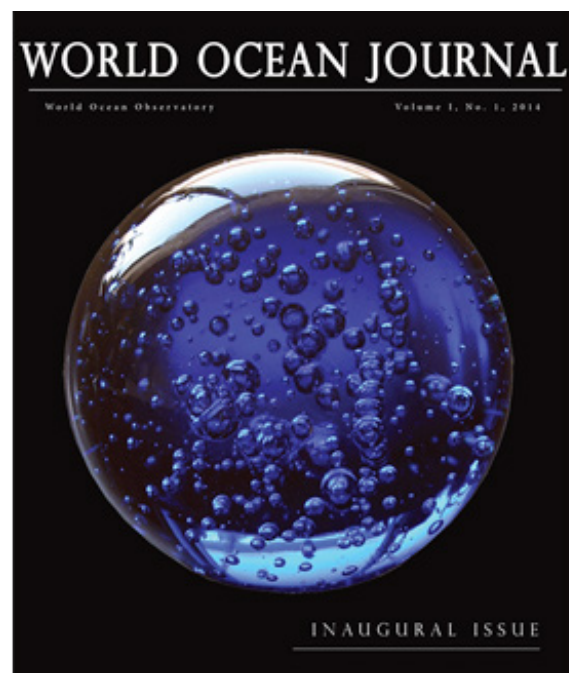
**VOLUME 3:  
OCEAN LITERACY**



**VOLUME 4:  
OCEAN AND HUMAN HEALTH**



**VOLUME 5:  
WATER IS LIFE**



**VOLUME 1:  
THE INNAGURAL ISSUE**

# WORLD OCEAN JOURNAL

WORLD OCEAN OBSERVATORY

VOLUME 6, 2019



## AQUA / TERRA: REFLECTIONS ON THE WORLD OCEAN



**VOLUME 6:  
AN ANTHOLOGY FROM 10 YEARS  
OF WORLD OCEAN RADIO**





# SITE AT A GLANCE

## OCEAN TODAY

### Ocean Climate

- The Arctic
- Biodiversity
- CO<sub>2</sub> Emissions
- Coastal Resources
- Disease
- Economic Effects
- Extreme Weather
- Fresh Water
- Fresh Water to Ocean
- Ocean Acidification
- Ocean Currents
- 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 Cultural Ocean

- Magazines & Journals
- Maritime History
- Ocean Art
- Maritime Traditions
- Further Reading

### Citizens of the Ocean

- Lighthouse Projects
- Exemplars

### The Ocean as a Classroom

- Curriculum Catalog
- Ocean Careers
- Resources
- STEM
- Visualization Theater
- World Ocean Media

### Ocean Directory

- Browse by Category
- Search the Directory
- Add Your Listing

### Ocean Governance

- Ocean Policy
- Ocean Research
- Coastal Issues
- Commerce
- 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



## RESOURCES

- World Ocean Explorer
- World Ocean Exhibits
- World Ocean Forum
- World Ocean Journal
- World Ocean Music
- World Ocean Observer
- World Ocean Publications
- World Ocean Radio
  - About World Ocean Radio
  - Search the Directory
  - Add Your Listing
- World Ocean Solutions
- World Ocean Travel
- World Ocean Video
- World Ocean Weekly
- Breaking Waves: Daily Ocean News Digest
- Our Ocean Space
- The Once and Future Ocean
- The Sea Connects All Things Lecture
- Subscription Services
  - Module I: Ocean Climate
  - Module II: Ocean Biodiversity
  - Module III: Ocean Energy

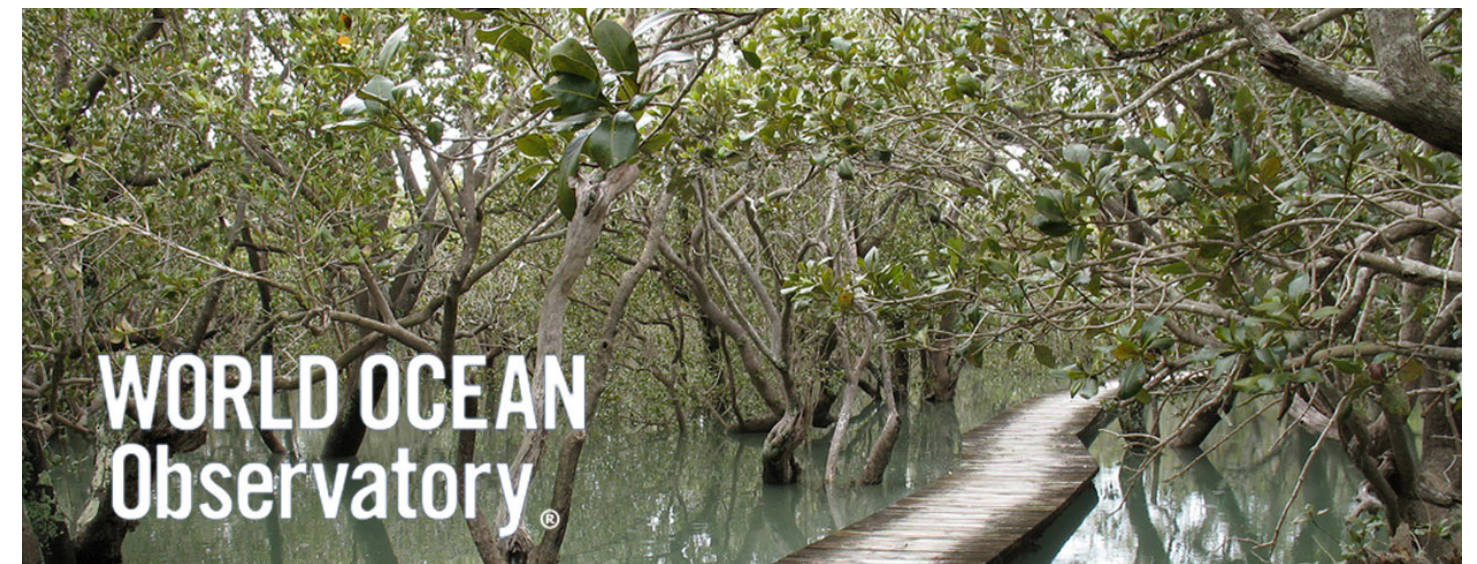
## ABOUT THE W2O

- W2.O: A New Strategy for the Future
- Introductory Video
- Annual Reports
- Advisory Board
- Contact
- History
- Mission
- Partners
- Site-at-a-Glance
- Sponsors
- Staff & Contributors
- Privacy Policy

## PARTNER INITIATIVES

### WHAT CAN I DO?

- Climate Science Initiatives
- Offset Your Carbon Footprint
- Pledge Your Birthday
- Make a Contribution
- Fifty Ways to Save the Ocean
- Five Things To Do TODAY
- Ten Ways to Use Less Plastic
- Take Action







# WORLD OCEAN FORUM®

Launched in 2015, World Ocean Forum® addresses today's key ocean issues, inviting 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 alike to contribute to an active forum of opinion, ideas, and proposals for change in ocean policy and action worldwide.



In early 2020 Dr. Tundi Agardy joined the World Ocean Forum as its new Managing Director. Dr. Agardy works at the interface between science and policy in marine systems around the world. She is an internationally renowned expert in marine conservation, with extensive field experience in Africa, Asia, the Caribbean, the Mediterranean and North America. Her major research interests and publications focus on coastal and marine planning, ocean zoning, marine protected areas, ecosystem services, and marine ecosystem based management. She will be an instrumental member of the team moving forward and we are excited at the prospect of her collaboration.

World Ocean Forum links unexpected people with unexpected ideas. In 2019 we published works by Mark Spalding of the Ocean Foundation, E.O. Wilson, Meera Subramarian, Charles Norchi, Synnøve Marie Kvam, Mia Bennett, Amos Nachoum and many others. Thor Sigfusson of the *Iceland Ocean Cluster* submitted a piece on Iceland's policies for using 100% of the fish and finding encouraging ways to inspire other countries to engage in similar sustainable fisheries practices. The list goes on. We continue to add new contributors to the platform each month and in early 2020 will be launching an improved platform and many new contributors and topics.

With a new look, a new structure, and a new managing director, the future looks bright for the Forum. With the support of individuals and foundations we are building an exciting new platform for great ocean minds to share ideas, innovations, and the possibility of solutions yet to discover.



**Right Whales and Climate Change**



**Switzerland, Afghanistan and the Seas**



**India's Terrifying Water Crisis**



Fresh ideas, new solutions, provocative and imaginative conversations about the future of the ocean, linking unexpected people with unexpected ideas.  
[WORLDCEANFORUM.ORG](http://WORLDCEANFORUM.ORG)





## A New Strategy for Invention Action For the Ocean Future

Over the past 16 years, the World Ocean Observatory has advocated for the ocean through communications, as a place of exchange for ocean information, educational service, and engagement by a growing global community of Citizens of the Ocean. W2O has developed a comprehensive website with over 2.5 million annual visitors, an internationally-syndicated weekly radio feature and podcast, an aggregated video channel, an online forum for ocean solutions, a digital magazine, profiles of ocean exemplars, downloadable exhibits, and relentless social media (over 865,000 Followers on Facebook alone). It has been a gratifying passage, and we are grateful to all for generous and ongoing support, but it is not enough: the urgency of ocean need remains, and critical challenges demand energy, imagination, and innovation.

The ocean has never been more challenged, nor more essential to our future than it is today. How can we do

more? Advocacy through information and communication is not enough; we can no longer merely observe and educate; we must act. And so, as an expanded expression of our W2O mission, we are compelled to invent innovative solutions and seek novel partnerships that will succeed in breaking conventional behavior through the encouragement and introduction of innovative and disruptive outcomes for the future.

We call this shift W2.O.

In 2020, we are expanding and imagining new solutions and relationships. We will continue our partnership with UMaine and the UMaine Law School with the Arctic Futures Institute, pursuing research and cultural projects in collaboration with other Maine organizations and the National University and National Museum, in Greenland and other regions in the North. We are also looking forward to launching

Seafood Commons, a traceability software system for global seafood distribution. We are developing World Ocean Explorer, a virtual aquarium as a transformative educational program for ocean literacy. And we will join with the New England Ocean Cluster in Portland, Maine to expand community engagement, education, innovation, and amplified public understanding of the interaction between the ocean environment and social development in a new program. We are calling this initiative "Transforming the Blue Economy" and will advance the trade of sustainable marine resources, renewable ocean energy, new sea products, maritime skills, and other activities that contribute to the future of the ocean, its biodiversity, and its contribution to our community.

We invite you can join us in supporting these new initiatives in 2020 and beyond.

Here are new programs that address specific ocean needs and intervene directly into existing systems of climate action, fisheries management, ocean literacy and education, the Arctic, and expanded communications beyond our present achievements to include film and publications. Each of these is envisioned as a major expansion of public engagement and each is intended to be self-financing and revenue-enhancing over time. Projects have been chosen that will amplify our voice through practical, dynamic services for a global audience that will result directly in greater understanding, regenerative practice, and viable solutions for immediate ocean challenges.



### NEW ENGLAND OCEAN CLUSTER TRANSFORMING THE BLUE ECONOMY

Advancing trade of sustainable marine resources, renewable ocean energy, new sea products, maritime skills and other activities that contribute to the future of the ocean.



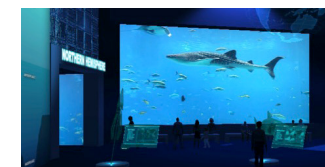
### WORLD OCEAN FORUM

Providing a new platform for ocean solutions, highlighting key ocean voices through an active community of opinion and ideas.



### UCAPTURE CARBON OFFSETS

Using the power of consumption to offset the consequences of consumption and to sustainably conserve natural resources.



### WORLD OCEAN EXPLORER

Education through a virtual aquarium experience in the context of ocean literacy and access to marine science and oceanography.



### SEAFOOD COMMONS

Blockchain technology for the international distribution of seafood products from catch-to-table.



### ARCTIC FUTURES INSTITUTE

Exploring solutions for the arctic through a model relationship between New England and Greenland in partnership with the UMaine School of Law and the UMaine Climate Change Institute.



### INTERNATIONAL MARITIME FILM FESTIVAL

Sponsoring the annual festival and packaging festival winners for showings by museums and groups interested in maritime affairs.





# WORLD OCEAN MUSIC

## THE OUTLAW OCEAN MUSIC PROJECT CONCEPT

Musicians and journalists are both storytellers. One uses sounds, the other leverages words. *The Outlaw Ocean* Music Project is a first-of-its-kind collaboration of such creators. In combining their mediums, these narrators have conveyed emotion and a sense of place in an enthralling new way. The result is a captivating body of music based on *The New York Times* best-selling book by W2O Advisor Ian Urbina called *The Outlaw Ocean*, which chronicles a lawless realm that few of us realized existed.

While reporting for 5 years at sea, Urbina built an audio library of field recordings. It featured a variety of textured and often rhythmic sounds like machine-gun fire off the coast of Somalia or chanting captive deckhands on the South China Sea. Using the sound archive and inspired by the reporting, over a hundred artists from more than 40 countries produced EPs in their own interpretive musical styles -- be it electronic, ambient, classical or hip hop.



**THE OUTLAW OCEAN MUSIC PROJECT**

**JOURNEYS ACROSS THE LAST UNTAMED FRONTIER**

WORLD OCEAN MUSIC will promote the assets of *The Outlaw Ocean* project, bringing together hundreds of musicians from over 40 countries in a collective effort to raise awareness with listeners globally.

The W2O is proud to support this project, representing a creative way to stoke global urgency about what's happening at sea.

**TO LISTEN TO THE MUSIC AND TO LEARN MORE ABOUT THIS PROJECT, WE INVITE YOU TO VISIT [WORLD-OCEAN-OBSERVATORY.ORG/WORLD-OCEAN-MUSIC](http://WORLD-OCEAN-OBSERVATORY.ORG/WORLD-OCEAN-MUSIC)**

# WORLD OCEAN PUBLICATIONS

World Ocean Observatory is proud to be partnering on a series of provocative publications about the ocean, published in association with Leete's Island Books. Three books have been published to date with a third slated for 2021. The latest title, released in February 2020 is "The New Fish Wave" by Thor Sigfusson of the Iceland Ocean Cluster. "The New Fish Wave" explores innovation and entrepreneurship in the global seafood industry by doing more with less to create value from fish byproducts and to build sustainable global fisheries. All World Ocean Publications are available through your favorite bookseller, at Amazon.com, and at LeetesIslandBooks.com.

**WORLD OCEAN Observatory®**

*The Once and Future Ocean*  
NOTES TOWARD A NEW HYDRAULIC SOCIETY  
BY PETER NEILL

*SOUL OF THE SEA*  
IN THE AGE OF THE ALGORITHM  
HOW TECH STARTUPS CAN HEAL OUR OCEANS  
GREGORY S. STONE    NISHAN DEGNARATH

Thor Sigfusson  
**THE NEW FISH WAVE**  
How to ignite the seafood industry

Leete's Island Books



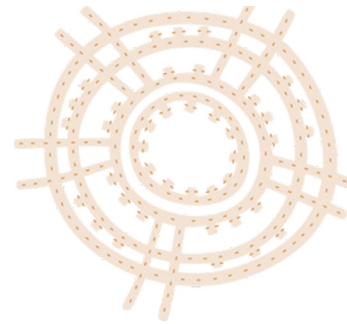


# KUJATAA: WORLD HERITAGE

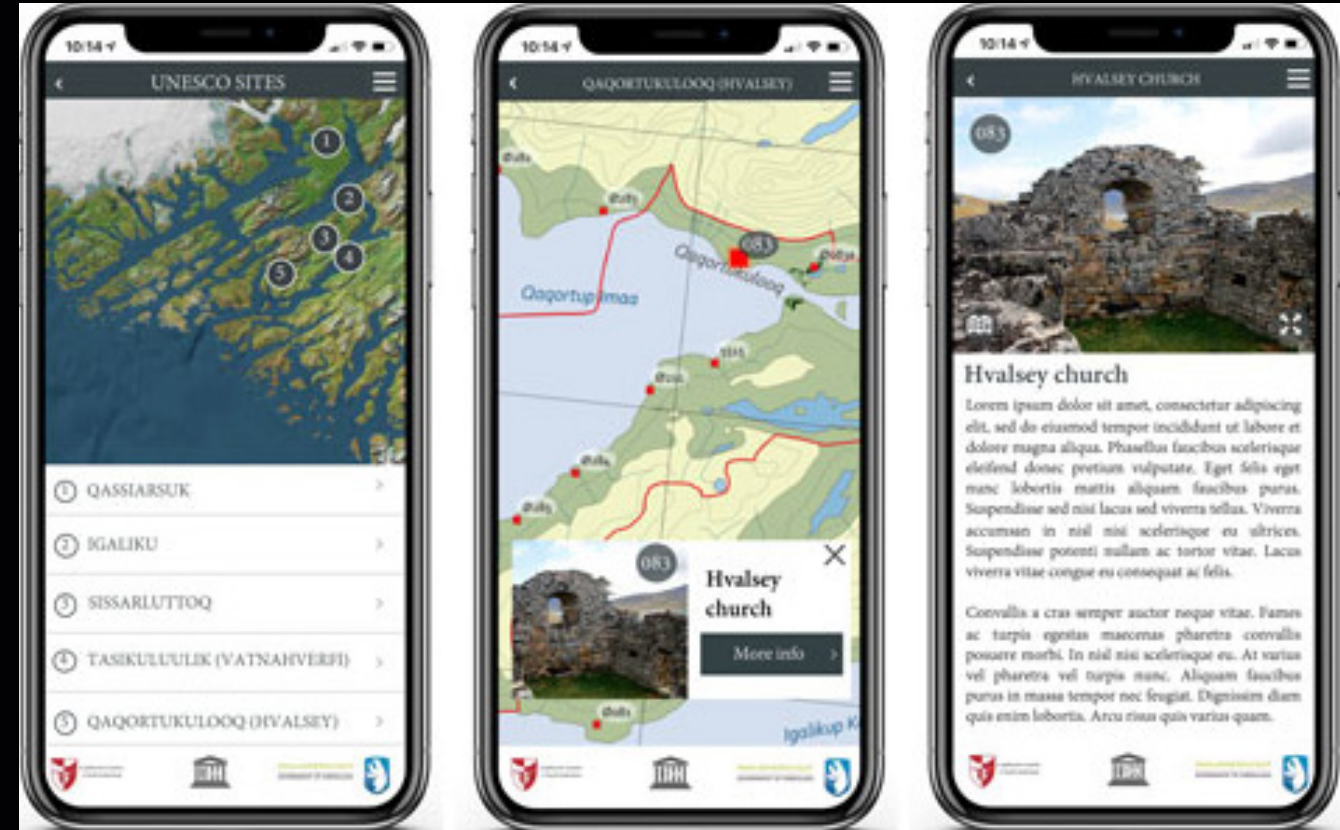
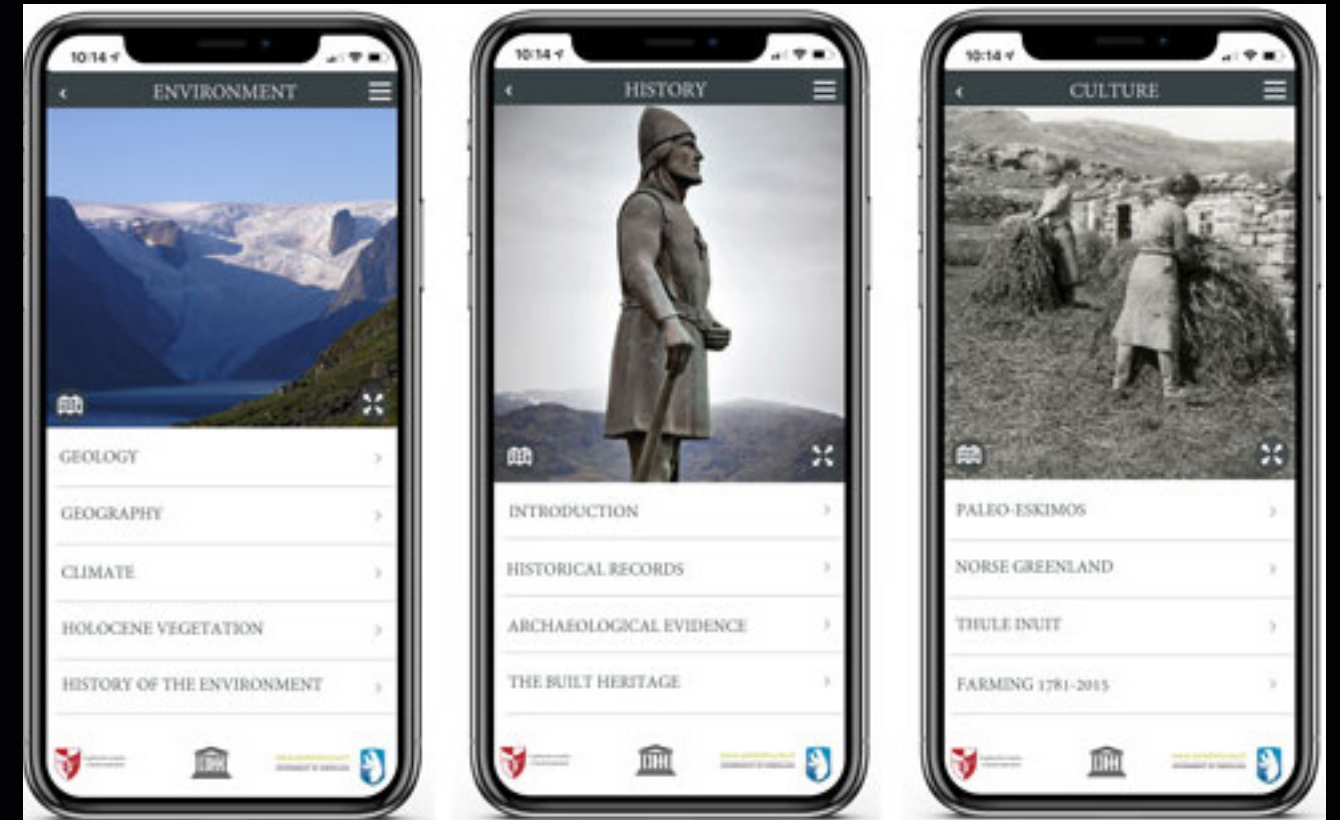
A 21ST CENTURY APP DESIGNED TO INTERPRET AN ANCIENT SUB-ARCTIC FARMING LANDSCAPE IN SOUTHERN GREENLAND

In partnership with the Greenland National Museum and Archives, the World Ocean Observatory and the Arctic Futures Institute have embarked on the creation of a smart phone app for the interpretation of the astonishing historical landscape and artifacts located in Kujataa--Greenland's most recent UNESCO World Heritage Site. Kujataa is the place where Erik the Red first came ashore and the first Canadian church was build and service celebrated in "the new world." It is a stunning, extraordinary landscape that is perfectly preserved as a ruin that imbues spirituality and a reverence for Nature. Our team is currently at work with

Museum staff translating detailed information regarding the history and anthropology of the site. These are remote places, accessible only by boat with no cell or wireless service, and places where expensive signage do not endure in the harsh weather conditions. The Kujataa app will help to transcend these limitations and will provide visitors to the ruins with specific information in English, Greenlandic, and Danish. The app will be free to the public; we are working toward a June 2020 launch--just in time for the start of the summer tourist season in Greenland and the Kujataa region.

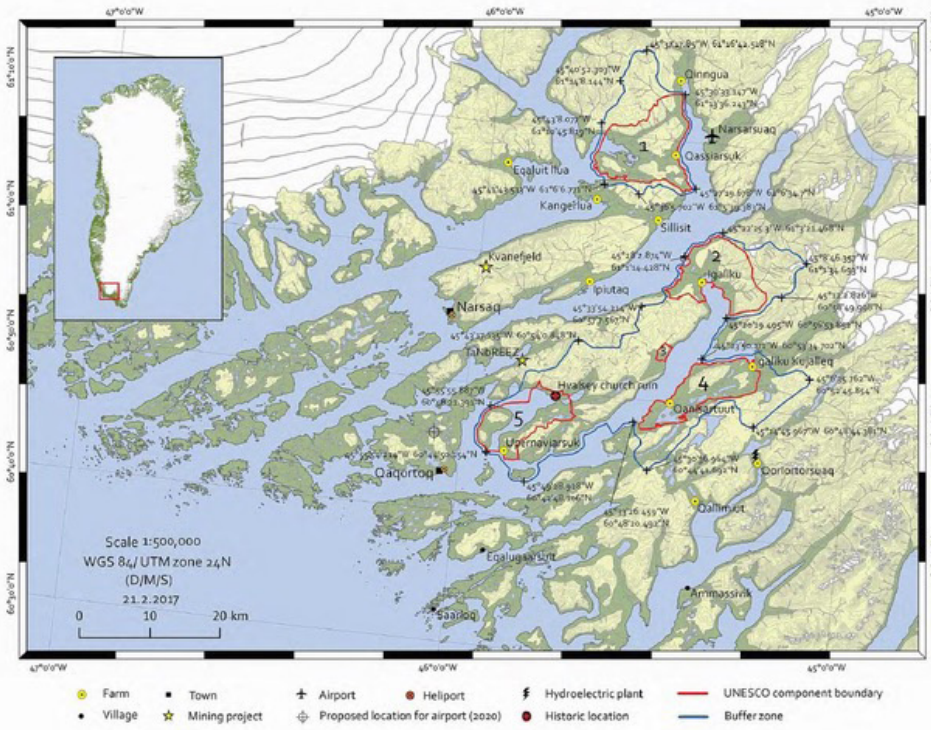


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Greenland National Museum & Archives



## KUJATAA UNESCO APP PROPOSAL

- UNESCO HERITAGE SITES
- ENVIRONMENT
- HISTORY
- CULTURE
- INTERACTIVE MAPS
- PHOTO GALLERY
- PLANNING A VISIT
- AUDIO/VIDEO CAPABILITY







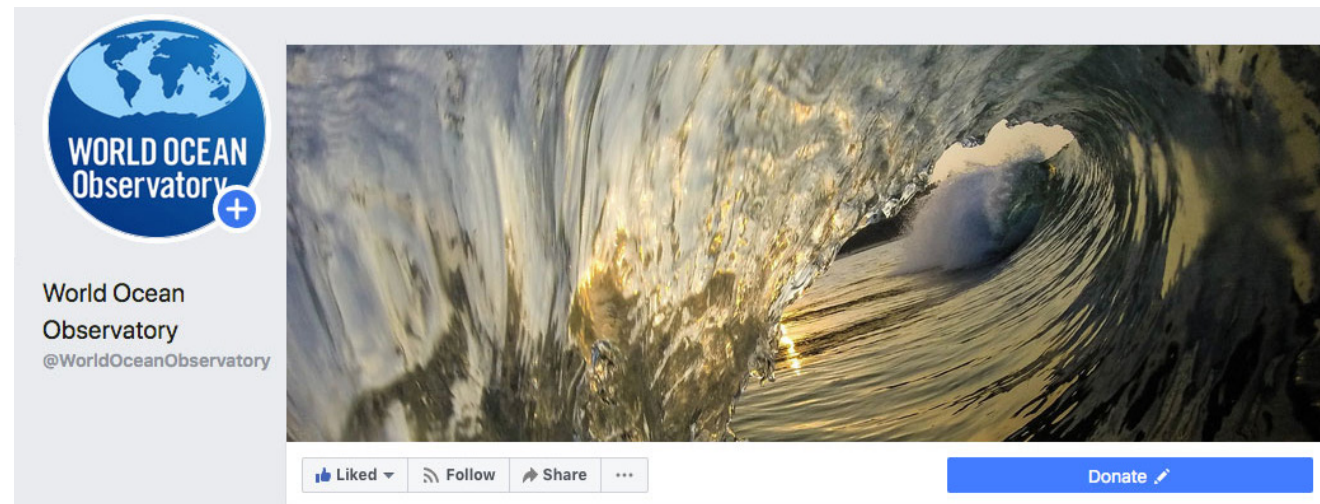
# SOCIAL ENGAGEMENT

FOLLOW US:



## FACEBOOK

World Ocean Observatory's Facebook page surpassed 870,000 likes in January, 2020. We share issues of policy, ocean news, technology, calls to take action and petitions to sign, fascinating ocean creatures, inspiring stories, and beautiful photographs by some of the world's most intrepid enthusiasts and explorers. This social media network of nearly 900,000 has built quickly, growing from just 300 page likes in January 2013 to the widespread recognition and engagement of today.



## GLOBAL OCEAN AWARENESS CAMPAIGN

Since 2003 we have been building a global community of ocean advocates through programs and educational outreach, networks, special projects, and relentless social media on a diverse platform. We reach our constituents via the resources available at worldoceanobservatory.org, on Facebook, LinkedIn, Instagram, Twitter, YouTube, the Public Radio Exchange and the Pacifica Network, through global radio outlets and via podcast platforms everywhere. The Internet has allowed us to reach literally millions of people from all walks of life at no cost.

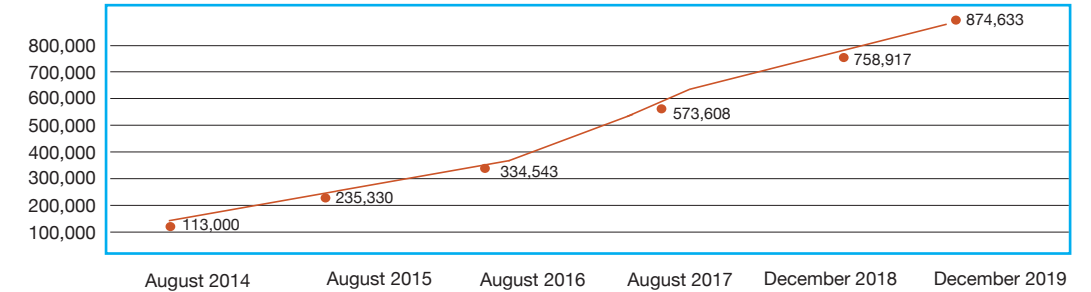
This is the purpose of the W2O: through all of our programs and special projects we endeavor to expand strategies related to sharing resources and teaching tools on ocean issues, conservation and solutions; to build our audience exponentially; to be a catalyst for transformative behavior for the future of the ocean; to foster optimism; to suggest solutions; and to share ocean news far and wide amongst all *Citizens of the Ocean* on earth.



We enthusiastically continue to take steps toward reaching a broader audience of Citizens of the Ocean worldwide. We do this energetically and relentlessly through World Ocean Radio (which broadcast its 540th episode in January 2020), through our digital magazine the World Ocean Journal, through the expansion of World Ocean Forum, in development of World Ocean Explorer, through social media, and so much more. This dynamic, comprehensive, global communications strategy that has been our purpose from the very beginning.

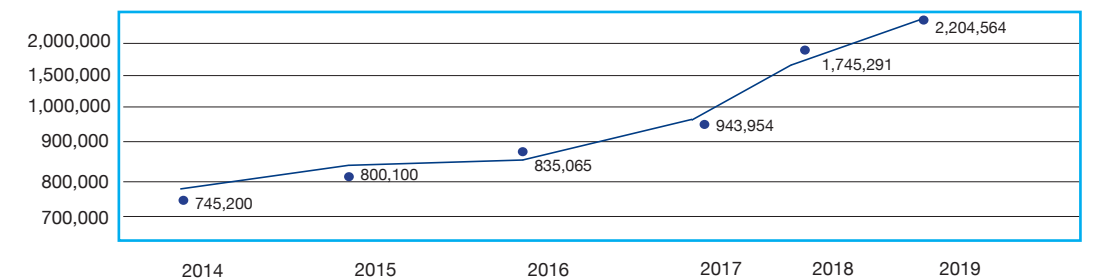
### FACEBOOK FOLLOWERS

Aug 2014: 113,000  
Aug 2015: 235,330  
Aug 2016: 334,543  
Sep 2017: 573,608  
Dec 2018: 758,917  
Dec 2019: 874,633



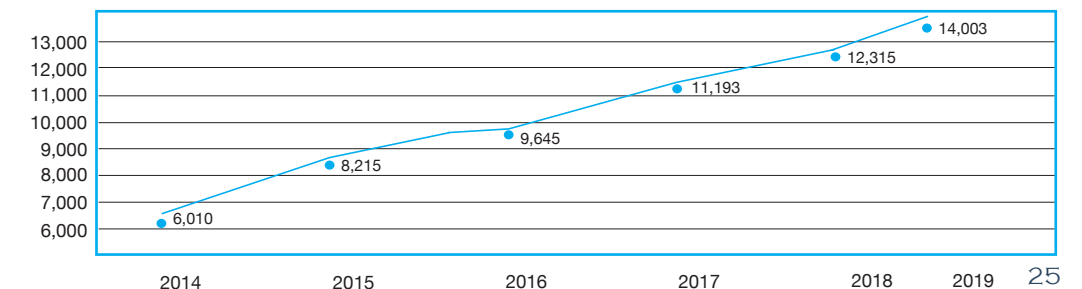
### WEBSITE VISITATION

2014: 745,200  
2015: 800,100  
2016: 835,065  
2017: 943,954  
2018: 1,745,291  
2019: 2,204,564



### E-NEWSLETTER SUBSCRIPTIONS

2014: 6,010  
2015: 8,215  
2016: 9,645  
2017: 11,193  
2018: 12,315  
2019: 14,003







## PARTNERSHIPS & COLLABORATIONS

[WorldOceanObservatory.org/content/partners](http://WorldOceanObservatory.org/content/partners)

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, 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:

**ARCTIC FUTURES INSTITUTE**

**UMAINE CLIMATE CHANGE INSTITUTE**

**GLOBAL FORUM ON OCEANS, COASTS & ISLANDS**

**GLOBAL OCEAN COMMISSION**

**GLOBAL PARTNERSHIP FOR THE OCEAN**

**HEARTS IN THE ICE**

**INTERNATIONAL CONGRESS OF MARITIME MUSEUMS**

**INTERNATIONAL MARITIME FILM FESTIVAL**

**MAINE ARCTIC CONSORTIUM**

**NEW ENGLAND OCEAN CLUSTER**

**OCEAN ELDERS**

**OCEAN HEALTH INDEX**

**OUR CHILDREN'S TRUST**

**OUTLAW OCEAN PROJECT**

**PARVATI.ORG**

**SEASTEADING INSTITUTE**

**THE OCEAN PROJECT**

**THE OUTLAW OCEAN PROJECTT**

**UCAPTURE & SOUTH POLE CARBON OFFSETS**

**UNESCO IOC/UN ATLAS of the OCEAN**

**WHAT'S NEXT PROJECT**

**WORLD OCEAN NETWORK**



## A JOINT OCEAN ADVOCACY PROJECT BETWEEN THE WORLD OCEAN OBSERVATORY AND THE NEW ENGLAND OCEAN CLUSTER

### W2O IS MOVING BASE TO PORTLAND, MAINE

We are pleased to announce we'll be moving our operations down to Portland, Maine in the Spring of 2020 to join The Hús, a planned collaborative workplace intentionally designed by the New England Ocean Cluster to give the ocean-focused community a place to develop their ideas. W2O will serve as the non-profit-in-residence and we are looking forward to working with fellow industry experts and entrepreneurs connected to the maritime world.

### THE BLUE ECONOMY AS DEFINED BY THE WORLD BANK

To help guide the strategies and efforts inspired by the the United Nations and its Sustainable Development Goals, “the UN, the World Bank and 15 other global stakeholders agreed on a way to frame the Blue Economy concept, to create common language that facilitates action. In The Potential of the Blue Economy, the report identified five types of activities: harvesting and trade of marine living resources; extraction and use of marine non-living resources; use of renewable non-exhaustible natural forces (blue energy); commerce and trade in and around the oceans; and those activities that indirectly contribute to the economy, such as carbon sequestration, coastal protection, waste disposal and biodiversity.

The way forward is an economic development of the oceans that is both inclusive and nvironmentally sound: it should be undertaken in a manner that does not deplete the natural resources that societies — including local communities — depend on in the long term. To balance the economic, social and environmental dimensions of sustainable development in relation to oceans are the driving considerations behind Blue Economy.”

### THE PROJECT

Specifically, The Blue Economy will focus on education, partnership, information exchange, and public connections as we collaboratively support the continued growth of the W2O's “Citizens of the Ocean” community. This is an expansive awareness-based project intended to fuse ocean related economic development with ocean resource sustainability and cultural mindfulness.





WORLD OCEAN OBSERVATORY (W2O) is a major utility for ocean communication as a means to advance public awareness and political will, and is dedicated to providing information and education about the health of the ocean. We believe that informed citizens worldwide can unite to sustain the ocean through mitigation 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. We assert that the sea connects all things.

Through education, partnership, information exchange, public connection, and relentless communications, W2O is committed to building an expansive global community of Citizens of the Ocean to promote and conserve marine resources for the future of all mankind.



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**FOLLOW:**

