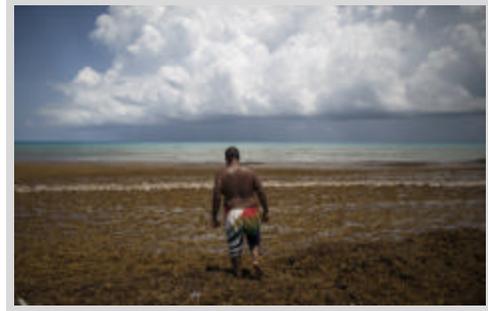


## CIP Associate Member Offers Solutions for Caribbean Businesses Impacted by *Sargassum* Infestation

September 10, 2015

### Background

For more than a year now, *Sargassum*, a brown macro-algae, or seaweed, has clogged ports and polluted shorelines across the Caribbean. While many industries have been impacted by this seaweed invasion, the tourism and marine transportation sectors have been especially hard hit. Tourism, in particular, is being acutely threatened, with hotels and resorts suffering potentially ruinous drops in revenue. These losses are not limited to hotels. Service providers catering to the tourist trade, such as restaurant owners and merchants are suffering the indirect impacts to their businesses with potentially catastrophic drops in revenue that threaten their very livelihoods. Governments' coffers are also being eroded due to lost tax revenues across the board.



The invasive *Sargassum* typically washes ashore in mass volumes, ruining the experiences of tourists, beachgoers, swimmers, divers, and all others seeking to enjoy the Caribbean's famous beaches and waters. Not only does *Sargassum* create an un-inviting swimming environment, obstructing pathways and sunbathing spaces, but when sun-dried the seaweed releases an intolerable sulfurous odor, attracting swarms of flies. These circumstances have led to record-breaking revenue losses for the Caribbean tourism sector, which continues to seek out effective solutions.

### Solution

**HudsonAnalytix, Inc.**, a newly accepted Associate Member of the OAS Inter-American Committee on Ports, offers expertise and marine management services regarding the collection and recovery of pollutants in the marine environment. Utilizing a pragmatic, scientifically informed approach, HudsonAnalytix is currently working with Caribbean businesses through a multi-phased mitigation program developed specifically to address the *Sargassum* invasion. Our program is tailored to specific client needs and are comprised of the following elements:



- **Discovery:** Review of current-state circumstances, development of project requirements, and analysis of potential solutions (includes strategies, tactics, and/or technologies);
- **Action Plan Development:** Based on the Discovery phase, involves the drafting of a comprehensive Action Plan for implementation of appropriate mitigation strategies;
- **Action Plan Logistics and Deployment:** Arrangement and deployment of material, technical equipment and human assets to affected sites;
- **Action Plan Implementation:** Deployment of selected mitigation strategies and ongoing oversight/project management. Adjustments developed, reviewed and implemented, if necessary;
- **Post Deployment Evaluation:** Evaluation of effectiveness of mitigation strategies employed; and,
- **Post-Project Report:** Includes summary of all activities, outcomes and recommendations.

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