

FOREWORD

I first met Jeroen through one of my hotel guests who connected us as she believed that we held the same values and mission, namely to protect that which can't protect itself. For me this is the Sumatran Orangutans, but Jeroen has a bigger goal: the entire ocean.

Too many people focus on solving the symptoms of a problem, believing that they will bring about effective change. What I like about Jeroen is that this route isn't for him. His mission of understanding the core issues contributing to the destruction of our oceans and then building a solid and executable plan is admirable. This book is the most detailed I have read on what is really happening with our oceans and what small changes we can each make to preserve Earth's greatest asset.

The biggest threat is a lack of understanding about the importance of oceans for human life. I never knew that 70% of the earth's oxygen comes from the sea until I read this book. This is a story that isn't being told in the mainstream media. It isn't about saving beautiful fish or colourful coral; Mother Earth has been around for billions of years and will be around for billions more. What we are saving is the key infrastructure that makes human life possible: water and oxygen.

We live in a world where people think they understand a subject by reading about it online, or they take positive action by liking a page on Facebook. Neither of these effect change. We can only truly understand something by experiencing it, so rather than talking about ocean protection, we must go and experience the ocean ourselves. And while we're at it, we need to take our children so they form a bond and have respect for the seas. Jeroen's strategy of engaging children at an early age, of educating them about the value of our oceans and the damage being caused is the only way that we can stop this mindless destruction of our environment.

TOGETHER WE CAN TURN TIDES

Please buy this book, read it and send another copy to a friend, so that we can start a movement that can lead to the protection of not just the earth, but humanity itself.

**Neal Cross, Chief Innovation Officer at
the DBS Bank and Founder of the Orangutan Hotel**