

# INNOVATING FOR THE OCEAN

## Pure Ocean at a glance

Pure Ocean, created in 2017, is an endowment fund with an international reach, based in Marseille. Pure Ocean mobilizes civil society, in France and abroad, to support ambitious and innovative projects for the protection of fragile marine ecosystems and biodiversity.



*“There is such potential in the ocean, and in the life it shelters, that we have no idea of the wealth and solutions that this may represent for the future!”*

Françoise Gaill,  
PRESIDENT OF THE PURE OCEAN  
SCIENTIFIC COMMITTEE

### PROTECT THE OCEAN, ESSENTIAL FOR LIFE

The ocean is essential to the preservation of life: a biodiversity hotbed, the lung of our planet, capable of absorbing 25% of our CO<sub>2</sub> emissions, guaranteeing the resources of the future. The ocean covers 71% of the planet and represents 99% of the living spaces available. It faces the greatest dangers (pollution, global warming,...). There is an urgency to act.

### INNOVATING FOR THE OCEAN

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

- **Preserve biodiversity** and fragile marine ecosystems,
- **Find solutions** for the sustainable use of marine resources (fisheries, energy, minerals...),
- **Increase knowledge** of the ocean and contribute to the fight against global warming,
- **Contribute to human health** by discovering molecules, enzymes, micro-organisms or developing therapeutic applications.

Three areas of innovation are taken into account in the projects supported:

- Technological > underwater robots, environmental DNA, ...
- Social > participatory sciences, ...
- Ecological > biomimicry, marine protected areas.



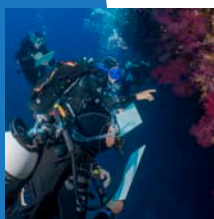
*“The ocean, the blue lung of the planet, is our life insurance. Preserving it is therefore vital!”*

**David Sussmann,  
PRESIDENT & FOUNDER  
OF PURE OCEAN**

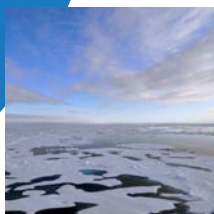
## SCIENTIFIC LEGITIMACY IS AT THE HEART OF PURE OCEAN'S ACTION

From its inception, Pure Ocean has an independent scientific committee made up of 5 renowned climate experts and marine biologists. The committee selects the research programs on the basis of an international call for projects. Following our 2018 call, the scientific committee selected six superb innovative projects led by research institutes, NGOs and universities. We received 65 applications and the projects supported come from 5 countries (France, Spain, Canada, Mexico, Chile). Selected in 2018, launched in 2019, these projects cover 3 major areas of innovation.

## SOCIAL INNOVATION

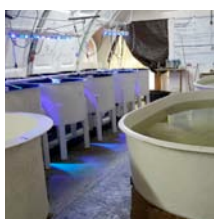


As part of a citizen science program, development of a mobile application for divers to facilitate the collection of data on marine biodiversity, to help implement measures for the management and protection of Mediterranean ecosystems. *Project led by Septentrion Environnement, public interest organization, Marseille, France*



Mobilization of Inuit communities along the Labrador Coast - a critical area of the Arctic impacted by climate change - in the automatic collection of oceanographic data using state-of-the-art equipment installed on a ferry. *Project led by Dalhousie University, Halifax, Canada*

## ECOLOGICAL INNOVATION



Development, in Mexico, of a land-based aquaculture project using underground salt water and producing the least waste possible. This “Aquaculture of the future” could prevent further degradation of Caribbean marine ecosystems caused by sea-based aquaculture. *Project led by Institute of Marine Science and Limnology, National Autonomous University of Mexico, Mexico*



Study of the capacity of sea sponges to filter and possibly degrade microplastics in the Mediterranean marine environment. *Project led by Consejo Superior de Investigaciones Científicas, the largest public institution dedicated to research in Spain*

## TECHNOLOGICAL INNOVATION



Analysis of ocean characteristics via satellite to help understand and predict European coastal water quality for the next 20 years. *Project led by Université du littoral Côte d'Opale, Wimereux, France*



Deepsea exploration of several South Pacific islands' exceptionally rich seamounts, with a remotely operated underwater vehicle, to discover unknown biodiversity and understand dispersal patterns. *Project led by Universidad Catolica del Norte, Larrondo, Coquimbo, Chile*

## 2018 CALL FOR PROJECTS

**65**  
applications

**21**  
countries

**6**  
supported  
projects

## 2020 CALL FOR PROJECTS

**159**  
applications

**40**  
countries

**Project  
selection  
in progress**

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\* Certain donors have chosen to remain anonymous.



## SPECIFIC ACTIONS TO PROMOTE EXCHANGES BETWEEN RESEARCHERS, BUSINESSES AND THE GENERAL PUBLIC

Pure Ocean regularly hosts conferences known as **Talk for Pure Ocean**, held in businesses and during events. David Sussmann, the Founding President of Pure Ocean, as well as scientists carrying out projects supported by the fund, intervene to educate employees, students and patrons. They also participate in conferences and round tables related to saving the ocean, innovation and the role of entrepreneurs as agents of change.

## SPORTING EVENTS TO EDUCATE THE GENERAL PUBLIC AND ATTRACT MEDIA ATTENTION



Pure Ocean also promotes races and sporting challenges in order to raise public awareness of the critical situation of the ocean. The **Race for Pure Ocean** are exceptional races, carried out by exceptional athletes, alone or in teams, who seek to give meaning to their athletic performance and to raise funds for ocean protection. These events, which generate significant media coverage, enable Pure Ocean to reach a large and diverse audience.



*Essaouira-Agadir,  
kitesurf speed record,  
Alex Caizergues, August 2019*



*Pure Ocean Challenge - Saint-Pierre  
Miquelon Lorient, July 2020*

## THE MEANS TO FINANCE OUR ACTIONS

Pure Ocean calls on corporate and private philanthropy. A company that makes a donation to Pure Ocean benefits from the tax advantages linked to patronage according to the regulations of its country. Example for France: a donation of € 5,000 for a company costs it € 2,000.



# THE PURE OCEAN AMBASSADORS

All Pure Ocean Ambassadors share a love for the Ocean. Conscious of its vital role and fragility, they have chosen to use their voices to help Pure Ocean protect it.

Our ambassadors are available for conferences.



**Arnaud Jerald**  
World record holder in freediving, bi-fins (constant weight) at a depth of 112 meters



**Morgane Ursault-Poupon**  
Environmentally committed sailor and finalist of the Route du Rhum 2018



**Jean-Pierre Dick**  
Winner of the Transat Jacques-Vabre (in 2003, 2005 and 2011) and Barcelona World Race (in 2008 and 2011)

## A PASSIONATE AND ENGAGED COMMUNITY

Our community of Pure Ocean Lovers brings together committed entrepreneurs, researchers, athletes, institutional partners, citizens, all united around the preservation of the ocean. In addition to a growing presence on social networks, we organize events dedicated to our patrons, throughout the year, including Ocean Lover breakfasts, dinner-conferences, field trips in connection with the sea. The annual cleaning of the Catalans beach in partnership with the Cercle des Nageurs de Marseille or the Night of the Ocean - a film-conference evening - are highlights that allow us to act collectively for the preservation of the ocean.



*Annual cleaning of the Catalans beach in Marseille*



## THE PURE OCEAN LOVER PACK, A RESPONSIBLE ACTION TO UNITE YOUR COLLABORATORS

Pure Ocean offers you a great way to engage your teams around a challenge for the environment. The Pure Ocean Lover Pack contains a 100% biodegradable garbage bag, the function of which is to invite its "beneficiary", when he or she wishes, to fill it with litter found in the city or in nature. Each employee acts individually by collecting litter using the bag provided, taking a photo with the filled bag and sharing it on social networks (or intranet) with a unifying #hashtag. The pack can be adapted in English and personalized. Contact us for more information!

**Become a Pure Ocean Lover!**  
Join us and help protect the Ocean

### CONTACTS

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