# Positive Polar turns cruise ship into pioneering floating lab for whale-driven ocean restoration



In a pioneering initiative that blends leisure with environmental responsibility, Positive Polar is transforming the cruise experience into a proactive force for marine conservation. The company has repurposed the Polar Angel, a premium cruise ship, converting it into a mobile research laboratory dedicated to advancing marine carbon dioxide removal (mCDR) technologies. This innovative approach not only caters to holidaymakers seeking breathtaking vistas but also allows them to engage hands-on in critical ocean restoration science.

Central to Positive Polar's mission is the biological carbon pump (BCP), a natural mechanism by which marine ecosystems, particularly through the activities of whales, sequester carbon and contribute to ocean health. Whales play a vital role in enhancing nutrient circulation, aiding the proliferation of phytoplankton—tiny organisms that produce a significant portion of the world's oxygen and recycle carbon dioxide. The company's focus on whale restoration intends to address the historical decline of these populations due to overhunting, which has severely disrupted the BCP and broader marine biodiversity.

Guests aboard the Polar Angel will participate in a variety of scientific endeavours, contributing to ongoing research that directly impacts the health of ocean ecosystems. The cruise experience is designed to foster a sense of 'travel pride', replacing the notion of 'travel shame' often associated with environmental degradation. By allowing passengers to not only witness but actively contribute to marine science, Positive Polar seeks to redefine the modern travel experience.

The ship is equipped with state-of-the-art scientific facilities, including a laboratory and dedicated spaces for interactive workshops and citizen science projects. Here, guests will engage with scientists who bring expertise from diverse fields such as marine biology, climate science, and expedition leadership. This collaborative environment aims to amplify awareness and understanding of crucial ecological issues while advancing scientific knowledge.

Moreover, Positive Polar's plans extend beyond the cruising experience. The revenue generated from these sustainable voyages is earmarked for funding innovative technologies designed to convert ship waste into beneficial environmental applications, further reinforcing the company’s commitment to marine health. The advisory board, comprising experts from various sectors including engineering and environmental art, reflects the multidisciplinary approach required for effective ocean restoration.

In a move signalling intent to scale its impact, Positive Polar has also announced a lease-purchase agreement to acquire another vessel, the Ocean Atlantic. Renamed the Polar Angel, this new acquisition will facilitate further initiatives aimed at fertilising oceanic environments to support whale populations and improve overall ecosystem resilience. It will also offer itineraries that "follow the whales," exploring ecologically sensitive regions like Antarctica and Svalbard, aligning tourism with conservation efforts.

The voyage undertaken by Positive Polar is not just about cruising; it encapsulates a broader commitment to healing the planet. As the climate crisis looms larger, their efforts may provide a meaningful template for integrating tourism with the urgent need for ecological restoration. By generating awareness while offering guests a responsible way to explore pristine marine environments, Positive Polar exemplifies how the tourism sector can contribute positively to the planetary health narrative.

Looking ahead, the company is embracing equity crowdfunding, inviting climate-conscious investors to participate in its mission by investing in sustainable tourism. This innovative financing model not only aligns with Positive Polar's ethical stance but also allows individuals to have a stake in the future of eco-friendly travel and marine science.

Through its dual emphasis on luxury and scientific exploration, Positive Polar is carving out a niche that not only appeals to eco-minded adventurers but also serves a pressing global need—restoring our oceans for future generations. The efforts of such initiatives highlight the potential for tourism to play a transformative role in addressing environmental challenges, bringing together the richness of travel and the urgency of conservation in a harmonious blend.

**Reference Map:**- Paragraph 1: [[1]](https://carbonherald.com/positive-polar-converts-cruise-ship-into-a-floating-mcdr-research-lab/?utm_source=rss&utm_medium=rss&utm_campaign=positive-polar-converts-cruise-ship-into-a-floating-mcdr-research-lab)- Paragraph 2: [[2]](https://porthole.com/positive-polar-cruising-to-restore-ocean-wildlife-and-climate/), [[3]](https://www.worldports.org/positive-polar-acquiring-sunstones-ocean-atlantic/)- Paragraph 3: [[5]](https://cruiseindustrynews.com/cruise-news/2024/04/positive-polar-to-launch-cruise-line-with-former-sunstone-ship/), [[6]](https://www.seatrade-cruise.com/expedition-cruising/cruise-start-up-positive-polar-aims-to-open-bookings-this-summer)- Paragraph 4: [[1]](https://carbonherald.com/positive-polar-converts-cruise-ship-into-a-floating-mcdr-research-lab/?utm_source=rss&utm_medium=rss&utm_campaign=positive-polar-converts-cruise-ship-into-a-floating-mcdr-research-lab), [[2]](https://porthole.com/positive-polar-cruising-to-restore-ocean-wildlife-and-climate/), [[4]](https://www.seatrade-cruise.com/expedition-cruising/positive-polar-acquiring-sunstone-s-ocean-atlantic)- Paragraph 5: [[3]](https://www.worldports.org/positive-polar-acquiring-sunstones-ocean-atlantic/), [[4]](https://www.seatrade-cruise.com/expedition-cruising/positive-polar-acquiring-sunstone-s-ocean-atlantic)- Paragraph 6: [[6]](https://www.seatrade-cruise.com/expedition-cruising/cruise-start-up-positive-polar-aims-to-open-bookings-this-summer), [[7]](https://cruiseindustrynews.com/cruise-news/2024/04/lagerweij-polar-positive-to-focus-on-real-science/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://carbonherald.com/positive-polar-converts-cruise-ship-into-a-floating-mcdr-research-lab/?utm_source=rss&utm_medium=rss&utm_campaign=positive-polar-converts-cruise-ship-into-a-floating-mcdr-research-lab> - Please view link - unable to able to access data
2. <https://porthole.com/positive-polar-cruising-to-restore-ocean-wildlife-and-climate/> - Positive Polar, a new expedition cruise company, is dedicated to transforming the concept of 'travel shame' into 'travel pride' by offering guests a unique travel experience that contributes to healing the planet. The company focuses on whale restoration, aiming to enhance biodiversity, increase biomass, and contribute to climate restoration by sequestering carbon. Guests can participate in science projects and lectures on climate restoration, directly contributing to research on the Biological Carbon Pump (BCP). The company is led by a team with experience in maritime operations, business, science, travel, and conservation. The flagship vessel, Polar Angel, is being renovated to enhance guest experience and scientific capabilities, featuring a scientific laboratory and a 'whaleness area' with amenities like a sauna, steam room, hot tubs, and a cold plunge pool. Positive Polar supports the restoration of whale populations by providing its ship to renowned scientists researching factors affecting whale repopulation in the Southern Ocean and beyond. Whale populations have not fully recovered from historical hunting, severely impacting the BCP. Increasing whale populations naturally will enhance biodiversity and potentially mitigate climate change, as whales sequester carbon at a significant rate, comparable to thousands of trees. The company's advisory board includes experts in various fields, such as marine biology, engineering, art, and expedition leadership, contributing to the mission of ocean restoration and climate healing.
3. <https://www.worldports.org/positive-polar-acquiring-sunstones-ocean-atlantic/> - Positive Polar has entered into a lease-purchase agreement to acquire Sunstone Ships' Ocean Atlantic, which will be used to fertilize the ocean to enhance whale numbers while cruising. The vessel will be renamed Polar Angel, and its inaugural itinerary will be designed to 'follow the whales,' with destinations including Antarctica, Greenland, Iceland, and Svalbard. The company aims to boost the biological carbon pump by mimicking what whales do naturally to increase fish stocks, improve biodiversity, and help restore the climate. Positive Polar plans to make Polar Angel accessible to scientists studying drivers and barriers to whale repopulation in the Southern Ocean and beyond. Whale populations have not fully recovered from historical hunting, severely impacting the BCP. Increasing whale populations naturally will enhance biodiversity and potentially mitigate climate change, as whales sequester carbon at a significant rate, comparable to thousands of trees. The company's advisory board includes experts in various fields, such as marine biology, engineering, art, and expedition leadership, contributing to the mission of ocean restoration and climate healing.
4. <https://www.seatrade-cruise.com/expedition-cruising/positive-polar-acquiring-sunstone-s-ocean-atlantic> - Positive Polar has entered into a lease-purchase agreement to acquire Sunstone Ships' Ocean Atlantic, which will be used to fertilize the ocean to enhance whale numbers while cruising. The vessel will be renamed Polar Angel, and its inaugural itinerary will be designed to 'follow the whales,' with destinations including Antarctica, Greenland, Iceland, and Svalbard. The company aims to boost the biological carbon pump by mimicking what whales do naturally to increase fish stocks, improve biodiversity, and help restore the climate. Positive Polar plans to make Polar Angel accessible to scientists studying drivers and barriers to whale repopulation in the Southern Ocean and beyond. Whale populations have not fully recovered from historical hunting, severely impacting the BCP. Increasing whale populations naturally will enhance biodiversity and potentially mitigate climate change, as whales sequester carbon at a significant rate, comparable to thousands of trees. The company's advisory board includes experts in various fields, such as marine biology, engineering, art, and expedition leadership, contributing to the mission of ocean restoration and climate healing.
5. <https://cruiseindustrynews.com/cruise-news/2024/04/positive-polar-to-launch-cruise-line-with-former-sunstone-ship/> - Positive Polar is starting a new expedition cruise line with a focus on sustainability, combining cruising and science. The company aims to transform 'travel shame' into 'travel pride' by offering cruises that help heal the planet. Guests will have the opportunity to contribute to onboard research, which aims to boost the natural cycle with the Biological Carbon Pump (BCP). The initial focus will be on whale restoration, a key part of the BCP, with intended actions to improve biomass, biodiversity, and aid in climate restoration, as the BCP naturally sequesters carbon.
6. <https://www.seatrade-cruise.com/expedition-cruising/cruise-start-up-positive-polar-aims-to-open-bookings-this-summer> - Positive Polar is a cruise line with a new concept: combining leisure and science to make guests proud of traveling to pristine places. The company aims to perform active science onboard, not just entertaining science for guests but real science with real scientists that they have relationships with. The focus is on climate restoration initiatives, a very important science. The company plans to work with scientists to responsibly spread nutrients, mimicking what whales do, resulting in more fish and more carbon capture. The ship will be equipped with sophisticated carbon-capture technology, and a large area will be dedicated to scientific equipment.
7. <https://cruiseindustrynews.com/cruise-news/2024/04/lagerweij-polar-positive-to-focus-on-real-science/> - Positive Polar is planning to offer a unique product that focuses on both leisure and science. The strategy involves differentiating itself through science and sustainability. The company aims to perform active science onboard, not just entertaining science for guests but real science with real scientists that they have relationships with. The focus is on climate restoration initiatives, a very important science. The company plans to work with scientists to responsibly spread nutrients, mimicking what whales do, resulting in more fish and more carbon capture. The ship will be equipped with sophisticated carbon-capture technology, and a large area will be dedicated to scientific equipment.