

A message from BLOOM's founder, Claire Nouvian

An ocean of problems... and solutions!

Hong Kong, June 8th 2009

Dear friends,

Do you wonder why BLOOM has, out of all places, chosen Hong Kong to settle in Asia? The reason is not because I was brought up here as a child, although it does of course count. No, the answer is that I find people in Hong Kong to be more receptive to environmental issues and mobilized *personally* than elsewhere. Surprisingly.

In a sense, it is purely logical, « a minimum expectation » one could even say, as we, here, have reached the very top of Maslow's hierarchy of needs: while the bulk of humanity worries about food and security, we, with *all our needs* satisfied, are best poised to achieve transcendence and care about others and the world. But that's not a given: a lot of us stop at the stage below transcendence in the pyramid, that is aesthetic beauty. In the 21st century, translate: « plastic surgery » and not: « a crave for fine arts ». One of the possible reasons why at least some in Hong Kong have moved past the plastic surgery stage is that the environmental situation is dire.

So dire, that unless determined to be a skeptic and a cynic, it is largely impossible to keep being oblivious to the reality around us: *Hong Kong is in great need of assistance and care.*

Think of this unique city in the world if its marine environment were unpolluted: clear water, colorful fish, pristine corals, sharks, rays and groupers.

This is how it was. This is how it should be. Paradise.

Rebuilding paradise is not a utopian dream, it's a possibility, it's an objective.

It does take more than one though. That is the reason why tonight is an important moment.

A time to identify one another in our common goals: to leave a better place to our children than the one we have found. If Hong Kong, with its unequaled material comfort and its legendary reactivity can't do it, no other place in the world will.

Tonight is about building a family that shares this vision and this dream.

Tonight is about empowering BLOOM to realize that vision on your behalf.

Deep from my heart, I thank you for being here with us tonight,

Claire



Claire Nouvian is the Ocean Ambassador of the International Union for the Conservation of Nature.

