

## **Aquariums and the Quadruple Bottom Line**

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1. Monterey Bay Aquarium

Each year, the hundreds of aquariums that are members of various associations around the world (e.g., WAZA, AZA, JAZA) welcome tens of millions of visitors. These public touch points afford us powerful opportunities to support our collective goal of ocean conservation: to make a difference for marine species, ecosystems and sustainability. Using Quadruple Bottom Line (QBL) thinking and practices offer new and sometimes challenging perspectives on how we can advance this goal. QBL's four tenets—a commitment to the people we touch, to managing our financial resources effectively, taking responsibility for the well-being of our planet, and contributing to continuous innovation in the face of new challenges—can help us address threats to the ocean from human activities the likes of which we have never confronted before. An overview of QBL thinking will be given, illustrated by examples from the Monterey Bay Aquarium.