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
- Wordspreaders
- 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.
6/14/2013 12:15:00 PM
Rozalia Project Newport Cleanup

H: 208.4 °
D: 10.44 ft
Temp: 71.3 °F
14 Tows
191 pieces of trash
Harbor average: 72,571 pieces/km²
East River average: 98,000 pieces/km²
Harbors vs. Gyres

Average concentrations
pieces per km$^2$

Los Angeles: 282,000
Long Beach: 87,000
Philly: 83,000
New York City: 74,000
Boston: 58,557
North Pacific Gyre: 25,000
North Atlantic Gyre: 25,000

Rozalia Project, Urban Waters Study 2012-2013
Sesini, 2011; Columbia University
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
2 x Wind Generators

4 x Solar Panels

1 x Hydro-generator

ONBOARD PRACTICES
GRAY WATER
COOKIES!

IN THE GALLEY
Marine Debris Tracker App

Rozalia Project: short list

Rozalia Project: long list

Lat, Lng = (33.93892937, -83.37557924)
Accuracy < 8m

Top Items

- Glass Bottle
  - Quantity: 1
- Plastic Bottle or Container Caps
  - Quantity: 1
- Cigarettes
  - Quantity: 1
- Test Item
  - Quantity: 1

Categories:
- GENERAL
- PLASTIC
- METAL
- GLASS
- RUBBER
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
rozaliaproject.org

American Promise

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