



# *PROJECT*

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# BASELINE

## OUR MISSION

Mobilize Citizen-divers To Record Change In The World's Underwater Environments And To Engage With Scientific, Conservation, And Government Entities To Advance The Restoration And Protection Of Our Natural And Cultural Treasures. We Achieve Our Ultimate Goal By Leveraging People's Interest And Desire To....

**EXPL****RE D****OCUMENT PR****TECT**

# WHAT WE DO

## Grassroots Engagement



- Engage scuba divers, free divers, and snorkelers across the globe to record what they see, share their observations with the world, and speak up to restore and protect their local underwater environments.
- Engage with researchers, other conservation organizations, and government agencies to identify and pursue **collaborations** that advance research, restoration, and protection efforts.
- Develop and maintain a freely accessible online **database** that stores and displays the data and images we're collecting – **check out our stats.**

# WHAT WE DO

## Collaborative Scientific Missions

- Organize collaborative exploration and documentation **missions** with scientific, conservation, and government entities in areas around the world of critical importance.
- Advance the work of our collaborators to understand, restore, and protect underwater environments.



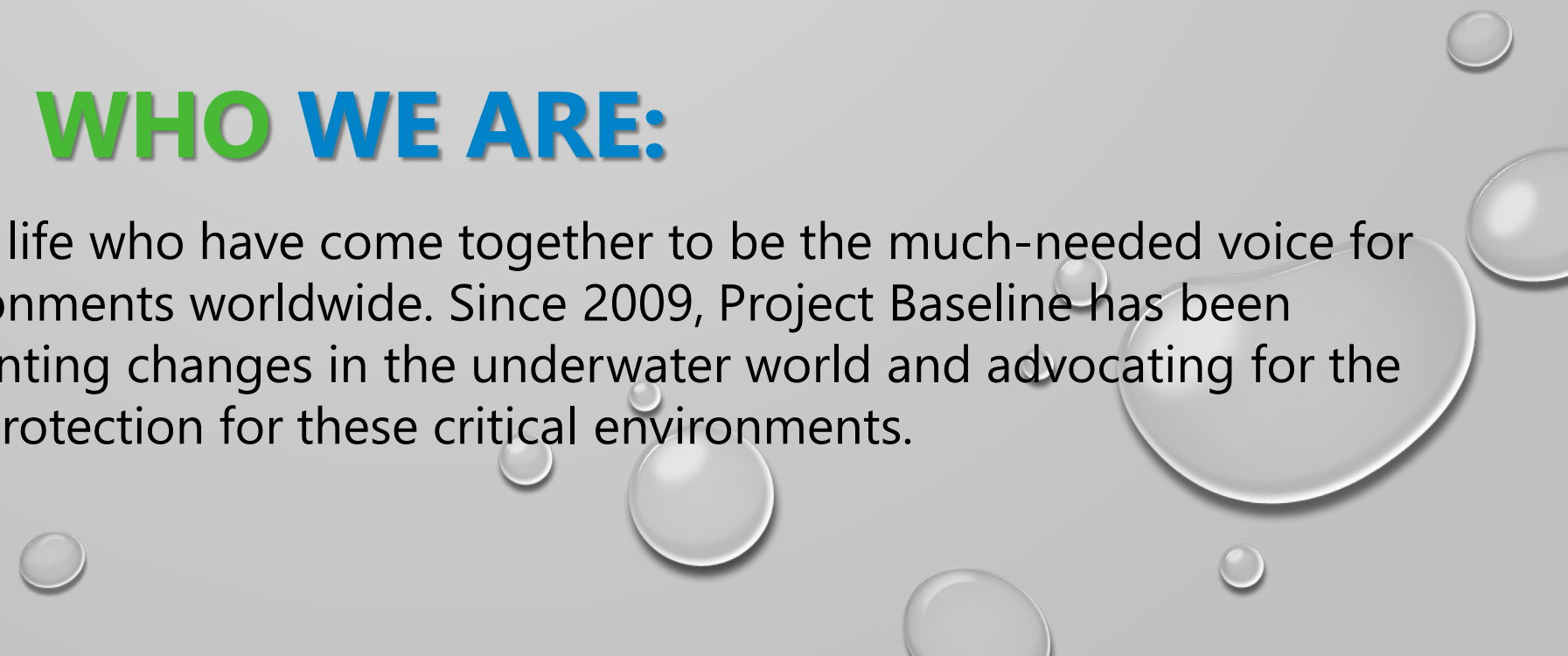


## WHY WE ARE HERE:

- Stop the piece-by-piece destruction of the underwater environments we cherish along with the amazing animals that live there.
- Establish lasting baselines for acceptable environmental quality in the underwater world.

## WHO WE ARE:

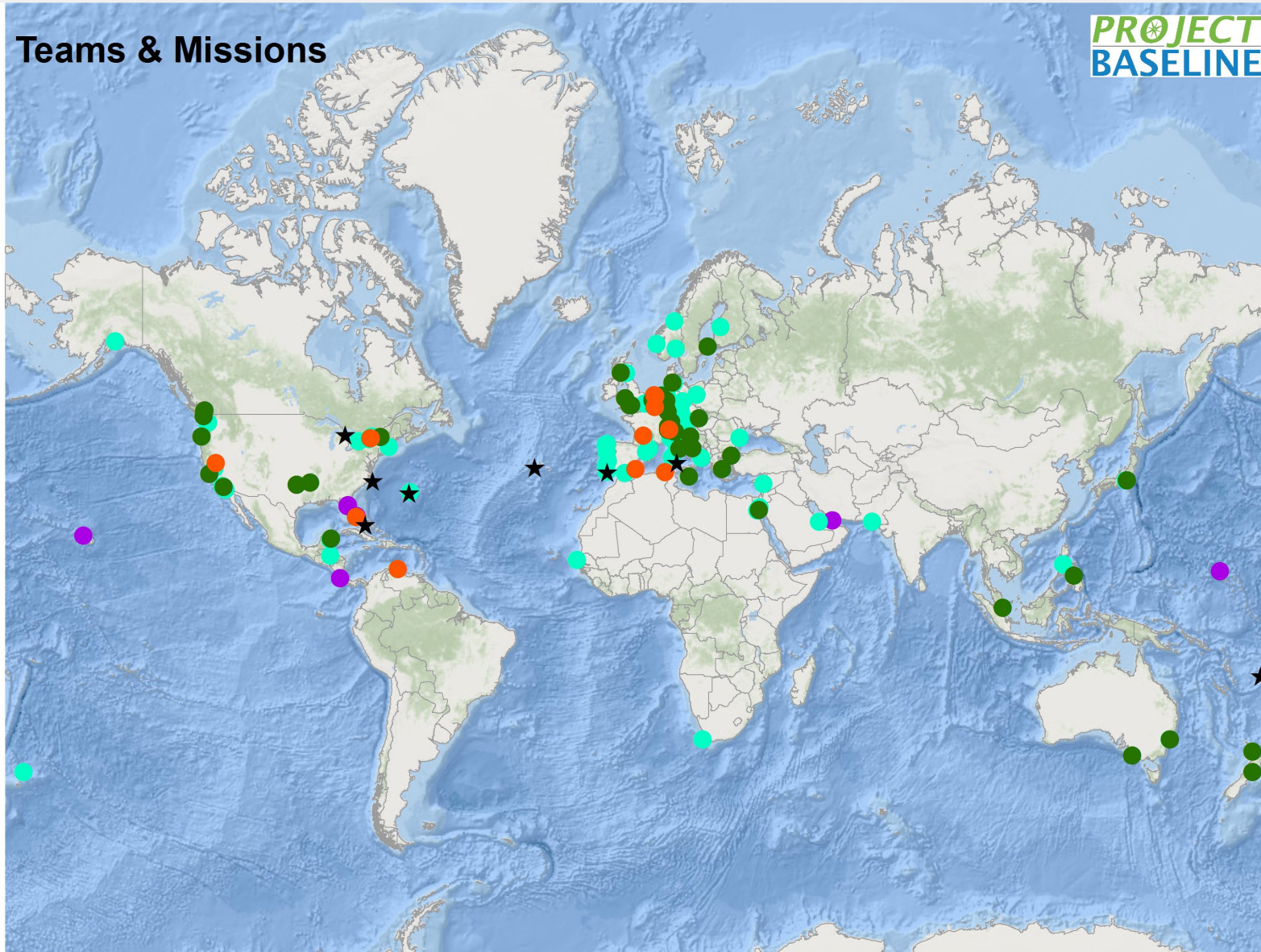
Divers from all walks of life who have come together to be the much-needed voice for underwater environments worldwide. Since 2009, Project Baseline has been systematically documenting changes in the underwater world and advocating for the protection for these critical environments.





## Teams & Missions

**PROJECT  
BASELINE**



Teams Active since January 2017

- Collaborating with other organizations
- Working independently

- Historical Active Teams
- ★ Missions

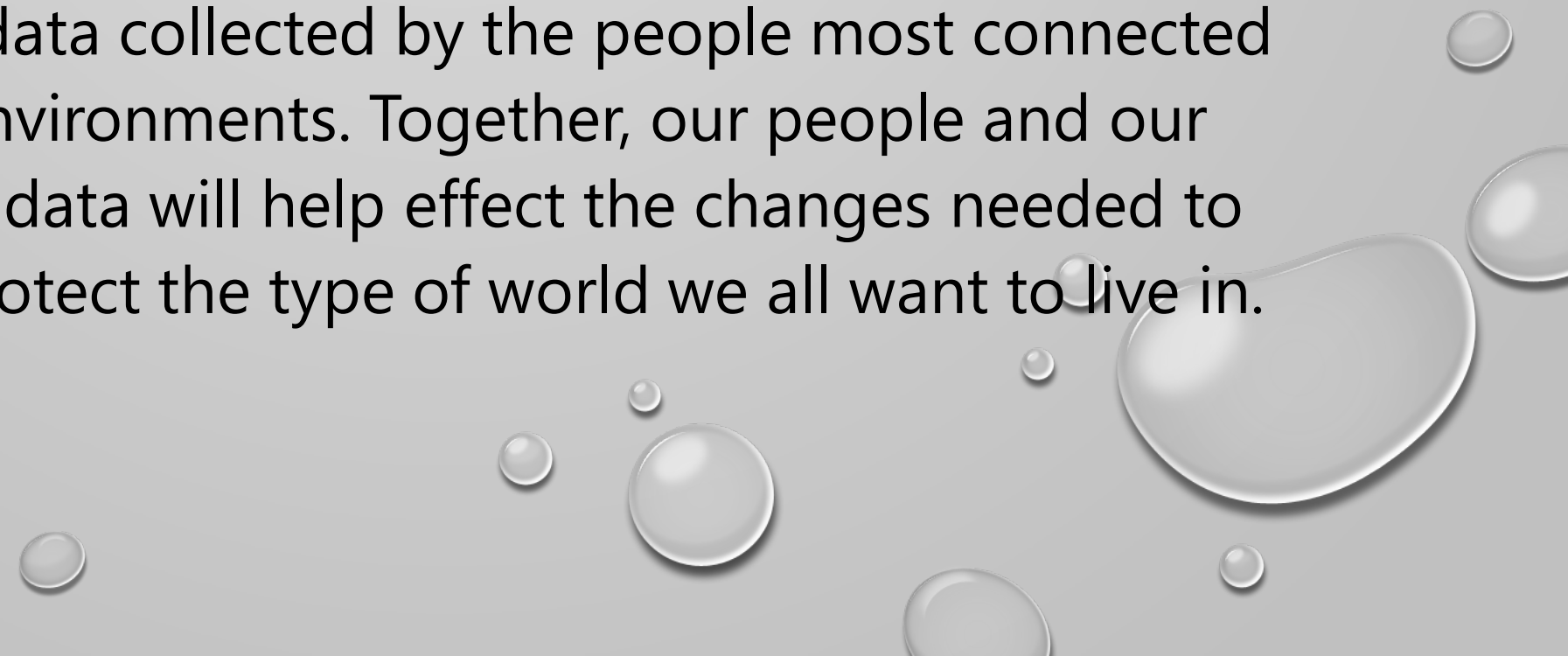
- Adhoc Submissions

**WHERE  
WE  
ARE  
WORKING**



## OUR CHALLENGE:

Only a small portion of the population has had a firsthand encounter with the underwater world. Our goal is to shine a light on what is happening below the surface using images and data collected by the people most connected to those environments. Together, our people and our images and data will help effect the changes needed to Restore & Protect the type of world we all want to live in.



The background of the slide is a light gray color, decorated with numerous realistic water droplets of various sizes. Some droplets are at the top, some are along the sides, and some are at the bottom, creating a fresh, aquatic feel. The title 'WHY PROJECT BASELINE' is positioned at the top center, with 'WHY' in green and 'PROJECT BASELINE' in blue, both in a bold, sans-serif font.

## WHY PROJECT BASELINE

If we, like the generations before us, accept the persistent decline of underwater environments there will be nothing left for us to explore, experience, and cherish. We started project baseline to motivate divers to refuse to accept perpetual decline as inevitable; to invest ourselves in the efforts to understand, restore, and protect the underwater places we explore; and to lend our voices and our capabilities to those efforts.



The background of the slide is a light gray with several realistic-looking bubbles of various sizes scattered across it. Some bubbles are at the top, some at the bottom, and some in the middle. The bubbles have highlights and shadows, giving them a 3D effect.

## HOW TO GET INVOLVED

By contributing to project baseline, you are joining a global team of concerned and invested citizens who share underwater observations, normally inaccessible to the public, with divers and non-divers alike. We welcome volunteer participation from all divers ***whether you're an advanced technical diver, a beginning scuba diver, a free diver, or a snorkeler.***

# STEPS TO GET INVOLVED

## **CHOOSE:**

- To get involved and where and how you want to contribute.

## **CONTRIBUTE:**

- Your observations to the **Project Baseline Database.**

## **ENGAGE:**

- With your community by learning about the threats to your environment and tailoring your efforts accordingly.

## **COLLABORATE:**

- With the research, management, and/or conservation efforts underway in your environment by lending your abilities and your time.

## **SPEAK OUT:**

- For your environment and engage with your community and your legislators.

**SUPPORT PROJECT BASELINE**

**DONATE**

**ProjectBaseline.org/DONATE**

