

## ALEXANDRA COUSTEAU

- Founder, Blue Legacy International
  - Emerging Explorer, National Geographic Society
  - Author, "This Blue Planet" (Penguin - Spring 2010)
  - Principal Voice, CNN International
- 



Alexandra Cousteau is dedicated to advocating the importance of conservation and sustainable management of water resources in order to preserve a healthy planet. Her global initiative seeks to inspire and empower individuals to protect not only the ocean and its inhabitants, but also the human communities that rely on the purity of our freshwater resources.

Because of Alexandra's tremendous work and relentless dedication towards these environmental issues, she was honored as a member of National Geographic's "Emerging Explorers" Class of 2008. The program is comprised of eleven visionaries and young trailblazers from around the world who have pushed the boundaries of discovery, adventure, and global problem solving. This group is recognized and supported for their inspiring and significant contribution to world knowledge through exploration while still early in their careers.

### Speech Topic

"This Blue Planet" - Water sustains all life on our planet. It carves our geography and defines our humanity. It influences cultures and drives economies. Though oft ignored, this simple compound is the most precious resource on our planet. In "This Blue Planet", Alexandra Cousteau launches an expedition into the water cycle and its role in our global life. Through stories, compelling research, and expedition footage, she extols the wonders of water while explaining the current water crisis facing our Blue Planet.

---

### Bio Synopsis

Granddaughter of legendary explorer Jacques-Yves Cousteau, Alexandra's first exploration took place at four months old with her father Philippe. She has grown up traveling the globe, feeding her passion for adventure and learning firsthand the value of conserving the natural world. When asked about the impact that her father and grandfather have had on her life, Alexandra explains, "the best example they gave me was the importance of living a life of consequence, value, and meaning. I honor their memories by creating a legacy of my own in speaking out for the preservation of our blue planet and all its waters."



Alexandra's most recent step in creating a legacy of her own came with the establishment of her own organization in 2008, Blue Legacy. The mission of Blue Legacy is to tell the story of our water planet to the world, to inspire people to take action on critical water issues in meaningful ways, and to help shape society's dialogue to include water as one of the defining issues of our century and the primary vehicle through which climate change will be felt.

In February 2009, Alexandra and her team will embark on a 100-day voyage of discovery on five continents looking at water issues and their impact on the human communities that rely on this increasingly scarce resource. The Expedition: Blue Planet will chronicle the interconnectivity of water and show how individual stories are part of the larger, universal story of an interdependent, global water ecosystem. By delivering interactive, expedition-based storytelling, Alexandra Cousteau and her team will engage a broad spectrum of people of all ages in a voyage of discovery and an exploration of water issues around the world. Before it hits the shelves as a book, theatres as a documentary, or TV and DVD as a series, Expedition: Blue Planet will be experienced online by the millions who will join and participate as each day's adventure unfolds in raw video footage, blogs, chat sessions, community challenges, impact calculators, and lifestyle tips.



Recently, Dutton of the internationally renowned Penguin Group acquired Alexandra's upcoming book tentatively titled "This Blue Planet" which will be an exploration of different water ecosystems around the world and how they are interconnected and interdependent. To gather local stories and footage for the book, she will launch Expedition: Blue Planet in January of 2009. This non-stop 100-day tour of some of the top water stories on five continents, will feature the work some of the world's leading water researchers to tell the larger story of how all water issues are global. The expedition will culminate with Blue Legacy's inaugural Blue Action Dialogue—a multi-day conference on water hosted in conjunction with the Aspen Institute and the National Geographic Society.

Alexandra serves as one of CNN International's Principal Voices. She is also a contributor and environmental columnist with both Women's Health magazine in the US and Elle magazine in Spain to release the first ever "blue issues" focusing public attention on global water issues. Additionally, Alexandra authors a monthly "Living Blue" column in Readers Digest publications internationally.

From 2005-2007, Alexandra spent two years living in Central America working with local environmental groups on marine resource management with a special focus on shark fisheries. During that time, she worked with diverse stakeholder groups to strengthen fisheries management in the region through education, communication, legislation, and the safeguarding of marine protected areas.

She currently sits on the Board of Directors of EarthEcho and Global Water Challenge; Dell's Regeneration Advisory Council; the International Advisory Board of Counterpart International and the Jolkona Foundation; and the steering committee of the Shark Alliance.

She has been a featured speaker on environmental issues at such organizations as the United Nations, National Geographic Explorer's Symposium, Harvard University, the Smithsonian, Sea Rovers, the National Press Club, Coca Cola, Canon, Aspen Institute's Environment Forum, and the Telluride Mountain Film Festival.

Alexandra holds a Political Science degree from Georgetown University and is fluent in English, French, and Spanish.