




The Ocean Enterprise
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*Jon White, RADM, U.S. Navy (Ret.)
President and CEO
Consortium for Ocean Leadership (COL)*



The Ocean Enterprise today? 

While the oceans lap daily at our shores, they only intermittently lap at our consciousness. We still take the oceans for granted, even as they are increasingly troubled by over-development, over-fishing, climate change, and other human insults. Worse still, perhaps, we don't even know all that much about the oceans, certainly not as much as we would like to properly identify, diagnose, and remedy problems

5


Science Based **Decision-Making**



**DECISION
IMPACT
ANALYSIS
DATA**

6

The Ocean Enterprise today?



- Responsibilities are dispersed among a confusing array of agencies at the federal, state, and local levels.
- Managers, decision makers, and the public cry out for improved and timely access to reliable data and solid scientific information that have been translated into useful results and products.
- We have experienced decades of underinvestment in the study, exploration, protection, and management of our oceans, coasts, and Great Lakes.
- We must enhance ocean-related education so that all citizens recognize the role of the oceans, coasts, and Great Lakes in their own lives and the impacts they themselves have on these environments.

7

Opportunities: Ocean Science & Technology




Technology
Miniaturization
Artificial intelligence
Data Management

Science
eDNA
Gnomics
Biochemistry
Sound

Science Based Decision-Making
DECISION IMPACT ANALYSIS DATA

The Ocean Enterprise Tomorrow?



The oceans, coasts, and Great Lakes are clean, safe, prospering, and sustainably managed. They contribute significantly to the economy, supporting multiple, beneficial uses such as food production, development of energy and mineral resources, recreation and tourism, transportation of goods and people, and the discovery of novel medicines, while preserving a high level of biodiversity and a wide range of critical natural habitats.

9

Do we need ships?




FEDERAL OCEANOGRAPHIC FLEET


10

We need SHIPs!



- LeaderSHIP
- OwnerSHIP
- PartnerSHIP
- StewardSHIP
- ScholarSHIP
- \$ponsorSHIP, EntrepreneurSHIP, ...

11



Ocean Science is not just “science for science’s sake”; it’s science with survival at stake.

12