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”

www.shiftingbaselines.org

“Today”

“1960”
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
“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