



Mission and 2009 Objectives and Goals

The mission of Blue Ocean Institute is to use science, art, and literature to inspire a closer connection with the sea. We seek to provide hopeful solutions and guidance for people to take positive, meaningful, personal, and collective actions on behalf of the ocean and its wildlife.

Blue Ocean is an expert translator and communicator of science for a wide variety of audiences. We are science-driven and product-oriented. The fundamental message of Blue Ocean is the **Sea Ethic**: we are all connected to each other and to the ocean. The ocean is central to all life; we have a moral obligation to protect and preserve it now and for future generations. The Sea Ethic message is embedded in every Blue Ocean program and product.

We need your support to continue our successful programs and launch new initiatives. Please contribute today!

Sea Ethic – President and co-founder Dr. Carl Safina continues to deliver his inspiring vision of hope at academic institutions, conservation organizations and conferences around the world. His published essays and articles, media appearances, and interviews convey the moral imperative of the sea ethic. He is working on his fourth book, a broad narrative of local and far-flung travels that shows how problems of nature, the environment, and conservation are affect the economy, human dignity, and the prospects for peace. But with his signature style of avoiding gloom and doom, Safina will highlight the beauty, vitality and spiritual power of nature.

Beyond Warming - We communicate and contribute new information about climate change effects on the ocean and ocean wildlife. Among our goals is to draw attention to key ocean related climate change issues that are critical to the long term health of our oceans and often overlooked—from ocean acidification and rising sea levels to physiological changes in marine life. Our 2009 objectives related to climate change effects include:

1. Publishing **articles and essays in scientific and popular media** by Dr. Carl Safina and Dr. Alan Duckworth. Our scientists will present lectures and write about ocean chemistry changes, how marine life is affected—inside and out—by

higher carbon dioxide levels in the sea, and the dramatic impact of climate change on island communities;

2. Advancing **the Friendship Collaborative**, a program that brings scientists and faith leaders together in dialogue about the natural world by providing them with materials, information on organizing events, and inspirational essays through a new revitalized website.

3. Hosting a **multi-day symposium** with that unites an array of critical seafood sectors to work together toward developing **solutions for reducing the carbon “finprint” of global fisheries.**

From Sea to Table - Our primary goal is to enhance the current, scientifically sound, and accessible information that helps consumers make wiser choices about seafood. 2009 goals include:

1. **Continuing to build a sustainable seafood community** through new information and tools. This year, we will
 - **distribute over 100,000 Guides to Ocean Friendly Seafood as well as 40,000 sustainable Sushi guides**
 - rank new species and update our research
 - increase promotion and distribution of the guides through Internet links and national conferences
 - and increase blogging and outreach to new audiences.

Our new Fellow—renowned chef Barton Seaver—will help us inspire consumers with practical advice, recipe tips, and his passion for sustainability.

2. **Launching Green Chefs, Blue Ocean, a free state-of-the-art interactive, online seafood curriculum and website for culinary students and chefs.** Developed to reach a largely untapped sector representing over 70% of annual U.S. seafood sales, the curriculum features comprehensive sustainability training and inspirational video clips with prestigious culinary experts. Our website will offer links to sourcing opportunities to enable chefs to take immediate action. We’ll distribute this new product in the first year to over 25 culinary institutes and a network of 25 restaurants through our partnership with Chefs Collaborative.

3. Following FishPhone’s success (more than 15,000 people making over 50,000 queries) by **unveiling FishPhone™ 2.0**, enabling us build a larger community of activists. FishPhone is the nation’s first text messaging tool that provides immediate sustainability information on a specific species (one simply texts: 30644 FISH, then the name of the desired fish). Added features will include: seafood conservation text alerts; messages with

information on the effect of sustainable seafood choices; and recipe and seafood tips from Barton Seaver.

4. Offering the first interactive seafood guide on our website with images, text, and videos. We'll also add a **customized seafood guide option** allowing users to select the seafood species that will be listed and then convert their choices into a pdf for printing at home.

5. Exploring the development of a program to: a) provide consumers with information on restaurants that serve sustainable seafood, and b) offer incentives to restaurants to modify their menus with more sustainable species.

Next Wave – We'll continue providing over 10,000 students and families with our popular estuary tours in partnership with Atlantis Marine World Aquarium in Riverhead, NY. Our new Wave Writers Workbook and website will explore ocean literacy concepts and show how they are represented in writing and art.

Blue Ocean and Stony Brook University – We'll continue to build our partnership with SBU's School of Marine and Atmospheric Sciences (SoMAS) and have plans to present lectures, supervise graduate student projects, and collaborate with SoMAS scientists on marine conservation research projects.

For further information, please contact us at info@blueocean.org or (516) 922-9500.