



Successful Ocean Conservation Requires Using the "I" Word

Every day we are confronted head-on with the stark realities of global ocean health. It may seem daunting, a task for a brave ocean warrior with the likeness of Russell Crowe that takes up arms on the bow of a ship in rough seas. But we know this cannot be the case; no one person will solve the crises facing our marine environment. Really, only an organized battalion can adequately tackle these issues. If WE want to address these actions, with intentionality and consequence, WE have to start with "I:" Infrastructure.



It sounds mundane. Where are the torches and pitchforks?! Surely infrastructure won't solve our problems. Think again. How do organizations become effective? How does a group of individuals become a structured WE? It's not as glamorous as we would like to believe. Rather than time on the beach, or below surface level, it requires a lot of work behind a computer. Someone has to take the time to organize all the people that contribute to a radical difference.

This is where Sea Save Foundation comes into play. This month has been all about

Infrastructure. We have had profound successes thus far, but now it is time to organize this success in such a way that we are able to continue and expand into the future. This means spreadsheets, it means data accumulation and the automation of common processes. Now it's time to build a more efficient, honed and, of course, frugal system. This will help us successfully execute what lies ahead in 2016.

If we think of conservation as a puzzle, we start to realize that every person and every organization does their part to produce the grand picture of a protected ocean. Each piece is integral, from effective scientific research to baseline data, citizen science to beach clean-ups. But someone has to put these pieces together. Someone has to take that beautiful picture of overarching marine conservation and translate it to the world through media, petitions, legislation, and monetary support. We at Sea Save Foundation want to continue to bridge that gap, and 2016 will be even more efficient with a solid, lasting infrastructure.

And this is where you come in: throughout this building phase, we are counting on all of your individual support to create a productive WE that can effectively face the task of conserving and promoting global ocean health. Throughout this process we plan to bring you, our gracious readers, along with us, to see our challenges and achievements from the inside so you can help us to build these collective victories.

Thank you so much for your continued support into 2016 and beyond.



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