

YACHTS

INTERNATIONAL

164' VITRUVIUS EXUMA
IS THIS MOTORYACHT WITH
SAILING CREDENTIALS
A GAME CHANGER?

150' RICHMOND STATUS QUO
SEA TRIAL SHOWCASES
SUPERB ABILITY

NORTHCOAST 125
US SHIPYARD REACHES OUT
TO THE WORLD THROUGH DESIGN

BIMINI GAME CLUB
OLD FAVORITE
SHOWS NEW GAME FACE



**THE
FORT LAUDERDALE
INTERNATIONAL
BOAT SHOW**
MEGAYACHTS TO TENDERS
HUNDREDS OF REASONS TO GO

Modern
Masterpiece

**THE 223' NOBISKRUG
SYCARA V**
DELVES INTO "PURE DETAIL"

\$8.00 US \$9.00 CAN



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BY Fabien Cousteau



“PEOPLE PROTECT WHAT THEY LOVE”

Whether we realize it or not, we have a partnership with the planet. Our interdependent relationship has been forged over millions of years. During the vast majority of that time the relationship has been mutually respectful, striking a certain balance that has allowed us to survive, even thrive as a species. All this time we have been able to take advantage of the priceless resources and gifts this one (and only) life support system, planet earth, has had to offer. Life has been fantastic. Ever since the industrial revolution we have profited from a seemingly endless bounty. Unfortunately we have forgotten one thing—the prime directive: “People protect what they love.” It sounds simple enough, and most of us do a good job of it when it comes to things such as our family, our friends, our home and our job... One item that seems to have been dropped from the list is our environment.

How did this happen? Simply put, value. Within the last century, we have distanced and detached ourselves from our partner during which time we have also forgotten the value of our partnership. A balance of give and take is key for the deal to work.



Proof? Nothing shows this better than our own economic system. With few exceptions, goods and service prices do not take into account true costs. More specifically, the impact we have on the planet’s health, and therefore our own, is directly related to the value we put on the finite natural resources we take from it and the waste we carelessly discard. Putting a line item for “environment” is not a cost but an investment in our children’s future. Let’s take a page from Einstein’s theory playbook—matter is neither created nor destroyed: The “closed loop” system we live in is directly affected by us and therefore affects us directly. Think of our planet as a bank account. We must stop eating away the capital and start living off the interest. It’s time we pay back some of that capital and invest in a future where our children can enjoy what we have taken for granted.

The beauty of crystal blue oceans, the fireworks display of life canvassing a dive, the gorgeous natural colors of a sunset on the horizon, the crisp clean or morning air, the enjoyment of a beautiful meal... All these are being threatened if we do not take into account our impact in our every deliberation at work, at home and even on vacation.

This is why I started a set of initiatives called simply “Plant A Fish” in honor of my grandfather’s 100th birthday commemoration this year. Taking a cue from tree-planting success, Plant A Fish aims to engage individuals and communities to restore our water planet.

We can all make a big difference. It’s just a matter of treating our planet like it was our home. My grandfather Jacques-Yves Cousteau used to say: “People protect what they love”. Let us show some love for our blue planet and for the wellbeing of our future generations. ■