




# Welcome to Blue Trail

Imagination & Innovation for Ocean Sustainability



The call for action has never been more urgent...

...and the opportunity to make a difference has never been greater.

A photograph of a dolphin swimming in clear, deep blue water. The dolphin is the central focus, shown from a side profile, moving towards the right. Its body is sleek and greyish-blue, with a prominent dorsal fin. The water is crystal clear, with sunlight filtering through, creating a shimmering effect. In the background, another dolphin is visible, swimming further away. The overall scene is serene and beautiful, highlighting the grace of marine life.

Despite a growing awareness of “green,” most people are unaware that our actions are polluting, depleting and killing the biodiversity of the ocean.

Our oceans are in crisis, and we are at a tipping point.

Fortunately, with popular culture now addressing rising temperatures, “extreme weather,” and the alarming level of plastic trash in the ocean, a door has opened.

The time for “blue” is now.





# Blue Trail Design Jam Competition

Imagination + Innovation for Ocean Sustainability

## Challenge:

Develop **public art installations** directed at the general public to take action and learn about

**Plastics in the Ocean**  
**Sustainable Seafood**  
**Marine Sanctuaries**

Text

# OCEAN PRESENTERS

Blue  
Trail

DR. TERRIE WILLIAMS  
UCSC Institute of Marine Sciences

BARBARA BENISH  
United Nations Safe Planet Campaign

SARAH-MAE NELSON  
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