



Conversations on Sustainable Trends in Marine Industries of Puget Sound

Hosted aboard the historic schooner **ADVENTURESS**

A series focused on the role of marine industries to further sustainable practices in the Puget Sound Region, becoming a model for industries worldwide.

Supported by  **togethergreen** A partnership of Toyota and Audubon

educate

inspire

empower

Sound Experience

ABOARD THE SCHOONER ADVENTURESS



Vision Statement

We envision a future where everyone values Puget Sound and chooses to act as stewards of its treasured waters.

Mission Statement

Sound Experience calls the historic schooner Adventuress to educate, inspire, and empower an inclusive community to make a difference for the future of Puget Sound.

Strategic Goals

- Be the recognized leader of tall ship environmental and sustainability education programs.
- Ensure delivery of impactful and measurable educational experiences.
- Engage a broad community that contributes its experience, influence and resources for a viable organizational future.
- Keep Adventuress as a working, sailing education platform through an established and endowed maintenance model.
- Ensure a 50-year standard of the ship restoration through the completion of the Centennial (Restoration) Project.



National Historic Landmark 1913 Schooner *ADVENTURESS*

A Living History
A Living Ship





Current Practices

Support and Enroll in Blue Flag Program

Environmentally products: Cleaning, Brightwork, Lubricants

Support Local, Sustainable Agriculture and Food Systems

100% discharge at Municipal Waste Stations

Limited energy needs

Eco Bottom Paint

Eco Sacrificial Anodes

Recycling and Composting

Water Encatchment Demonstration Project

Partial LED Changeover

Reduce Paper Usage

FSC Certified Wood Products

Local Manufacturer's and Suppliers

Environmental and Sustainability Education

**The Highest Standards of Green Building
Applied to the schooner ADVENTURESS
a National Historic Landmark**

7 Performance Areas: (Petals)

Site – Surrounding Environment

Water – Net Zero

Energy – Net Zero

Health – Air, Sound and other Living Conditions

Materials – No Red List + Exceptions

Equity – Access and Education

Beauty – Got it Covered !

Standards - Philosophy - Advocacy

www.living-future.org

**LIVING
BUILDING
CHALLENGESM
2.1**

A Visionary Path to a Restorative Future



**INTERNATIONAL
LIVING FUTURE
INSTITUTE™**

May 2012

What technology is available?

Who is doing this already?

Where do I go for information?

Who Supports this?



A Collaborative Approach to a Sustainable Industry?



Audubon and Toyota: Building a force for conservation



TogetherGreen provides a menu of programs to engage people of all ages, backgrounds, and interests in making their communities healthier and greener:

Conservation Fellowships are all about nurturing leaders—rising stars and mid-career professionals—with a passion for conservation and engaging new audiences. Check out what 2010 fellows are doing for their communities at www.togethergreen.org/fellows.



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Meets **GREEN**

Advisory Support from:

Jason McLennan - Living Futures Institute

Catherine Collins - Sound Experience

Andy Bennett - Propeller Club / NW Historical Seaport

Eleanor Nick Kirtley - Glostén Associates, SNAME

Jake Beatie - NW Maritime Center

Bob Schoonmaker - US Sailing



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Participating Organizations

Vigor Marine

Argosy Cruises

Living Futures Institute

Port of Seattle

WA State Ferries

Fisheries Supply

Glosten Associates

Elliot Bay Design Group

Art Anderson Associates

Port of Port Townsend

Puget Sound Clean Air

CSR Marine

NWIFC

Puget Soundkeeper

Alliance

NWMTA

PVA

Corvus Battery

WA Sea Grant

Schmidt Ocean Institute

Pettit Paint

King County

Emerald Harbor Marine

MER Equipment

Puget Sound Partnership

Foster-Willis

General Biodiesel

H2Out

NW Maritime Center

US Sailing

Haven Boatworks

Jefferson Cnty Health

Env. Protection Agency

Phillips Media Co.

Ridolfi Group

Oars NW

Foss Maritime

PT Marine Trades



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Facilitated Conversations

Seattle – October 12th, 2012 Aboard the Schooner
ADVENTURESS

Port Townsend – October 22nd, 2012 Northwest
Maritime Center

Individual Meetings throughout the Region



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www.southcoast.org



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EXIT

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Conversation Agenda

Dialogue 1: Small Groups – Present Course and
What do we Envision?

Dialogue 2: Small Groups – What do we Need to
Accomplish our Vision and Goals – What
Partnerships?

Dialogue 3: Large Group – Report Back Highlights
and Discuss Next Steps!



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Sound Experience

Sound Experience is a community-based organization that provides a variety of services to support the local fishing industry and the environment. We are currently seeking individuals who are passionate about the industry and want to make a difference.

Key Responsibilities:

- Conduct field research and data collection.
- Analyze and report on findings.
- Collaborate with industry partners and stakeholders.
- Develop and implement conservation plans.
- Educate the public on the importance of sustainable fishing.

Qualifications:

- Bachelor's degree in Biology, Environmental Science, or related field.
- 2+ years of experience in field research or data analysis.
- Strong communication and teamwork skills.
- Ability to work in a fast-paced, dynamic environment.





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Presenting

- Positive and negative impacts to the boat
- Lobbyists for legislation
- Regulations of areas, storage, etc.
- Die, von mir selbst
- Education requirements - at various levels
- Hazardous for products
- Efficiency (will even manage for...)

Two men are seated at a table, listening to the presentation. One is wearing a plaid shirt, the other a black shirt.

A woman is seated in the foreground, facing the presenter.



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Highlights from Conversations

Skills & Education: Need green skills and workforce development – focus on high school and community college with apprenticeship model.

Understand the Issues: “Can’t modify what you can’t measure.”
Where do we have the most impact?

Share: Need examples of standards, new models and available technology.

Economic Viability: Need Incentives – collaborative marketing – Be realistic and careful, “the cutting edge can be dangerous.”

Advocacy: Political and Regulatory support for a Green Industry looking at the Green Building Councils as a model.

Culture of Change: Opportunity in this region – social norms – collaborative approach is working here – recognize opportunity to lead.

Next Steps:

- Continue Dialogue
- Publish White Paper
- Build Model and Pilot Programs
- Find Continued Support
- Build Consensus and take Next Steps





Process and Strategy

- Who am I? - What role does an educational organization have to influence an industry?
- Check out my Boat! - What is the value of a platform that is designed to engage participants on many levels of engagement?
- Get on Board! - How do we garner meaningful participation that sustains early discussion towards impactful change?
- Where is the Money? - How do we bridge the economic viability of an industry with the need to incite socio-environmental change?



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Living Ship PLANNING Project Description: (Next 18 months)

Objective 1: Research and develop a “whole system” technical *Living Ship* plan for the schooner *Adventuress* with an expert Technical Advisory Team that is a thorough, fundable and replicable platform that models sustainability for, and in partnership with, the maritime and green building industry.

Objective 2: Implement small scale, sustainable/green systems demonstration projects that will complement the overall Living Ship plan.

Objective 3: Initial exploration of shipboard sustainability education programming in alignment with the LBC’s seven performance areas, and state and national education standards that addresses real world application of sustainable principles through hands on exploration, technological experimentation, youth and community development.

Objective 4: A pilot project designed to develop Sustainable Maritime Workforce Training to provide a foundation for people working in the trades and develop relevant and needed skills that support a more sustainable industry at large.

Thank You!

Joshua Berger

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<http://www.soundexp.org/index.php?page=blue-meets-green>



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Sound Experience 
ABOARD THE SCHOONER ADVENTURES





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Questions to Engage With

- What are your greatest challenges or barriers to improve and expand sustainable practices in your role?
As an Operator, Port, Vessel, Shipyard, Festival, etc...
- What industry-wide changes need to be in place made to support or achieve your goals? Think about partnerships across the industry – access to technology, models, training, regulatory change, etc....

Thank You!

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