MODELLING A SUSTAINABLE OCEAN FUTURE

VETA WADE   2024

VETA IS A
SOLUTIONIST

Seeking to design innovative projects in support of sustainable fisheries and eco-tourism; strategically designed to reduce data gaps and ensure income and environmental sustainability.

Her work supports incentivizing conservation through biodiversity-linked micropayments and upskilling coastal communities.

MISSION

To provide economic incentives for coastal communities to conserve marine biodiversity.

North West Bluff

HOW

- Co-designed science research with indigenous and local knowledge at our core

- Facilitating brave learning spaces for people of all ages through swim and snorkel lessons

- Capacity and upskillling in innovative technologies

- Access to coastal and deep sea science for coastal communities

RESEARCH QUESTIONS

What is the biodiversity that surrounds me?

How is the chemistry of the ocean changing?

SERVICES

1 DEVICE TESTING

2 DESIGNING
LIVE CASE STUDIES

3 MENTORING,
THOUGHT
PARTNERSHIP
&
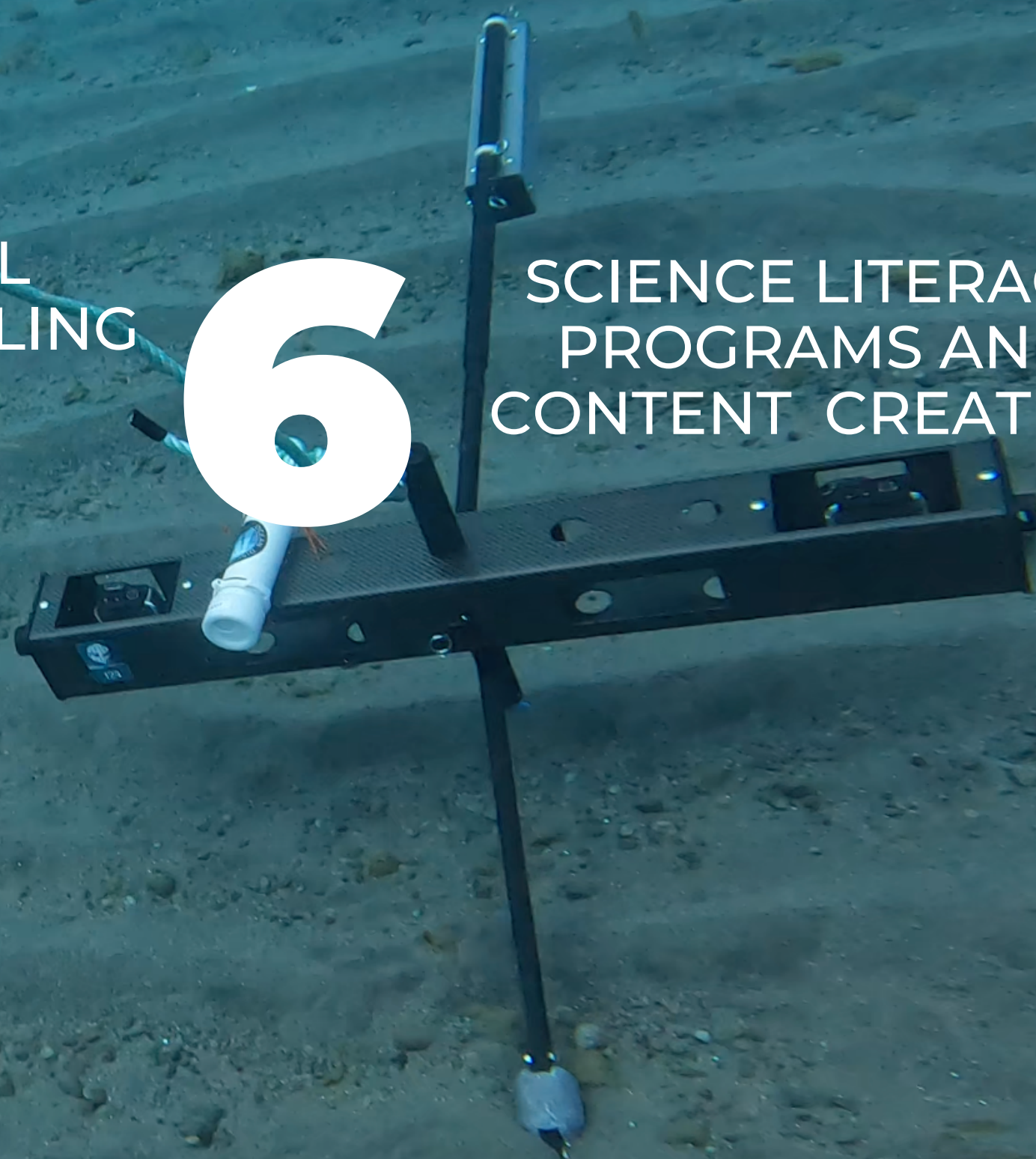INFO EXCHANGES

SERVICES

4 RESEARCH AND IMPLEMENT NEW TOOLS FOR MONITORING MARINE HABITATS

5 DIGITAL STORYTELLING

6 SCIENCE LITERACY PROGRAMS AND CONTENT CREATION

SMART(ER) TOURISM

Work with us to incentivize community conservation through biodiversity-linked micropayments; and training and skill development to leverage additional new technologies, such as AI, Drones, and ROVs. We aim to address the triple threat of biodiversity loss, climate crisis, and global inequity.

*ER - equitable and resilient *

FEEDBACK

Words used to describe Veta's talks captured via slido survey tool:

Enthralled
Majestic
Potential
Love
Inspired
Lovely
Life
Reverence
Calm
joy
Respect
Protected
Cautious
Scared
Beauty
Hopeful
Intertwining
Abundance

Innovators
Informative
Enlightening
Encouraging *Good*
Inspirational Insightful
Educational **Empowering**
Progress **Fascinating**
Awesome **Grassroot**
People **Solution-focused**
Encouraging

NORTH STAR

Use 'The Framework for the Equitable Caribbean Blue Economy' to embed Justice, Equity, Diversity and Inclusion in your ESG strategy.

CHANNELS

SOCIAL
MEDIA

IMMERSIVE
EXPERIENCES

EMAIL
MARKETING

PAID
ADVERTISING

Various channels will be used to amplify our work

LET'S COLLAB

BIO

Veta Wade is co-designing Community-based Ocean Science projects in the Caribbean. Her approach focuses on innovative solutions to small-scale fisheries and marine protected areas, as well as tourism. The main problem in marine management that she focuses on is ' stakeholder buy-in.' Veta is also keen to support
the development of high-integrity nature-people-positive businesses in the region.

Caribbean
Sea

North West Bluff