



WORLD OCEAN
Observatory™

ANNUAL REPORT

2017

*From Then To Now
And Onward*

...WE MUST COMMUNICATE RELENTLESSLY, THROUGH WORD AND ACTION, TO TRANSCEND THE INHIBITING BOUNDARIES OF HISTORY. WE MUST EMBRACE NEW METHODS AND SYSTEMS THAT PREVENT PROFLIGATE WATER WASTE AND WE MUST RESOLVE TO PREVENT WATER DISRUPTION, THEFT, AND CONFLICT FROM TODAY FORWARD. WE MUST ACCEPT THAT WE ARE ALL WATER REFUGEES, HELPLESS WITHOUT PURE AND ADEQUATE SUPPLY, AND LOST WITHOUT NATURE AS ITS SOURCE, NOW AND FOREVERMORE.

PETER NEILL, WORLD OCEAN RADIO
EPISODE 420: A NEW STRATEGY FOR NATURE
APRIL 2017



2017 ANNUAL REPORT

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2017: THE YEAR IN REVIEW

FROM THEN TO NOW, AND ONWARD

We first discovered the idea for the World Ocean Observatory in a 1998 publication, *The Ocean, Our Future*, prepared by an independent world commission of ocean experts chaired by the former President of Portugal, Mario Soares.

President Soares died in January of this year, and the world lost a great statesman. In addition to the ocean commission, also in 1998, he organized a parallel focus on the coming worldwide crisis of fresh water, an effort that created the World Water Forum and the World Water Manifesto, two transformative initiatives that are as essential today as they've ever been.

Consider the value of such work: the sustainability of the ocean/freshwater continuum, the most essential natural system on earth, the reports and recommendations – substantive, prescient, global, and wise – that defined pathways into the future, indeed a plan for human survival.

That may sound melodramatic, but as we know the condition of the world today – the multiple challenges to that system evident all around us – we think not. Mario Soares was an exemplar, a true Citizen of the World, who embodied a life of wisdom, leadership, and hope. Thus the success of the World Ocean Observatory, from 1998 to now and onward, is our celebration of his achievement.

If you read our Mission and Goals on the following pages, you will see a set of noble aspirations. But success can only be measured by the specific accomplishments of the past, present, and future and we invite your read more in our 2017 Annual Report. You will find herein:

- A continuation and expansion of our programs to advocate for the ocean through communications: World Ocean Radio, World Ocean Journal, World Ocean Forum, and continuing growth in our World Ocean Resources, website content and collective engagement, visitation and use by millions.

- World Ocean Journal volume 4 is based on the theme of *The Ocean and Human Health*. Released in November, it has thus far received astonishing response by addressing an oddly under-communicated value of ocean systems as a means to understand and treat disease, some of which we may not yet even know.

- Exponential amplification of our work and that of many others through social media, directed toward building a community of *Citizens of the Ocean* worldwide.

- On Facebook alone we have exceeded 600,000 followers for ocean advocacy, resources, policy, problems, solutions, and burgeoning public awareness.

World Ocean Explorer, our virtual aquarium and remote underwater vehicle simulation, is based on the principles of Ocean Literacy and the Next Gen Science Standards, we are developing Explorer for educational use and will launch through a Kickstarter campaign in early January 2018.

- World Ocean Publications, in partnership with Leete's Island Books, has produced a second project, *Soul of the Sea in the Age of the Algorithm: How Tech Startups Can Heal Our Oceans*, by Dr. Greg Stone of Conservation International, and Nishan Degnarain of the World Economic Forum. The authors presented in June to the delegates to the United Nations Ocean Summit in New York. A third project, *A New North*, is in preparation.

You will find more. But it is never enough. We are small, but independent, creative, efficient, energetic, and relentless in our pursuit of a success defined and demanded by Mario Soares and his colleagues twenty years ago.

Onward. And thank you for your interest and support.

The sea connects all things...



Peter Neill, founder and director



HISTORY

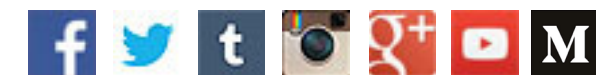
In 1998, Mario Soares, former President of Portugal, ocean exemplar and “father of democracy” organized the Independent World Commission on the Oceans to create an agenda for the sustainability of the world ocean. The final report, *The Ocean Our Future*, calls for an internet-based ocean observatory 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.

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 belief that the sea connects all things...



GOALS & STRATEGIES

GOALS

- To connect with a 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

STRATEGIES

The World Ocean Observatory is a collective voice for many ocean voices, a central place of exchange for content and accomplishment, and promoter of best practices, innovation, and effective connection to the global ocean community.

We place emphasis on information, education, and public discourse about the health and future 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 strategy is to provide programs and services to engage and inspire citizens of the ocean through formal and informal education worldwide, and to provide a window on the future of the ocean for the general public and the decision makers of the world.

COMMUNICATIONS

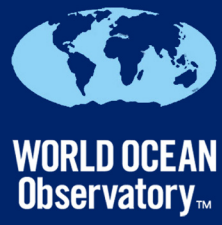
The World Ocean Observatory offers a new model for ocean communications, aggregating comprehensive ocean information, consolidating educational resources, promoting other organizations' programs and successes, amplifying the ocean message, and multiplying ocean engagement with a global audience. Programs include World Ocean Radio; the World Ocean Forum blog; a monthly newsletter; an annual e-magazine, the World Ocean Journal; and World Ocean Explorer among others. 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. World Ocean Observatory is a major utility for ocean communication as a means to advance public awareness and political will.

The Ocean Exploration 2020 Forum took place in Long Beach, California in 2014. A gathering of U.S. ocean exploration leadership charged by Congress to recommend oceanographic objectives actionable by 2020, the conference surveyed its participants and the overwhelming consensus was for communications strategies designed to amplify public awareness of ocean science, conservation, and the meaning of the ocean for the future.

Communications, then, continues to be 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; to build our audience exponentially; and to be a catalyst for transformative behavior for the future of the ocean.





WORLD OCEAN JOURNAL

ANNUAL DIGITAL MAGAZINE ON OCEAN ISSUES

WORLD OCEAN JOURNAL is an annual digital magazine on ocean culture and solutions to today's ocean issues. Each volume may include essays, interviews, art, curated research papers, exhibits, and more. Content profiles the vital impacts of the ocean on our lives. Volume 4, *The Ocean and Human Health*, was released in November.

Contributors to Volume 4 include:

- < Arizona State University
- < Atlantic Holdfast Seaweed Co.
- < Chris Clarke
- < Folia Water
- < John Kerry, Secretary of State
- < Sandra Kynes
- < Iceland Ocean Cluster
- < Jessica Macdonald
- < Dr. Harshad Malve
- < New England Ocean Cluster
- < NOAA Ocean Service
- < Ocean Health Index
- < Peter Neill, W2O
- < Robert Jones, Nature Conservancy
- < Scripps Institution of Oceanography
- < Scuba Diver Life
- < Thor Sigfusson
- < Dr. Gregory Stone
- < Nishan Degnarain
- < US Global Change Research Program
- < Wallace J Nichols
- ...and others

View and download at worldoceanobservatory.org/content/world-ocean-journal

JOIN THE CONVERSATION





WORLD OCEAN EXPLORER

PROMOTING OCEAN LITERACY THROUGH EDUCATIONAL GAMING

World Ocean Explorer is an immersive, interactive gaming platform designed to promote ocean literacy amongst students ages 10 and up worldwide. Inspired by the Next Generation Science Standards and the Ocean Literacy Curriculum, the World Ocean Explorer is an immersive gaming experience. We hope to engage students in the thrill of scientific ocean exploration and to promote ocean literacy worldwide.

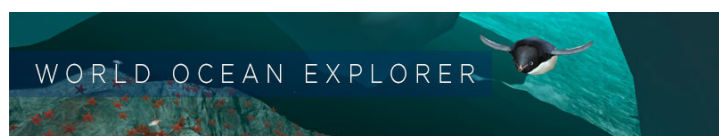
Scheduled for release in early 2019, World Ocean Explorer will bring the ocean to students, educators and ocean enthusiasts at home or in the classroom, via a laptop or a PC.

Based on realistic aquarium design and presentation, Explorer will allow visitors to engage with the marine environment and many educational services, goal-oriented activities such as operating a manned submersible, collecting species samples, visiting hydrothermal vents, exploring interactive displays, and watching documentaries and short films in a virtual aquarium theater.

Through computer gaming software and method of delivery to appeal to contemporary users, Explorer simulates the presentation and purpose of physical aquariums, showcasing species and habitat in both the Northern and Southern Hemispheres not otherwise available for display in an actual aquarium setting.

For school environments, the inclusion of the Explorer platform will allow for the addition of the natural ocean context to its educational programs and outreach through a digital visit by students or a guided tour led by an educator. Access would be enabled through any device into homes, classrooms, and other venues – including projection in physical spaces – that would enhance the understanding of the relationships between the ocean and human endeavor.

In addition to the manned submersible, users will be able to engage with the marine environment and educational services including a visualization theater and a science sphere, and to learn about species and habitat in both the northern and southern hemispheres not otherwise available for display in an aquarium setting.



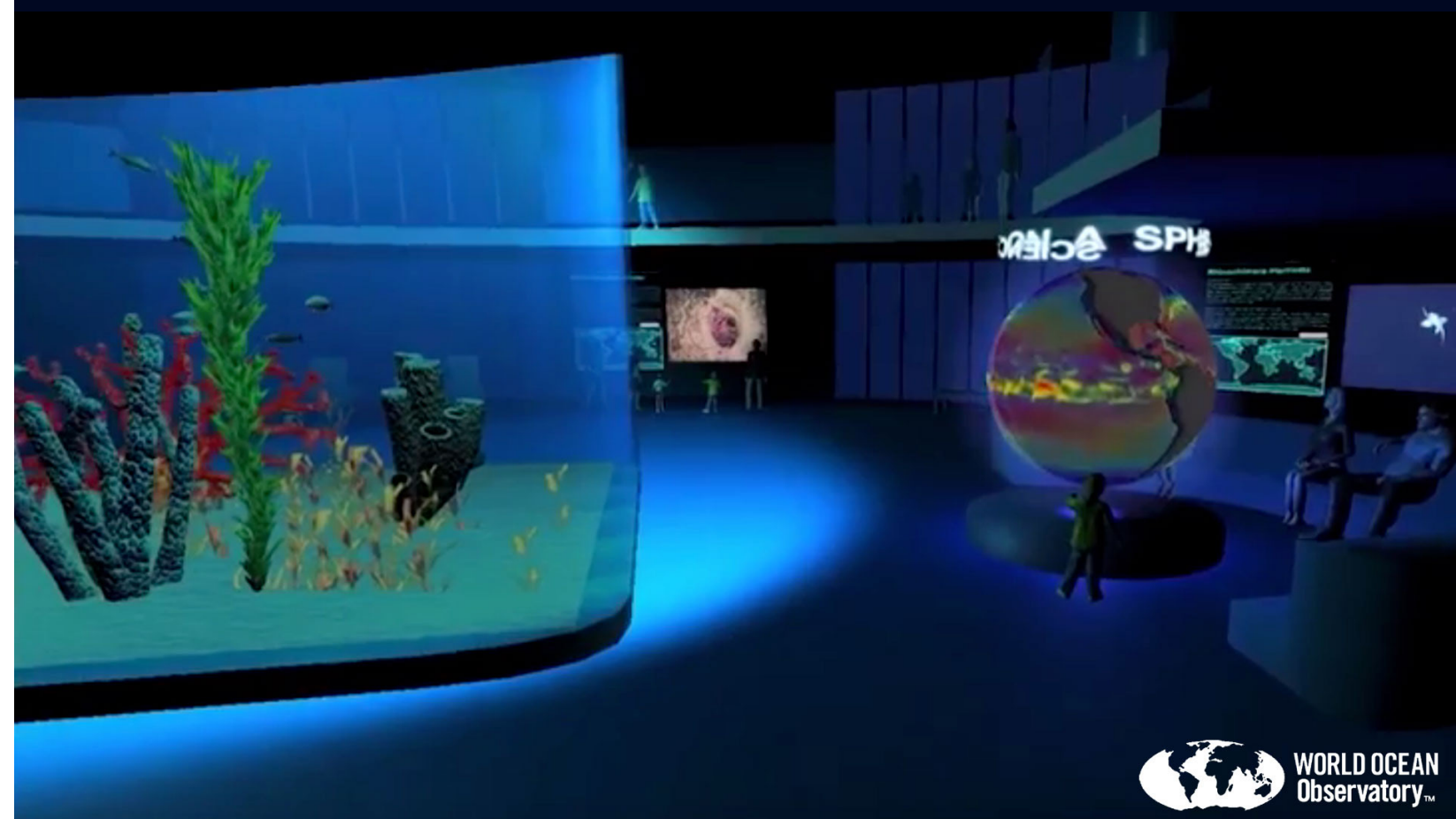
Aboard the manned submersible, users can choose between mission and free-play exploration scenarios and dive to ocean depths rarely explored. Students and educators will be encouraged to research, discover, and learn about ocean systems and to gather, analyze and export data for use in the classroom.



THE OCEAN IS 95% UNEXPLORED...

... So states the seventh principle of the ocean literacy curriculum, a framework designed to address the lack of ocean-related content in state and national science education standards. New technologies are expanding our abilities to explore ocean systems, and scientists are relying more on equipment such as satellites, ocean mapping, subsea observatories and deep sea submersibles. Enter World Ocean Explorer, an interactive submersible gaming experience. Users will experience a realistic aquarium environment filled with marine species rarely seen and newly discovered. Aboard the manned submersible, users will experience different underwater environments: exploring hydrothermal vents in the deep sea; the dense, cold waters of a Polar region; the biodiverse wonders of a tropical coral reef, and visit hazard sites in need of investigation and monitoring. World Ocean Explorer is an immersive platform explorable by students and educators alike: users can walk through the aquarium, learn about marine species, interact with a science sphere, watch educational short films in the theater, and board the manned submersible for missions and explorations around the globe.

World Ocean Explorer is designed to excite students ages 10 and up about scientific ocean exploration and to promote ocean literacy worldwide.





WORLD OCEAN OBSERVATORY.ORG

Our website hosts an extensive catalog of educational resources, an 18,000-member directory of ocean-related organizations around the world, and other tools which reach audiences through partner organizations such as NGOs, aquaria, museums, environmental organizations, and educational institutions. It offers a new model for ocean communications, aggregates comprehensive ocean information, consolidates educational resources, promotes other organizations' programs and successes, amplifies the ocean message, and multiplies ocean engagement with a global audience. Worldoceanobservatory.org is a major utility for ocean communication as a means to advance public awareness and political will. As a pro-active communications service, our impact is felt through the timely distribution of informational materials; creative connections with educational partners; targeted studies, publications and exhibits which address issues of conservation, ocean health, and sustainability.

ENGAGEMENT

World Ocean Observatory is a major utility for ocean communication, providing comprehensive resources on ocean and climate issues. We provide responsible, apolitical science-based information to institutions, experts, students, educators, and curious and engaged citizens around the world as a means to catalyze change and advance public awareness and political will. The purpose of the World Ocean Observatory is to share resources and teaching tools on ocean sustainability, biodiversity, climate change, conservation, and solutions to today's ocean issues.

STATISTICS

Worldoceanobservatory.org connects with a global audience of more than 1.8 million individuals in over 125 countries. Our goal for 2018 is to engage more than 2 million unique visitors.

Summary by Month										
Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Dec 2017	26905	24494	25004	2745	3937	2263785	101475	150028	146967	161431
Nov 2017	28940	25943	26520	3249	11754	14899210	97495	795626	778290	868218
Oct 2017	34076	31088	32090	2924	9991	18589890	90661	994795	963728	1056366
Sep 2017	33377	30566	31160	3205	10449	14179663	96172	934800	916991	1001337
Aug 2017	33415	30105	31100	2704	8969	14266107	83831	964126	933262	1035865
Jul 2017	34326	31464	31863	3133	8308	15138239	97137	987783	975385	1064119
Jun 2017	30083	27087	27603	3055	7758	12702964	91654	828108	812621	902518
May 2017	33145	30183	31194	2979	7845	15380687	92367	967027	935682	1027507
Apr 2017	31958	29675	29843	2958	7931	15051132	88747	895314	890277	958758
Mar 2017	31160	27630	28703	2881	9230	15420896	89326	889821	856555	965980
Feb 2017	36246	28741	33628	2850	9041	13286684	79804	941591	804751	1014904
Jan 2017	30128	27000	27520	2401	10552	15547831	74455	853120	837004	933978
Totals						166727088	1083124	10202139	9851513	10990981

SOCIAL MEDIA

We are a major utility for ocean communication and strive to provide engaging, responsible, science-based information about all aspects of ocean health. We share this information with institutions, experts, policy makers, students, educators, and curious and engaged citizens around the world. We do so as a means to catalyze change and advance public awareness and political will through select partnerships, via our website, through blog posts, via the National Marine Educators listserv, and through our various social media outlets.

FACEBOOK

Our Facebook page (@WorldOceanObservatory) surpassed 600,000 followers in December, 2017. That's a 63% increase since January of this year! This social network continues to build quickly, growing from just 300 page likes at the start of 2013 to the widespread recognition and engagement enjoyed today.

MEDIUM.COM

Medium skyrocketed in popularity in 2016. It is a place to read, write, and interact with 21st century issues that matter. We post a blog entry each week to our page (online at medium.com/@TheW2O) and contribute to and invite contributions to our World Ocean Forum publication page (medium.com/world-ocean-forum.) We've recently partnered with The Nature Conservancy and The Ocean Foundation for contribution to the platform.

OTHER

We engage millions more via our monthly e-newsletter, Twitter, Tumblr, Instagram, LinkedIn, through our YouTube channel, via the Huffington Post Green Blog, and more.

facebook

Pages to Watch

		Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1	NASA Earth	9.9m	▲0.1%	18	35.9K
2	Greenpeace International	2.9m	0%	27	37.9K
3	National Geographic Oc...	2.2m	▲0.2%	11	4.2K
4	NRDC (Natural Resource...	918.9K	▲0.2%	50	40.3K
5	Oceana	901.6K	0%	31	11.7K
6	Ocean Conservancy	872.3K	0%	9	14.2K
7	Greenpeace USA	643.9K	▲0.4%	26	15.5K
YOU	World Ocean Observatory	604.4K	▲0.5%	36	27K
9	350.org	571K	0%	43	13.7K



WORLD OCEAN RADIO™

FIVE-MINUTE AUDIO ESSAYS ON WIDE-RANGING OCEAN TOPICS WITH HOST PETER NEILL

More than 450 World Ocean Radio™ episodes are now available for RSS feed, podcast, and syndicated use at no cost by college, community, and public radio stations worldwide. We distribute weekly throughout North America, Europe, Hong Kong, Australia, New Zealand, and Africa. World Ocean Radio broadcasts a selection of episodes in Portuguese, Spanish, French, Swahili and Mandarin, enabling us to further connect with more than 75% of the world's population.

Fresh Water Springs and the Ocean	Point Source Solutions for Solving Ocean Problems	Artificial Intelligence and the Ocean	Ocean Mapping
Arctic Futures, Part Five: Who Owns The Economic Rights to Arctic Resources?	Arctic Futures, Part Four: Health and Welfare of the Indigenous People of the Arctic	Arctic Fisheries Management	Global Scenarios for the Future of Ecosystem Services
Civil Engineering and the Chicago Ship Canal	Who Governs the High Seas?	The Marginal World: Readings from Rachel Carson's "The Edge of the Sea"	Healing with Fish: The Answer for Chronic Wounds?

WORLD OCEAN VIDEO

AMPLIFYING RELEVANT OCEAN ISSUES THROUGH SHAREABLE WEB CONTENT. [YOUTUBE.COM/THEW20](https://www.youtube.com/thew20)

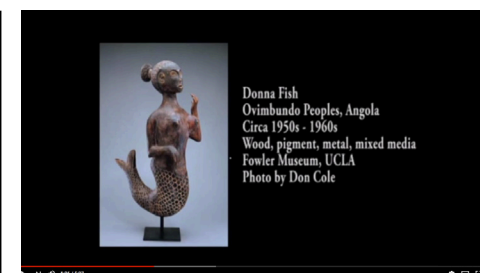


OCEAN ECONOMICS

A conversation between Peter Neill and Robert Johnson of the Institute of New Economic Thinking. July 2017, New York, NY.

STREAMING THE WATER SCHOOL: GIRLS IN STEM

Environmental Education for Rural Youth. Dar Si Hmad Water School, Morocco

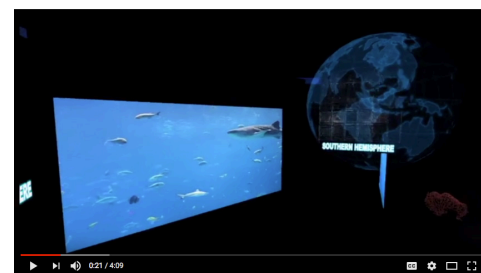


WORLD OCEAN JOURNAL

A 2:30 video providing an overview of the 2017 issue, volume 4, *The Ocean and Human Health*.

MAMI WATA

A W2O video production highlighting African images celebrating indigenous water spirits. Curated by Henry John Drewal.

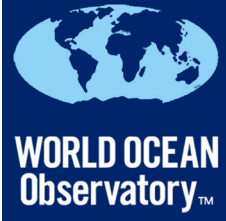


WORLD OCEAN EXPLORER

Our Kickstarter campaign launches in January 2018. A successful 30-day fundraiser will allow us to have a beta version of the game available for classroom use by January 2019.

CLIMATE CHANGE & OCEAN

Exploring the complex relationship between ocean and climate. Videos include conversations on key issues, possible responses, and excellent resources on challenging situations.



WORLD OCEAN PUBLICATIONS

BOOKS ABOUT THE HEALTH AND FUTURE OF THE OCEAN

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. Two books have been published to date with a third slated for 2018.

1. ***THE ONCE AND FUTURE OCEAN:
NOTES TOWARD A NEW HYDRAULIC SOCIETY***



by Peter Neill
with a forward by Dr. Paul Mayewski
Director, Climate Change Institute
published April, 2016
398 pages
Formats: cloth, trade paper, mobipocket, epub
ISBN: 9780918172563

2. ***SOUL OF THE SEA IN THE AGE OF THE ALGORITHM:
HOW TECH STARTUPS CAN HEAL OUR OCEANS***



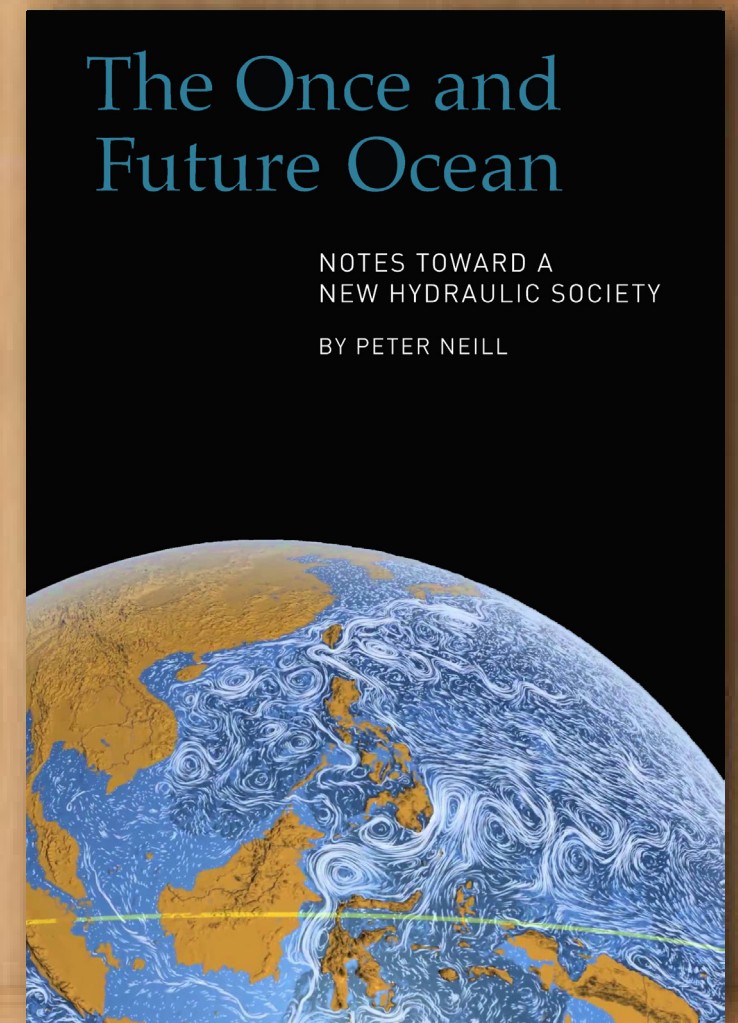
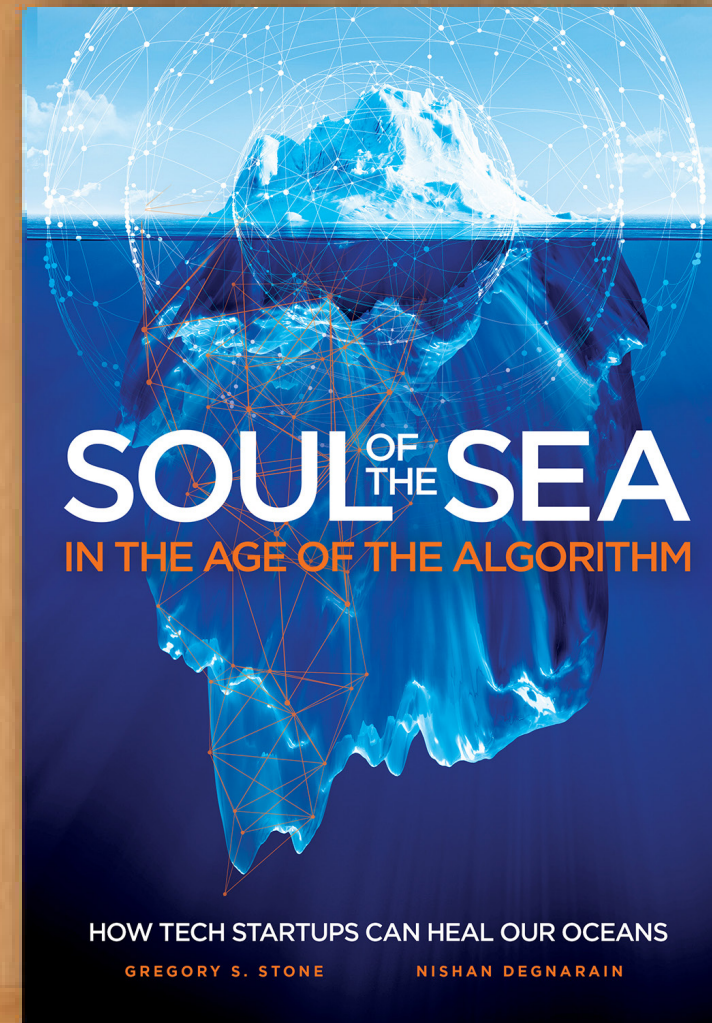
by Gregory Stone & Nishan Degnarain
with a forward by Ambassador Peter Thompson
President, UN General Assembly
published October, 2017
192 pages
Formats: hardcover, trade paper, epub
ISBN: 9780918182617

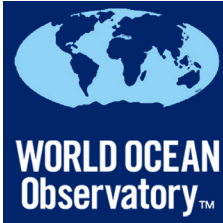
3. ***A NEW NORTH: AN ALTERNATE VISION FOR THE
FUTURE OF THE ARCTIC***

by Peter Neill
Coming in 2018

LEETE'S ISLAND BOOKS

A small publishing company devoted to literary fiction, the essay, interesting reprints, and special projects in photography, art, history, the environment, and alternative medicine. Distributed by Independent Publishers Group. Online at leeteslandbooks.com.





WORLD OCEAN FORUM

**BOLD AND ENGAGING CONVERSATIONS
ABOUT THE FUTURE OF THE OCEAN**



**THOR SIGFUSSON
ICELAND OCEAN CLUSTER**



**Understanding Problems,
Developing Solutions**

by Thor Sigfusson, Founder and
Chairman, Iceland Ocean Cluster



Nov 2

**MIA BENNETT
CYPOLITICS**



**Who Really Built Canada's
First Highway to the
Arctic Ocean?**

by Mia Bennett,
Author and Founder, Cryopolitics.



Nov 27

**MARK SPAULDING
THE OCEAN FOUNDATION**



**Deal Signed to
Advance Fight
Against Ocean
Acidification**

by Mark Spalding, President, The Ocean
Foundation

**NISHAN DEGNARAIN
WORLD ECONOMIC FORUM**



**83 Countries Are More Ocean
Than Land**

by Nishan Degnarain, Member,
Monetary Policy Committee, Central
Bank of Mauritius and Gregory S. Stone,
Executive Vice-President and Chief...



Oct 26

**GIULIO BOCCALETTI
THE NATURE CONSERVANCY**



**Why We Need to Think Bigger
to Protect the World's Water**

by Giulio Boccaletti, Chief Strategy
Officer and Global Managing Director
The Nature Conservancy



Aug 25

**KRISANNE BAKER
ECO ARTIST**



Water is Life

by Krisanne Baker, Eco-Artist



Nov 2

2017 WORLD OCEAN PRESENTATIONS

As a presenter on the global environmental stage, Peter Neill suggests actions (beyond the predictable conventions) for organizations and individuals to adopt as innovative strategies for the future. During his lectures he often speaks of solutions to the critical challenges of carbon, fresh water, food, energy, and health as essential elements of human survival. Ultimately, those solutions will be found in the ocean - sequestered CO₂, desalinated ocean water, sustainable protein production, geothermal and alternative energy technology, the medicines necessary to insure our well-being, and new values and changed behaviors for successful and sustainable living. Peter presents his personal and professional journey as a way to provide understanding of ocean systems, of the critical imperative for a healthy Arctic, and why a robust fresh water system is vital for our survival. He presents provocative ideas for the future of the one ocean that connects us all, bringing a vision of hydraulic society as the stimulus for thoughtful conversation and debate.

FEBRUARY

*A World of Blue, Preserving the
Ocean, Safeguarding the Planet,
Ensuring Human Well Being in
the Context of the 2030 Agenda*

United Nations, New York, NY

Peter moderated eight panels on
ocean issues over two days at UN
headquarters in late February.

Jointly organized by the IPU
and the Office of the President
of the United Nations General
Assembly, the hearing provided
an opportunity to reflect on ocean
issues and the intimate connection
to other sustainable development
goals (SDGs.) The purpose of the
panels was to discuss SDG14: *the
conservation and sustainable use of
the ocean.* Findings from the hearing
provided context for the United
Nations Ocean Conference, held in
June.

APRIL

*The Net Result: Our Evolving
Fisheries History Conference*

The Search for Consensus:
Sustaining the Fisheries. Penobscot
Marine Museum, Searsport, Maine

*Council of American Maritime
Museums Conference*
San Francisco, California

JUNE

*Water History Conference of
the International Water History
Association*

Grand Rapids, Michigan

Peter presented "The Once And Future
Ocean" at this annual conference,
discussing why the ocean matters and
the importance of protecting our most
valuable resource on earth: the inter-
connected circles and cycles of water.

AUGUST

*Truro Center Castle Hill for the
Arts with the Provincetown Center
for Coastal Studies*

Cape Cod, Massachusetts

OCTOBER

*2017 International Council
of Maritime Museums*

ICMM

Valparaiso, Chile

Peter presented a conceptual
design for a 21st century
maritime museum at the
Council's annual meeting.

A WORLD OF BLUE. United Nations, New York, NY,
February 13-14, 2017. Moderated by W2O director Peter Neill.



We accept unsolicited queries for submission to the World Ocean Forum. To inquire about becoming a contributing writer, contact us at director@thew2o.net.



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, scientific and research-based non-profits, and both educational and government organizations, the World Ocean Observatory continues to expand communications, education, outreach, and connection worldwide. Here is a partial list of partners:

ARCTIC FUTURES INSTITUTE

CENSUS OF MARINE LIFE

CLIMATE CHANGE INSTITUTE

GLOBAL FORUM ON OCEANS, COASTS & ISLANDS

GLOBAL OCEAN COMMISSION

GLOBAL PARTNERSHIP FOR THE OCEAN

GOOGLE OCEAN

ICELAND OCEAN CLUSTER

INTERNATIONAL CONGRESS OF MARITIME

MUSEUMS (ICMM)

MAINE ARCTIC CONSORTIUM

MARCH FOR THE OCEAN

MISSION BLUE

MISSION OCEAN

NEW ENGLAND OCEAN CLUSTER

OCEAN ELDERS

OCEAN HEALTH INDEX

THE OCEAN PROJECT

OUR CHILDREN'S TRUST

PARVATI.ORG

SEASTEADING INSTITUTE

THE TERRAMAR PROJECT

UNESCO IOC/UN ATLAS OF THE OCEAN

WHAT'S NEXT PROJECT

WORLD OCEAN NETWORK

WORLD REGISTRY OF MARINE SPECIES

OCEAN CLUSTERS

FOSTERING COLLABORATIONS, INCENTIVIZING INNOVATION, AND USING 100% OF THE FISH FOR A SUSTAINABLE 21ST CENTURY AND BEYOND

The Iceland and New England Ocean Clusters (and now the New Bedford Ocean Cluster) are creating value and discovering new opportunities by connecting entrepreneurs, businesses and knowledge in the marine industries. W2O is proud to partner with both the New England Ocean Cluster in Portland, Maine and the Iceland Ocean Cluster in Reykjavik, Iceland to provide a communications platform to promote and amplify the published works and related news born of new ideas and innovative collaborations for a sustainable future. We are committed partners, promoting an ocean message that stresses the importance of working together to solve major ocean issues.

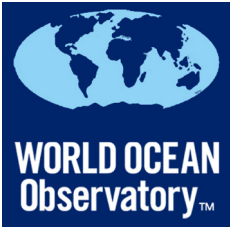


NEW ENGLAND OCEAN CLUSTER
PORTLAND, MAINE, USA
newenglandoceancluster.com

Creating value and discovering new opportunities by connecting entrepreneurs, businesses and knowledge in the marine industries. Providing a range of services to invest resources in new marine spin-offs and projects.

ICELAND OCEAN CLUSTER
REYKJAVIK, ICELAND
sjavarklasinn.is/en





AN ARGUMENT FOR SUPPORT

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 and 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. It is clear we must continue to build a comprehensive, accessible, relentless program of communications to reach the largest worldwide audience possible. We must move beyond wishful thinking and inadequate action.

The World Ocean Observatory provides a unique 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. We are 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 catalog of ocean information. We do so at modest cost, with a conservative annual budget, provided by a small number of forward-thinking donors and private foundations 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.

FINANCIALS



ANNUAL OPERATING BUDGET
\$150,000

REVENUE

GENERAL OPERATING SUPPORT

81.32 %

RESTRICTED SUPPORT

18.68 %

OUR OCEAN, OUR FUTURE

W2O has a unique perspective of how we define the ocean as a global, social system. We recognize that in a shifting global landscape it is required of us to be equally inventive in how we endow our organization's future. The W2O team is exploring ways to create a financial opportunity and structure that is as imaginative and innovative as everything else we've accomplished, as a way to make certain that the value of our endeavor endures into the future.

With your help, we hope to endow our operations while we simultaneously continue to develop and administer our programs, multiple communications tools, and connections with individual and group subscribers around the world.



2018 IS OUR FIFTEENTH YEAR

Since 2005, World Ocean Observatory has advocated for the ocean through independent, responsible, apolitical science. We have been committed to advancing public understanding of ocean issues since our inception. We do this through institutional collaboration and partnership, through weekly radio and podcast, through publication of the Journal, through our blog and contribution to third party sites, via publication of environmental books, through an aggregated video channel, and via a website that provides a vast resource for educational content and resources. We are continually adapting to changing times in order to stay relevant in an ever-shifting environment of technology and communication. We are, as ever, a dynamic, comprehensive, and relentless communications platform that has been at the core of our mission from the very beginning. We reach millions of people each year--an astonishing return on investment. We do this work at modest expense and we offer our services at no cost. We raise all program and operation funds from a group of prescient individuals and private foundations who support our efforts and understand the need for promoting best practices, innovation, and effective connection to the global community.

We invite you to join us.



WHO WE ARE

ADVISORY BOARD

Dr. Tundi Agardy, Chair, South Seas
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The WORLD OCEAN OBSERVATORY 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. It is our belief that the sea connects all things.

JOIN THE CONVERSATION



A satellite view of Earth from space, showing the curvature of the planet and the vast expanse of the ocean. The landmasses are visible in shades of brown and green, with a prominent river system winding across a continent. The ocean is a deep blue, and the atmosphere is a thin, white layer at the top. The text "The Sea Connects All Things" is overlaid in a white, serif font on a dark blue horizontal band.

The Sea Connects All Things

Join the conversation

