



Shifting Baselines
www.shiftingbaselines.org

Shifting Baselines
created by
Dr. Jeremy Jackson & Randy Olson




Senior Professor, Scripps
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Biologist turned
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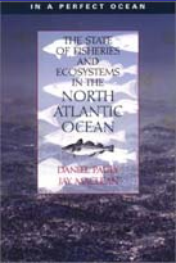
Shifting Baselines Ocean Media Project
A Partnership between
Ocean Conservation and Hollywood

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?**

QuickTime™ and a TIFF (Uncompressed) decompressor are needed to see this picture.

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?

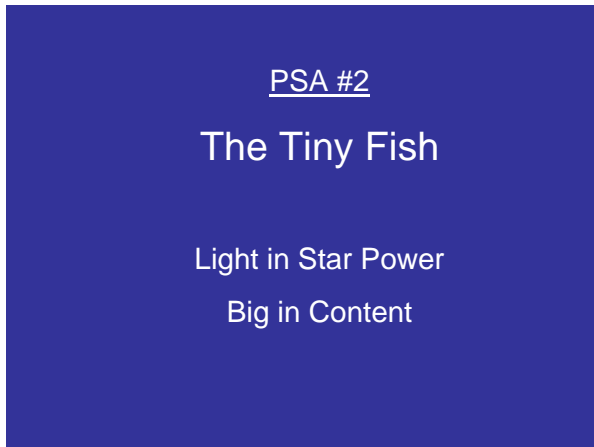
QuickTime™ and a TIFF (Uncompressed) decompressor are needed to see this picture.

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

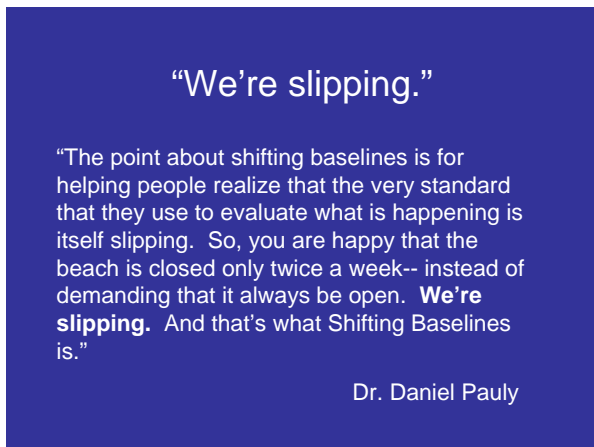
PSA #1
 The Ocean Symphony
 Big in Star Power
 Light in Content



PSA #1
The Ocean Symphony



PSA #2
The Tiny Fish
Light in Star Power
Big in Content



“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

