rozalia
project
for a clean ocean

THE NEW BOTTOM LINE

Current cost/value:

Current cost/value:

What does it cost us

What does it do for us?

Current cost/value:

What does it cost us
What does it do for us?

The real cost/value:

Current cost/value:

What does it cost us
What does it do for us?

The real cost/value:

What will it cost/do for us us later?
What will it cost our operating venue (the ocean)?
What will it cost our mission, message & what we teach?

BENEFITS OF CONSIDERING THE REAL COST/VALUE

Respect
Loyalty
Volunteers
Clients
Word-spreaders
Donations/Funding
Strong partnerships
Media (the good kind)
Leadership opportunities

Lower footprint!

Rozalia Project:

Our mission is to clean and protect the ocean and conserve a healthy, thriving marine ecosystem.

American Promise
rozalia
project

ME 17HJZ

6/14/2013 12:15:00 PM

Rozalia Project Newport Cleanup

rozalia project

for a clean ocean

H: 208.4 °

D: 10.44 ft

Temp: 71.3 °F

BlueView

GREENE
PLEASE HANDLE WITH CARE
rozalia project
PELICAN 1550 CASE

FOR THE OCEANS

14 Tows
191 pieces of trash
Harbor average: 72,571 pieces/km²
East River average: 98,000 pieces/km²

661 m

gery Dates: Jun 18, 2010 - Apr 10, 2013 40°41'57.79" N 74°00'46.87" W elev 0 m Eye alt 2.39

2009 Goo

rozalia project
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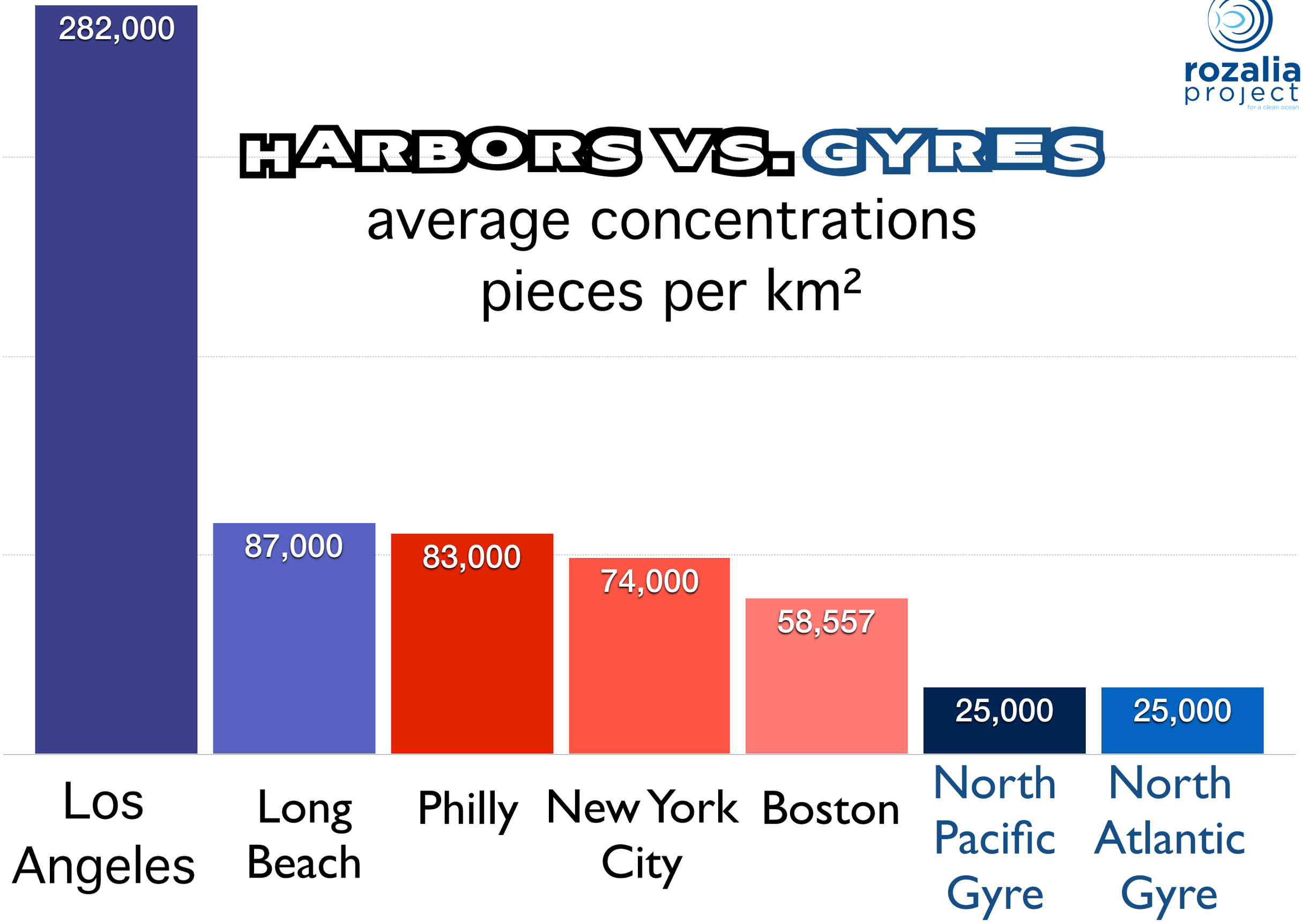
HARBORS VS. GYRES

average concentrations
pieces per km²



Rozalia Project, Urban Waters Study 2012-2013

Sesini, 2011; Columbia University

flatbread co.
rozalia project
OCEAN TRASH

PROPULSION: A REPOWER

Old:
5-6 kts using 2.5+ gallons/hour

New:
8-9 kts using
1.8 gallons/hour

New:
8-9 kts using
1.8 gallons/hour

Multi-fuel: bio diesel
80% less NOx
150% less particulate matter than Tier 2
1,000% less than our old engine
Lowest noise and vibration

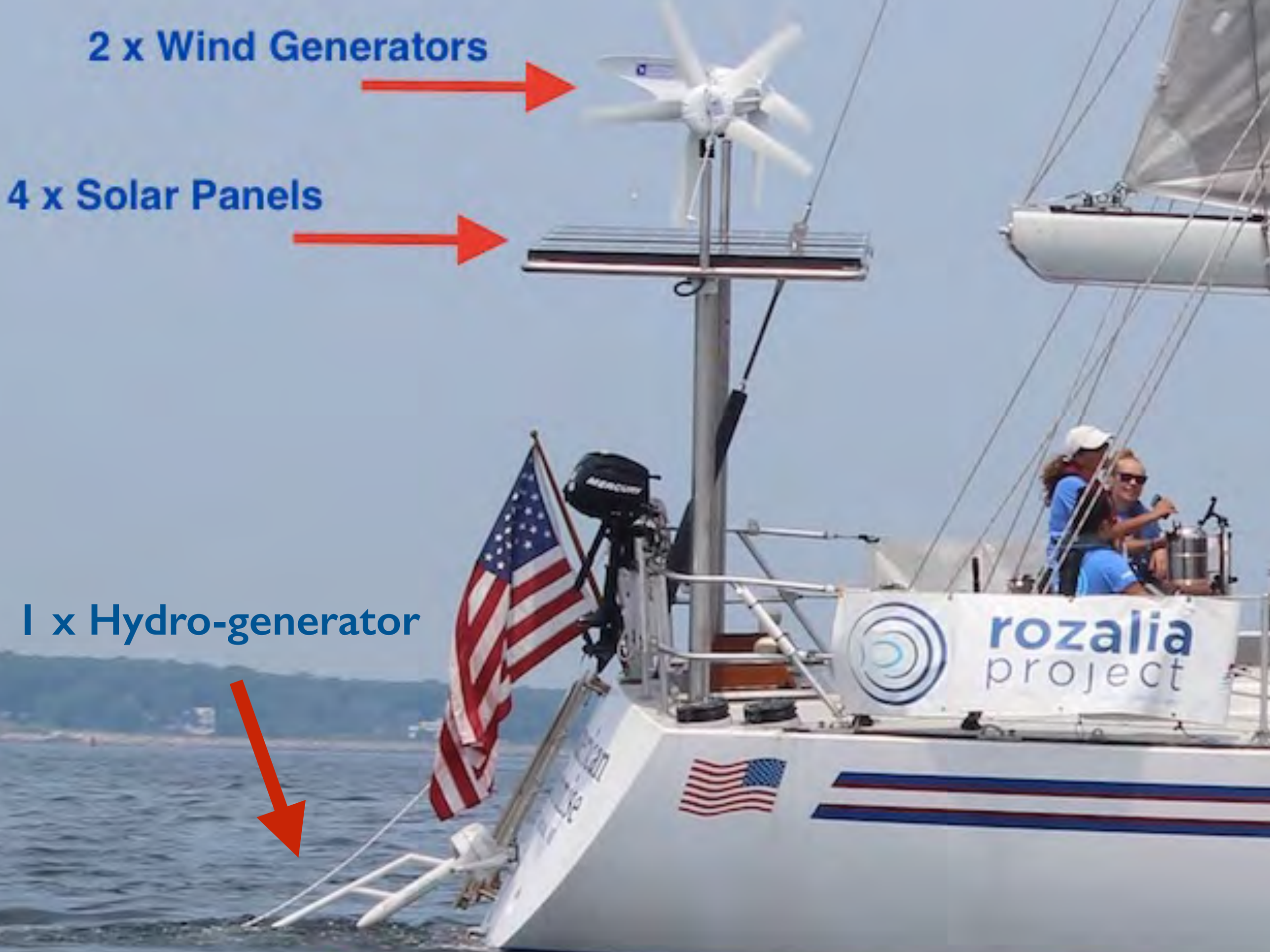
HOUSE BANK POWER

AMERICAN PROMISE
Rockland, ME
American Promise

2 x Wind Generators

4 x Solar Panels

1 x Hydro-generator



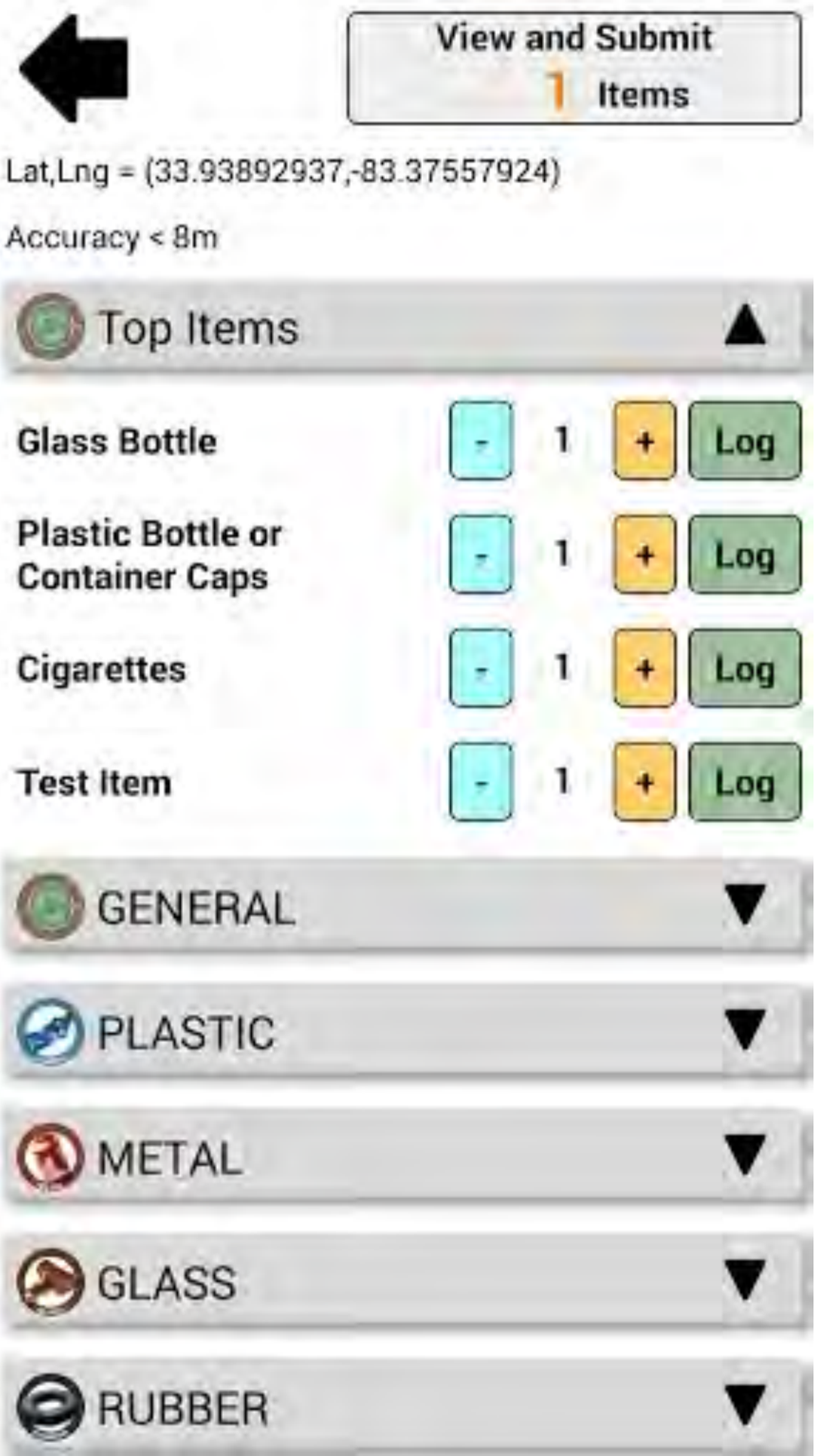
ONBOARD PRACTICES

GRAY WATER

IN THE GALLEY

Marine Debris Tracker App

Rozalia Project: short list
Rozalia Project: long list



BOTTOM PAINT

A FRAMEWORK FOR A REAL COST-BENEFIT ANALYSIS:

A FRAMEWORK FOR A REAL COST-BENEFIT ANALYSIS:

What will it cost and what is the benefit to do x?

A FRAMEWORK FOR A REAL COST-BENEFIT ANALYSIS:

What will it cost and what is the benefit to do x?

* Safety: to people, assets
* Money: Now, later?
* Time: Now, later?
* Message: Is it consistent?
* Venue: What is the effect on the ocean? Now? Later?
* Opportunity: to lead by example and inspire others

PARLEY

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