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Storytelling: Good stories save oceans

Most of the ocean is unexplored - it's too deep, too remote or too expensive to get there. The sheer size of the ocean combined with the difficulties of exploring it has led to an "out of sight, out of mind" attitude. We need science but we also need straightforward, clear language, compelling, action focussed storytelling. 2016 has been a terrific year for ocean protection - the result of successful storytelling to influence politicians and other decision makers.