

Innovation
serving the Oceans



PURE OCEAN

Fonds sous l'égide de la Fondation Roi Baudouin

PARTNERSHIP DOCUMENT

"Global warming, along with the destruction of the marine environment, is a daily reality. A few years ago in Canada, I saw an Inuit crying when he discovered grass where he had previously seen only snow and ice."

Passionate about the oceans, I became aware of these environmental issues. It has become essential to be an actor and mobilize researchers, experts, entrepreneurs and industry players within the maritime sector around the protection of the oceans. It is from this commitment that Pure Ocean was born."

David Sussmann
PURE OCEAN FOUNDER

KEY DATES

October 2017

Launch of
Pure Ocean

Winter 2017

Composition of
Scientific Committee

2018

April 9th

Launch of first call
for projects

April 26th

Pure Ocean SUMMIT,
Brussels

October

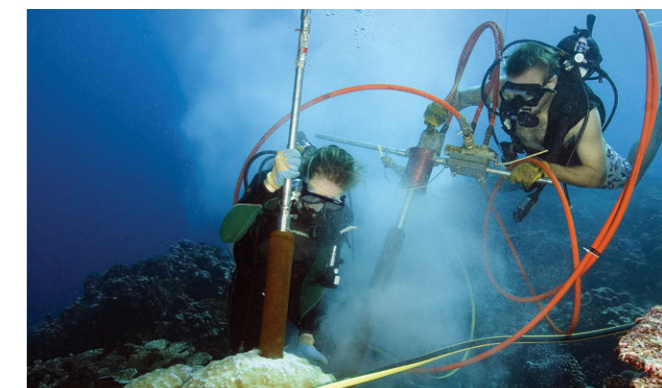
Pure Ocean RACE, Marseille

MISSIONS

Advances in technology and participatory sciences today provide a better understanding of fragile ecosystems in order to protect them.

Pure Ocean's goal is to support leading innovative projects for a better knowledge and preservation of fragile marine ecosystems and biodiversity.

The fund is under the aegis of the King Baudouin Foundation, an international public-interest organization.



Underwater drilling allows better understanding of the way ecosystems work. This way, ocean resources can be used more sustainably. Fanning Island, 2005
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SUPPORT INNOVATIVE PROJECTS

for the preservation of fragile marine ecosystems and biodiversity identified by our Scientific Committee as part of an annual international call for projects.



PROMOTE EXCHANGES BETWEEN SCIENTIFIC EXPERTS,

researchers and industry players and mobilize new resources for research.



INCREASE GENERAL PUBLIC AWARENESS

of the situation of fragile marine ecosystems and organize events with high media impact.

THE OCEAN, A VITAL ISSUE TODAY



Mangrove Bahamas. Photo Credit: Joost van Uffelen

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**Marine Ecosystems are
pools of biodiversity and
guarantee our future
resources.**

**There is a real challenge
in the protection of these
fragile ecosystems.**

A LIFE PRESERVATION CHALLENGE

The temperature of the world's oceans, their chemical composition, their currents and their life are at the source of the global systems that make the Earth habitable for humans. However, anthropic pressure (mostly CO₂ emissions, resource overexploitation and pollution) is constantly increasing. It is therefore urgent to maintain the functional quality of marine ecosystems and restore those that are deteriorating.

A CLIMATE CHALLENGE

More than 25% of the CO₂ emitted into the atmosphere each year by humans, as well as 93% of the excess heat that we generate, are absorbed by the Ocean. The Ocean is also the world's largest net oxygen supplier, with a role that is as important as forests in this regard. The Ocean is therefore the main lung of the planet and is at the heart of the global climate machine.

A KNOWLEDGE CHALLENGE

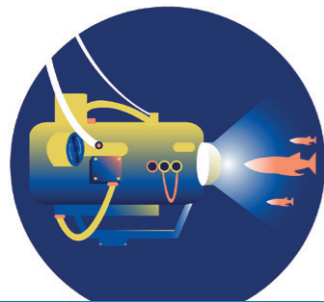
The oceans cover three quarters of the Earth's surface and contain 97% of its water; they represent 99% of the living space available in volume. However, today, more than 90% of marine biodiversity remains to be discovered, including as much bio-resources and progress.



Drones are becoming a great tool to study wildlife, sample the environment or measure several aspects of the ocean, especially in remote areas of the world.

© Alexander Kolomietz

OUR THREE MAIN ACTIVITIES



THEME 1

SUPPORT INNOVATIVE PROJECTS FOR THE PRESERVATION OF FRAGILE MARINE ECOSYSTEMS AND BIODIVERSITY.

Advances in sciences and technology (miniaturization, drones, genetic analysis); interdisciplinary and international collaboration (participatory sciences, knowledge sharing) and the mobilization of society players provide a better understanding of the challenges that endanger biodiversity and marine ecosystems. Numerous research teams worldwide are developing high-tech research programs.

PURE OCEAN supports projects with the potential to open up new paths of action in order to:

- Monitor changes in ocean life (productivity, biodiversity, distribution) and physico-chemical characteristics and thus their impact on global dynamics.
- Improve the ways in which marine resources are exploited (energy, minerals, pharmaceutical products) in order to be more sustainable long-term.
- Identify techniques that restore ecosystems and stabilise natural biodiversity.

THE 4 SELECTION CRITERIA FOR PROJECTS:

• INNOVATION

Improves our current way of interacting with the Planet by developing new visions/techniques/methods, 3 types of innovation will be considered: technological, social and ecological (inspired by Nature).

• CO-CONSTRUCTION

Reflects interdisciplinary, collaborative and knowledge-sharing between a variety of players (research institutes, non-governmental agencies, public and private sector).

• COMMITMENT

Demonstrates passion and determination while gathering all relevant and realistic resources to change the world effectively.

• ENVIRONMENTAL IMPACT

Corresponds to one or several of the new opportunities described above with measurable impacts and long-lasting short/middle/long-term outputs and deliverables.

5 MAJOR AREAS OF THE WORLD WILL BE INCLUDED:

**Atlantic Ocean,
Pacific Ocean,
Indian Ocean,
Mediterranean Sea
and Polar Zones.**



Historically degraded ocean floor where the Marseilles' sewage system comes out, Calanque of Cortiou, 2017 © Florian LAUNETTE

Artificial reefs from the REXCOR project to rehabilitate ecological functionalities of habitat, nursery and biomass in Calanque of Cortiou. © Projet Rexcocor, Agence de l'eau and Calanques National Park, 2017





THEME 2

PROMOTE EXCHANGES BETWEEN SCIENTIFIC EXPERTS AND INDUSTRY PLAYERS

Pure Ocean wants to initiate dialogue between researchers, defenders of the ocean and industry players.

The PURE OCEAN SUMMIT aims to bring together Ocean experts and seafood industry players,

in order to inform and mobilize companies and identify emerging issues and new solutions.

The event also aims to mobilize celebrities and the media to raise awareness of threatened areas or little known issues.



THEME 3

ACTIONS TO RAISE PUBLIC AWARENESS

Pure Ocean offers companies the opportunity to be mobilized around the issue of ocean protection by organizing open-water races.

These open-water races with famous or unknown swimmers will take place in fragile marine locations and allow companies to mobilise their teams, clients and other players.

Each company can personalize the event according to their country, type of participants and chosen itinerary. Pure Ocean will assist companies in setting up the race.

SCIENTIFIC COMMITTEE

The Scientific Committee brings together six Ocean experts. Its role is to define the framework of the annual call for projects and to select the research programs that will receive support from the Pure Ocean Fund.

Gilles BŒUF, FRANCE

Professor at Pierre-et-Marie-Curie University, "Integrative biology of marine organisms" Specialist at Arago Laboratory in Banyuls-sur-Mer. Former President of the National Natural History Museum. President of the Scientific Board of the French Agency for Biodiversity.

Fabien GILOT, FRANCE

Pure Ocean mentor. Olympic Champion, Five-times World and European Champion, Former Captain of the French swimming Team, President of the French National Sport Council, President of the CNOSF Athletes Commission.

Abdelmalek FARAJ, MOROCCO

Doctor of the 'Ecole des Mines, Paris' in geostatics and fisheries management. General Director of the National Institute for Halieutic Research (INRH). President of the African Institutes Network for Fisheries Research and Marine Sciences (RAFISMER).

Kartik SHANKER, INDIA

Professor at Indian Institute of Science in Bangalore: work on various aspects of the distribution and diversity of flora and fauna in terrestrial and marine ecosystems. Founder trustee of Dakshin Foundation. President of the International Sea Turtle Society and Regional Vice-Chair of the IUCN.

Françoise GAILL, FRANCE

Emeritus Research Director at National Centre for Scientific Research (CNRS). Scientific advisor at 'Institut Écologie et Environnement' (INEE). Scientific committee coordinator for Ocean and Climate Platform. Chairman of the Strategic and Scientific Council of the French Oceanographic Fleet.

Anna ZIVIAN, USA

Expert in environmental policy and democracy and participatory science issues. Former Associate Director of the Ocean Conservancy Knowledge Management Program (Washington DC) and Senior Manager of the Ocean Planning Program from 2009 to 2013.

ACT WITH PURE OCEAN

Participate in innovation and technological progress to move forward in the preservation of fragile marine ecosystems.

Pure Ocean considers companies as key supports for its action. We want to set up a long-lasting and strong collaboration with each of our partners

The Fund's team is committed to developing a tailor-made partnership, in line with the Company's challenges, particularly in terms of CSR policy and communication.

OUR FINANCING REQUIREMENTS

1M€

TO FINANCE

10 innovative projects

WHY FUND OUR ACTIONS?

- **Pure Ocean engages** with research centres & laboratories, associations and NGOs as part of sustainable projects with maximum impact.
- **Allocation of the funds is guaranteed** by the King Baudouin Foundation, a recognized public-interest organization, who supervises your donations.
- **We finance projects** and not structures and we make a rigorous analysis of the impact of funds allocated to a project.
- **We favour co-financing** (several partners per project).
- **We guarantee the excellence of the projects supported** thanks to the quality of our international Scientific Committee, our demanding selection criteria and the resources implemented for their monitoring.



Artificial reefs to rehabilitate ecological functionalities of a degraded ecosystem. © Projet Rexcor, Agence de l'eau and Calanques National Park, 2017



Release of a turtle that was saved, healed and equipped with its GPS tracking system © Centre for the study and protection of Mediterranean marine turtles, Le Grau-du-Roi, 2011



Collecting samples and data allows determining the baseline biodiversity state in a coral reef, Kiritimati Island, Pacific 2005 ©zaferki-zilkaya / Shutterstock.com



Raising children's awareness about our relations with the ocean environment and questions about overfishing, pollution and sustainability 2010, Pemba, Tanzania © Submerge Education

TAX BENEFITS

PURE OCEAN chose to register its actions under the aegis of the King Baudouin Foundation, a recognized public-interest organization. This supervision guarantees the ethical and transparent management of our action.

EUROPE

Thanks to Transnational Giving Europe (TGE), companies can make a donation from Europe while benefiting from their country's highest tax deduction level.

USA AND CANADA

Profit from your country's tax benefits, thanks to King Baudouin Foundation United States (KBFUS) and King Baudouin Foundation CANADA (KBF Canada).

FROM OTHERS COUNTRIES

For donation information for all other countries, you can contact us at contact@pure-ocean.org to get more details.

EACH DONATION COUNTS AND WE NEED YOUR SUPPORT.

100 %

of the donations are assigned to Pure Ocean missions.

Operating costs of the Fund are covered by the founding members.

PURE OCEAN SETS UP AN ANNUAL PROGRAM OF BENEFITS RESERVED FOR PHILANTHROPIC COMPANIES AND INDIVIDUAL DONORS:

highlighting your company within the Fund's communication

Participation at events

Thematic conferences

Corporate learning on biodiversity issues

Actions for your clients

Annual discovery trip



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