

Green Revolutions in the Making

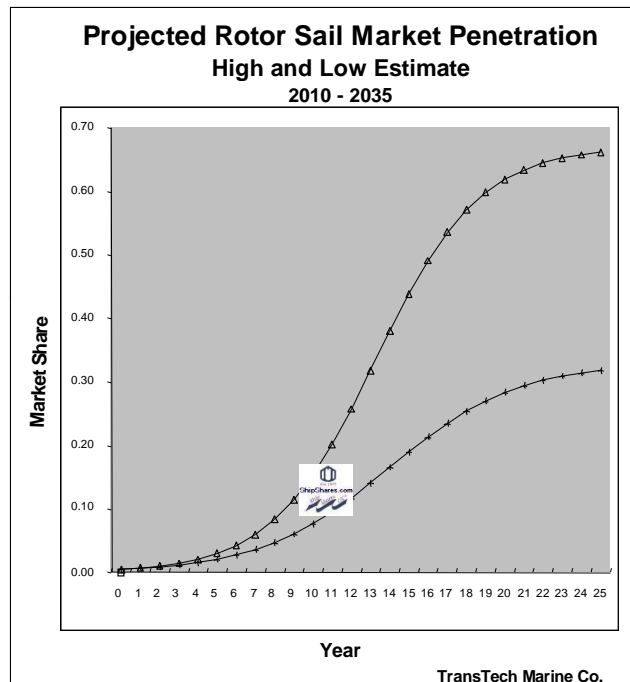
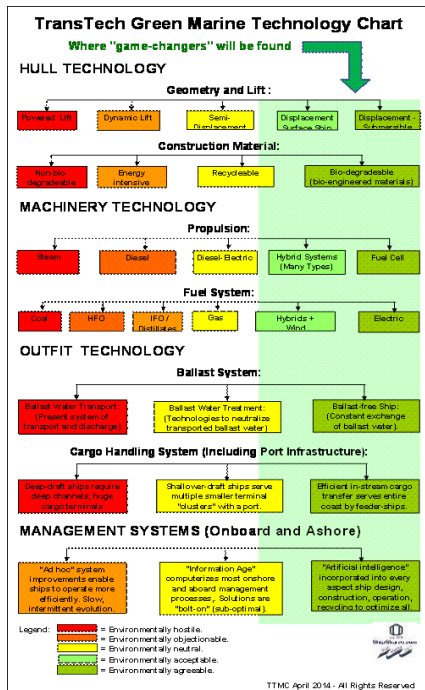
“If you believe in a principle, never damage it with poor expression; you must go the whole way.”

Charles Parsons (1854-1931)

The future is unknowable but not inconceivable. For instance, in 1897, many ships still were propelled only by sail (established trend); some had one or two propellers (critical uncertainty); only one had nine propellers on three shafts powered by Parsons steam turbines (wild card). Within a decade, the game-changing technology was used to power the world’s fastest liner and became the standard aboard all ships where speed was paramount.



Today the great challenge facing the maritime industry is to decarbonize by 2050, a changeover that will affect every aspect of ship design and operation. “Game changers” occur on the right-hand-side of the Green Marine Technology Chart. Early, limited adoption data can be used to parameterize market penetration rate, enabling better risk management.



The record informs that social capitalism will support enterprises deemed worthy. Additional to environmental benefits of green transport, other ESG components of TransTech / ShipShares LLC assisted projects include jobs creation, employee ownership (ELCE) and higher quality of life, all of which can augment financial returns.

Social Capitalism in Various Forms Has Been Used for a Range of Investor Motivations and Anticipated Returns...



- Sunday school children purchased 10 cent shares in missionary schooners.
- Marcus Garvey's UNA founded a steamship company to "return the African diaspora to their ancestral lands."
- *Greenpeace* International used community shares to build *Rainbow Warrior III*.



A Tale of Two Ships

Tall Ship *Tenacious*



Owner: Jubilee Sailing Trust, UK
Mission: Handicapped-accessible tall ship
Cost: USD 8 M (donated build site + volunteer labor)
Time : 8 years from announcement (1992) to delivery (2000)
Funding: Direct mail + phone + press

Rainbow Warrior III



Owner: Greenpeace Intl., Netherlands
Mission: Environmental defense / political activism
Cost: USD 32 M
Time : 3 years from announcement (2008) to delivery (2011)
Funding: Internet crowdfunding

