

INNOVATING FOR THE OCEAN



# 2019 ACTIVITY REPORT

# The Earth is blue seen from the sky



The ocean represents 71% of the Earth's surface, produces more than half of the oxygen we breathe, and absorbs 90% of the excess heat resulting from greenhouse gas emissions.

Marine ecosystems are also breeding grounds for biodiversity and the guarantors of the resources of the future (algae, energies, molecules of pharmaceutical interest, etc.). When we know that only 250,000 species out of millions have been identified, we realize the richness of this treasure of biodiversity.

The health crisis caused by Covid-19 is a major alert. We as humans must rethink our role on the planet, respect living things, find solutions to climate change.

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

This is the *raison d'être* of the Pure Ocean Fund. Finance innovative ocean research programs and find solutions for a better world, for an ocean that guarantees our resilience.

Pure Ocean brings together a hundred corporate sponsors around the world. Through their philanthropic act, they support scientists ingenious concepts, some of which already offer answers to current human and environmental issues.

**Together, we will succeed in humanity's greatest challenge.**

David Susmann,  
*Founder and President of Pure Ocean*

# PURE OCEAN'S MISSIONS

## Innovating for the ocean

Pollution, overexploitation of resources, global warming, destruction of ecosystems, loss of biodiversity ... The pressures on the ocean are numerous, yet, scientists, researchers, universities and NGOs are mobilizing around the world to find solutions.

**Research and innovation, this is the first step in developing innovative solutions to critical ocean problems.**

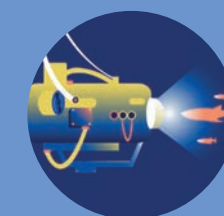
"Innovating for the ocean", the positioning chosen by Pure Ocean, reflects a powerful ambition in favor of the preservation of the ocean, this indispensable climate regulator, essential to food security.

Pure Ocean engages with and federates companies and entrepreneurs in this adventure. Pure Ocean invites firms to transform towards a responsible model by placing CSR, sustainable development or the circular economy at the heart of their business.

Thus, thanks to the support of patrons and partners, Pure Ocean, an endowment fund recognized as being of general interest, finances innovative research projects, worldwide.

Three forms of innovation are considered - technological, ecological (or inspired by nature) and social - in order to:

- preserve biodiversity and marine ecosystems,
- find sustainable solutions to the overexploitation of marine resources,
- contribute to human health through ocean research (discovery of molecules, enzymes, micro-organisms of interest for human health, development of therapeutic applications),
- increase knowledge of the ocean.



SUPPORT INNOVATIVE PROJECTS  
FOR A BETTER UNDERSTANDING  
AND CONSERVATION OF MARINE BIODIVERSITY



PROMOTE EXCHANGES BETWEEN OCEAN EXPERTS,  
RESEARCHERS, COMPANIES AND ANYONE  
INTERESTED IN PROTECTING THE OCEAN



ORGANISE PUBLIC EVENTS  
IN ORDER TO DRAW ATTENTION TO  
THREATENED MARINE ECOSYSTEMS



# ORGANIZATION

## THE SCIENTIFIC COMMITTEE

Scientific legitimacy is at the heart of the action of Pure Ocean, which has set up an independent Scientific Committee of international renown.



**Françoise Gaill, France**  
**President of the Committee**  
Emeritus Research Director at CNRS. Scientific committee coordinator for Ocean and Climate Platform, Scientific advisor of *Institut Ecologie et Environnement (INEE)*. President of the Strategic and Scientific Council of the French Oceanographic Fleet.



**Gilles Boëuf, France**  
Professor at UPMC. Specialist in "integrative biology of marine organisms" at the Arago laboratory in Banyuls-sur-mer. Former President of the National Museum of Natural History. President of the Scientific Council of the French agency for biodiversity.



**Abdelmalek Faraj, Morocco**  
Doctor of the Ecole des Mines de Paris in geostatistics and fisheries management. General Director of the National Institute for Halieutic Research (INRH). President of African Institutes Network for Fisheries Research and Marine Sciences (RAFISMER).



**Kartik Shanker, India**  
Professor, teacher-researcher at the Indian Institute of Science in Bangalore, expert in the distribution and diversity of flora and fauna in terrestrial and marine ecosystems. Founder trustee of Dakshin Foundation, a coastal and marine conservation NGO. Former President of the International Sea Turtle Society and Regional Vice-Chair of the IUCN.



**Anna Zivian, United States**  
Expert in environmental policy and democracy issues and participatory science. Former Associate Director of the Ocean Conservancy knowledge management program (Washington, DC) and Senior Manager of the Ocean Planning Program from 2009 to 2013.

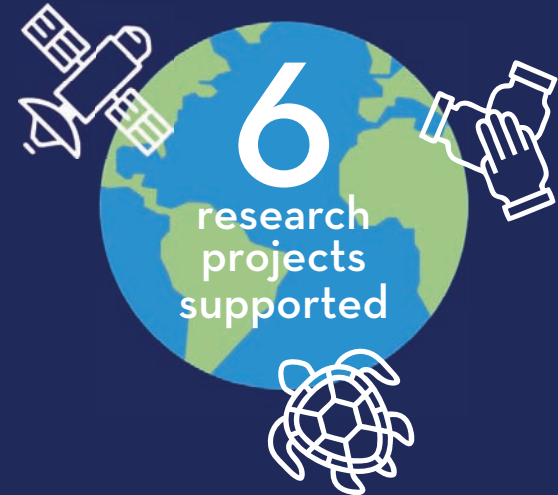
## THE OPERATIONAL TEAM



From left to right:  
Thomas de Willencourt, Director, Gwen Lechat, Donor Relations Manager, Deborah Pardo, Scientific Coordinator, Laura Delaye, Project Manager, Stephanie Lerner, Communications Manager

# KEY FIGURES

### CALL FOR PROJECTS



### AWARENESS



Awareness-creating events (conferences, round-tables, etc.)

### COMMUNICATION



### FUNDRAISING





# OUR 2019 PROJECTS

## SUPPORTING INNOVATIVE RESEARCH PROJECTS

Pure Ocean selected three priority themes for the first call for projects, open from April 15, 2018 to May 20, 2018:

- **Monitoring changes in ocean life** (productivity, biodiversity, distribution or ranges) and characteristics (temperature, currents or chemical cycles) and their impact on global systems.
- **Achieving sustainability of any marine resource exploitation** (algae, energy, minerals or pharmaceuticals).
- **Identifying techniques/methods that restore and/or increase the resilience of the environment whether local or global, and stabilise and/or increase natural biodiversity.**

We received 65 projects from 21 different countries. 6 international projects were funded in 2019.







[ TECHNOLOGICAL INNOVATION ]

# Ocean Coastal Watch

Monitoring coastal waters evolution from space

## GOAL

ASSESS AND ANALYZE THE QUALITY OF EUROPEAN COASTAL WATERS USING SATELLITE REMOTE SENSING



Wimereux, France  
European coastal waters



Hubert Loisel,  
PhD in Marine Optics

At the junction between ocean and continent, coastal waters are characterized by high biological production. These rich and complex ecosystems are highly vulnerable, affected by human and natural changes. These pressures undoubtedly affect the quality of coastal waters, whose preservation is essential for economic, ecological and societal reasons.

Monitoring and evaluating the evolution of coastal waters is fundamental to identify areas where significant changes occur in order to prioritize appropriate actions for their preservation. In this context, the satellite observation of the ocean now makes it possible to collect various physical and biological parameters at spatiotemporal scales, inaccessible from traditional *in situ* measurements. Among the various parameters that can be observed from space, measuring water color provides qualitative and quantitative information on the biogeochemical composition of surface water.

The Coastal Ocean Watch project, bringing together researchers and engineers in remote sensing and ecology, was developed around a main objective: evaluating and analyzing the temporal evolution of the quality of European coastal waters over the last 20 years using remote sensing of water color. In order to achieve this, the team uses appropriate algorithms coupled with satellite observations, estimating certain biogeochemical parameters, providing

relevant information on the quality of the water and the trophic state of European coastal waters. The time series of these different marine parameters are then analyzed using appropriate statistical tools to define their main temporal trends over the last 20 years. As the conservation of marine biodiversity is closely linked to environmental monitoring, this project provides essential information to decision makers, enabling them to take appropriate measures to stabilize and / or enhance natural biodiversity.

## PROJECT LEADER

Hubert Loisel, PhD in marine optics, professor at the *Université du Littoral Côte d'Opale*.

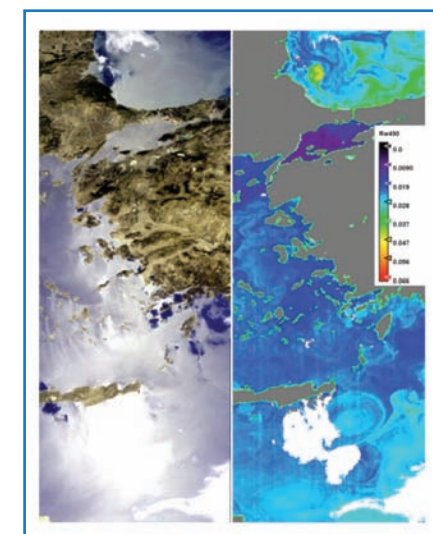
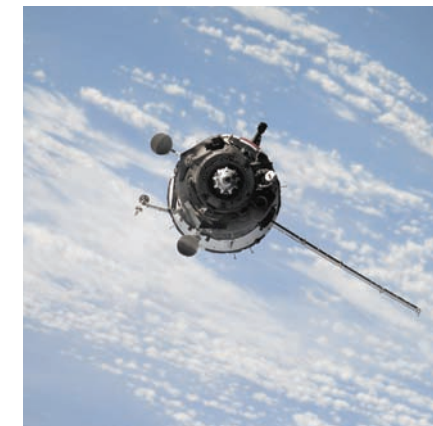
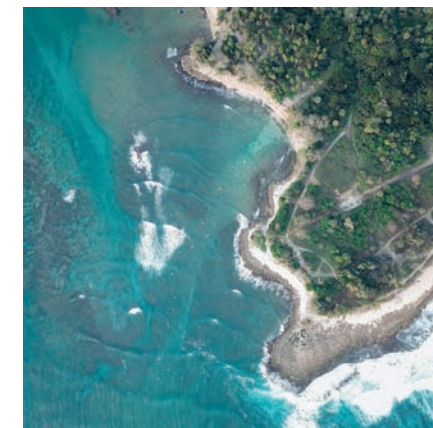


He works for the *Laboratoire d'Océanologie et de Géosciences (LOG)* which has about 140 members and which is an interdisciplinary laboratory in oceanology and marine environment geosciences.



The six different LOG teams work in ecology, biology, physics, geology, sedimentology, and geomorphology.

## SCIENTIFIC AND TECHNICAL PARTNERS



## VALIDATION OF THE SCIENTIFIC COMMITTEE

This project is based on a strong partnership between ecological researchers and a private partner providing resource satellite images. Remote sensing technology enables and contributes to the understanding of our coastlines. The objective is to establish a model of the evolution of coastal water quality and, thus, to project the evolution of marine species distribution.





[ SOCIAL INNOVATION ]

# POLARIS

Citizen science mobile application for divers

**GOAL**  
DEVELOPING A MOBILE APPLICATION FOR SCUBA DIVERS TO FACILITATE THE COLLECTION OF DATA ON MARINE BIODIVERSITY AND INVOLVE CITIZENS IN THE PROTECTION OF MEDITERRANEAN MARINE ECOSYSTEMS

  
Marseille, France  
Mediterranean Sea



Laura Barth,  
Marine Biologist

## “POLARIS, Coastal Observation Platform Applied to Research, Information and Awareness”

Citizen science is a great way to engage the general public in data acquisition while raising awareness about the environment.

The POLARIS collaborative platform, created in Marseille by the Septentrion Environment association, combines citizen science and research in marine ecology. The platform offers methods and tools adapted to the various actors in the Aix-Marseille-Provence metropolitan area. A long-term action program, POLARIS collects field data to help implement management measures for the protection of Mediterranean ecosystems.

POLARIS provides technical and educational support for the creation of an observatory of the sea and the coastline, at the scale of the Marseille metropolis. The new digital tool developed in the context of the project will enable the collection of data by citizen divers. Once collected, data are analyzed by scientific research institutes through the prism of climate change.

Divers can use this application to record their observations and transfer data to scientists, thus contributing to the collective management of the local marine ecosystem.

The mobile application facilitates data collection and brings together scientists, researchers, managers of marine parks and citizens around the protection of

biodiversity in the Mediterranean Sea. A second version of the application, available on IOS and Android, was developed in 2019-2020, thanks to Pure Ocean's support.

## PROJECT LEADER

Laura Barth, Marine Biologist, POLARIS Project Manager at Septentrion Environnement.



Septentrion Environnement is a French association (1901 law), recognized for its general interest, which aims to be the interface between actors and sea users and works in favor of increasing knowledge and management of the marine environment.

## INSTITUTIONAL PARTNERS

The project is part of the metropolis' “bay contract”.



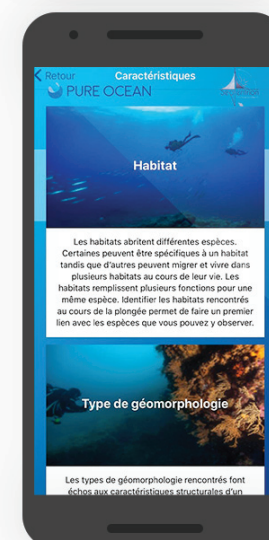
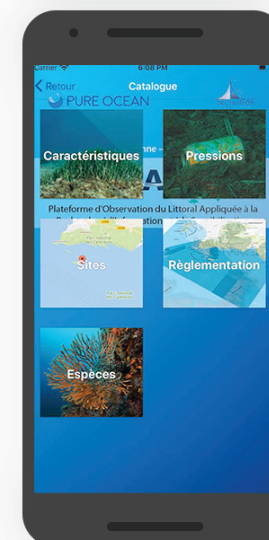
## SCIENTIFIC AND TECHNICAL PARTNERS

This citizen science project brings together research institutes including the *Institut Méditerranéen de Biodiversité et d'Ecologie marine* and the *Muséum national d'histoire naturelle*. Each provides one of their experts or doctors of marine biology. POLARIS is part of the *Vigie-Mer* network, offshoot of *Vigie-Nature*. The project is listed on the MNHN's portal.



## VALIDATION OF THE SCIENTIFIC COMMITTEE

The POLARIS project brings together a multidisciplinary scientific team and marine environment actors in the development of tools for managing Mediterranean biodiversity. It includes the implementation of a technological innovation: a mobile application customized for divers and which can be replicated in different geographical areas.







[ ECOLOGICAL INNOVATION ]

# SPO-Plastic

Interaction between plastics, marine sponges and their associated microbiota

**GOAL**  
STUDYING THE CAPACITY OF MARINE SPONGES TO PROCESS ORGANIC COMPOUNDS LEAKED FROM PLASTICS OR THEIR SO-CALLED ECOLOGICAL SUBSTITUTES AND THEIR POTENTIAL EFFECTS ON SPONGE-MICROBIOTA SYMBIOSIS



Barcelona & Illes Medes, Spain  
Mediterranean Sea



Marta Ribes Llordes  
PhD in Ocean Chemistry and Biology

Plastic waste is one of the greatest threats our oceans are facing with a projected tenfold increase in the marine environment by 2025.

Micro-plastics are an “invisible” fraction of this pollution, yet they are becoming more and more abundant, entering the food chain with unknown consequences on sea life and human health. Another “invisible” aspect of this pollution is that plastics, in contact with water, can release chemical compounds, including organics, that may interfere with the natural biogeochemical cycles mediated by organisms and their microbiota.

Sea sponges filter large volumes of seawater, removing and transforming microparticles and dissolved chemical compounds in a variety of ways. By transforming Dissolved Organic Carbon (DOC), sponges and their associated microbes convert it into ‘edible’ energy for other organisms. Understanding and quantifying this “fertilizer” function of sponges is one of the relevant research topics which the Spo-Plastic project plans to assess, by addressing two main goals.

First, determining the capacity of sponges to trap and process micro-plastics or their “eco-friendly” alternatives. Then, analyzing the way in which dissolved compounds in plastics and their substitutes affect microorganisms

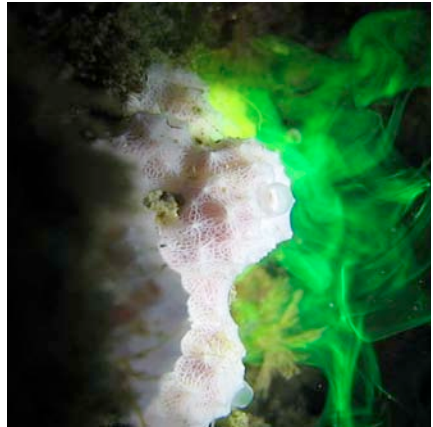
living in sponges. The second goal is to develop an innovative methodology and technology, called “VacuSip”, that can be used in the laboratory or field studies. It allows simultaneous sampling of inhaled and excreted water by the sponges. These samples are then analyzed to determine the amount of chemical and biological compounds they contain.

The first results show a clear effect of the sponges on the composition of dissolved organic matter. Certain compounds are consumed by sponges, thus reducing their concentration in the environment.

Ultimately, the goal is to discover which bacteria and their associated enzymes from sponges degrade and transform plastics and microplastics to improve bioremediation processes without harming the environment.

### PROJECT LEADERS

Marta Ribes Llordes and Rafael Coma, doctors in ocean chemistry and biology (PhD) work at the *Consejo Superior de Investigaciones Científicas*, within the *Instituto de Ciencias del Mar*, located in Barcelona, an entity dedicated to the role of seas and ocean and the impact of human-induced changes.



### SCIENTIFIC AND TECHNICAL PARTNERS



### VALIDATION OF THE SCIENTIFIC COMMITTEE

The SPO-Plastic project is based on the ocean's natural capacity to take into account one of the worst threats of our century. The results could lead to the installation of a biomimetic system capable of cleaning up microplastics in the ocean on a large scale.





[ SOCIAL INNOVATION ]

# COM-N

Coastal ocean monitoring in Nunatsiavut

## GOAL

CONTRIBUTING TO OUR UNDERSTANDING OF PAST AND FUTURE MARINE CLIMATE CHANGE AND HELPING LOCAL INUIT GOVERNMENTS WITH THEIR PLANS FOR MARINE MANAGEMENT AND ADAPTATION TO CLIMATE CHANGE



Eric Oliver,  
PhD in Ocean Physics

The region is located in the critical transition zone between the Atlantic and the Arctic Oceans and is adjacent to deep convection zones in the Labrador Sea that are very important to global climate dynamics.

The region is also home to the world's southernmost Inuit communities, in Nunatsiavut. A predictable marine environment is important for food security and the preservation of Inuit culture. However, this region is undergoing important climate-related changes, including an increase in temperature of 2° Celsius since 1993 and 75% loss of sea ice since 1969.

Eric Oliver, at the head of this project, published an article in 2018 in *Nature Communications* (a major scientific journal) that reveals alarming data on heat waves in the marine environment. Due to global warming, the frequency and duration of marine heat waves increased by 34% and 17% respectively between 1925 and 2016. Such conclusions and the understanding of the resulting impacts come from long-term datasets as well as modeling carried out by the research teams. This is why a regular, qualitative (with many different sensors other than water temperature) and long term monitoring is of major importance. Especially in areas such as the Canadian Arctic which is a carbon sink and is suffering from acidification and high-speed warming.



Nunatsiavut, Canada  
Arctic Ocean

This project involves the installation of a series of sensors (measuring temperature, chlorophyll, oxygen, salinity, CO<sub>2</sub>, pH and fluorescence) on the local ferry which serves several Inuit communities and which transits along various key ecosystems: estuaries, fjords, oceanic plateau and coastline open to the sea.

The physical and chemical measurements of the ocean thus carried out on a regular basis, from Summer 2020 onwards, will help to understand past changes and anticipate the future. The data will be used by scientists and the government to establish a protection strategy for the region to anticipate effects of climate change.

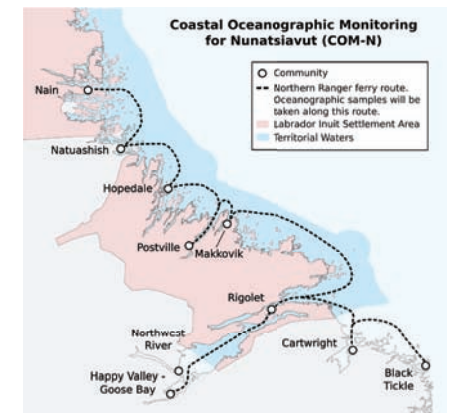
## PROJECT LEADER

Eric Oliver, PhD in Ocean Physics, Assistant Professor in Oceanography at Dalhousie University.



Dalhousie University is part of the Marine Environmental Observation Prediction & Response network (MEOPAR), an independent Canadian non-profit organization. MEOPAR finances research, trains students, mobilizes knowledge and forms partnerships in the field of marine risks and resilience.

## INSTITUTIONAL, SCIENTIFIC AND TECHNICAL PARTNERS



## VALIDATION OF THE SCIENTIFIC COMMITTEE

The COM-N project combines key elements to adapt, as well as possible, to global changes.

- Work in a critical area of the ocean which is greatly suffering from climate change and which presents an important array of ecosystems and biodiversity;
- Work hand in hand with all stakeholders at local level: government, university and especially indigenous populations who depend on the environment and know it well;
- Use an existing, systematic, unusual and replicable means to collect oceanographic data which will subsequently be used by scientists.





[ ECOLOGICAL INNOVATION ]

# IMTA

Development of sustainable terrestrial aquaculture

**GOAL**  
DEVELOPING LAND-BASED INTEGRATED MULTI-TROPHIC AQUACULTURE (IMTA) TO PRESERVE CARIBBEAN MARINE ECOSYSTEMS BY USING UNDERGROUND SALT WATER, AN ABUNDANT RESOURCE IN THIS REGION

  
Yucatán, Mexico  
Caribbean



Enrique Lozano Alvarez,  
PhD in Marine Biology and Ecology

In Mexico, the high demand for fish would tend to push industries to develop sea-based aquaculture. However, the fragile marine ecosystems of the Caribbean would be threatened by the establishment of conventional aquaculture producing waste and asphyxiating the environment.

The project aims to develop a land-based Integrated Multi-Trophic Aquaculture (IMTA) system using underground salt water, an abundant resource in the Yucatán Peninsula. Integrated Multi-Trophic Aquaculture (IMTA) is a very promising technique for growing and breeding several species at the same time. The waste produced by certain species provides food for the others. It is a more sustainable aquaculture because less food is needed and the water is naturally purified by the organisms present in the “circuit”.

The project’s aim is to explore the potential of this innovative land-based aquaculture and to promote the development of this technology to protect fragile Caribbean marine ecosystems (mangroves, coral reefs and seagrass beds). The abundance of underground saltwater in the Yucatán peninsula would allow the relocation of aquaculture sites up to 100 km offshore in the region.

Thanks to the interdisciplinary collaboration with researchers from three institutes and local stakeholders, the project explores innovative solutions that lead to the development of sustainable technological packages.

In 2019, a pilot installation on land was set up and is now being tested. The fish are well acclimated to the underground saltwater and the multitrophic system works. It’s an encouraging first step for the development of this ecological system on a large scale.

In addition, the development of this AMTI would both launch a new economy, managed by local and marginalized communities in the interior of the country, as well as bring food security to the inhabitants of the region.

## PROJECT LEADER

Enrique Lozano Alvarez, PhD in marine biology and ecology, researcher at the *Universidad Nacional Autónoma de México*.



He works at the *Instituto de Ciencias del Mar y Limnología* whose studies focus, among other things, on the biology, ecology and behavior of crustaceans.



## INSTITUTIONAL AND SCIENTIFIC PARTNERS



This project combines the expertise of recognized and specialized researchers on complementary species to develop the IMTA.



## VALIDATION OF THE SCIENTIFIC COMMITTEE

The project is a major step towards the aquaculture of the future as it reduces the environmental impact with AMTI, while increasing the social benefits generated by employment in marginalized areas.



[ TECHNOLOGICAL INNOVATION ]

# MECOPO

Robotic exploration of the South Pacific seamounts

## GOAL

DISCOVERING HOW ECHINODERMS, LIVING BETWEEN 60 ET 350M DEEP, ARE DISTRIBUTED BETWEEN OCEANIC ISLANDS AND SEAMOUNTS IN THE SOUTH PACIFIC OCEAN AND WHAT AREAS ARE THE MOST SENSITIVE TO ANTHROPOGENIC CHANGES



Easter Island  
& Desventuradas Islands,  
Southeast Pacific



Ariadna Mecho,  
PhD in Marine Science

The Pacific Ocean has the largest number of seamounts and oceanic islands in the world. These topographic features shelter ecosystems that are particularly vulnerable to anthropogenic impacts.

MECOPO focuses on the under-studied, but essential, marine biodiversity of these areas at depths of 60 to 350 m using a remote-controlled underwater vehicle. Biodiversity in the ocean is a major societal concern with multiple stressors, associated with anthropogenic activities and climate change, affecting status. Although marine ecosystems in populated coastal areas are altered, it is unclear how remote systems respond to these stressors. MECOPO focuses on echinoderm communities, a little-studied key component of marine biodiversity in islands and ocean seamounts.

The project team characterizes and compares these communities on oceanic islands and surrounding seamounts in two areas of the Southeast Pacific: Easter Island (ES) and the Desventuradas Islands (DI). They have created a database on the species inhabiting the selected islands. The data will then be interpreted in the light of current ecological theories and simulations of ocean models, in order to describe, for the first time, the biological links existing between the different seamounts.

This will help to identify areas which are sensitive to anthropogenic changes and their effects on communities. A change in the oceanic current could modify larval dispersal patterns or prevent the possibility of hopping colonization between seamounts and the reproduction of species. This could lead to a decrease in biodiversity or migration to more or less deep areas, or even, the appearance of new species and the extinction of others.

For the first time in this region, the presence of species from other areas of the Pacific have been noted. The database and these new observations constitute an essential asset for the management decisions concerning these very vulnerable and relatively preserved ecosystems, in particular by providing scientific elements to discuss the creation of new marine protected areas.

Finally, by involving the local Rapa Nui community, the MECOPO project enabled them to better understand their own island and its biodiversity, and thus, make them actors in the sustainable local management of the island's resources.

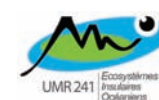
## PROJECT LEADER

Ariadna Mecho, PhD in marine sciences, postdoc at the Millennium Nucleus for Ecology and Sustainable Management of Oceanic Islands (ESMOI) of the Universidad Catolica del Norte (UCN).



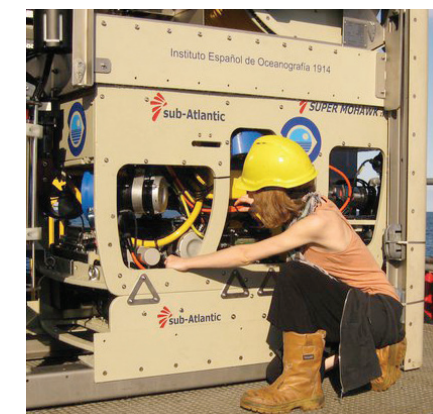
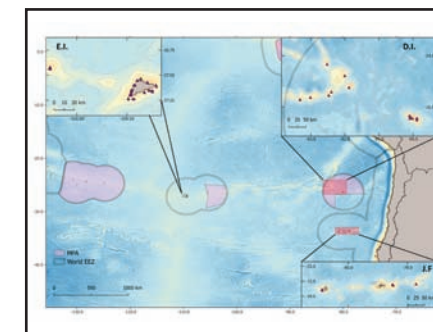
ESMOI studies the functioning of marine ecosystems and biodiversity issues of the Easter Island ecoregion, identifying the main threats to this remote region.

## SCIENTIFIC AND TECHNICAL PARTNERS



## VALIDATION OF THE SCIENTIFIC COMMITTEE

The data collected by the MECOPO project is essential information for the preservation and restoration programs of underwater islands and seamounts. Whether through the creation and development of marine protected areas or through the sustainable use of marine resources, this project strengthens the scientific community and benefits local communities, in particular the most fragile (women or marginalized communities, such as Tahitians, Rapa Nui and natives of the Juan Fernandez archipelago).





# 2019 HIGHLIGHTS



## April-June 2019, Marseille PURE OCEAN LOVERS The Ocean Lover's breakfasts

Pure Ocean held three breakfasts, between April and June, bringing together around forty donors and potential donors.



## October 2019, Marseille VISIT OF THE SAGA

A private visit, for our donors, of the SAGA (Submarine of Assistance with Great Autonomy). The "yellow submarine" invented by Jacques-Yves Cousteau, initially called the "Argyronète", was acquired in the early 1980's by COMEX, a world leader operating in deep waters.



## October 2019, Issy-Les-Moulineaux CLEAN-UP OPERATION AROUND LEYTON'S HEADQUARTERS

Deborah Pardo, Thomas de Willencourt and Arthur Le Vaillant led a seminar raising awareness among Leyton employees of biodiversity in the city and ocean protection, ending the day with a clean-up operation around the headquarters.



## July 2019, Marseille « BIATHLON DE MALMOUSQUE » DE CONSTRUCTA

The Pure Ocean Lover Challenge by Marc Pietri, Constructa & his friends: a swimming race between the Chateau d'If and Malmousque followed by a run to Notre Dame de la Garde. An event demonstrating Marc Pietri's strong commitment in favor of protecting the ocean and water in general.

## A year of commitment and events



## February 2020, Bouches-du-Rhône department TOUR DE LA PROVENCE

The Tour de La Provence is an international event that brings together world cycling leaders for one of the largest French stage races (UCI ProSeries). Aware that this event generates significant negative impacts on the environment, the organizers asked Pure Ocean to support them in the development of an ambitious environmental program.



## September 2019, Marseille BEACH CLEAN-UP OPERATION WITH THE CNM AT THE CATALANS BEACH & BAY

Pure Ocean and the Cercle des Nageurs de Marseille co-organized a vast clean-up operation in the Baie des Catalans in Marseille, with the support of the Aix-Marseille-Provence Metropolis and the City Hall of the 1st and 7th arrondissements. Over 200 motivated volunteers - elected officials, entrepreneurs, swimmers, divers, families and children - collected 6,300 liters of waste on land and at sea, including 10,000 cigarette butts, more than 400 glass bottles and 300 plastic bottles.



## January 2020, Paris CHANGE NOW

During 3 days, concrete actions and innovations to respond to global issues were presented: climate change, plastic pollution, new forms of agriculture, new education models, solutions to the refugee crisis, clean energy, sustainable cities, etc. On this occasion, BNP Paribas announced its commitment to Pure Ocean and recalled their environmental and social objectives.



## December 2019, Marseille THE FIRST PURE OCEAN GALA DINNER

A wonderful charity evening with a marvelous welcome by the three-star chef Gérald Passédât and his team, at Le Petit Nice, where guests dove into the iodized flavors of the Mediterranean.



## October 2019, Monaco & Nice DAY ONE EVENT

The "Watch The Sea" team swam nearly 20 km from Monaco to Nice, collecting 22 kg of marine litter along the way. A prestigious welcoming committee composed of Christian Estrosi, Mayor of Nice, Cyrielle Hariel, journalist and author, François-Alexandre Bertrand, CEO of Platypus Craft, Denis Jacquet, founder and president of DAY ONE and David Sussmann, President of Pure Ocean, awaited them in Monaco to celebrate this feat.



Beyond funding research projects, Pure Ocean also promotes races and sporting challenges in order to raise public awareness of the critical situation of our oceans. The “Race for Pure Ocean” are exceptional races, carried out by exceptional athletes, alone or in teams, selected to draw maximum attention to threatened marine ecosystems and the importance of protecting them. These races are also the story of wonderful encounters between the Pure Ocean team and sportsmen and women committed to the environment, seeking to give meaning to their sporting performance and to raise funds for the protection of the ocean.



## August 2019, Morocco 100 KILOMETERS BY KITESURF FOR A NEW SPEED RECORD

Alex Caizergues – the most titled French kiteboarder – launched a challenge to talk about protecting his favorite playground, the ocean. He kitesurfed 100 kilometers between Essaouira and Agadir establishing a reference time of 98.4 km in 3h30. A record to beat in the years to come!



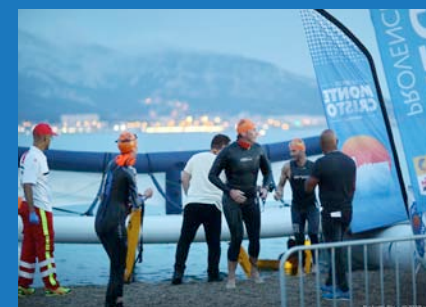
## June 2019 ENDUROMAN: THE EXTREME TRIATHLON BETWEEN LONDON AND PARIS... AND MARSEILLE!

Brice Bonneville, an amateur athlete committed to ocean protection, completed the Arch2Arc in 75h45mn, becoming the 37th person to succeed in this extreme triathlon... and the first to continue on to Marseille by bike! The little extra of Brice and his committed team: several dozens of kg of litter picked up along the way!



## September 2019, Nice PROM'SWIM: 10 KILOMETERS OPEN WATER SWIM ACROSS NICE [EDF AQUACHALLENGE]

During Prom'Swim, 300 exceptional amateur swimmers swam 10 km in open water. In 2019, Prom'Swim committed to reduce waste during the event: straws and plastic plates and cutlery were banned in the race village, and participants did a major clean-up of the Ponchettes beach.



## June 2019, Marseille THE DÉFI DE MONTE-CRISTO BY NIGHT [EDF AQUACHALLENGE]

40 amateur athletes expressed their support for the environmental cause and for Pure Ocean by swimming 5km between the Chateau d'If and the Marseille coast. A high-level night-time performance in the beautiful Mediterranean Sea!

Pure Ocean promotes exchanges between ocean experts, researchers, companies and anyone interested in ocean protection. Thus, the Pure Ocean team – in particular David Sussmann and Deborah Pardo, as well as some of our project leaders – gave several talks about ocean protection and marine ecosystem restoration and participated in conferences, debates and round-table events in 2019.



## September 2019, Marseille YOUNG GLOBAL LEADERS

David Sussmann, Talk for Pure Ocean for Young Global Leaders.



## May & June 2019, Nantes SUSTAINABILITY CONFERENCES BY LEYTON

Deborah Pardo, our scientific coordinator, participated in two round-tables on the theme “Towards a more sustainable nautical industry”, organized by Leyton, during the departure of La Solitaire URGO Le Figaro.



## November 2019, Marseille MÉDITERRANÉE DU FUTUR ACTE III

Marta Ribes, SPO-Plastic project leader, participated in a round-table giving testimony and insight into her Mediterranean-based project and experience. The event drew over 1000 participants.



# THE FINANCIAL SUMMARY

## A YEAR OF CONSTRUCTION

The 2019 fiscal year (01/01/2019 - 03/31/2020) devoted 41% of resources to the funding of 6 scientific programs and awareness-raising events, at the heart of Pure Ocean's mission.

2019 is a year of construction for Pure Ocean with the recruitment of a director, implementation of the fundraising strategy and a CRM database, mobilization of resources dedicated to fundraising, development of communications, as well as the organization of mobilization events for our donors and civil society.

The end of the fiscal year is impacted by the Covid health crisis, forcing us to cancel many events and meetings scheduled for the first half of 2020.

## SKILL-BASED SPONSORSHIP

Pure Ocean benefits from significant in-kind support from its patrons, including the provision of work-spaces, legal & accounting expertise, and communication support.

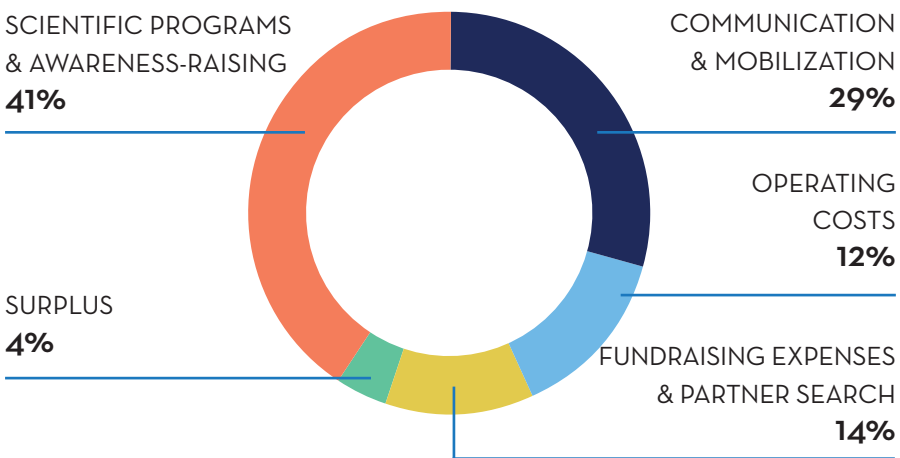
## 2019 EXPENSES

SCIENTIFIC PROGRAMS & AWARENESS-RAISING	317 700 €
COMMUNICATION & MOBILIZATION	225 600 €
FUNDRAISING EXPENSES & PARTNER SEARCH	112 100 €
OPERATING COSTS	91 600 €
SURPLUS	33 000 €
<b>TOTAL</b>	<b>780 000 €</b>

## 2019 RESOURCES

RESOURCES COLLECTED FROM PRIVATE PARTNERSHIPS	647 500 €
OTHER RESOURCES RAISE FOR PURE OCEAN	131 000 €
OTHER PRODUCTS	1 500 €
<b>TOTAL</b>	<b>780 000 €</b>

## USE OF RESOURCES



# OUR MAJOR DONORS



# THE PURE OCEAN LOVERS\*

- AG2R La Mondiale (France)

Alfagel (France)

Altersis (France)

Alwena Shipping (France)

Architecte Sériès (France)

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Arkea Banque (France)

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Baffin Fisheries (Canada)

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\* Certain donors have chosen to remain anonymous.



## ABOUT PURE OCEAN

Pure Ocean is an endowment fund created in 2017 in Marseille. Its main mission is to support innovative research projects around the world, contributing to the protection of fragile marine ecosystems and biodiversity. Beyond funding scientific projects, Pure Ocean organizes conferences and promotes races and sports challenges in order to raise public awareness of the critical situation of our ocean.



[www.pure-ocean.org](http://www.pure-ocean.org)

