

The Campaign For
UC San Diego

SCRIPPS INSTITUTION OF OCEANOGRAPHY

THE CENTER FOR MARINE BIODIVERSITY AND CONSERVATION

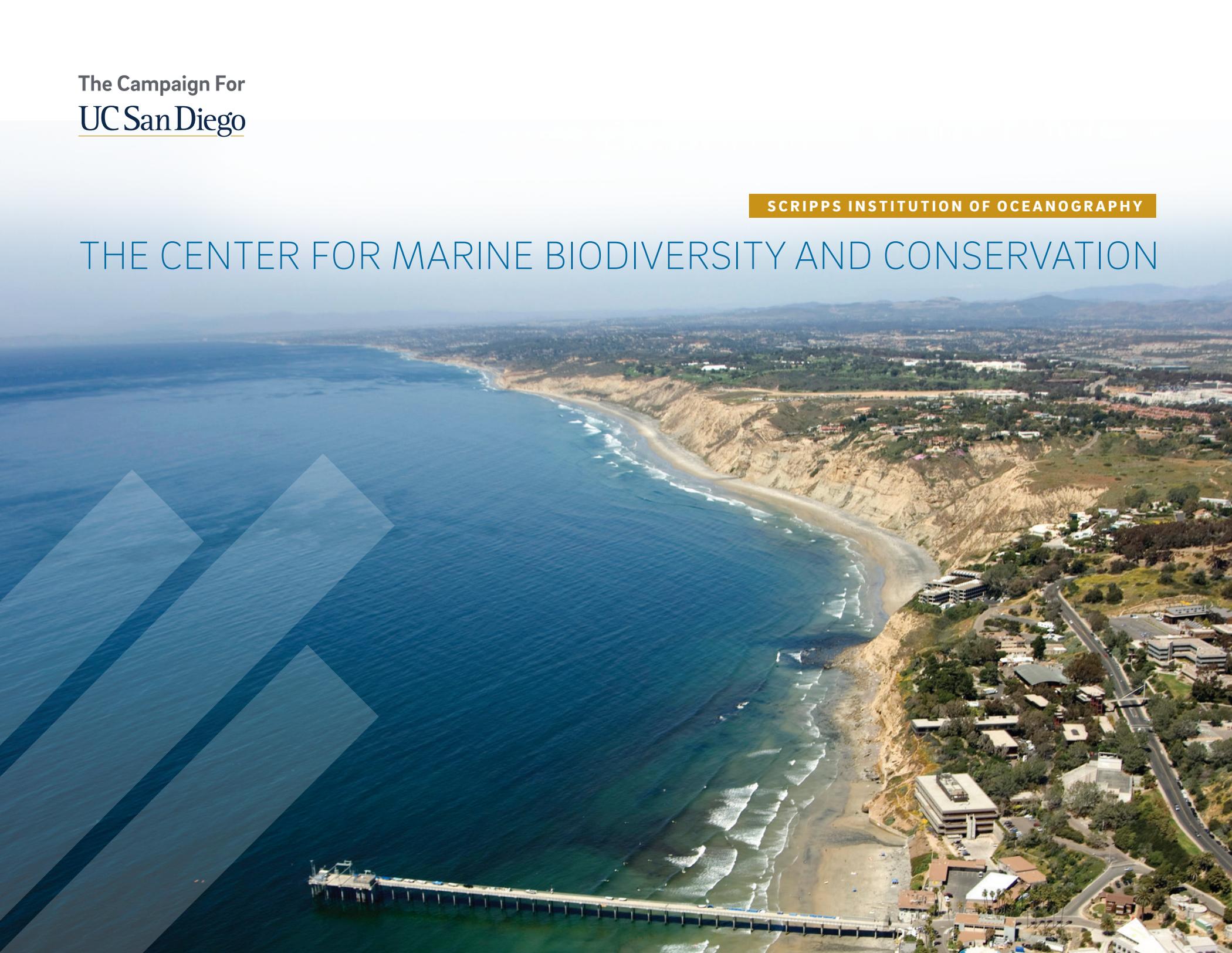




Photo by Octavio Aburto, PhD '09

David and Goliath, Cabo Pulmo National Park, Baja California Sur

A school of jacks form a tornado in front of divemaster and activist David Castro.



REPLENISHING THE BOUNTY

The Center for Marine Biodiversity and Conservation (CMBC) at Scripps Institution of Oceanography, UC San Diego, integrates biological, physical, and social science with educational approaches to maintain the integrity of ocean ecosystems and manage their use in the face of rapid and inevitable global change.

Every day, around the world, governments, companies, and organizations make decisions and sign agreements on the management of Earth's ocean ecosystems. Often, these resolutions are made in isolation from one another, by individuals who have little to no access to relevant, cutting-edge science. As the pace of change substantially complicates decisions, leaders increasingly recognize the importance of leveraging expertise outside the conventional boundaries of their domain.

CMBC removes barriers between science, policy, and implementation by building trust through exchange of research findings and ideas across ocean-minded individuals and communities. Although our partners may relate to the ocean in entirely different ways, all share a reliance on its vitality, health, and capacity for life.



LEVERAGING COLLABORATIVE RELATIONSHIPS

ELEMENTS OF DISTINCTION

Scripps Institution of Oceanography is an international leader in earth and environmental research, comprised of faculty, students, and staff dedicated to pushing the boundaries of knowledge and innovation.

CMBC works with a variety of departments at UC San Diego, such as the Rady School of Management, Jacobs School of Engineering, and the Division of Social Sciences, for unparalleled collaboration spanning science, engineering, business, economics, and the arts. CMBC leverages diverse expertise and talent to create a lasting, positive impact.

The following examples illustrate the effectiveness of a strategy built on mutual exchange.



COMMUNITY LEADERSHIP

Natural resource knowledge and responsibility is foundational across cultures. The academic research model can complement the often longer-standing cultural approaches of ocean stewardship.

Information and technology exchange with academics holds invaluable potential to communities, especially those lacking access to capital resources.

CASE STUDY

A team of CMBC scientists recently initiated an information exchange program called TIDES: Tribal Intertidal Digital Ecological Survey with the leadership of the Tolowa Dee-ni' nation on the central west coast of North America. In an effort to improve monitoring and management of intertidal habitats, the Dee-ni' are now using novel 3D image-based approaches to track changes in a period of local management and global sea level shifts.



Members of the Tolowa Dee-ni' Nation are keeping traditional floodways — like the Smith River pictured at right — alive in the face of climate change.



INDUSTRY AND BUSINESS

Most actions that affect ocean biodiversity can be traced to how consumers spend money. Engaging with industry and business partners holds an exceptional promise to affect their use of environmental services. Assuring that leaders in industry and business are working with accurate information can make them better partners in sustaining resources necessary for our planet to thrive.

CASE STUDY

CMBC has partnered with PriceSmart, the market leader of membership warehouse clubs in Central America and the Caribbean. Collaboratively the group reviews seafood purchasing history, exploring dimensions of sustainability and social impact for each item. The information is then cycled back to the purchasing team to inform the design of new corporate policies and ultimately to educate consumers.



Collaborations between conservationists and industry partners can help maintain sustainable sources of seafood including salmon — one of the most commonly served fish in the U.S.

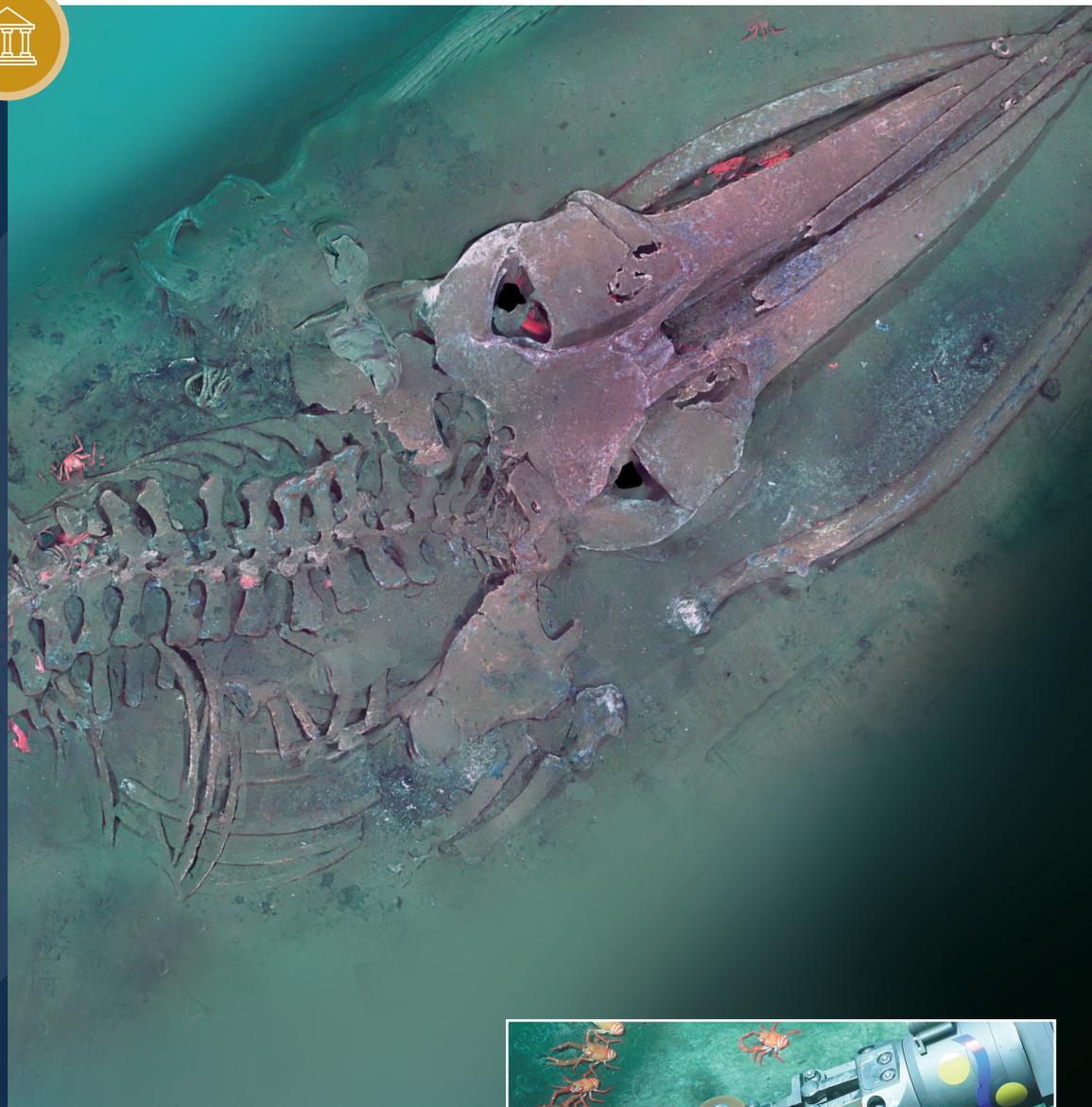


GOVERNMENTAL AGENCIES

Worldwide, governments continuously design and launch new policies, redefining and adjusting our relationship with – and exploitation of – the ocean. Ideally, the best science is used to inform these policies. But time and other resource constraints often limit access to the breadth and depth of the full body of knowledge, without which well-intentioned policies could have unforeseen, detrimental effects.

CASE STUDY

In May 2018, CMBC co-hosted the California Marine Protected Area Technology Workshop. The event brought California Fish & Wildlife enforcement officers together with conservation technologists from UC San Diego and beyond, with a goal to facilitate management activities with 21st-century technologies. The workshop's success inspired the planning of a second gathering, including a broader swath of enforcement professionals from neighboring jurisdictions.



The deep sea is among the least explored habitats on Earth, with new species still being found on whalefalls (above). CMBC leads international efforts to manage these deep-ocean ecosystems for tomorrow.



RESOURCE FOR THE PLANET

Looking towards the global community, CMBC continuously provides nimble access to key research findings and insights from a variety of disciplines – such as marine biology, economics, consumer behavior, and public policy – to help advance sound ocean stewardship.

CMBC has a proven track record of success, through the combined activities of individual research groups and the multiplying impacts of our hundreds of graduate alumni.

CMBC seeks to expand the reach and impact of science for conservation and management decisions. Coordinated and responsive

programming at Scripps Oceanography can facilitate needed exchange, access, and trust with ocean-minded communities.

Through the support of philanthropic partners, CMBC will advance its vital mission to:



FOSTER EXCHANGE

Creating and leveraging opportunities for open exchange of ideas and mutual learning is the guiding principle of our work.

Workshops and visiting scholar programs create opportunities to harness diverse theories and methods to help tackle our challenges.



CREATE ACCESS

Opening the doors of the university and the research community offers untold value. Student training continues as a core activity, augmented by broadened efforts to reach a greater number of influencers through short courses (both in-person and online) and public events.



BUILD TRUST

Shared experiences and perspectives are the building blocks of trust. Exchange and access activities, complemented by sustained contact, reinforce a culture of learning and action.



It takes a collaborative approach to steward the finite marine resources of our fast-changing planet.

With your gift, you join UC San Diego in advancing Scripps Institution of Oceanography's Center for Marine Biodiversity and Conservation. You create the platform for relaying knowledge about our oceans and the species inhabiting them, unlocking the catalytic potential of data accumulated by the world's leading scientific institution for marine and coastal investigation.

By coordinating the myriad collaborations entailed by its planet-wide mandate, CMBC sparks societal linkages to cultivate collective good.

**We have one planet, one grand territory to call home.
Help us improve its capacity to sustain.**

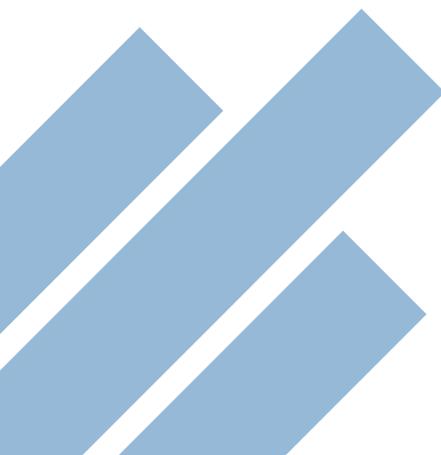
Help us continue the
nontradition.



Photo by Brian Zgliczynski
Tuamoto Archipelago and Southern Line Islands
A manta ray passes over the scientific dive team.

For more information about supporting
The Center for Marine Biodiversity and
Conservation at Scripps Institution of
Oceanography or making other contributions
to advance our vital work, please contact:

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The Campaign For
UC San Diego

At the University of California San Diego, challenging convention is our most cherished tradition. Through the Campaign for UC San Diego — our university-wide comprehensive fundraising effort concluding in 2022 — we will continue our nontraditional path toward revolutionary ideas, unexpected answers, lifesaving discoveries, and planet-changing impact.