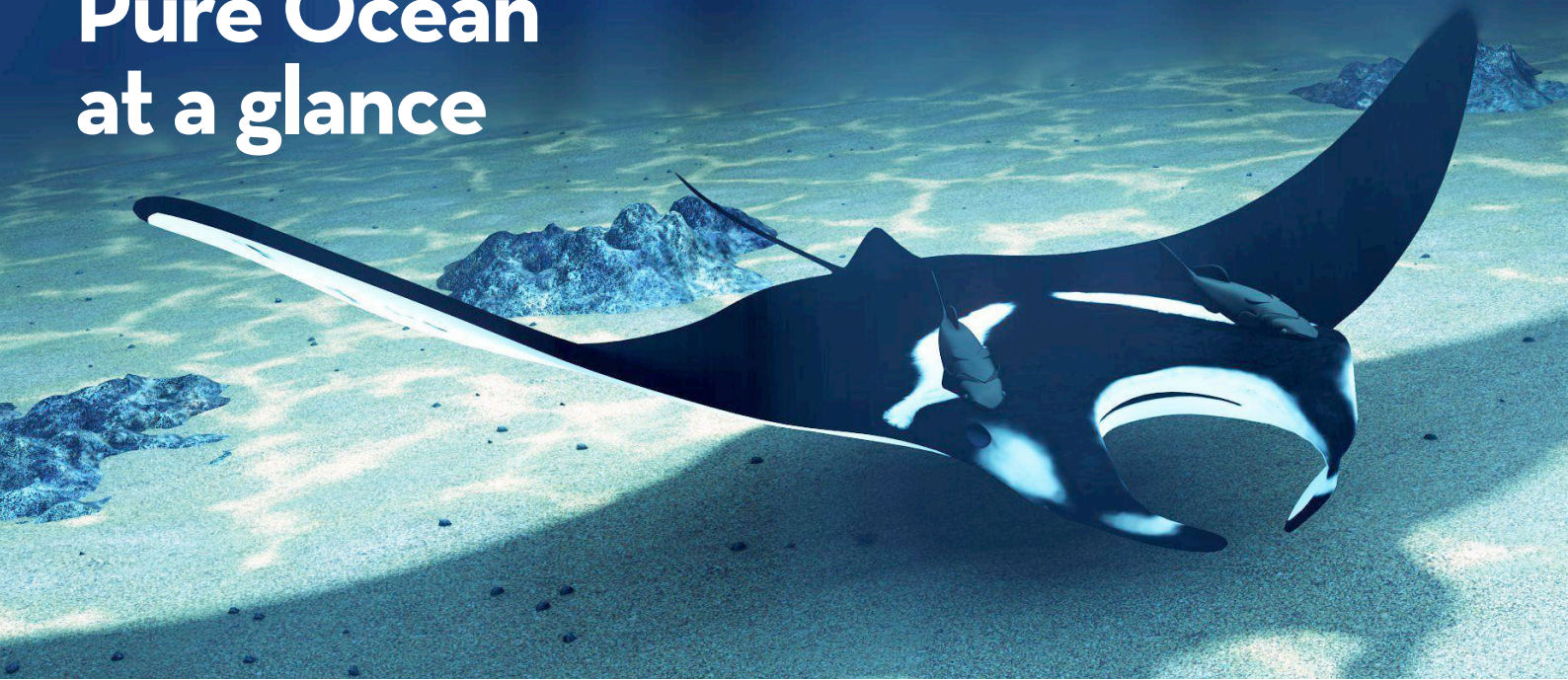


# Pure Ocean at a glance



## PURE OCEAN FUND, INNOVATING FOR THE OCEANS

Pure Ocean is a Marseille-based international endowment fund created in 2017. Pure Ocean mobilises civil society, in France and worldwide, in order to support ambitious and innovative projects to protect fragile marine ecosystems and biodiversity.

### Pure Ocean supports state-of-the-art applied research projects to:

- PRESERVE biodiversity and fragile marine ecosystems,
- FIND solutions for a sustainable exploitation of marine resources (fishing, energy, minerals...)
- INCREASE understanding of the oceans and contribute to the fight against climate change.

### Three aspects of innovation are considered in the projects we support:

- Technological > underwater robots, environmental DNA, ...
- Social > citizen science, community involvement, ...
- Ecological > biomimicry, protected marine areas, ...

## KEY DATES

**Pure Ocean Fund's creation:**  
October 2017

**First Call for Projects:**  
April 2018

**Pure Ocean Summit in Brussels:**  
April 2018

**Second Call for Projects:**  
December 2019

### The facts

Oceans are essential to life on Earth: rich in biodiversity, lungs of the planet, they absorb 25% of our CO<sub>2</sub> emissions and are guarantors of our future. Oceans cover 71% of the surface of the planet and represent 99% of available living space. They are facing immense dangers (pollution, global warming, ...). **It is urgent for us to take action.**

### Scientific legitimacy at the heart of the Fund's actions

When it was created, Pure Ocean set up an **independent Scientific Committee**, composed of renowned authorities in international climate and oceans research.

**Following an annual international Call for Projects**, the Scientific Committee selects research projects that contribute to the emergence of concrete and innovative solutions for the oceans.

### Specific actions to raise awareness among the greatest number and raise funds

Pure Ocean organises conferences (Talk for Pure Ocean) and promotes sports events (Race for Pure Ocean) to raise awareness among the public about the critical situation of our oceans.

### Means to finance our actions

Pure Ocean calls upon companies and individuals for patronage. Companies that donate to Pure Ocean can claim the tax benefits associated with patronage according to the regulations of their country.

For international fundraising, Pure Ocean is sheltered by the King Baudouin Foundation, which is entitled to collect transnational donations.



## RACE FOR PURE OCEAN

Besides financing research projects, Pure Ocean promotes races and sports challenges in order to raise awareness about the critical state of our oceans. The Race for Pure Ocean challenges are exceptional races carried out by top-level athletes, alone or in teams. The goal is to draw attention to threatened marine ecosystems and the importance of protecting them.



**“Race for Pure Ocean” launch,**  
June 2019

Brice Bonneville rose to the challenge of the Enduroman, extreme triathlon between London and Paris.



**Monte-Cristo by night challenge**  
- Race for Pure Ocean: 21 June 2019



**Rowing across the Atlantic**  
- Race for Pure Ocean: December 2019  
Lilian Dauzat & Guilhem Orhac



## TALK FOR PURE OCEAN

One of Pure Ocean's missions is to raise awareness among the public about the threats to our oceans. Déborah Pardo, scientific coordinator and an albatross specialist, as well as David Sussmann, President and founder of Pure Ocean, speak regularly at universities, public sector events and donor seminars. They also participate in conferences and round-table discussions around oceans preservation, innovation and the role of entrepreneurs as actors of change.

## #PureOceanLoverChallenge

52 weeks, 52 challenges for the Oceans!

In the same way as the “Ice Bucket Challenge”, which invites people to empty a bucket of ice over their heads and donate, Pure Ocean invites you to participate in a fun operation for the preservation of our oceans.

Each week, individuals or companies accept to take on a sports challenge and donate 5 000 €\*: 1, 2, 3 or 5 km, individually or in teams, swimming, running, rowing, kitesurfing, paddling or sailing. Each person invents their own challenge, shares a video or photo on social networks proving their attachment to the beauty of our planet and stating their commitment to the cause defended by Pure Ocean.

\* eligible to patronage tax benefits



 **PURE OCEAN**

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