**FEB 20 PRESS CONFERENCE CONCLUDING SPEECH, DELIVERED BY SATINDER BINDRA**

**Acknowledgements:**

Sasakawa-San, Unno San, ViceAdmiral Tani, GEBCO colleagues Prof Martin Jakobsson and Dr. Vicki Ferenni, partners David Millar and Bjorn Jarving, distinguished guests, media colleagues, ladies and gentlemen:

Today as we begin the operational phase of the Nippon-GEBCO Seabed 2030 Project I will outline my ``7 C’s’’ or in this case you could also call it a ``7 Seas’’ approach.

I would like to begin by thanking the Nippon Foundation for arranging this press conference and their financial contribution or seed funding of approximately $2 million a year for this project.

Of course other stakeholders will be making their contributions in cash and kind as well.

To commemorate the formal START of this project we have an extraordinary array of talent in this room – representing six cities across the world.

What’s also present in this room is real **COMMITMENT** to map our entire ocean floor by 2030, contribute to Sustainable Development Goal #14 and do something meaningful for humanity.

This **COMMITMENT** was first announced by Sasakawa-San at the 2016 Forum for Future Ocean Floor Mapping in Monaco and articulated again in New York last June.

We are all gathered here today to salute this remarkable vision.

**Distinguished guests**

When I first heard about The Nippon Foundation’s ideals, and 60-year track record in maritime issues, I felt very strongly drawn to them. To support such formidable achievements and vision, I have just resigned from the Asian Development Bank. The Nippon Foundation and Sasakawa-San’s dream requires extraordinary recognition and most importantly, the global community’s strong endorsement.

As The Nippon Foundation-GEBCO Seabed 2030’s FIRST project director, I want to make a **commitment** to you all today – in the years ahead, we will always be **guided by The Nippon Foundation’s commitment**.

**Guests and members of the media**

For decades, we have invested in space exploration and treated our Oceans as a ``**Forgotten Frontier**.’’ But picking up on the point made by Mr. Shin Tani, the Oceans provide at least 50 per cent of our oxygen, they provide fish and protein for 3 billion people and the next cure for cancer may well come from ocean organisms. The Blue Economy itself is worth more than 1.5 trillion dollars. The UN’s Environment Agency estimates over 60 per cent of the world’s GDP comes from within 100 kilometers of our coastlines. The benefits are in our reach – on our planet.

Mapping the ocean floor will teach us about tsunamis, combating pollution, preserving marine life, generating wave energy as well as oil, gas and mineral resources trapped in our seabed. The list is endless. Our oceans are truly a very ``**Fruitful Frontier**.’’

But mapping the entire ocean floor will based on today’s technology cost up to $3 billion dollars. We recognize these **CHALLENGES**. We can and must deal with the cost. We will fundraise and collaborate to get data , which of course has monetary value. The scientists who are supporting us will plan and execute more scientific expeditions to get data from unmapped parts of the world.

**Ladies and gentlemen**

While we recognize our challenges, what we are showcasing today is our **ability to match our ambition**, with concrete action:

* Seabed 2030 has set up structure for success. You have already heard from Prof. Martin Jakobsson of our four regional and one global data mapping center. They’re headed by distinguished scientists, two of whom, Martin and Vicki are with us today. Going forward we need more scientists to join our cause. We need more governments and scientific institutions to share data.
* Since 2004, as mentioned, The Nippon Foundation GEBCO Scholars Programme at the University of New Hampshire has been educating young hydrographers for building future mapping capacity. As project director, I will continue to build a strong alumni network and tap their talents to meet our goals.
* Mr. Bjorn Jalving has talked earlier about the game changing impact of technology. He told you how Nippon-GEBCO alumni are participating in the Shell Ocean Discovery XPRIZE to unearth the best sea-mapping technology such as underwater submersibles and unmanned seacraft. We will stay invested in this space.

**Ladies and Gentlemen**

We cannot achieve our ambitions alone. We must work in partnership, we must avoid duplication and we must build a strong and committed **COMMUNITY** of support.

This community will work in a true spirit of **C0-OPERATION** – as other speakers before me have emphasized. We will bring data from all over the world and compile existing data into a widely and FREELY available data base.

As per our roadmap, by the end of year 3 we would have mapped 25 per cent of the ocean floor, rising to 35 per cent in year five, 70 per cent in year ten and of course completion by 2030.

David Millar, from the surveying company FUGRO, and Bjorn Jalving are already a part of this global maritime community. David Millar’s company alone, as he has mentioned, has 10 million square kilometers of mainly client owned data. This is an area just over twice the size of Japan’s EEZ or Exclusive Economic Zone. In the coming months, I’ll work with David to see we get as much of this as we can, of course with the support of his clients.

I’m sure this leadership will inspire and motivate others. As of today, twenty-eight other international organizations have already joined us. Others are calling. We have momentum.

As I have mentioned before, we need other international organizations, the private sector, maritime industries such as fishing, shipping, surveying and the cruise sector, as well as civil society, to join our cause.

**My fellow journalists, cameramen and women, correspondents and editors**

My next point is on **Communication.** We must communicate effectively with our stakeholders, constantly convincing them of our cause…inspire our youth and showcase innovation.

Sasakawa-San first raised the idea of ``**Crowd sourcing’’** data.

Fishing boats, yachts, national governments and many in the science community have data.

Please share this with us. Global challenges require global effort. Every little bit helps – a lot.

Our study of the ocean floor will deepen our understanding of rising seas, storms and climate change related disasters. This will save lives. It’s a cause we all care about.

For the past ten years, I have been working with the Japanese and international media on exactly such issues through various forums, including the Asia Pacific Broadcasting Union (ABU) to reduce disaster related risks.

Today, I ask for your renewed support. Today, I also appeal to all global citizens to selflessly serve the cause.

**Ladies and Gentlemen**

It’s time now to sum UP – what I have identified as my ``7 C’’approach. **The Nippon Foundation GEBCO Seabed 2030 Project will be 1/ Committed to Sasakawa- San’s vision. 2/ We will recognize our challenges, 3/ build communities and co-operate, 4/ communicate effectively and 5/ crowd source data.**

I’m convinced if we stick to these ideals we will build another **``sixth C’’ – the culture of a project and global movement that will realize our dream of building 7/ a global common good for which we and future generations will truly be proud of.**

Thank you**.**