

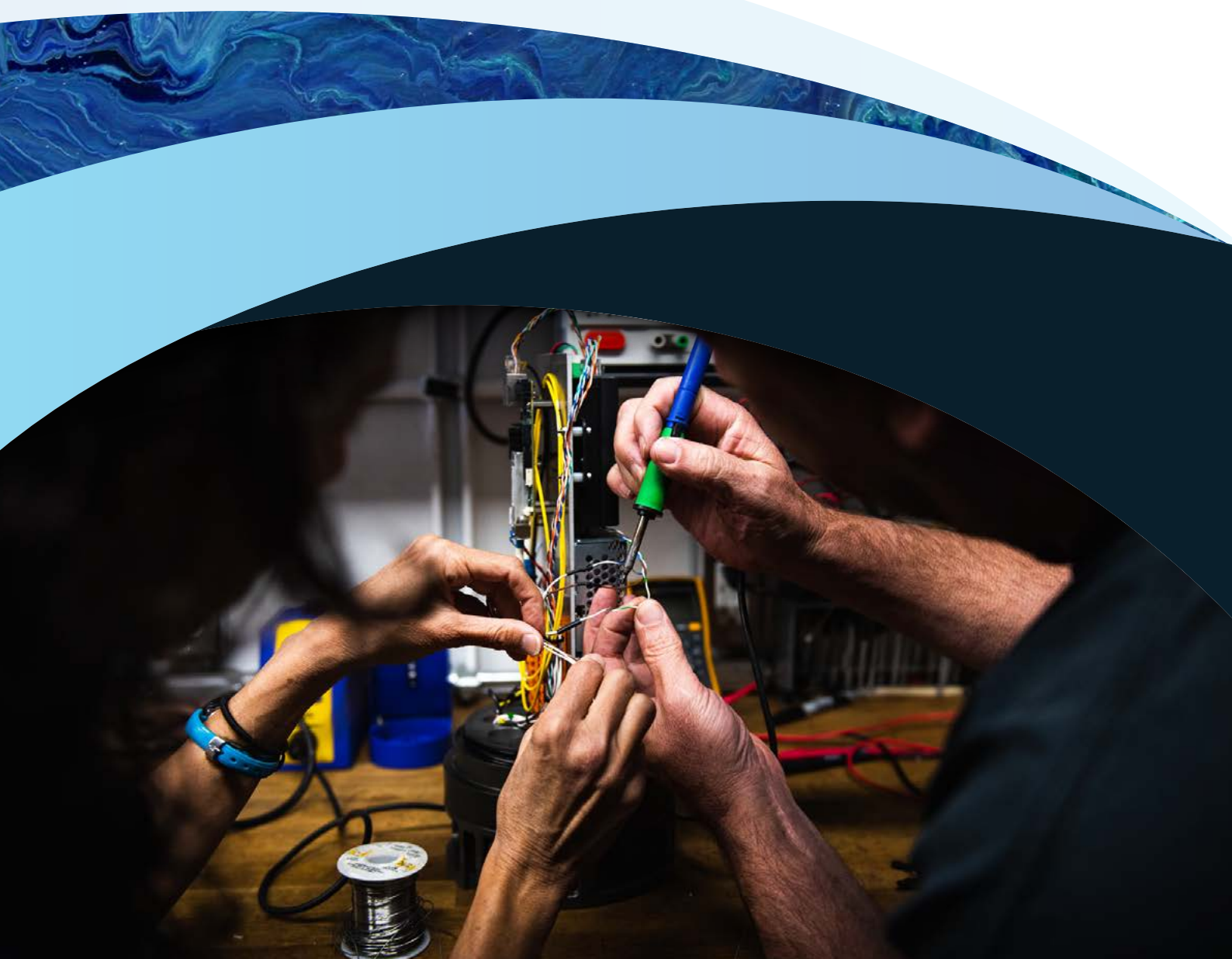


# Ocean Rising

THE QUEST TO INSPIRE THE PUBLIC



BUSINESS AND INDUSTRY



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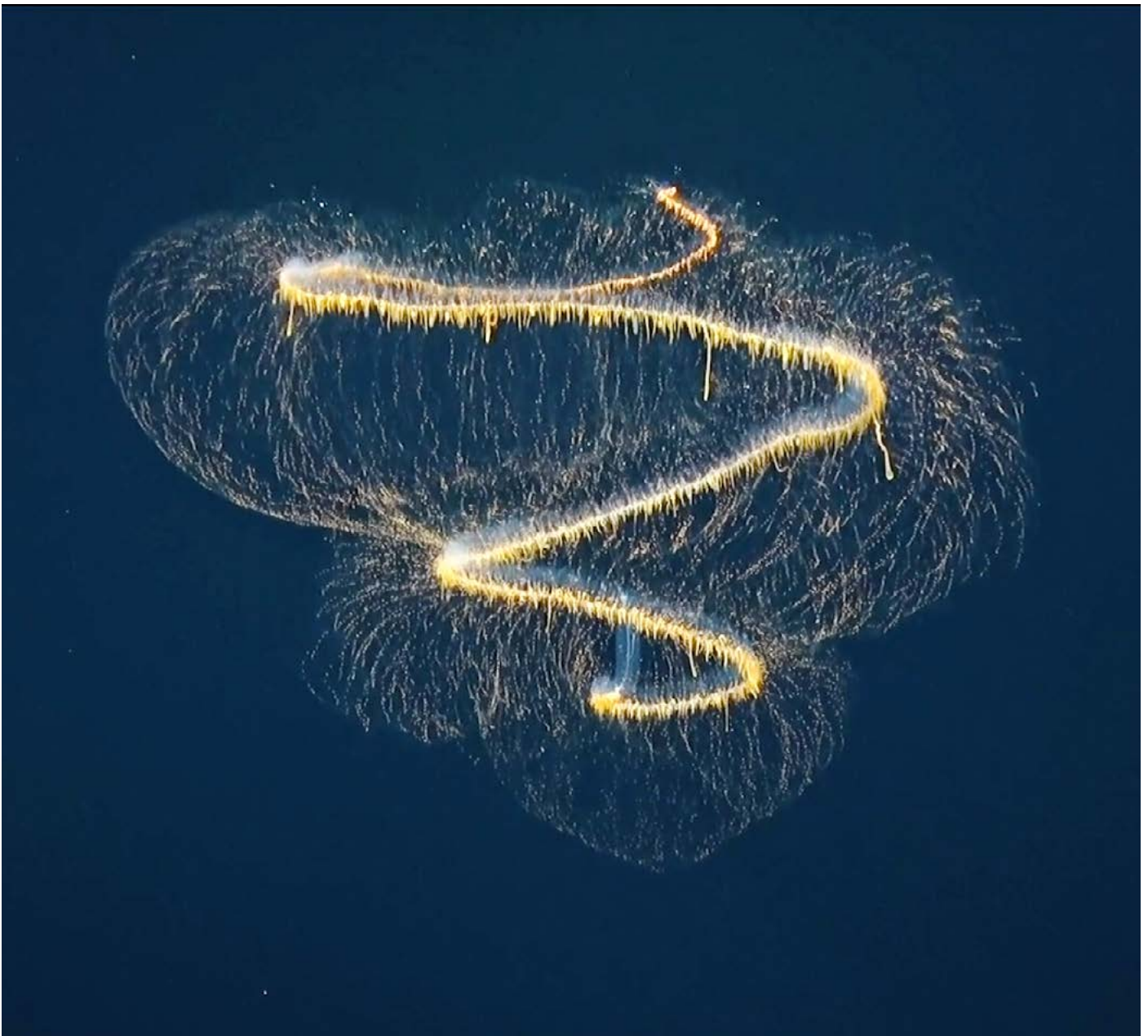
THE QUEST TO INSPIRE THE PUBLIC

## INTRODUCTION

**Our modern world came to a standstill in 2020**, with the global COVID-19 pandemic pausing the fast-paced existence many of us led and proving unequivocally that existential threats are not just the stuff of Hollywood disaster movies. What steps would humanity have taken if we had known years in advance the turmoil that 2020 would unleash? We can't change our past, but we can, with global knowledge and awareness, act to create a harmonious and healthy future.

While often not at the forefront of conversation on the global stage, our ocean is the backbone of climate and life on this planet. Every day we see signs of its impact - in our weather, in nature, along our coasts. It is used to transport goods across our globe, feed more than half the population, and keep humans breathing. The ocean is a magnificent resource that quietly gives to all, but is taken for granted and rarely recognized for the role it plays in planetary and human health. In order to change this status quo, we need to inspire the public about the ocean as they are inspired by space.

*What steps would  
humanity have taken  
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## SPACE AND OCEAN INSPIRATION

Technology makes it possible to walk the deepest depths of the ocean and see alien marine life without leaving your living room; however, there is a greater interest in searching for life on other planets. More than 21 million people watched the rover, *Perseverance* touchdown on Mars to begin its rock-collecting mission and search for signs of life, but when a marine scientist brings back volcanic rock from deep sea hydrothermal vents teeming with new life forms, the public barely blinks.

Those who explore the oceans, discovering alien life forms and strange and marvelous landscapes on a daily basis, often wonder why public interest in space exploration is so much greater than in ocean exploration. Is it simply because anyone can see the stars but not everyone lives by the coast, and those that do cannot see what hides beneath the sea surface? No - research shows there is more to this dichotomy than meets the eye.

The two communities have distinct and critical differences in how they inspire and engage a broader audience (Virmani, 2017). While space stories are generally positive, trigger the imagination, and are focused on exceptionalism, coverage of the ocean is negative and tends to be driven by pragmatism and problems. Popular culture and future technological inspirations revolve around space stories, whereas ocean tales are typically set in the past. Conversations about the ocean often have a call to action, which may alienate or even bore a segment of the population. Space conversations differ in that they encourage fun and creativity and although space is currently out of reach for most people, space narratives are mission-based and more easily understandable. Ocean narratives are often idea-based and therefore harder for people to grasp, perversely, making the ocean more inaccessible.



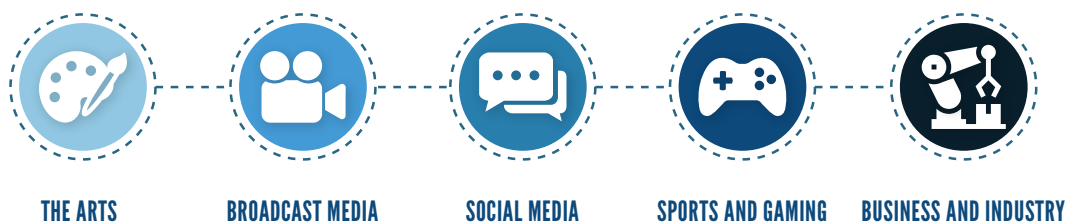
## THE CHANGING TIDE

Presently, with the world's attention focused on human health and the economy, the ocean has fallen further down the news agenda. The good news is the growing interest in all forms of science, and a hunger to reconnect with our natural world with positive stories that lead people to explore all frontiers and achieve positive climate action. We have an opportunity to reframe the ocean as exciting, interesting, and spectacular.

As we aim to build back better in a post-COVID world, how do we get the populace to consider the ocean and its impact on our livelihoods, and inspire the public in substantive and meaningful ways? Ocean science is now available for public engagement, bringing in data visualization, technology, and the arts. The tools are in place for experts from all walks of life to convey the story

of the ocean, weaving key messages in unexpected and new ways into our everyday culture. We must expand the reach beyond those connected to the ocean through geography, sport, or career to connect our cultures more deeply to the ocean.

Creating various engagement points and tactics will help to reach diverse and inclusive audiences as every community is different and should be considered. In light of this, we argue that the key to transformation is targeting established industries outside of the community by providing successful examples, identifying what is missing, and making suggestions for a way forward. This paper will take prior recommendations on how to inspire the public and put them into an actionable framework, at first engaging five different industries:



Each sector plays a critical role in defining our diverse cultures and shaping human behaviour. We encourage readers to explore each section individually or read in its entirety, and to share widely with those who have not yet engaged with

the ocean. Our hope is that we can familiarize the public with the ocean – not just making them aware of its plight but engaging them with innovative and inspiring solutions.





# Business & Industry

**The ocean and the issues surrounding it do not just belong to those who are directly connected.** The blue economy is more than wind farming, fishing, and tourism; it reaches far beyond, to big corporations, the fashion, entertainment, and food industries. Global Web Index research has shown that conscious consumerism is now mainstream with almost 60% of consumers stating they would pay more for sustainable and eco-friendly products.

Many companies are shifting their business models to reduce waste, support ocean conservation programs, and educate consumers; but what else can we do to assist them so we can collectively see the impact of scale.









## WHAT ARE GREAT EXAMPLES?

### GREENING FASHION

The fashion industry generates more than \$2.5 trillion USD in global annual revenue and employs more than 300 million people (One Ocean, 2020). High fashion's trickle down to the mainstream makes it a great platform of influence for trend setting and bringing interest in the ocean. For example, the seapunk subculture entered the fashion and music industry in 2011, bringing mermaid fashion, blue hair, and dolphin icons into the mainstream.

Other examples seen are the adoption of seaweed into fashion as exemplified by Phillip Lim's 2020 carbon-neutral [seaweed sequence dress](#), Iris van Herpen's Sensory Seas collection that draws inspiration from marine ecology, and Bloom Foam's Ultra III Bloom [algae shoe](#). Fashion can forward activism, such as with the recycled bead bracelets from [4Ocean](#), and [Project Zero's](#) ocean-themed artwork to raise awareness about the ocean. The ocean even got noticed when [Pantone](#) made coral the color of the year in 2019.

Technology has allowed for new circular production lines and alternative materials such as [Sorona](#) – a plant-based fiber that lacks chemical processing, lessening impact to the ocean. Several large companies in the fashion world have led by example, and momentum is growing with pressure from consumers. Examples include [Patagonia](#) making hat brims from old fishing nets; [ASOS](#) training all of its designers to create a fully circular collection eliminating waste and increasing durability; [Nike](#) working with suppliers to measure microfibers in wastewater and explore mitigation options; and [H & M](#) creating a sustainability line ensuring that 50 percent of each piece is made from sustainable materials.

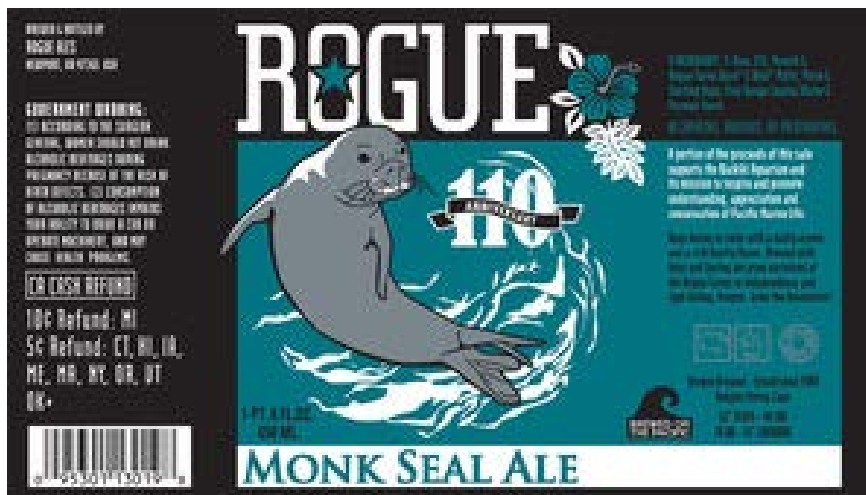


*Patagonia hats*

## PROMISING PACKAGING AND ETHICAL BREWS

Numerous innovative products and packaging methods are eliminating waste and trying to reduce plastics in the ocean. [Bureo](#) has been one of the leaders in this movement creating new skateboards, sunglasses, hats for Patagonia, threads, and other goods from recycled pellets. [Packaging 2.0](#) is another organization that produces responsible packaging for the ocean by selling and marketing plastic wrapping and containers made from post-consumer recycled materials. In 2014, Packaging 2.0 sold more than 15 million packages made from over 1.5 million pounds of recycled plastic resin.

[Saltwater Brewery's](#) biodegradable 6-pack holder is another example of this trend, with compostable packaging and highlighting of sea life on their beer labels. Many craft breweries have joined the ocean trend, including Rouge, by highlighting endangered species on beers such as the [Monk Seal Ale](#) (which has since been discontinued). The [North Coast Brewing Company](#) aims to create sustainable beers, and produces an "ocean-friendly IPA" where the company donates a portion of proceeds to the Marine Mammal Fund.



[untappd.com/b/rogue-ales-monk-seal-ale/626317/photos](http://untappd.com/b/rogue-ales-monk-seal-ale/626317/photos)



## ETHICAL EATING

Concern for the ocean is making its way into many restaurants, becoming a topic for engagement at high-end, trendy restaurants. One example is [UNDER](#), a partially-submerged restaurant in Norway that doubles as an underwater research lab. The goal of the restaurant is to bring awareness and curiosity about the ocean and marine science. Another example is Miya's Sushi in the United States, which only serves invasive species and is the world's first sustainable sushi restaurant. "It's about living and doing business in a way that's regenerative and restorative rather than disruptive to the environment," says Chef Bun Lai who owns the restaurant. "We know that shifting the human appetite towards invasive species is a tool that works in helping to control them because the human appetite over millennia has literally wiped out countless species."

Other trendy restaurants with ocean themes could adapt this idea, using their popularity as a platform for connection. [Sexy Fish](#) is a perfect example of a restaurant with a private "coral reef" room that contains some of the world's largest coral aquariums, but lacks any education with the connections it provides.

The grocery store is another area for ocean knowledge. [Monterey Bay Seafood Watch](#) is one program that has created more consumer awareness among restaurant and grocery store patrons. In 2011, [Whole Foods](#) was the first U.S. retailer to sell private label sustainable canned tuna, and in 2017, became the first to commit to selling only sustainable canned tuna across its entire private label and national brands.

The restaurant industry produces a large amount of waste, and consumers are increasingly patronizing eateries that are making efforts to reduce their waste. The Surfrider Foundation's [ocean-friendly restaurant](#) program now has 672 restaurants in the U.S., offering a framework for ocean-sustainable choices. Sustainable restaurants are becoming more accepted as they become common-place and as awareness towards global climate change grows.

***"Shifting the human appetite towards invasive species is a tool that works in helping to control them because the human appetite over millennia has literally wiped out countless species."***

## WHAT ARE MISSED OPPORTUNITIES?

**The issues are complex and multifaceted.** Besides fashion's relevance in the global economy, the industry plays a fundamental role in social and cultural life. Many people wear NASA t-shirts bought in a broad range of places from high-street shops to Target. What is the ocean equivalent and how do we make "wearing" the ocean cool?

Fashion has demonstrated great activism, as illustrated by the anti-fur campaigns sparked by PETA. Unfortunately, a lot of the faux animal products in fashion are plastic-based. The popularity of vegan-friendly leather has taken off, so why not create ocean-friendly clothing or beauty products? Is the reduced use of plastic and ultimate elimination of it something that a marketing campaign can achieve? The fashion sector is one of the world's biggest manufacturing industries, and, at the same time, it is considered one of the most polluting industries in the world because of the greenhouse gases and chemical waste that is produced through its production (One Ocean, 2020; [Sustain Your Style](#)).

Greater sustainability needs to expand beyond the fashion industry, with re-evaluation of supply chains and packaging in all consumer products. If a giant food retailer agrees to use sustainable packaging it would have a huge impact. Plastic bag consumption dropped dramatically and is now frowned upon thanks to government backed campaigns - can we do the same for unnecessary packaging? Similarly, if the world's largest food suppliers only stocked Monterey Bay approved fish, then that would become the norm and people would be far more aware of the issues and impacts of industrial fishing. We need to bring the big players alongside rather than relying on smaller, more expensive food suppliers to do the right thing.



*Sustainable fashion*

## WHAT IS THE WAY FORWARD?

**Restaurants, packaging, and fashion are just three industries that are starting to consider their impact** and create initial solutions to some of the most prominent waste issues, with the ocean in

mind. How can we encourage more not just from these areas of business, but all forms of commerce? How can businesses inspire the public?

# Next Steps

**The above-mentioned examples are just a few of the efforts that connect the public to the ocean.** We need to engage with the cross-section of the public that is not connected to the ocean in any way, and explore those sectors of our popular culture that have a global reach. How do we make knowing our ocean a celebrated experience? Businesses, artists, sports people – all can help to inspire the public about the ocean, engage new audiences, and bring the ocean to topics of dinner table conversation.





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**Hardy, A.** (2020). [This Phillip Lim Sequin Dress Is Made Out of Seaweed.](#)

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**4 Ocean** - <https://www.4ocean.com/>

**Project Zero** - <https://www.weareprojectzero.org/>

**Pantone** - <https://www.pantone.com/articles/color-of-the-year/color-of-the-year-2019>

**Sorona** - <https://sorona.com/>

**Patagonia** - <https://www.patagonia.com/>

**ASOS** - [https://www.asos.com/us/women/fashion-feed/2020\\_09\\_28-mon/the-asos-design-circular-collection-is-here/](https://www.asos.com/us/women/fashion-feed/2020_09_28-mon/the-asos-design-circular-collection-is-here/)

**Nike Microfibers** - <https://purpose.nike.com/microfibers>

**H & M** - [https://www2.hm.com/en\\_us/women/concepts/conscious-sustainable-style.html](https://www2.hm.com/en_us/women/concepts/conscious-sustainable-style.html)

### PROMISING PACKAGING

**Bureo** - <https://bureo.co/>

**Packaging 2.0** - <https://www.starkgroup.com/project/packaging-2-0/>

**SaltWater Brewery** - <https://saltwaterbrewery.com/>

**Rouge** - <https://untappd.com/b/rogue-ales-monk-seal-ale/626317>

**North Coast Brewing** - <https://northcoastbrewing.com/sustainability/>

### ETHICAL EATING

**Under** - <https://www.weforum.org/agenda/2019/05/this-underwater-restaurant-teaches-you-about-the-ocean-while-you-eat/>.

**Sexy Fish** - [https://sexyfish.com/?utm\\_source=GMB&utm\\_medium=business-listing&utm\\_campaign=homepage-link](https://sexyfish.com/?utm_source=GMB&utm_medium=business-listing&utm_campaign=homepage-link).

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