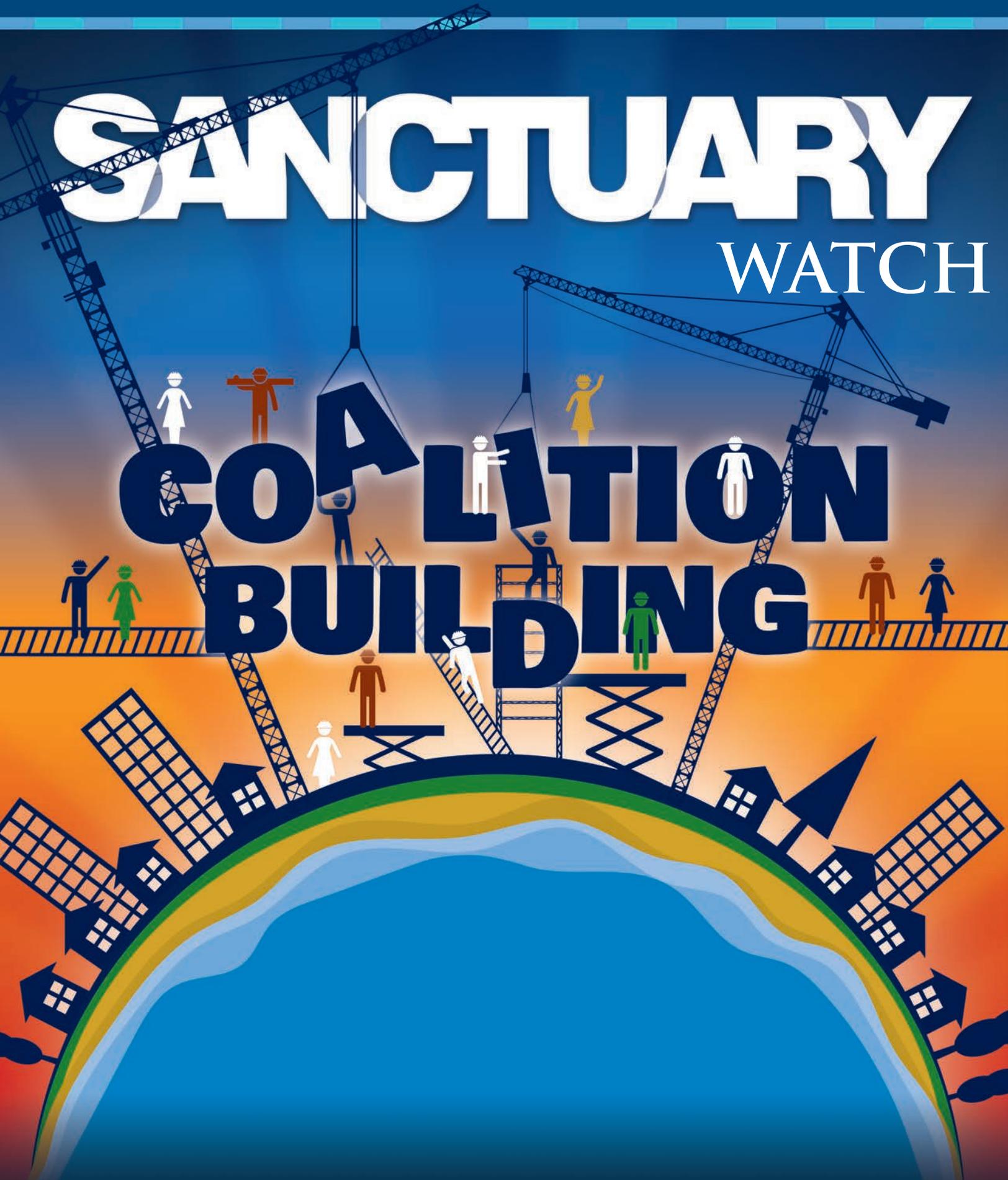


SUMMER 2015

SANCTUARY WATCH

COALITION BUILDING



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BUSINESS IN AMERICA O C C U R S T H R O U G H COALITIONS:



RIISING TO THE CHALLENGE

By Daniel J. Basta



We are living in an age of extraordinary evolution on not only how we communicate, but more importantly how we are each empowered with a responsibility for involvement in our communities and our nation. Whether it's engagement in social or political causes, or participation in public policy, expectations of our role as citizens have changed and continue to evolve. More than ever, coalitions are the forces that drive public opinion and community action.

In dealing with the challenges of natural resource management and sustainability, "top down" management may no longer serve the purposes of local resource managers or community members. Dealing with this reality has been part of the national marine sanctuary experience for many years. From the involvement of more than 400 citizens in our Sanctuary Advisory Councils, our new Business Advisory Council, and our extensive public participatory process of management planning and regulations, public involvement is simply how we "do business."

Coalition building is an inherited American trait. Coalitions of concerned leaders created the great environmental laws to protect the air and water quality we enjoy today. It is the uniting of citizens and communities that allows great ideas to become real.

This issue of "Sanctuary Watch" illustrates the importance of coalition building in decision making today. As we continue the process to consider nominations for new sanctuaries, we are engaging large coalitions of communities and partners. It is the "sum of the parts" of their labor that illustrates the power and impact of the coalition principal. It has been said that "sanctuaries are what you make them." Coalitions of citizens make sanctuaries vital to community strength, and ensure that sanctuaries provide citizens with what they need.

WWW.NOMINATE.NOAA.GOV

In 2013, trade and professional associations generated
\$142 BILLION IN REVENUE

Membership associations
hold an estimated
\$306B
IN ASSETS

VOLUNTEERS

Nearly **63** million people
volunteered in the United
States through a membership
organization in 2013. The
value of this service is about
\$174 billion

1,052,495
CHARITABLE & PHILANTHROPIC
organizations were recognized by the IRS in 2013

MORE THAN
1.3M
EMPLOYED IN 2013
by membership
ORGANIZATIONS

66,985
TRADE & PROFESSIONAL
ASSOCIATIONS
WERE RECOGNIZED
BY THE IRS IN 2013

OUR

EVOLVING CULTURE

MANAGING AMERICA'S UNDERWATER RESOURCES HAS NEVER BEEN A SIMPLE TASK

Ever since our nation first dipped its toe into the murky waters of ocean governance, there have been a myriad of challenges and disputes, arguments and agreements over what, how and why we should or shouldn't regulate areas of our ocean and Great Lakes.

For more than 40 years, NOAA's Office of National Marine Sanctuaries has been fighting to ensure a healthy future for some of America's most precious underwater places. Sometimes that fight has been a lonely and difficult one, but over the past four decades it has become abundantly clear that marine conservation cannot and should not happen in a vacuum.

COALITIONS ARE THE KEY

A national marine sanctuary—or any marine protected area, for that matter—works best when a coalition of support forms around it. A coalition of community members, of business owners, of educators and government officials: all the people who value a piece of our ocean or Great Lakes and understand that protecting it and using its resources responsibly is in everyone's best interest.

These coalitions don't form on their own, however; they take tremendous energy, resources and time to build and sustain. This isn't an exact science—it's inherently messy, and can vary dramatically for each community and each protected place. But for all their challenges, the benefits of having a network of motivated and dedicated supporters deeply invested in the stewardship of a sanctuary make the process worthwhile, and even essential.

AN EVOLVING APPROACH

Preaching to the choir does little to influence change. That's why today, building coalitions is recognized as central to how national marine sanctuaries do business. Coalitions must include unlikely characters and draw people out of their comfort zones. This new approach to coalition formation is innovation in the making. To do this, we know we have to connect people with what they already understand and value—connections made easy at our sites in tangible ways.

We're developing these connections every year and establishing new coalitions on account. Connect the creativity and ingenuity of app developers with conservation-minded folks and you get "WhaleAlert" and "WhaleSpotter," apps developed through coalitions of organizations to protect whales. And what do you get when you connect scientists and camera crews to sanctuaries? High-resolution, 360-degree panoramic images of coral reefs in the Florida Keys, thanks to a coalition with Catlin Seaview to create a baseline record of our coral reefs.

Our up and coming Centers of Excellence represent a convergence of coalitions. These centers will be focused networks of commitment and expertise. From marine mammal acoustic and conservation research to unmanned technologies, four evolving



FIU Aquarius Reefbase, FKNMS
Photo: Catlin Seaview Survey / Underwater Earth

OF COALITION BUILDING

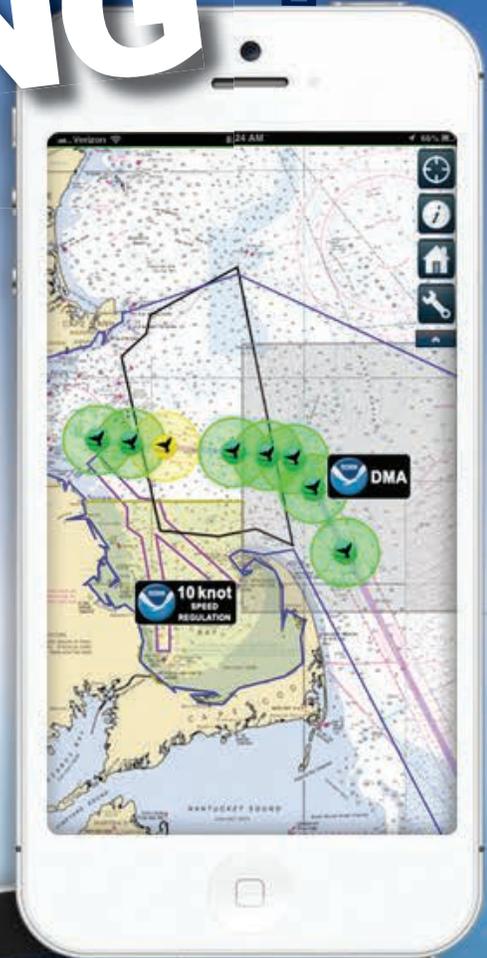
hubs of information, technology and education will soon be poised at the forefront of their field, meccas of aggressive innovation.

Perhaps most notably, we have created the Sanctuary System Business Advisory Council (BAC), our first program-focused advisory council that provides advice and recommendations about the relationship of ONMS to the business community. This advisory council includes 15 members that represent travel and tourism, recreation, fishing, transportation, energy, communications and marketing, corporate foundations and other businesses that derive profit from marine resources or have an interest in marine, natural and cultural resources. Council seats are currently filled by a powerhouse of organizations including: TripAdvisor, Royal Caribbean International, Starwood Hotels and Resorts Worldwide Inc., Johnson Outdoors Inc., Guy Harvey Ocean Foundation, Cheney Energy Partners LLC, Subaru of America, National Geographic Society, Rockefeller Foundation, Coca-Cola Company, Walt Disney Parks and Resorts U.S., and JetBlue Airways.

SANCTUARIES ARE WHAT YOU MAKE THEM

Coalition building is, of course, a work in progress—always fluid, always flexible and ever changing. The culture of the National Marine Sanctuary System has evolved continuously over its four decades. Through those years of successes, failures and learning experiences we have gained a greater appreciation of how we can and should lend our support to coalitions.

It has never been more critical that humanity work together to create positive change for our ocean and Great Lakes—real, lasting change, not minor successes and empty victories. Good intentions and isolated actions are not enough. Only through a united front—a robust coalition—can we accomplish what needs to be done for the future of our ocean and our entire blue planet. 🌊





FORTY YEARS OF COLLABORATION:

THE NOAA-NAVY PARTNERSHIP IN SANCTUARIES

In 2004, ONMS teamed-up with the Office of Naval Research to hunt for the USS *Alligator*.



Excavation team cheers as the *Monitor* turret is pulled from depth.

YP679 (left): NOAA; Celebration(right): Steve Eanley / The Virginian-Pilot

One of the Office of National Marine Sanctuaries' (ONMS) earliest partners in coalition building was the U.S. Navy. Since the 1974 R/V *Alcoa Seaprobe* expedition that mapped and confirmed the identity of the USS *Monitor*, the U.S. Navy has actively participated in *Monitor* research and the recovery of artifacts, providing significant resources including personnel, equipment and technical expertise.

In 1975, *Monitor* National Marine Sanctuary, the first in the system, was designated to honor and protect the Union Navy ironclad that sank off Cape Hatteras, North Carolina in 1862 with 16 American sailors on board. Perhaps it was a fortuitous designation.

More than forty years later, seven of the fourteen national marine sanctuaries include Navy personnel on their sanctuary advisory councils.

The partnership between NOAA and the Navy is not, however, limited to meeting rooms. It also happens out on the water. Given the Navy's connections to a wide variety of coalitions, with interests in everything from research to defense, its partnership with ONMS helps sanctuaries develop coalitions of higher purpose. Partnering with the Navy now presents ONMS with a unique capability for increasing opportunities.

At the Center of Excellence for Unmanned Technologies located at Channel Islands National Marine Sanctuary, NOAA staff, like Matt Pickett, aviation operations coordinator, often work alongside peers from the Navy.

The Navy has also stepped up to support NOAA's conservation mission in national marine sanctuaries. In the Hawaiian Islands, for example, the Navy designated a 3.1 mile (5 km) "Humpback Whale Cautionary Area" in 2009.

In 2015, a new working group between ONMS and the Navy's Energy and Environmental Readiness Division (N45) is proving that this partnership is stronger than ever. The ONMS-N45 working group will seek out new opportunities for collaboration, from data-sharing to emergency preparedness exercises. These collaborations couldn't be more timely.

NOAA and the Navy are among the most important institutions in the U.S. today that are addressing the crises faced in and on the ocean, and ONMS is proud to take part.

Council membership is a key component of the Atlantic Fleet enhanced outreach efforts, and provides an on-going means to build relationships, understanding and trust among key stakeholders, including NOAA, states, non-governmental organizations and the public.

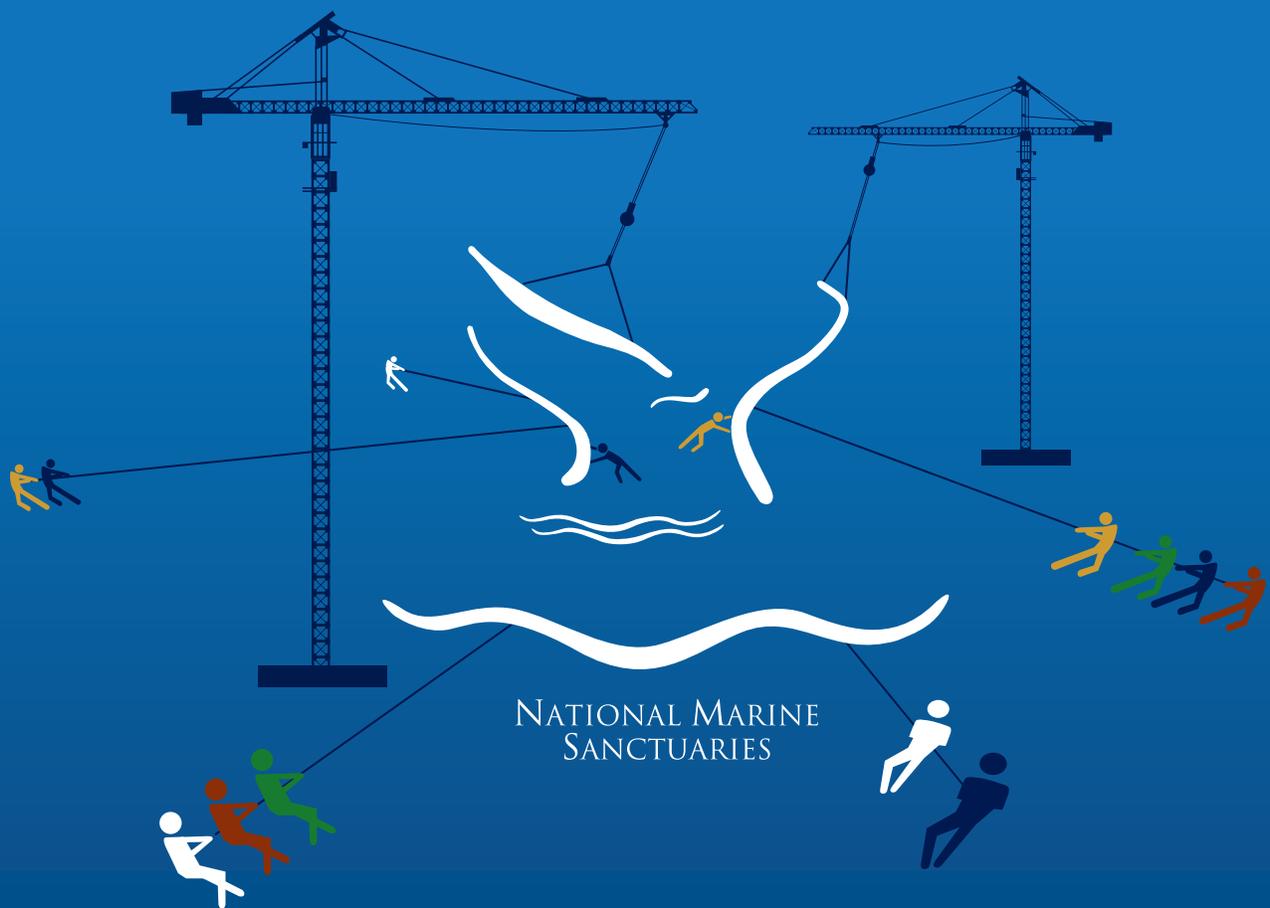
*Jene Nissen
U.S. Fleet Forces, Norfolk, VA*

This type of ongoing sharing of information and perspectives benefits the Navy, the National Ocean Service and ultimately, our nation.

*John Ugoretz, Sustainability Office
Naval Air Systems Command, Point Mugu Sea Range*

COALITIONS THAT INSPIRED

E X P A N S I O N



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Thunder Bay



PAGE 6

Gulf of the Farallones
& Cordell Bank



PAGE 7

Hawaiian Islands
Humpback Whale



PAGE 8

American Samoa



A TENFOLD EXPANSION IN SIZE



The motorship Nordmeer lies 40 feet beneath the surface in Thunder Bay National Marine Sanctuary.

Photo: Tane Casserley

FROM OPPOSITION TO EXPANSION

Thunder Bay National Marine Sanctuary (TBNMS) is a classic tale of how community-based coalitions can make a big difference. When the sanctuary designation process began in 1991, the opposition was strong and seemingly unyielding. By the time TBNMS was designated in 2000, controversy surrounding the sanctuary still existed. Nonetheless, a pre-designation advisory council, established in 1997, garnered what would become growing support for the sanctuary through a coalition of local stakeholders. Now, 14 years later, that community has created the branding “Sanctuary of the Great Lakes” in Alpena, Michi-

gan and led the effort to expand TBNMS in Lake Huron from 448 square miles to 4,300 square miles, or to almost 9.5 times its size.

In 2009, Thunder Bay National Marine Sanctuary released a management plan, recommended by the sanctuary’s advisory council, that contained a strategy for sanctuary expansion. ONMS later initiated a public process to evaluate the sanctuary’s current boundaries and assess the proposed expansion. After a review and widespread support from local and regional stakeholders and elected officials, the new size and dimensions of the sanctuary were approved. Notably, the expansion was championed by former U.S. Senator Carl Levin and backed by U.S. Senator Debbie Stabenow, both from Michigan. Each Senator cited the scientific, cultural and economic benefits of the new boundaries for Alpena and Northwest Michigan.

Today, the expanded sanctuary protects 92 known historic shipwrecks. Through diving or sonar imagery, sanctuary archaeologists and a wide range of research partners have conducted basic assessments at more than 70 of these sites. In addition, historical research indicates that dozens of shipwrecks have yet to be discovered within the new boundaries. Sanctuary management of the enlarged area will build on current efforts, including the continued protection and assessment of its maritime heritage resources.

REGIONAL ROLE MODEL

Thunder Bay National Marine Sanctuary is not only a source of pride for Michigan, but

it is also admired by surrounding Great Lakes states. In making its transition from opposition to expansion, the sanctuary set a successful precedent for the future of our current and potential sanctuaries. Moreover, Alpena has prompted a desire in other communities to have a sanctuary of their own. These communities have begun to consider nominating sanctuaries in their own waters—a testament to the sanctuary’s conservation value, economic impact and national reputation.

RECIPE FOR SUCCESS

Without the victories of Michigan’s community coalitions, Americans would not have an expanded TBNMS, a sanctuary hallmark. As new communities consider nominating their own sanctuaries, they can reflect on how the shining achievements at Thunder Bay demonstrate the power and utility of coalitions. 🌊

EXAMPLES OF THESE SUCCESS INCLUDE, BUT ARE NOT LIMITED TO:

- Establishing the Great Lakes Maritime Heritage Center that now attracts 100,000 visitors a year;
- Attracting new businesses, such as a glass bottom boat, that draw many tourists to the area;
- Designing and constructing Great Lakes Maritime Trail;
- Hosting the annual July 4th Maritime Fest;
- Bringing a hyperbaric chamber to Alpena in partnership with Alpena Regional Medical Center; and
- Hosting the annual Great Lakes remotely-operated vehicle (ROV) competition



PRIDE OF THE PEOPLE

THE PUBLIC AND PUBLIC FIGURES MOBILIZE

In California, when an increasingly obstinate Congress demonstrated that the legislative process would be an inaccessible avenue for change, determined individuals and community members mobilized. Thanks to their resolve, and a collaboration with engaged political leaders, an amazing marine ecosystem is now safeguarded for present and future generations.

The idea of expansion arose from public requests and petitions in 2001. During public scoping for the management plan reviews of Gulf of the Farallones and Cordell Bank national marine sanctuaries, the public again requested that the sanctuaries expand. In the 2008 publication of the management plans, Gulf of the Farallones and Cordell Bank national marine sanctuaries committed to exploring boundary expansion.

In the meantime, from 2004-2011, Congresswoman Lynn Woolsey and Senator Barbara Boxer responded to public sentiment, proposing legislation to broaden the reach of the sanctuaries by including the source of productive upwelling waters. The legislation never passed the House and Senate in the same year. Just prior to leaving office, Congresswoman Lynn Woolsey and members of the California Congressional Delegation requested that NOAA administratively expand the sanctuaries. In response to requests from the public, Congress and the 2012 management plans, Gulf of the Farallones and Cordell Bank sanctuaries began the administrative procedures to propose sanctuary expansion, as prescribed in the National Marine Sanctuaries Act and the National Environmental Policy Act.



Scenes along the California coast where newly expanded sanctuary waters now connect with land.

Photos: Matt McIntosh

COMMUNITIES GUIDE EXPANSION

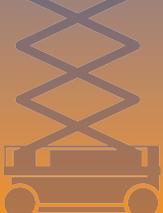
Over the course of two years, the sanctuaries hosted public scoping meetings and public hearings to determine the appropriate boundaries and regulations for the proposed expansion. Every meeting and hearing was at capacity; rooms were filled with community members supporting sanctuary expansion, a process that their comments would help guide.

New regulations will now expand the boundaries of the two sanctuaries to incorporate an area more than twice their original size. Gulf of the Farallones National Marine Sanctuary will increase from 1,282 square miles to 3,295 square miles, expanding north and east from Sonoma County's Bodega Bay to north of Point Arena in Mendocino County. Its neighboring sanctuary, Cordell Bank, will see its borders expand from 529 square miles to 1,286,

reaching further into the off-shore waters of Marin County to include Bodega Canyon.

RESOLVE GETS RESULTS

The expansion will increase protection of the marine wildlife and coastal habitats that lie within the 2,770 square miles of newly incorporated waters. Within these waters, Point Arena, the origin of one of the most productive upwelling zones in North America, feeds sanctuary waters downstream. The nutrient-rich waters make this area a hot spot of marine productivity and abundance in the Pacific marine ecosystem. From the endangered blue whale to white sharks, salmon and seabirds, many of our ocean's most iconic animals depend on this area for breeding and feeding.



COALITION OF COALITIONS

MANY DESIRES, ONE RALLYING CRY

In Hawai‘i, with its unique island geography, the community needs that vary from island to island can result in numerous and distinct coalitions. In the case of Hawaiian Islands Humpback Whale National Marine Sanctuary (HIHWNMS) however, it was a single, united coalition, composed of these otherwise disparate coalitions, that fueled a transition for the sanctuary.

In 2010, HIHWNMS began a process to review management goals and priorities. The process provided an opportunity to consider a broader context for marine resource management needs in Hawai‘i. Through extensive public forums and stakeholder meetings across the state, priority issues were identified that could benefit from additional sanctuary management attention.

Stakeholders from around the Hawaiian Islands, representing different interest groups, communicated a variety of desires. Yet, in the end, the strategy to achieve their goals was the same. Specifically, proposals were submitted requesting that the sanctuary address man-made threats to the marine environment, including offshore development and climate change. There was also an expressed need to provide additional protections for marine species and habitats, as well as to further integrate maritime heritage and Native Hawaiian culture into sanctuary management and planning.

In essence, what formed was a coalition of coalitions that coalesced because of a common theme, or thread: concern for the Hawaiian archipelago’s marine environment. Here, the Hawaiian environment became a rallying cry.

A NEW ECOSYSTEM REGIME

In response, sanctuary managers proposed a transition from the current, single-species management of humpback whales to ecosystem-based management. This approach would al-

low the sanctuary to provide comprehensive protections from threats within its boundaries. Since humpback whales and their habitat are an essential component of the marine ecosystem, the sanctuary will continue to support its current programs. However, the new ecosystem regime will provide opportunities for the sanctuary to also engage in research, resource protection, community engagement and education related to other environmental issues.

E MĀLAMA I KE KAI

Native Hawaiians have historically used an ecosystem-based management approach to conserve both land and aquatic resources. Traditionally, biological and cultural resources were seen as interrelated, and therefore all biological resources are considered culturally significant. In fact, Hawaiian tradition assigns people the role as stewards of the natural environment, a relationship made evident in the Hawaiian language: “E Mālama I Ke Kai” (“to care for the ocean”), “Mālama ‘Āina” (“to care for the land”), and “Aloha ‘Āina” (“love of the land”). When the sanctuary releases its Draft Environmental Impact Statement and Draft Management Plan in early 2015, it seeks to better align sanctuary management with the challenges the ocean faces and to better fulfill its stewardship duties to the resources in its care.

Community members take part in a ceremony for a Hawaiian fish pond.

Photo: Ed Lyman



Coral reefs teem with life and unrivaled diversity in Papahānaumokuākea Marine National Monument.

Photo: James Watt

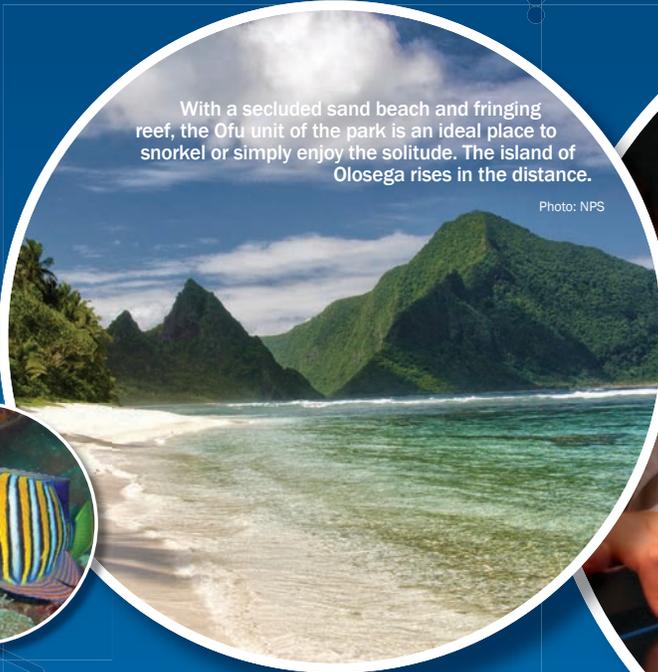




WHERE CULTURE BREEDS COALITION

With a secluded sand beach and fringing reef, the Ofu unit of the park is an ideal place to snorkel or simply enjoy the solitude. The island of Olosega rises in the distance.

Photo: NPS



Below: Angelfishes, *Pygoplites diacanthus*.

Photo: NPS



Interpretation and Education Office
National Park of American Samoa.

Photo: NPS



COALITIONS KNOW ALL CULTURES

Fa'a-Samoa is the traditional Samoan lifestyle, or way of life. Dating back more than 3,000 years, it is the foundation of Polynesia's oldest culture. It places great importance on the dignity and achievements of the group rather than on individual achievements. Building a successful coalition within this cultural context was a symbolic success for Polynesia and the South Pacific, a testimony to the fact that while coalitions have to be built within existing cultures, all cultures can form coalitions.

FROM SMALL BEGINNINGS

The National Marine Sanctuary of American Samoa was established in 2012. For-

merly Fagatele Bay National Marine Sanctuary, it was the smallest in the National Marine Sanctuary System at 0.25 square miles. Today, the sanctuary has grown to encompass five additional community-based marine village areas throughout American Samoa. With a combined coverage of 13,581 square miles, the National Marine Sanctuary of American Samoa is now the largest sanctuary of the 13 sites in the system. Just how did this small sanctuary transition? Through the building and acting of multiple coalitions of course!

TRUST IS KEY

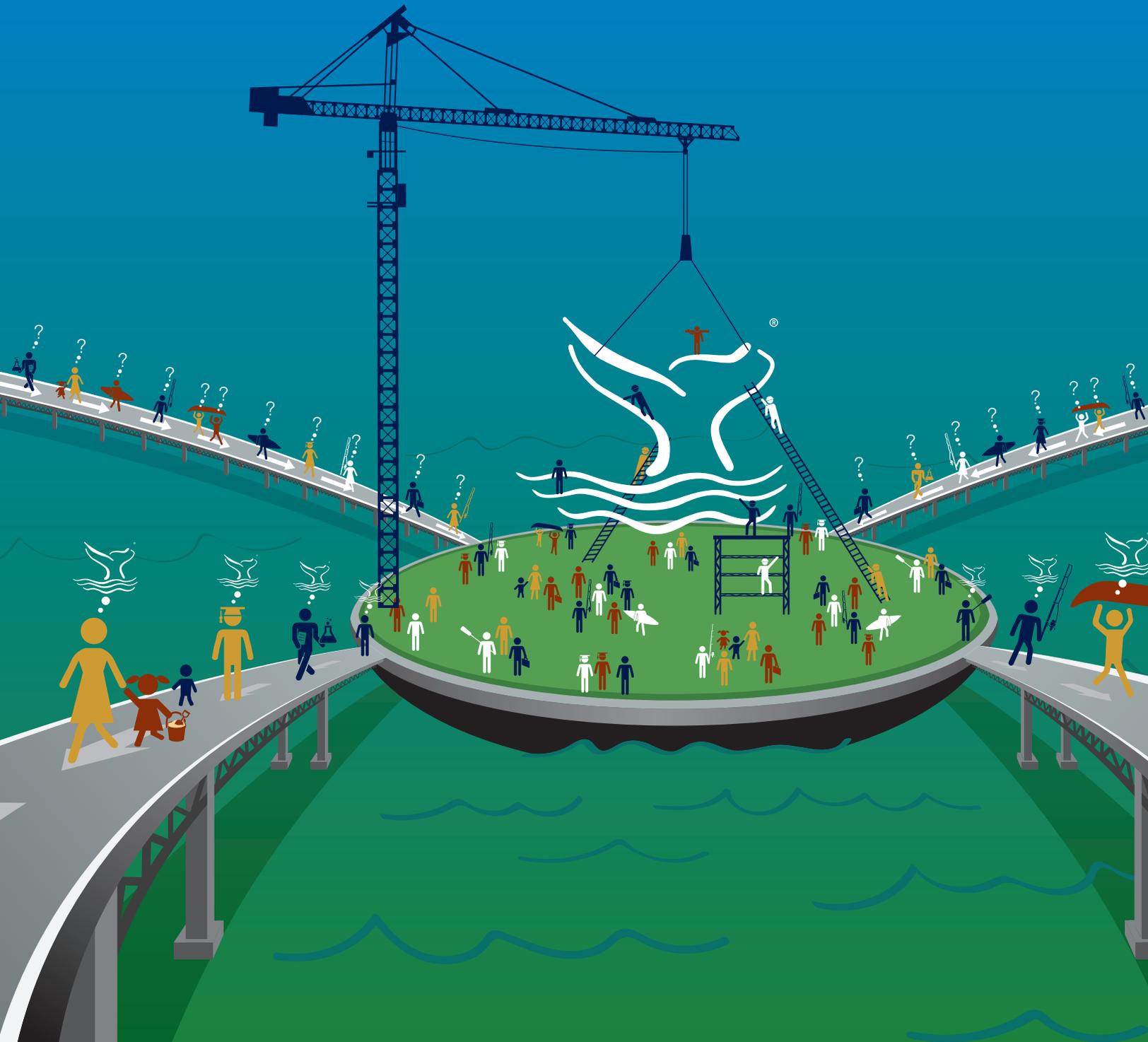
Successful coalitions take time and patience. In the case of American Samoa, it took five years and many meetings to bring a lot of groups together. First, the Sanctuary Advisory

Council participated in public scoping meetings, as well as site evaluation and outreach activities. Second, in order to understand and respect the unique cultural context of Samoan traditions and practices, the American Samoa Department of Commerce and Office of Samoan Affairs advised on relevant village protocols. Additionally, village councils engaged in all management planning and decision-making for their adjacent marine areas while community leaders were encouraged to visit other sanctuaries and connect with visiting sanctuary leadership. Throughout the process, trust was a prerequisite for successful coalition formation; without trust, the process in American Samoa would not have been effective. 



DIVERSE COMMUNITIES EMPOWER SUCCESSFUL COALITIONS

To build the strongest coalitions, a wide audience must be reached. In this article, we hear from DeWitt John, Thomas F. Shannon Distinguished Lecturer in Environmental Studies (Emeritus) at Bowdoin College, and David Helvarg, Executive Director of the Blue Frontier Campaign, on the ingredients and conditions for prime coalition building and the necessary steps to make it happen.



SANCTUARY COALITIONS ADD UP

SERVING
50,000,000
local customers



\$8 BILLION GENERATING
into the U.S. economy

We are a coalition of marine protected areas, joining more than **10,000** MPAs in more than **190** countries and covering **millions of square miles**



We are a coalition of communicators, educators, researchers and other professionals: reaching more than



6.4
MILLION
teachers and students



Conducting research and science collaborations

WITH MORE THAN
200
ORGANIZATIONS

HOSTING
42 million visitors annually through more than

400
local partnerships



Illustration & Infographic: Matt McIntosh





COALITIONS: MORE IMPORTANT THAN EVER! — by DeWitt John

WHAT IS A COALITION?

No one gets their way all the time. So we work with others to get what we need, want and love. Individuals and organizations join coalitions when they see opportunities to accomplish their goals quicker by working together. Coalitions can help discover effective new ways to improve ocean management and make the sanctuary system stronger and more successful than ever.

Coalitions have personalities. Some are informal and temporary, but others are long-lasting and quite influential. The people and organizations that are members of a coalition rarely agree on everything, and coalitions' priorities change as new issues arise. Often coalitions' first demand is that government agencies listen and respond sympathetically and creatively to the concerns of coalition members before any decisions are made. Leaders of an effective coalition must be interested in—and able to respect—other people's values and ideas. They expect the same from sanctuary staff.

How can a bureaucracy—an organization whose money and authority are based on law—work successfully with coalitions?

Marine sanctuaries exist to protect the ocean, marine creatures and the environment. But different people value different things from the ocean, and many of us may want to use the ocean in ways that might risk some damage. Nonetheless, marine sanctuaries can work with coalitions more easily than most other bureaucracies can.

A government agency can do only what the law allows it to do. Many environmental agencies regulate or set and enforce rules. And most

federal agencies have national programs, so they try to do similar things in every location.

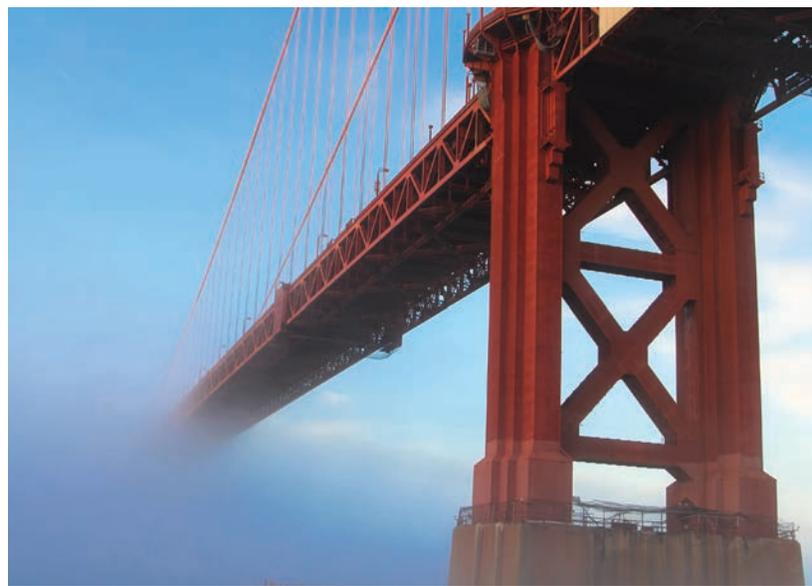
Marine sanctuaries are special: they have federal regulations, but they can do things that most other agencies cannot because they have local advisory councils with significant influence and authority. Local coalitions can help councils and sanctuary staff build broad support for effective, custom-designed ways of managing a local sanctuary.

HOW SHOULD SANCTUARY STAFF WORK WITH COALITIONS?

The key to working with coalitions is to build a strong sanctuary advisory council with members who (1) are widely respected, (2) can present the views of different interest groups, and (3) have open minds and will work hard to understand other points of view and to look for creative local solutions.

If the advisory council's members are courageous and widely respected, and if sanctuary staff works closely and creatively with the council, local views can shift rapidly—faster than national guidelines—and sanctuaries can do marvelous things to protect marine values and achieve statutory goals.

Sanctuaries can accomplish things that regulations alone cannot do. Sanctuaries can address local needs more effectively by helping mobilize local citizens and groups. It's not easy, but the sanctuary councils—and the informal relationships and agreements and understandings that councils can help develop—give the marine sanctuary program the capacity to protect marine resources in ways that other government agencies cannot.



Photos: Matt McIntosh



FINDING COMMON WATER — by David Helvarg

Many of us share that moment in early childhood when we're taken to the beach by our family and while being watched over at play, still manage to get knocked down by a wave. We get back up, and shaking our heads in sputtering amazement, look out to sea and realize we're part of something larger than ourselves.

That's how I feel about coalition building, the kind of coalitions that have helped expand our democracy and restore our environment from sea to shining sea, the kind of coalitions needed to grow and enhance our national marine sanctuaries.

Our sanctuaries are located along coastlines where most of our citizens live, work and play. They are the places where we have to find common ground and coalesce around a shared vision for how to sustain and restore our great waters on an increasingly crowded, polluted, overfished and overheated blue planet. Historically, much of that coalescing has found its expression in response to a perceived threat.

DIVERSE COALITIONS SUPPORT A STRONG SANCTUARY PROGRAM

While the sanctuary system was established in the 1970s, some of its greatest growth, including the establishment of three major sanctuaries in California, Florida and Massachusetts, were the result of 1980s coalitions of environmentalists, fishermen, coastal residents and businesses, local governments and others who feared the risks associated with offshore oil and gas development and promoted an alternative in the creation of marine sanctuaries that forbid drilling and dumping within their boundaries.

Former Congressman and Secretary of Defense Leon Panetta has said that one of his proudest achievements was providing leadership for the coalition of Californians that won the establishment of Monterey Bay National Marine Sanctuary in 1992. Veterans of that coalition now participate in the marine sanctuary advisory council and benefit from an expanded economy linked to coastal tourism, marine science, education, whale and wildlife watching and other advantages a healthy and protected ocean sanctuary provides its shoreline communities. Just to the north, a 15-year long citizens' effort has led to the near tripling in size of Gulf of the Farallones and Cordell Bank national marine sanctuaries to be consecrated and celebrated this spring.

OPPORTUNITIES AHEAD

Today, new and emerging threats to our coastal areas have sparked a "Sea Party Coalition" of champions for increased ocean conservation. At the same time the sanctuary system is opening up a process for new citizen-generated site nominations.

This makes for a near-perfect storm of opportunity for new blue coalitions and constituencies to form and to act. These will include ocean recreational users, scientists seeking long-term study areas, ocean-dependent businesses in tourism, trade and protein, in addition to national defense and shipping, clean-energy and other marine stakeholders who seek to better coordinate their activities in the salt-water environment. And all these groups will look to marine sanctuaries as places they can work to develop new models and technologies for ecosystem based use and protection of our living seas and Great Lakes. These are where we might yet restore the blue in our red, white and blue. 🌊

CHAMPION PROFILES: AN UNEXPECTED COALITION

VICKI NICHOLS GOLDSTEIN

“YOU DON’T HAVE TO SEE THE OCEAN TO PROTECT IT”

Vicki is a woman on a mission. And she’s making waves a mile above sea-level. Yale-educated in environmental studies and ocean policy, she has worked in the non-profit and ocean conservation field for more than 25 years, addressing everything from vessel traffic to sustainable seafood, marine protected areas (MPAs) to oil spills.

Vicki began some of her first work with NOAA’s Office of National Marine Sanctuaries. Years later, she would work for Save Our Shores in Santa Cruz, California and participate in sanctuary management as a member of a sanctuary advisory council. While on the council, Vicki dedicated time to building coalitions in support of sanctuaries—an especially important move during the implementation of Monterey Bay National Marine Sanctuary.

From California, she made the move inland to Boulder, Colorado, where in 2010 she founded the Colorado Ocean Coalition with the goal “to inspire and empower Colorado citizens to promote healthy oceans, through education and community involvement.” Her idea stemmed from a desire to create an inland ocean movement and it was quickly backed by the com-



Photo: Colorado Ocean Coalition

2014 Ocean Ambassadors Certification Program Graduates and Colorado Ocean Coalition staff meet in Colorado to inspire inland ocean conservation.

munity. Today, the coalition remains a hub for ocean supporters and continues to bring together ocean aficionados, like scientists, students, dive shops and divers, in a place where there are no seas for miles around.

Through the Colorado Ocean Coalition’s Ocean Ambassador Certification Program, funded by the National Marine Sanctuary Foundation, Vicki has helped train 22 Ocean Ambassadors who are making a difference in their communities. As docents that work on behalf of the ocean, Ocean Ambassadors encourage others in their understanding and stewardship of marine resources.

Blue the Dive is her most recent endeavor—a prime example of a coalition fighting for the ocean.

To Vicki, the key to collaboration is the discovery of core links or common ground and face time. “Use your networks; support and gather people with shared vision,” she says. It worked in Colorado—where next?! 🐠

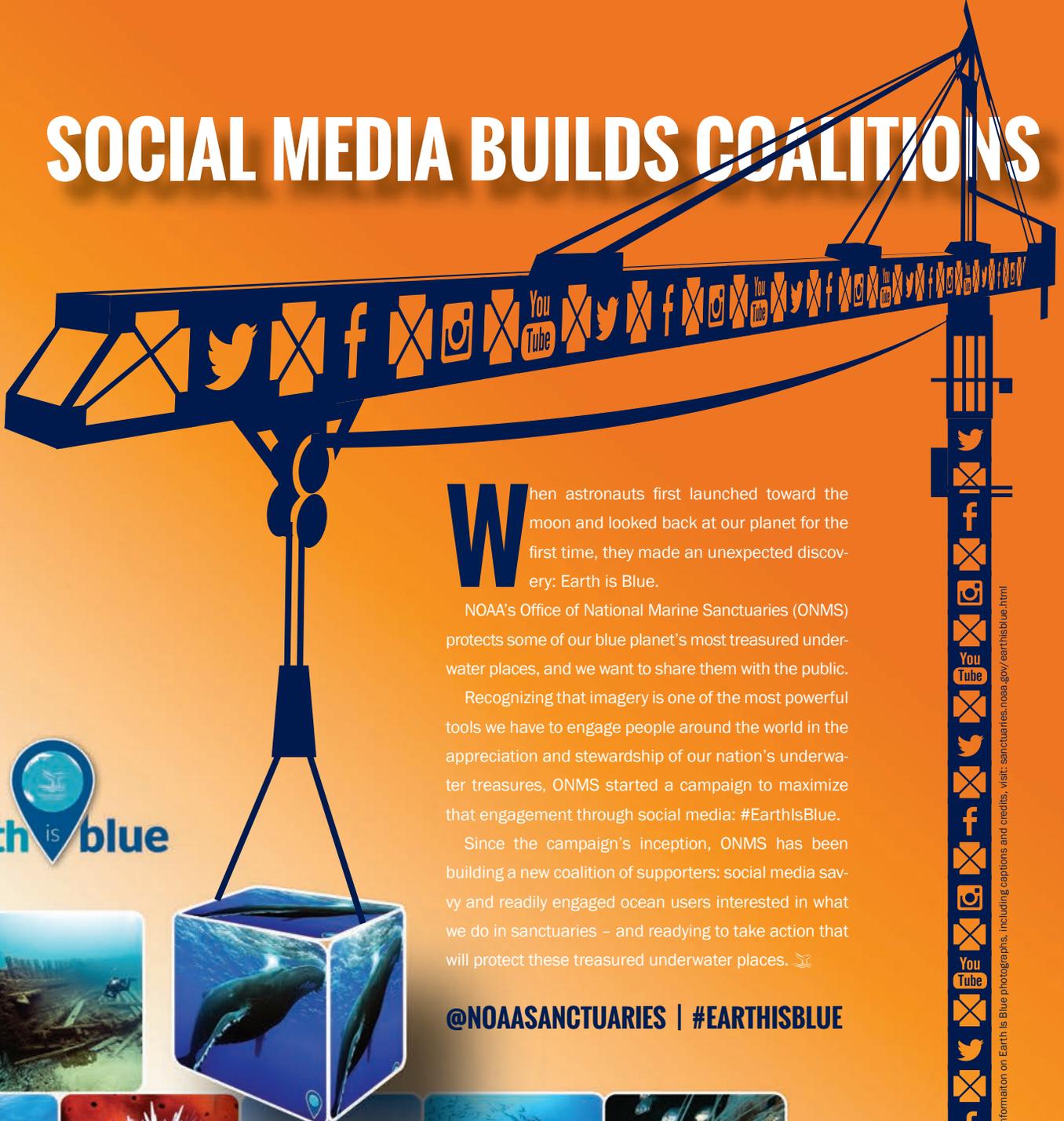


**BLUE
THE DIVE**

Promoting a Sustainable Industry

A brief conversation with scuba retailers sparked the idea for this gem of a program. Launched at the 2014 Dive Equipment Manufacturers Association show, dive shop owners and equipment manufacturers alike welcomed the program with cheers. According to its website, Blue the Dive is a collaborative initiative spearheaded by the Colorado Scuba Retailers Association (CSRA), the Colorado Ocean Coalition (COCO) and Ocean First Institute (OFI) to engage and support the dive industry in protecting the ocean through education, action and sustainable business practices. United, the coalition aims to “shift the paradigm of how the dive industry interacts with and protects our most valuable resource, the ocean.”

SOCIAL MEDIA BUILDS COALITIONS



earth is blue

When astronauts first launched toward the moon and looked back at our planet for the first time, they made an unexpected discovery: Earth is Blue.

NOAA's Office of National Marine Sanctuaries (ONMS) protects some of our blue planet's most treasured underwater places, and we want to share them with the public.

Recognizing that imagery is one of the most powerful tools we have to engage people around the world in the appreciation and stewardship of our nation's underwater treasures, ONMS started a campaign to maximize that engagement through social media: #EarthIsBlue.

Since the campaign's inception, ONMS has been building a new coalition of supporters: social media savvy and readily engaged ocean users interested in what we do in sanctuaries – and readying to take action that will protect these treasured underwater places. 🐟

@NOAASANCTUARIES | #EARTHISBLUE



Illustration: Matt McIntosh; For information on Earth Is Blue photographs, including captions and credits, visit: sanctuaries.noaa.gov/earthisblue.html

GLOBAL TECHNOLOGY

FOR GLOBAL COALITIONS

THE NEW MARITIME LEGACY

Our modern world is shaped by our maritime legacy. And our modern world is global. Before the ocean connected us, it carried us further apart. As we learned to sail and navigate, we spread around the globe. While saltwater has long been a highway for exploration, conquest and war, it has also been a conduit for the exchange of ideas, DNA and trade goods.

Globalization is no stranger. And for those operating at its core, distance was a barrier that was to be physically overcome. Now that distance is transcended with the simple touch of a phone.

New media has brought people together from across the globe with the click of a button. Social media keeps us all up to date. Combined, multi-media platforms are making it increasingly easy to connect where connection seemed all but futile in our recent memory. The implications for the marine world are thrilling: **a new maritime legacy is forming from shore.**

BUILDING A NEW AGE OF COALITIONS

Communities can be created virtually, using this very technology. There is no end to the applications and software we can now use to connect with friends, family, colleagues and coworkers across the vast ocean. Face time is possible as are virtual seminars and learning labs. Sanctuaries, in fact, use these applications to connect with a global audience through forums like OceansLIVE, or to establish partnerships in a global arena, which was the foundation for a worldwide marine protected area (MPA) leadership forum spearheaded by ONMS.

With these new platforms comes the ability and facility of interaction—and endless possibilities. Word spreads faster, ideas exchanged and adopted sooner, campaigns go viral. Resources, like data, are stored in clouds, analyzed comprehensively from sites around the world and communicated with increasingly larger reach. These dynamics of our information era are in fact changing the form, nature and application of our communication in such a way that they are fostering a new age of coalitions birthed by new media and supported by tradition.

CAN TECHNOLOGY BE A FULL SUBSTITUTE FOR THE HANDSHAKE?

Collaboration has burgeoned given new utilities, of this there is no doubt. Yet, is it a substitution for the human element? Does a Skype meeting or Google Hangout effectively take the place of direct human interaction? Can data and models replace human interaction with the sea?

When NOAA's National Marine Sanctuary System reached out to create a network of MPA managers from across the globe, phone calls and Skype only went so far. When the sanctuary system initiated the global MPA leadership forum, the handshakes exchanged at an in-person meeting in San Francisco, solidified what was born of web-based interactions. This past November, world leaders gathered in Sydney, Australia for the International Union for Conservation of Nature (IUCN) World Parks Congress, a landmark global forum on protected areas, held every ten years. Organized by the IUCN Director-General and the World Commission on Protected Areas, with the help of multi-media platforms, the Congress provided a venue for

knowledge-sharing, partnership building and innovation, elements that many in attendance had been missing from their communications for the past ten years. Delegates ultimately set the agenda for protected areas conservation for the coming decade, an ambitious outcome that perhaps nothing but human interaction could have helped speed along.

Face-to-face is the crux of IUCN's next meeting, the 2016 World Conservation Congress—the world's largest conservation event. With 16,000 to 17,000 expected to attend, personal interaction will be paramount, and an important way to ensure that budding partnerships, projects and ideas are not lost in a sea of people.

COALITION BY ANY MEANS NECESSARY

When it comes to connecting, the answer is: WE NEED IT ALL. Whether it's social media campaigns, training webinars, virtual meetings or handshakes and smiles, for ocean management to be successful, every tool in the tool box is critical to development and sustained engagement through empowerment.

There is no doubt that technology will continue to evolve at an ever-increasing pace, though its future place in society is uncertain. Given the unknown, there is no telling how the fabric of coalitions will change; however, one point is certain. As the distances among us grow smaller, and the world with it, the ocean remains a constant, a piece of the puzzle that binds us all, and perhaps a reminder of the importance of direct interaction. At the end of the day, there are clouds, and there is ocean; and while you can see both, you can only hear, smell and feel one. Perhaps it's the same for human interaction—*let's not keep it all on the cloud.* ☞

Montage: Hands: Vladimir Ivanovskiy/Shutterstock; dots & dotted globe: RAEVSKY/Shutterstock; people icons & mobile devices: Matt McIntosh

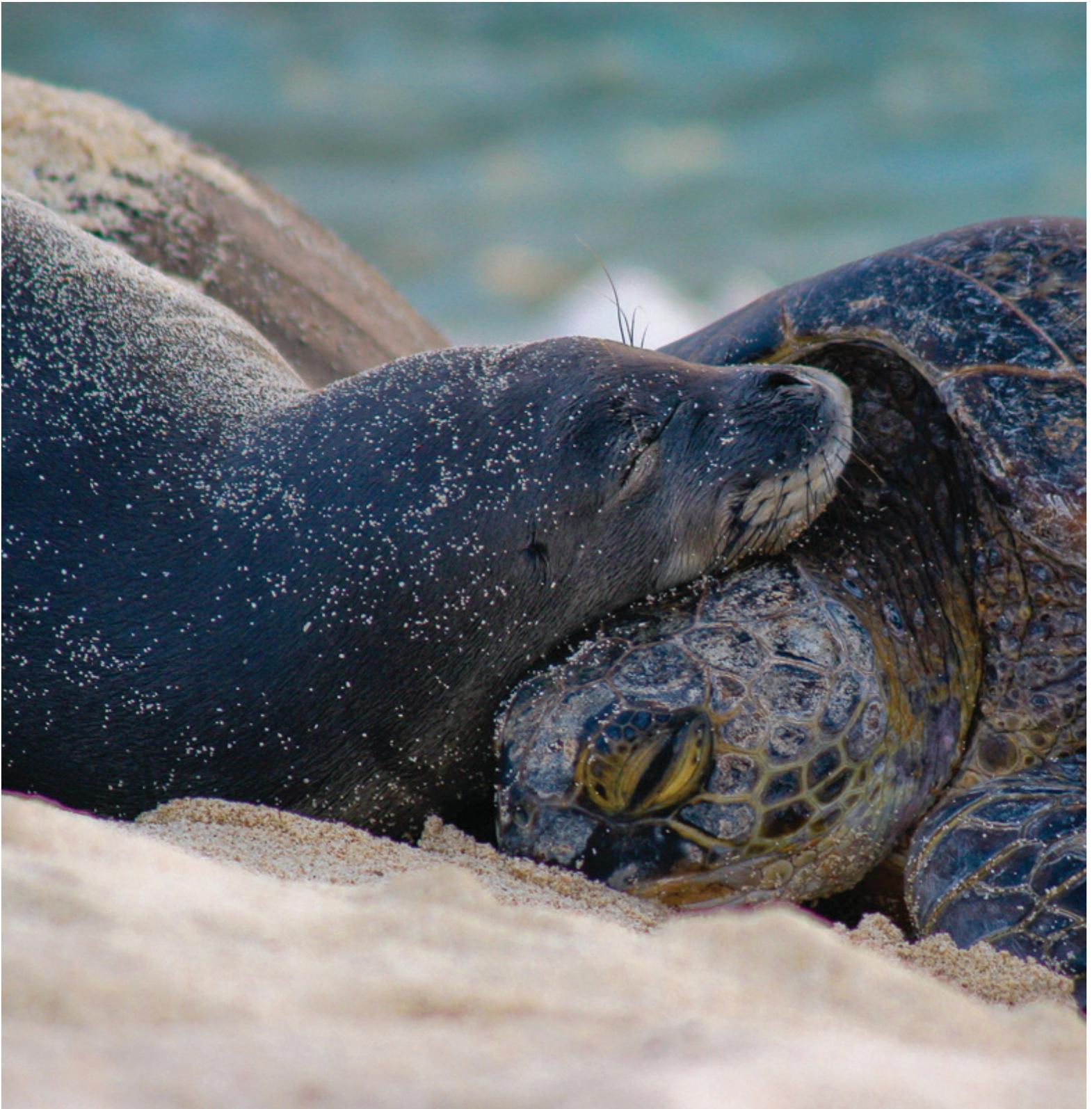


OCEANSLIVE



Photo: Matt McIntosh

OceansLIVE brings the ocean to communities nationwide through a multi-media platform. From research vessels and undersea habitats to policy conferences and film festivals, OceansLIVE helps viewers around the globe better understand the ocean and our inextricable connection to it. Since its inception, nearly five million people have engaged with OceansLIVE, a partnership between NOAA's Office of National Marine Sanctuaries, the National Marine Sanctuary Foundation and the University of Rhode Island's Inner Space Center.



SANCTUARY SNAPSHOT

A picture is worth more than a thousand words when it comes to sanctuaries; snapshots like these are proof!

Hawaiian monk seals and green sea turtles spend lots of leisurely time together on the beautiful beaches of Papahānaumokuākea Marine National Monument (Photo: Mark Sullivan) #EarthisBlue #Ocean #Marinelife

