

MEDIA/PUBLISHING

Boat International connects scientists, yachts in conservation campaign

April 12, 2019



Boat International is connecting yachts with scientists. Image credit: Boat International

By STAFF REPORTS

Magazine *Boat International* is helping scientists get access to the ocean by leveraging its industry connections.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Set to launch in June, the publication's matchmaking program aims to aid researchers in studying the seas by connecting them with yacht owners and crews. This initiative is part of Boat International's EverBlue conservation program, as the magazine gets involved in protecting the oceans.

"We have a deep commitment to doing what we can to help address the state of the oceans," said Sacha Bonsor, editorial director of *Boat International*, in a statement. "EverBlue is our framework for continually engaging with the health of the ocean with the aim of making a long-term positive impact.

"This is more than CSR; this is our lifeblood and legacy, and Boat is in the privileged position of being able to help on many levels," she said.

Marine matchmaking

Boat International is working with Ocean Family Foundation (OFF) and Nekton Oxford Deep Ocean Research Institute on the campaign.

Kicking off the initiative, the company is launching a multichannel campaign that plays off the boating distress call. In this effort, S.O.S. translates to "Support our Scientists."

The program will officially launch at Boat International's conference Ocean Talks on June 12. Sessions will include talks about work to save coral reefs and the problem with plastic.

Also happening at the summit is the reveal of the yacht *Alucia2*, which has been outfitted with scientific study and media in mind. The 278-foot vessel has been designed for OceanX, a nonprofit organization that focuses on oceanic exploration and documentation.

[View this post on Instagram](#)

Considered by many as living dinosaurs, sea turtles first appeared on Earth more than 100 million years ago and have been swimming in our oceans since. They have remained practically unchanged since they first appeared. . . . #NektonMission #FirstDescent #Seychelles #IndianOceanResearch #DeepOceanExpedition #Conservation #MarineBiology #Plastics #Ocean #SubMarines #passonplastic #rovsupport #bluecharter #oceanunite #thedeep #globalsubdive #inmarsatglobal #commonwealth #tritonsubmarines #hellyhansen #a1offshoresolutions #seaturtle #sea #turtlelife #turtlesofinstagram #turtlelife #turtlelove #uwvideo #underwaterworld

A post shared by Nekton Mission (@nektionmission) on Apr 3, 2019 at 7:49am PDT

Instagram post from Nekton

"I come across people in the yacht industry all the time who want to do more to help but who don't know how," Ms. Bonsor said. "And as co-chair of our annual Ocean Awards, I am also constantly coming across marine conservationists who need closer access to the sea, but don't know how to find it. Ocean Talks aims to bridge this gap."

In a similar move, cruise line Crystal is bringing conservation organization ORCA on-board to support its work to protect populations of whales, dolphins and porpoises.

ORCA wildlife experts will travel on Crystal Symphony to educate Crystal's bridge crew and passengers on the animals. Voluntourism has long been a part of Crystal's offerings to guests, and this latest initiative allows the cruise line to also give back ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.