



A Program of the Buckminster Fuller Institute

THE BUCKMINSTER FULLER CHALLENGE

Catalyzing the vanguard of a design science revolution

11 May 2011, London.

Blue Ventures was this week announced as a Finalist in the [Buckminster Fuller Challenge](#), the prestigious annual international science competition awarding \$100,000 to support the development and implementation of projects that have significant potential to solve humanity's most pressing problems.

Of several hundred entries this year, only four have been chosen as Finalists, following a rigorous vetting process by a distinguished [jury \[link to: http://challenge.bfi.org/jurors\]](http://challenge.bfi.org/jurors). Dubbed "Socially-Responsible Design's Highest Award" by Metropolis Magazine, the challenge attracts bold, visionary, tangible initiatives focused on a well-defined needs of critical importance. Winning solutions are regionally specific yet globally applicable and present a truly comprehensive, anticipatory, integrated approach to solving the world's complex problems.

Blue Ventures' approach to marine conservation uses social entrepreneurship models to tackle some of the critical challenges facing marine biodiversity and coastal communities. Working amongst some of the world's poorest coastal communities, Blue Ventures develops community-owned marine conservation solutions through integrated conservation and development.

"Blue Ventures entered the 2011 Buckminster Fuller Challenge because this is *the* premier global competition recognising initiatives which take a comprehensive, anticipatory, design approach to radically advance human well being and the health of our planet's ecosystems.. The conservation work of Blue Ventures is entering a critical period as our projects are now being taken to scale and replicated internationally. The networks, increased profile and support that winning the Challenge would provide us could be decisive in ensuring our models for community-based marine conservation and environmental social enterprise reach their full potential." Ben Metz, Development Director at Blue Ventures

Blue Ventures' highly acclaimed initiatives encompass marine and fisheries research, sustainable aquaculture, family planning, environmental education, fisheries management and protected area development. The integration of such a broad range of synergistic activities represents a globally-unique approach to the development of sustainable and holistic community-led marine and coastal conservation in developing world countries.

[on website, insert Vimeo link: <http://vimeo.com/album/1595185>]

In recent weeks, results of Blue Ventures pioneering work have demonstrated for the first time that community-based marine conservation brings direct economic benefits to traditional fishing communities, creating a powerful incentive for expansion of marine conservation efforts at scale in tropical coastal communities.

Blue Ventures' entry can be viewed on the [Idea Index](#) on the Challenge website. By participating in the Challenge, Blue Ventures is honoured to become part of a global network that is innovating the kind of high impact solutions to social and environmental challenges that the world so desperately needs.

On Wednesday, June 8th Blue Ventures' work will be presented to jury members and an audience in New York City. On Friday, June 10th the Winner will be revealed at a conferring ceremony. Both events will take place at The Graduate Center, CUNY.

More information is available on the BFI website [<http://www.bfi-internal.org/2011Ceremony/2011INVITE.html>]

About Blue Ventures

Blue Ventures is an award-winning marine conservation organisation, dedicated to working with local communities to conserve threatened marine environments. Our highly acclaimed conservation programmes work with some of the world's poorest coastal communities to develop conservation and alternative income initiatives to protect biodiversity and coastal livelihoods. The results of our work help us to propose new ideas to benefit coastal communities everywhere.

See Blue Ventures' 2010 Do Lecture describing how the Uezo people of Madagascar are leading the way for marine sustainability, putting much of the rest of the world to shame [<http://vimeo.com/channels/blueventures>].

For more information about Blue Ventures' conservation work, please visit: <http://www.blueventures.org/research.html>

For more information about Blue Ventures' expeditions, please visit: <http://www.blueventures.org/expeditions.html>

About The Buckminster Fuller Institute

[Embed video from <http://vimeo.com/1163719>]

Founded in 1983 and headquartered in New York, The Buckminster Fuller Institute is dedicated to accelerating the development and deployment of solutions which radically advance human well-being and the health of our planet's ecosystems.

BFI aims to deeply influence the ascendance of a new generation of design-science pioneers who are leading the creation of an abundant and restorative world economy that benefits all humanity. BFI's programs combine unique insight into global trends and local needs with a comprehensive approach to design.

For further information, please visit: <http://www.bfi.org>