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
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 sails 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
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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Advisory Support from:

Jason McLennan - Living Futures Institute
Catherine Collins - Sound Experience
Andy Bennett - Propeller Club / NW Historical Seaport
Eleanor Nick Kirtley - Glosten Associates, SNAME
Jake Beatie - NW Maritime Center
Bob Schoonmaker - US Sailing

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## Participating Organizations

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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
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!
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?
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

Joshua@soundexp.org
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…. 
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