

Shifting Baselines

www.shiftingbaselines.org

Shifting Baselines created by Dr. Jeremy Jackson & Randy Olson



Senior Professor, Scripps
Institution of Oceanography

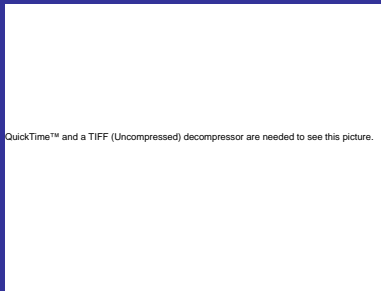


Biologist turned
Filmmaker

Shifting Baselines Ocean Media Project

A Partnership between
Ocean Conservation and Hollywood

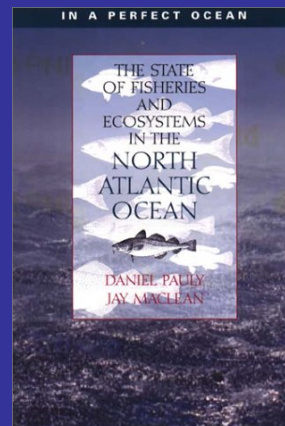
Sponsored by 21 Partner Groups including
The Ocean Conservancy,
Scripps Institution of Oceanography, and WWF-U.S.



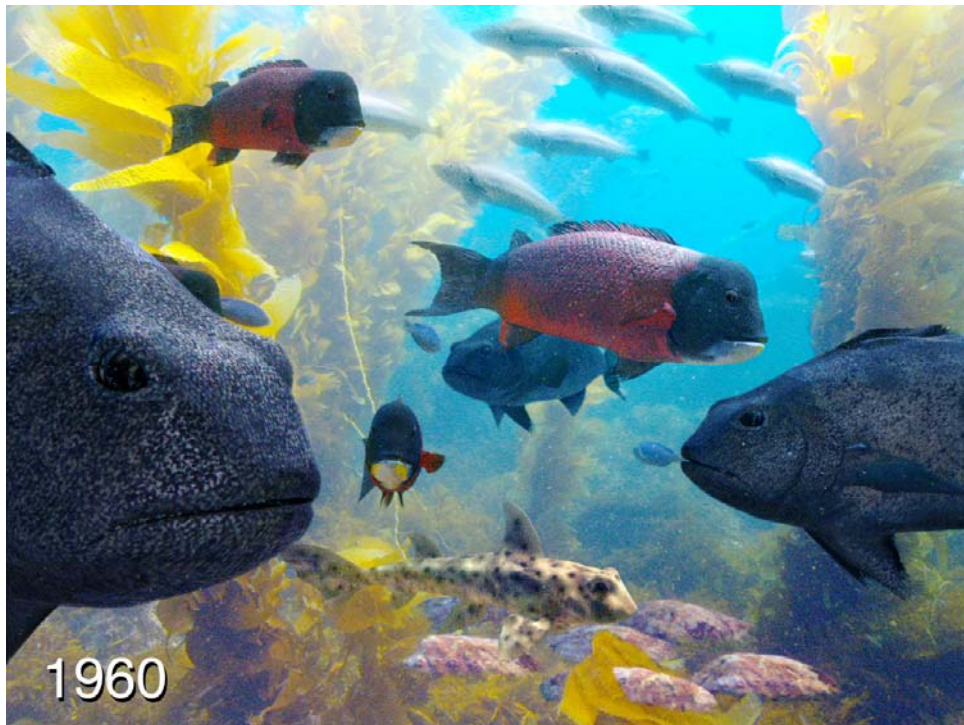
“shifting baselines”
was coined by
Dr. Daniel Pauly

Director of the Fisheries Center,
Univ. of British Columbia

Author of, “In a Perfect Ocean”

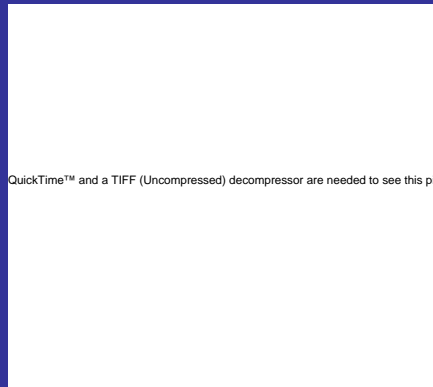






Pristine?

- **What is pristine?**
- Is this harbor/beach pristine?
- **If not, why?**
- What happened to it?
- **What used to be here?**



Baseline

- Another good word to provoke questions
 - **What is the baseline?**
 - Are we sure it is accurate?
 - **Has it been allowed to shift over time?**



**How are we going to get the
public to realize what we are
losing?**

PSA #1

**The Ocean
Symphony**

Big in Star Power

Light in Content



PSA #1
The Ocean
Symphony



PSA #2

The Tiny Fish

Light in Star Power
Big in Content

SHIFTING BASELINES common sense for the oceans

view "PRISTINE?"
THE SB SLIDESHOW

HOME

SB SERIOUS

- BLOG
- BOOKS
- HOLLYWOOD OCEAN NIGHT
- LENTICULARS
- LINKS
- NEWS
- OP-ED
- PARTNERS
- SB STORIES
- SLIDE SHOW
- THE TEAM
- VIDEOS

SB FUNNY

- COMEDY CONTEST
- GROUNDLINGS FILMS
- SB COMEDY CONNECTION
- SB OCEAN SYMPHONY

THE SB BLOG : LATEST ADDITIONS

- 7/9 - Desperately seeking deep-sea coral fans: Oceana needs your help
- 7/9 - Coral Reef Crawl: Paul Ellis, 61, about to swim for the reefs again in Yucatan
- 7/8 - Jonny Olsen Belts it Out: "What Happened to the Fish, Mon?"
- 7/7 - The Truth About U.S. Fish Stocks?
- 7/7 - Our Favorite Critics: e-mails from our non-fans

READ MORE >

STARS TURN OUT FOR HOLLYWOOD OCEAN NIGHT!

OUR MISSION
WHAT THIS PROJECT IS ABOUT - WHY ARE WE DOING THIS - WHAT WE ARE DOING -

NEW THE TINY FISH PSA
CLICK HERE TO WATCH THE PSA >

A Worldwide Trend
MPAS
MARINE PROTECTED AREAS

SB FILMS & PSAs SB CELEBRITIES SB ACTION KIT

“We’re slipping.”

“The point about shifting baselines is for helping people realize that the very standard that they use to evaluate what is happening is itself slipping. So, you are happy that the beach is closed only twice a week-- instead of demanding that it always be open. **We’re slipping.** And that’s what Shifting Baselines is.”

Dr. Daniel Pauly



“It’s not just that things are worse; it’s
that people fail to realize it.”

Dr. Randy Olson



“We’re slipping. And that’s what Shifting Baselines is.”

Dr. Daniel Pauly

