

Saving the Oceans One Hope Spot at a time



Led by legendary oceanographer Dr. Sylvia Earle, Mission Blue is uniting a global coalition to inspire an upwelling of public awareness, access and support for a worldwide network of marine protected areas – **Hope Spots**.

The Mission Blue team implements communications campaigns that elevates Hope Spots to the world stage through documentaries, social media, traditional media and now innovative tools like Esri ArcGIS. Mission Blue also embarks on regular oceanic expeditions that shed light on these vital ecosystems and build support for their protection.

Currently, the Mission Blue alliance includes more than 180 respected ocean conservation groups and like-minded organizations, from large multinational companies to individual scientific teams doing important research.

Additionally, Mission Blue supports the work of conservation NGOs around the world that share the mission of building public support for ocean protection. With the concerted effort and passion of people and organizations around the world, Hope Spots can become a reality and form a global network of marine protected areas large enough to restore the ocean, the blue heart of the planet.



For more information on Mission Blue and the Sylvia Earle Alliance please visit:
www.mission-blue.org

Beyond180 is creating a unique Information Platform for Mission Blue to support the Hope Spot initiative. Using ArcGIS Online as the geospatial foundation, this platform can be thought of as a federated system of record for the Oceans capable of storing and managing vast amounts of ocean-related data from multiple individuals, agencies, and/or organisations. These data can take any form: tables, video, images, text, research papers, historical scientific data, satellite imagery, and so on, and allows the integration of local, regional and global datasets with specific data that interested scientists, concerned citizens and activists are collecting on their very own Hope Spots.



Using this Ocean data warehouse concept as a base Beyond180 have developed an array of operational tools using ArcGIS Online for Mission

Blue and its Partners and Stakeholders to manage and promote the Global network of growing Hope Spots.

The aim is for all interested stakeholders, including the public at large, to share this platform and to be able generate highly useful information in the form of maps, story maps, web sites, and other forms of actionable intelligence for government and UN hearings, social media outreach and general awareness campaigns.

For more information on Beyond180 please visit:
www.beyond180.com