

INNOVATING FOR THE OCEAN

Pure Ocean at a glance

Pure Ocean is a Marseille-based NGO. Pure Ocean mobilises civil society, in France and worldwide, in order to support ambitious and innovative projects to protect and restore biodiversity and fragile marine ecosystems.

Protect the Ocean, essential for life

The ocean represents 71% of the earth's surface and 97% of the spaces available to life. A true blue lung of the planet, it produces 50% of the earth's oxygen, more than all forests combined. It absorbs 25% of CO₂ emissions. It connects humans and directly feeds 3 billion of them.

The Ocean faces the greatest dangers: climate change, acidification, pollution, destruction of habitats and biodiversity, overfishing, etc. **There is an urgent need to act.**

Innovate for the Ocean

Pure Ocean places science at the heart of its project to preserve the Ocean. **The NGO supports innovative applied research projects all over the world.**

- To better understand, protect and restore biodiversity and marine ecosystems.
- To find sustainable solutions to the major threats weakening the Ocean.
- To contribute to human and ocean health.

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

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



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

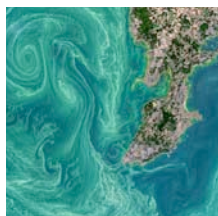
David Sussmann,
President & Founder of PURE OCEAN



Science at the heart of the Pure Ocean project

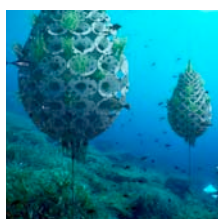
The Pure Ocean Scientific Committee is made up of 5 internationally recognized ocean and climate scientists. It selects research programs on the basis of an international call for projects. Pure Ocean has launched 2 CFPs (2018 and 2020) and currently supports 10 research projects carried out by research institutes, universities and / or NGOs.

ECOLOGICAL INNOVATION



Understanding why the Indian Ocean is warming faster than any other

2020 - Indian Ocean, India - Mediterranean Institute of Oceanography (MIO) & Physical Research Laboratory
Deciphering the role of N₂ fixation depending on the monsoon season and discovering diazotroph species unique to the Indian Ocean.



A biomimetic mooring buoy to keep marine biodiversity afloat

2020 - Mediterranean, France - Tangram Architecte & GIS Posidonie
Designing subsurface mooring buoys inspired by marine sponges to protect Posidonia seagrass and boost local biodiversity.



Sea sponges, potential allies in the fight against microplastics?

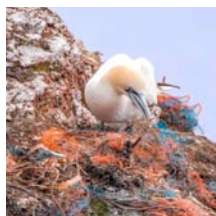
2019 - Medes Islands, Mediterranean, Spain - Consejo Superior de Investigaciones Científicas
To assess the ability of sponges to extract microplastics suspended in the water column as well as to process the chemical compounds they release into the water.



IMTA, sustainable land-based aquaculture to preserve marine ecosystems in the Mexican Caribbean

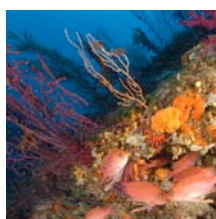
2019 - Yucatan, Mexico - Institute of Marine Science and Limnology, University of Mexico
Experiment with «aquaculture of the future» using underground salt water, based on a simplified ecosystem: the by-products of one species serve as nutrients for another.

TECHNOLOGICAL INNOVATION



Physiological impacts of microplastics on wildlife

2020 - Tasman Sea, Lord Howe Island, Australia - University of Tasmania
Evaluating the impact of microplastic ingestion on Australian seabirds' organs, tissues and cells and extrapolating to human health.



Protection of the Hidden Secret of the Aegean Sea: Coralligenous Habitats

2020 - Mediterranean, Fourni Island, Greece - Archipelagos Institute of Marine Conservation
Using innovative technologies to locate and monitor coralligenous habitats of the Aegean Sea, and enforce the trawling ban over these biodiversity hotspots.



Coastal Ocean Watch, remote sensing to assess and analyze the quality of waters

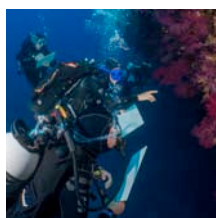
2019 - Atlantic, France - Laboratoire d'Océanologie et de Géosciences, Université du Littoral Côte d'Opale
Quantify the variations in the quality of European coastal waters from 1997 to 2020 from satellite observations of their color. To anticipate shoreline changes and protective measures.



Robotic exploration of biodiversity on south Pacific seamounts

2019 - South Pacific Islands, Chile - Universidad Católica del Norte
Using a robot (ROV), exploration of large isolated seabeds around Easter Island and Desventuradas, home to rich and vulnerable ecosystems.

SOCIAL INNOVATION



Polaris, a citizen-science mobile app for scuba divers

2019 - Mediterranean, Marseille, France. Association Septentrion Environnement
Development of a mobile application for scuba divers to collect biodiversity data (monitoring of emblematic / protected, invasive species or indicators of climate change), accessible by scientists and the Parc National des Calanques.



A scientific ferry in the Arctic, sentinel of climate change

2019 - Arctic & North Atlantic, Canada - Meopar & Dalhousie University
Automatic collection of oceanographic data via state-of-the-art sensors installed on the local ferry that serves several Inuit communities. Anticipate the effects of global warming.



“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

Pure Ocean Ambassadors

Pure Ocean Ambassadors share their love for the Ocean. Aware of its fragility, they are committed to its protection and mobilize their communities to defend it.



Amaury Lavernhe, Bodyboarder

Exceptional sportsman, Amaury is the first European rider to become Professional World Champion in 2010, with a double in 2014. Very committed to ocean protection.



Nature Women - Triathletes

4 extraordinary women, united in the Coast-to-Coast Challenge, a non-stop extreme triathlon relay from the English Channel to the Mediterranean in 2021.



Quentin Riché, navigator

Quentin Riché lives and breathes "sailing". His new challenge: his first mini-transatlantic race, a solo race from Les Sables d'Olonne to Saint-François, in Guadeloupe.



Mobilize economic actors and civil society around ocean protection

Pure Ocean organizes exchanges between experts, researchers & civil society. These **Talk for Pure Ocean** take various shapes: conferences, interactive webinars, round tables, podcasts, workshops. Our key-speakers include: David Sussmann, President; Atlantine Boggio-Pasqua, our scientific coordinator; the leading scientists of the supported projects. The NGO also organizes mobilizing field actions such as Hackathons, Blitz litter clean-ups, specific campaigns etc.



The Night of the Ocean, 1st edition - October 2020. An exceptional evening with 120 guests with testimonials from committed athletes and scientists leading innovative projects



Raise awareness and alert on the need to preserve the ocean

For Pure Ocean, sport is a great vehicle for raising awareness about the ocean. The NGO supports races and sporting challenges, amongst which are the **Race for Pure Ocean**, exceptional races carried out by exceptional athletes, alone or in teams, who want to give meaning to their sporting performance. These events generate significant media coverage, reaching as many people as possible in the general public.



Route Saint-Pierre Lorient - Pure Ocean Challenge, July 2020 & June 2021

Our donors

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* Certain donors have chosen to remain anonymous.



La Goutte Bleue, the bag that cares for the Ocean

With the Goutte Bleue, Pure Ocean empowers citizens, offering a simple means of taking action for the environment. An individual action for a collective issue.

A simple action to care for the ocean

La Goutte Bleue is a recyclable blue bag associated with an invitation to collect litter in the city, at the sea, in the forest, in the countryside. The bag goes beyond its primary function of containing waste to become a true messenger: I am committed to the planet, I collect litter before it reaches the sea.

With the Goutte Bleue, mobilize your teams all year long

The Goutte Bleue is a great way to mobilize and unite employees around an environmental commitment.

June, the Ocean Month

Pure Ocean mobilizes national and local distribution networks to involve the greatest number of citizens, in June of each year. Like *Octobre Rose*, *Breast Cancer Month*, June becomes Ocean Month.

Visit the dedicated site (only in French at this date): www.lagouttebleue.org

This action is labeled «Committed to nature», an initiative proposed by the Ministry of Ecological Transition and led by the French Biodiversity Office to mobilize the whole of society in favor of biodiversity.



The Goutte Bleue, a commitment in 3 phases



GIVE

By purchasing the Goutte Bleue, you are contributing to the funding of ocean research projects supported by Pure Ocean



ACT

By collecting litter, you help reduce the pollution that arrives at sea



SHARE

By sharing photos and videos of your clean-ups, you help the movement #LaGoutteBleue grow



Download the Pure Ocean application

Join the community that "spots" (geolocates) and cleans the waste present in Nature. Only available in French.



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