

INNOVATING FOR THE OCEAN



# 2020/2021 ACTIVITY REPORT

# ACTING FOR THE OCEAN, IS ACTING FOR OUR FUTURE



©Allard

A few months before the beginning of the Covid pandemic, the special report of the Intergovernmental Panel on Climate Change “*The Ocean and Cryosphere in a Changing Climate*” was published and approved by the 195 member governments of the IPCC.

I am truly in awe of the incredible amount of work and analysis of publications conducted by scientists from all over the world. In this report, the authors remind us just how important the ocean is to humanity, and how various sectors depend on it, directly or indirectly: climate, health, food, water, energy, trade, transport, leisure, tourism.

It warns us of the profound and rapid changes that the ocean and the cryosphere (name given to the frozen regions of our planet) are undergoing due to human activities.

Glaciers and ice caps at the poles are melting, contributing to the rise of the sea level and the increased risk of extreme meteorological phenomena. The ocean is getting warmer, more acidic and less fertile, which disrupts ocean ecosystems. These impacts threaten marine biodiversity, food security, nutritional health and the ocean’s ability to regulate the global climate.

**Of course, solutions exist!** The authors open up ways for adaptation and resilience. I will mention just a few: restoring natural habitats, especially those protecting the coasts (mangroves, seagrass beds, etc.); reducing pollution; sustaining biodiversity; involving local and indigenous expertise in association with science; educating and increasing knowledge of the ocean and climate. All of these are at the heart of Pure Ocean’s mission!

Knowing that Pure Ocean’s action is in line with the vision of the IPCC gives us wings.

We are more than ever determined to develop our capacity to support ocean science, work to bring to light innovative projects that will preserve and restore marine ecosystems, and act to increase knowledge about the ocean, everywhere, for everyone.

Thank you to the entrepreneurs and businesses who, with us, are doing their part to change the world.

**Together, we will overcome humanity’s greatest challenge.**

David Sussmann,  
*President and Founder of Pure Ocean*

# PURE OCEAN, Innovating for the ocean

## The ocean, a major climate regulator of our planet

The ocean represents 97% of the available habitat on the planet. An indisputable ally in the fight against global warming, it provides invaluable ecosystem services. It acts as a carbon sink by absorbing about 25% of CO<sub>2</sub> emissions; it produces 50% of the oxygen we breathe, more than all the forests on the planet cumulated! It is the main protein resource for 3 billion people and is a source of economic development (transport, leisure, fishing...).

## The ocean is in danger

The latest international reports draw an alarming conclusion on its state of health: loss of biodiversity and habitat loss, depletion of stocks, acidification, deoxygenation of water with the risk of developing large dead zones, physical and chemical pollution. This stress is expected to grow with the increase in the world’s population, projected at 9 billion people in 2050.

## Innovating to protect the ocean

Pure Ocean puts science at the heart of its project to preserve the ocean. Our missions are articulated around three pillars: innovative research, mobilization and awareness.



## Innovating for future solutions

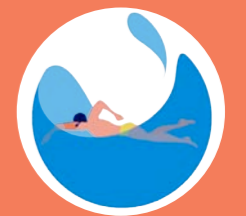
One of the first research projects supported by Pure Ocean aims to combat plastic pollution in the ocean. The goal is to identify, in sea sponges, bacteria and their associated enzymes that have the capacity to filter and transform microplastics. This project opens prospects for nature-based technological solutions to mitigate this global pollution.



**SUPPORT INNOVATIVE PROJECTS AROUND THE WORLD**  
To better understand, protect and restore biodiversity and marine ecosystems. To find sustainable solutions to major threats to the ocean.



**MOBILIZE ECONOMIC ACTORS AND CIVIL SOCIETY AROUND OCEAN PROTECTION**  
Initiate exchanges between experts, researchers & civil society; interactive webinars; workshops; collective waste clean-ups, etc.  
To raise consciousness of the threats and challenges of ocean preservation.



**TO RAISE AWARENESS AND ALERT ON THE NEED TO PRESERVE THE OCEAN**  
Support sporting challenges that carry the cause and launch media actions.

# ORGANIZATION & GOVERNANCE

The Board of Directors drives the strategic orientation of Pure Ocean. The scientific committee, chaired by Françoise Gaill, is composed of five renowned researchers; it selects the scientific projects to be supported based on an international call for projects.

Three Working Groups (WG), composed of committed donors and qualified personalities, assist the Board of Directors in fundraising, awareness and communication, and the Race for Pure Ocean sporting challenges.

## Board of Directors

David Sussmann, *President*  
Eric Neuplanche, *Treasurer*  
Philippe Cahn, *Secretary*

## Scientific Committee

Françoise Gaill (*France*)  
Gilles Bœuf (*France*)  
Abdelmalek Faraj (*Morocco*)  
Kartik Shanker (*India*)  
Anna Zivian (*USA*)

## Resources WG

Olivier Richardson  
Daniel Tchénio

## Engagement WG

Patrick Beaudouin  
François Cadiergue  
Nicolas Chabert  
Olivier Richardson

## Race for Pure Ocean WG

Jean-Daniel Beurnier  
Guy Puech

## OPERATIONAL TEAM

The operational team, managed by Thomas de Williencourt, includes 9 people (5 equivalent full-time) of which 3 are employees



From left to right :

- Gaëtan Quaresma, *Project manager Race for Pure Ocean,*
- Thomas de Williencourt, *Director,*
- Atlantine Boggio-Pasqua, *Scientific coordinator*
- Marie-Victoire Nivet, *Social Media Manager,*
- Gwen Lechat, *Donor relations,*
- Stephanie Lerner, *Communication & PR,*
- Réjane Anton, *Fundraising project manager,*
- Clément Pourtal, *Race for Pure Ocean manager*

# KEY FIGURES



## +150%

**participation in our 2020 Call for Projects (vs 2018)**

International success for our second call for projects (2020 CFP).

157 teams of researchers applied from thirty-four countries  
(versus twenty-one countries in 2018).



funded by Pure Ocean since 2018, including four new projects selected in early 2021.

## 10 ambassadors

Sportspeople who have a link with the ocean and rivers know the vital role the ocean plays in humanity's survival. Ten committed ambassadors help raise awareness, promote science and fundraise for oceanic research.

## 1 450 000

**people reached in one year**

Through our awareness and mobilization actions on social networks and Pure Ocean events. Five posts per week on social networks; a petition on change.org [...] and 20 in-person and online events.



## 2

**Transatlantic races**

For Pure Ocean, sport is a great vector to raise awareness of the fragility of the ocean and the need to protect it.

**The Route Saint-Pierre-Lorient-Pure Ocean Challenge**, under the high patronage of the Minister of the Sea.

**1 000 000 strokes of oars** & 5000 km of rowing without assistance for the benefit of Pure Ocean, realized by Lilian Dauzat and Guilhem Orhac.



## 10

**philanthropic platforms reference Pure Ocean**



## +100 corporate donors

More than 100 companies have chosen to act for the ocean with Pure Ocean. In addition to their financial support, they are actively spreading our messages and implicating their employees, customers and partners.



# 2020/2021 HIGHLIGHTS

JUNE 2020



## Underwater Marathon for World Ocean Day

A 10 km sub-aquatic relay carried out in Marseille by 16 passionate scuba divers for an operation raising awareness about the fragility of the Mediterranean Sea with live video transmission by underwater drones.

OCTOBER 2020



## Night of the Ocean, a first in Marseille

An evening of presentation of Pure Ocean's activities with our donors, ambassadors and members of the scientific community, followed by the screening of "Le Grand Bleu".

MARCH 2021



## Experience the Ocean

First digital charity auction for the benefit of Pure Ocean, in partnership with Maison R&C and Drouot Digital.

JULY 2020



## Route Saint Pierre Lorient - Pure Ocean Challenge 2020

Two boats rose to the challenge of trying to beat Eric Tabarly's record for this transatlantic race, from Saint Pierre et Miquelon to Lorient. Triple goal achieved : record beaten, ten videos produced onboard, 200,000 people reached, 20,000 euros raised for Pure Ocean. An arrival in Lorient celebrated by the French Minister of the Sea, Annick Girardin.

JANUARY 2021

## Pure Ocean, Committed Partner for Nature

"Make the reconquest of biodiversity a collective ambition". This is the objective of the Committed Partners for Nature initiative launched by the French Office of Biodiversity (OFB) under the aegis of the Ministry of Ecological Transition. Pure Ocean is one of the first organizations to receive this prestigious label.



APRIL 2021

## Success of our second international call for projects

157 applications received from thirty-four countries for this second call for projects launched in January 2021 and closed on April 30. After rating each project based on four specific criteria, our Scientific Committee made a final selection of four innovative projects to receive Pure Ocean support.

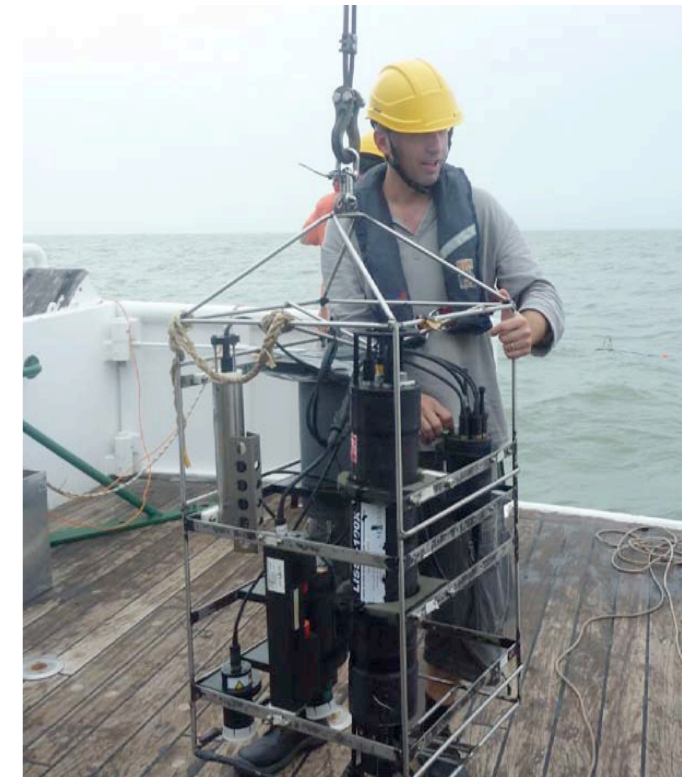
# INNOVATIVE SCIENTIFIC PROJECTS AT THE HEART OF OUR MISSION

Science advances knowledge and opens doors to innovation. Research is an essential step in inventing new solutions to preserve marine biodiversity, combat ocean pollution, protect or restore marine habitats and ecosystems.

This is why Pure Ocean has placed science at the heart of its mission and project.

The ocean, which represents 97% of the habitable space available on Earth, remains the universe least known to scientists. Innovative projects supported by Pure Ocean advance knowledge and ideas to protect it.

The Scientific Committee, composed of 5 internationally renowned ocean and climate researchers, is the independent body that selects projects on the basis of an international call for projects.



## THE SCIENTIFIC COMMITTEE



### Françoise Gaill, France President of the Committee

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



### Gilles Bœuf, 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 école des MINES ParisTech in geostatistics and fisheries management. General Director of the Moroccan 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

Senior Research Fellow at Ocean Conservancy. Expert in environmental policy and democracy issues and participatory science. Former Knowledge Management Program and Senior Manager of the Ocean Planning program from 2009 to 2013 at Ocean Conservancy.

# MAP OF PURE OCEAN FUNDED PROJECTS (2018-2021)



**COM-N**  
The Inuit Science Ferry, sentinel of climate change




**IMTA**  
Sustainable land-based aquaculture to preserve marine ecosystems in the Mexican Caribbean



**COASTAL OCEAN WATCH**  
Spatial remote sensing to assess the quality of European coastal waters



**POLARIS**  
A participative science-based mobile application for scuba divers



**FLOATING REEF**  
A biomimetic mooring buoy to preserve marine biodiversity




**MECOPO**  
Robotic exploration of the biodiversity of the South Pacific seamounts



**SPO-PLASTIC**  
Sea sponges, unsuspected allies in the fight against microplastic pollution?



**HIDDEN SECRET**  
Coralligenous reefs, protecting the hidden treasure of the Aegean sea



**IDEFIX**  
Deciphering dinitrogen fixation in the Indian Ocean according to monsoon seasons



**MICRO-POW**  
Impacts of microplastics on the health of marine fauna

Type of innovation

 Ecological
  Social
  Technological

# IMPACTS & PERSPECTIVES OF OUR FIRST 6 PROJECTS

Pure Ocean launched its first call for projects in April 2018, receiving 65 proposals from 21 countries. The Scientific Committee selected the following 6 projects, which were supported in 2019. These projects each integrated an innovative approach, be it technological (underwater robots, environmental DNA, etc.), social (participatory sciences) or ecological (biomimicry, marine protected area).

**2018**

**65**  
APPLICATIONS RECEIVED FROM

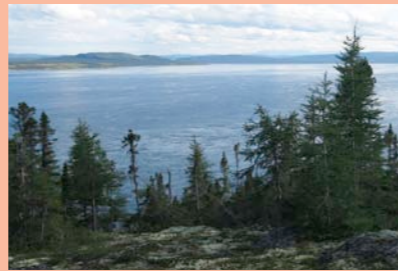
**21**  
COUNTRIES

**6**  
PROJECTS SUPPORTED

CANADA, CHILE, FRANCE, MEXICO, SPAIN

## COM-N The Inuit Science Ferry, sentinel of climate change

Arctic Ocean, Canada - Meopar, Network of Centres of Excellence & Dalhousie University



This project will implement an automatic collection of oceanographic data via sensors installed on the local ferry that serves several Inuit communities and that transits along a variety of key ecosystems (estuaries, fjords, ...). Inuit observers will be trained for the monitoring.

**Status:** The scientific equipment has been purchased. Its installation on the ferry, blocked by the Covid crisis, is scheduled for 2021 for data collection in 2022. Researchers have shown that this region of the critical zone between the Atlantic and Arctic oceans, is undergoing major climate-related changes: +2°C since 1993 and a 75% loss of ice since 1975.

**Perspectives:** To provide scientific data to the Inuit governments to better understand and anticipate global warming in their vulnerable region.



## IMTA Sustainable land-based aquaculture to preserve marine ecosystems in the Mexican Caribbean

Yucatan, Mexico - Institute of Marine Science and Limnology, University of Mexico

This project is experimenting a sustainable integrated multi-trophic aquaculture (AMTI).

Using underground salt water, AMTI recreates an ecosystem simplified by the co-habitation of different species so that the by-products of one are recycled into nutrients for another.

**Results:** Tilapia fish were reared to commercial adult stage with oysters and microalgae in 4 months with a survival rate greater than 80%. The use of artificial salicornia marshes has been shown to be effective in treating effluents from aquaculture systems and recycling nutrients.

**Perspectives:** This ongoing project offers promising technological and ecological responses, which are already of interest to research and local businesses, and will help preserve the marine ecosystems of the Caribbean threatened by suffocation due to traditional aquaculture.



## COASTAL OCEAN WATCH Spatial remote sensing to assess the quality of European coastal waters

Atlantic, France - Laboratory of Oceanology and Geosciences, University of Littoral Côte d'Opale

Coastal waters, rich and complex ecosystems, are subject to anthropogenic and natural pressures that affect their water quality. This project quantified the variations in the quality of European coastal waters from 1997 to 2020 based on satellite imagery of their color.

**Results:** The maps show a high variability in terms of chlorophyll, suspended matter, dissolved organic matter, and the factors of this variability (seasonal, long term trend or others). The concentration of chlorophyll decreases by 3% per year on the European coastline.

**Perspectives:** Data will soon be available to researchers and public authorities for future management measures of these essential environments.

## POLARIS A participatory science-based mobile application for scuba divers

Marseille, Mediterranean Sea, France. Septentrion Environnement Association



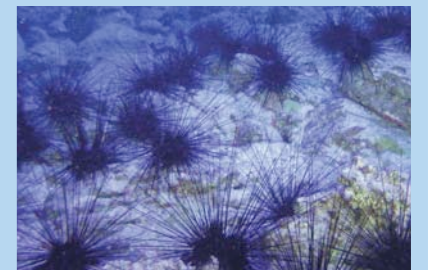
Pure Ocean supported the development of the second version of the mobile application for divers to facilitate the collection of data on marine biodiversity.

**Results:** 60 divers were trained by scientists, reported their observations on emblematic/protected, invasive or climate change indicator species on this v2 app. The mortality of gorgonians or the abundance of corbs (a protected fish species) are monitored. These data are directly accessible by research institutes and by the Calanques National Park.

**Perspectives:** Involve citizens, monitor the state of coastal biodiversity, and support biodiversity management measures.

## MECOPO Robotic exploration of the biodiversity of the South Pacific seamounts

South Pacific Islands, Chile - Universidad Catolica del Norte



Pure Ocean supported the exploration of the seamounts of the Easter and Desventuradas Islands (South Pacific) which are home to rich and vulnerable ecosystems. An exploration to 350 m depth deployed via remotely operated robots. The project studies echinoderms (sea urchins, stars and sea cucumbers): abundant, they are good indicators of the health of ecosystems.

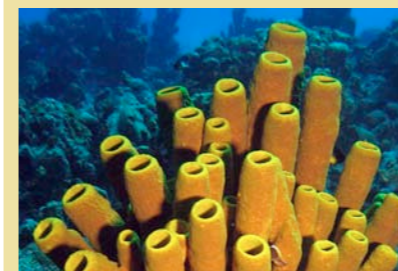
**Results:** The researchers identified 20 morpho-species, including 15 never recorded around Easter Island, and two genera of sea stars described for the first time ever. Discovery of unique species assemblages that could be endemic to the Desventurada Islands.

**Perspectives:** The collection of information on environmental conditions determining species is already accessible and useful to Chilean marine protected area managers.

## SPO-PLASTIC Sea sponges, unsuspected allies in the fight against microplastic pollution?

Medes Islands, Mediterranean Sea, Spain - Consejo Superior de Investigaciones Cientificas

This project evaluates the capacity of sponges to extract microplastics suspended in the water column and to treat the chemical compounds they release into the water.



**Results:** Researchers have shown that they extract 30% of plastic particles smaller than 3·m. The released compounds, different according to the type of plastic, are more or less well treated by the sponges. The next phase of the project will determine the fate of these particles in the sponges: do they digest them or do they accumulate them in their tissues?

**Perspectives:** Pave the way for a natural technological innovation to reduce plastic pollution in the seabed.

# 2020 CALL FOR PROJECTS

Scientists were called upon to present innovative applied research projects on 3 priority themes, the first 2 of which included a Health-Environment dimension. To be considered, the projects needed to integrate a form of ecological, technological or social innovation. The large geographical areas of application of the 157 candidate-projects homogeneously covered the globe, with even 6% of projects in the two polar zones of our planet. The 4 winning projects are presented on pages 14 to 17.

**2020**

**157**  
APPLICATIONS RECEIVED  
FROM

**34**  
COUNTRIES

**4**  
PROJECTS SUPPORTED

AUSTRALIA, FRANCE,  
GREECE, INDIAN OCEAN

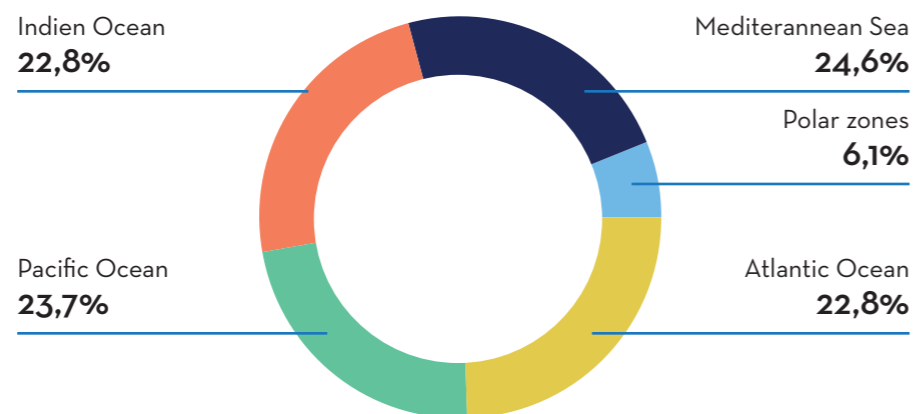
## The 3 priority themes

- **Understanding and discovering:** changes in ocean life & oceanic physico-chemical characteristics; molecules, enzymes and micro-organisms of interest for human and ocean health; new ocean problems (harmful algal blooms, coral viral infections, fish diseases, etc.)
- **Innovating for sustainable exploitation of marine resources** (seaweed, energy, etc.)
- **Restoring and/or increasing the resilience of fragile marine ecosystems and biodiversity**

## 4 selection criteria

- **Co-construction** - Reflect inter- or trans-disciplinarity, collaboration and knowledge sharing among various stakeholders (research institutes, government agencies, NGOs, private sector, grassroots movements, local communities).
- **Commitment** - Demonstrate passion and determination by bringing together all relevant and realistic resources to achieve effective global change.
- **Innovation** - Improve the way we interact with the planet by developing new visions, techniques and methods. 3 forms of innovation considered: technological, social and ecological.
- **Impact** - Corresponds to the priority themes of the CFP with clearly defined impacts in the short, medium and/or long term (quantitative & qualitative, and non-tangible impacts).

## GEOGRAPHICAL AREA OF IMPACT OF PROJECTS RECEIVED



“There are such potentials in the ocean and in the life it harbours, that one has no idea of the wealth and solutions that this can represent for the future.”

Françoise Gaill,  
President Pure Ocean Scientific Committee



[ TECHNOLOGICAL INNOVATION ]

# MicroPow Project

## THE IMPACT OF MICROPLASTICS ON MARINE LIFE HEALTH



Tasman Sea,  
Lord Howe Island, Australia

### PROJECT LEADER & SCIENTIFIC PARTNERS

**Dr. Jack Rivers-Auty,**  
Senior Lecturer in Medical Sciences  
at the University of Tasmania

**Dr. Jennifer Lavers,**  
Marine ecotoxicologist at the Institute  
of Marine and Antarctic Science,  
University of Tasmania

**Dr. Alex Bond,**  
Biologist at the Museum of  
Natural History, United Kingdom

Microplastics (<5 mm) are a real scourge for wildlife, whether terrestrial or marine. These tiny fragments penetrate organs, accumulate in tissues and can even enter cells. They can have serious pathological effects for both wildlife and humans alike.

Combining biomedical techniques and species conservation ecology, the MicroPOW project team aims to uncover the biological consequences of ingesting microplastics on cells, tissues and organs of wild animals. The researchers are particularly interested in two species of shearwaters from Lord Howe Island (Australia), seabirds highly exposed to plastic pollution. The pale-footed shearwaters ingesting a lot of plastic will be compared to their cousins, the whip shearwaters, 10 times less contaminated. With all vertebrates showing similar physiological responses, the results of this study will be extrapolated to humans.



© CNRS Photothèque / GRALILE Roland

[ TECHNOLOGICAL & SOCIAL INNOVATION ]

# Hidden Secret Project

## CORALLIGENOUS REEFS, PROTECTING THE HIDDEN TREASURE OF THE AEGEAN SEA



Aegean Sea,  
Fourni Island, Greece

### PROJECT LEADER & SCIENTIFIC PARTNERS

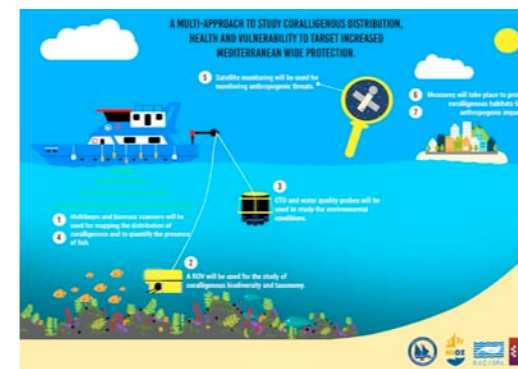
**Tim Grandjean,**  
Researcher at the Archipelagos Institute  
of Marine Conservation and doctoral  
student at the Royal Dutch Institute  
of Sea Research

**Anastasia Miliou,**  
Scientific director of the Archipelagos  
Institute of Marine Conservation

**Dr. Michelle Taylor  
and Dr. Leanne Hepburn**  
of the University of Essex

The Mediterranean is home to a treasure that is little known to the general public: the coralligenous reefs. These reefs, some of which are more than 7000 years old, develop in low light up to a depth of 250 m. These habitats with extraordinarily rich and complex biodiversity are understudied and poorly protected. Trawling bans on these fragile biotopes cannot be applied for lack of data on their exact location.

This project proposes to combine several innovative technologies (multibeam echosounder, biomass scanner, unmanned underwater vehicle, CTP sampling) to map these deep coral reefs and assess their ecological status. This method will be tested during a scientific expedition to a known but as yet unexplored coralligenous hotspot: the Greek island of Fourni. With this new knowledge and data and the help of local fishermen, it will then be possible to enforce regulations to better protect these key marine habitats.







[ TECHNOLOGICAL & ECOLOGICAL INNOVATION ]

# Floating Reef Project

©O. Bocquet / Tangram Lab / Tangram Architects

## A BIOMIMETIC MOORING BUOY TO PRESERVE BIODIVERSITY



Mediterranean Sea,  
France

### PROJECT LEADER & SCIENTIFIC PARTNERS

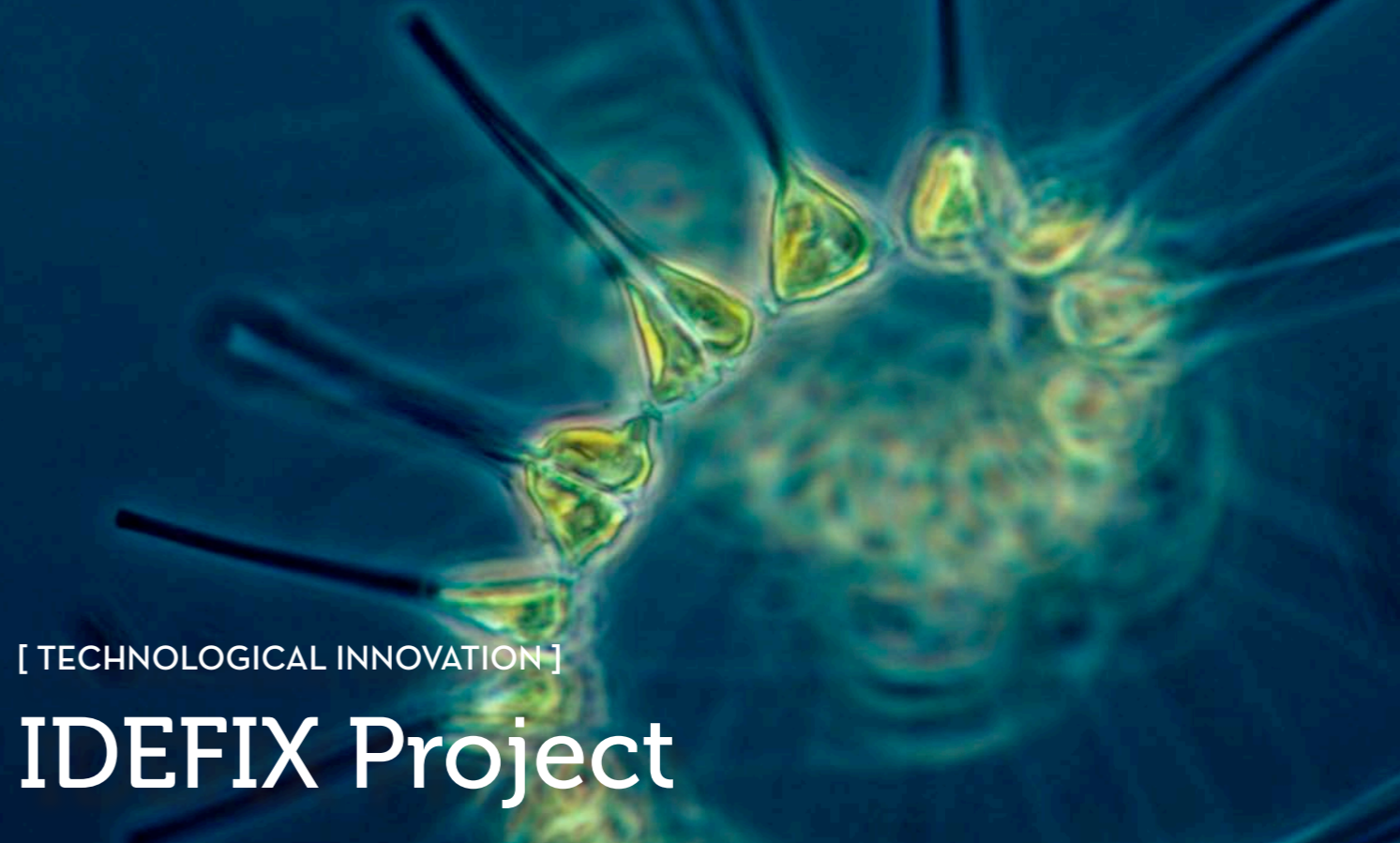
**Olivier Bocquet,**  
Research and sustainable innovations  
architect at Tangram Architectes

**Dr. Laurence Le Direach,**  
Research officer,  
Scientific Interest Group  
Posidonie, Mediterranean Institute  
of Oceanology (MIO)

**Dr. Thierry Thibaut,**  
Professor at Aix-Marseille University,  
MIO

The repeated anchoring of pleasure boats impacts the seabed. In the Mediterranean, this practice degrades the precious Posidonia meadows. The #FRF project aims to create and develop a biomimetic, eco-designed and sustainable subsurface buoy. Inspired by a sea sponge, the multiple gripping surfaces of this buoy, floating between two waters, would provide an ideal refuge for various local species. Using a biogenic material printed in 3D and with a low carbon impact, this concept could be easily replicated around the world.

In the long term, several of these floating reef buoys would be deployed in the same area to create an underwater trail in order to educate the general public about the preservation of biodiversity.



[ TECHNOLOGICAL INNOVATION ]

# IDEFIX Project

## DECIPHERING THE ROLE OF THE DINITROGEN FIXATION ACCORDING TO THE MONSOONS



Indian Ocean,  
India

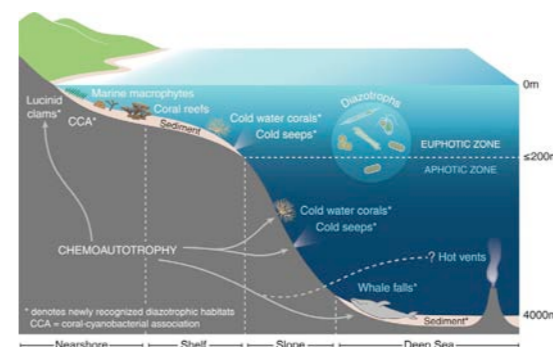
### PROJECT LEADER & SCIENTIFIC PARTNERS

**Dr. Mar Benavides,**  
IRD researcher at the Mediterranean  
Institute of Oceanology (MIO)

**Dr. Arvind Singh,**  
Lecturer at the Physical  
Research Laboratory (PRL)  
in Ahmedabad, India

Phytoplankton, via photosynthesis, absorbs 25% of our CO<sub>2</sub> emissions, which helps limit global warming. This reaction is only possible if the phytoplankton have nitrogen available, essential for all living things. The microorganisms that provide this are called diazotrophs: they transform the nitrogen (N<sub>2</sub>) dissolved in water into a form that can be assimilated by other marine organisms, a process known as “nitrogen fixation”. The exact mechanisms are still little known in certain regions of the world.

The Indian Ocean, one of the less well-known ocean basins, is warming faster than elsewhere. The IDEFIX project studies nitrogen fixation in the Indian Ocean according to the monsoon seasons. Deciphering the role of nitrogen and diazotrophs could explain why this ocean basin is warming faster than elsewhere. The project also intends to discover new species of diazotrophs specific to this region during the Second International Expedition in the Indian Ocean (2022).



# PARTNER COMMITMENTS

Pure Ocean engages with entrepreneurs and companies, inviting them to transform their organizations by adopting more responsible models. A call to place corporate social responsibility (CSR), sustainable development and circular economy at the heart of their decision-making processes. Pure Ocean accompanies its donors in their mobilization actions for the ocean and the planet.



## December 2020 - February 2021 Talks for Pure Ocean to raise awareness among donors' teams

At the request of Oracle, Arkea Corporate and Institutional Banking and Another Way, Pure Ocean mobilized our President and our Scientific Coordinator to discuss, with their teams, the vital role of the ocean.



## December 2020, Paris Pure Ocean and l'Arrondi sur Salaire

Pure Ocean is one of the 4 NGOs chosen in 2020 by the employees of Crédit Agricole Corporate & Investment Bank to benefit from a donation based on rounding up salaries. During their commitment week, Pure Ocean spoke with more than fifty employees.

## PROUD OF OUR DONORS, COMMITTED COMPANIES IN THE SPOTLIGHT

Pure Ocean wouldn't exist without our donors, mainly businesses, who are committed to the protection of the ocean. Capitalizing on the influence these opinion leaders wield, Pure Ocean produces short videos on their commitment as part of an ongoing social media campaign #fiers-denosmecenes (literally "Proud of our donors") since February 2021.



## 21 September - 2 October 2020, Marseille From land to sea, time for action

1st Leyton Sustainable Organizations Summit under the patronage of skipper Arthur le Vaillant. A long-standing donor committed to the environment, Leyton held this 10-day event along with experts, business leaders and political actors.



## 14 October 2020 Cinéma EuropaCorp, Marseille Night of the Ocean, 1st edition

An exceptional evening with 120 guests (donors, ambassadors, journalists, Pure Ocean Lovers and supporters), committed sportspeople and scientific project leaders. It was the occasion to present the results of Pure Ocean's actions followed by the screening of the epic film «The Big Blue».

# AWARENESS-RAISING ACTIVITIES

June 2020

## Figaro Partner, special Ocean & Innovation dossier

A special 4-page dossier in the French newspaper "Figaro" on Ocean & Innovation showcasing Pure Ocean and its mission, with the participation of some of our donors and partners. 300,000 printed copies.



May 2020

## The Ocean, a Hope for Life

During the first lockdown, Pure Ocean launched a petition, addressed to all philanthropists on the Change.org platform. Objective: call for support for ocean research in favor of health, climate and biodiversity. To work for a new human / nature balance. 3000 signatures.



September 2020

## Marine & Océans, Our future is written in the Ocean

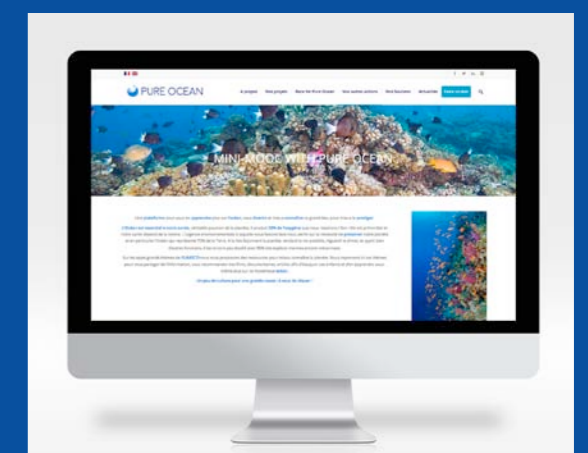
Article signed by David Sussmann in the special issue of Marine & Océans "What world, next?"



January 2021

## Communication campaigns with Exterion Media

Not everything has to disappear! With this slogan, Pure Ocean launched its first digital out of home communication campaign in Paris with a call to action for 3 emblematic species: the hawksbill turtle, the great white shark and coral reefs. 1 million views/week.



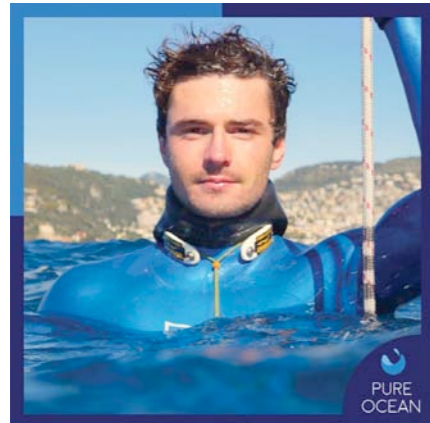
March-April-May 2020

## Mini-Mooc with Pure Ocean

When the first lockdown in France was declared in March 2020, Pure Ocean decided to create a platform of knowledge about the ocean that would be entertaining and accessible to everyone, children and adults alike. Resources, films, documentaries and articles on the 7 major themes defined by Unesco.

# OUR AMBASSADORS

Pure Ocean believes that sports are a great vector of transmission. To accelerate awareness about ocean issues, Pure Ocean invites athletes who have a link with water, be it seas or rivers, to embrace our cause. These ambassadors use their image and their networks to help share messages about ocean protection, inviting everyone to act.



**Arnaud Jerald, freediver**  
Arnaud, a rising star in freediving, was born in Marseille in 1996. He grew up near the sea and has made it his playground. In 2017, he set three national records. World record holder in 2019 and in 2020 at 108m then at 112m in bi-fins constant weight.



**Jean-Pierre Dick, skipper**  
Jean-Pierre is an outstanding sailor and a multiple winner (2 Barcelona World races; 4 Jacques Vabre transatlantic races, 4th place in Vendée Globe 2013 & 2017). Jean-Pierre has taken up the Pure Ocean challenge in 2020 (route St Pierre Lorient) beating Eric Tabarly's record.



**Denis Gargaud, canoe slalom**  
Denis discovered canoeing at the age of twelve thanks to his aunts and uncles. He quickly won the French downhill and slalom championships. Denis became Olympic champion in C1 at the Rio games in 2016.



**Sébastien Destremau, skipper & sports journalist**  
The first Mediterranean to finish the Vendée Globe, Sébastien finished second in the Route du Rhum du Rhum in 2018. Due to damage to his boat "Merci" which was flying Pure Ocean's colors, he was forced to abandon the 2020 Vendée Globe.



**Lisa, Barbara, Emilie & Emma, NatureWomen Challenge**  
NatureWomen Challenge, or the story of four extraordinary women, united in a non-stop sports relay from the English Channel to the Mediterranean. In 2020, they trained extensively preparing for the triathlon in 2021.



**Ludovic Gérard et Philippe Mariani, navigators**  
On board Solenn For Pure Ocean, these two skippers participate in regattas. Committed to Pure Ocean, they raise awareness in their communities about pollution and the need to protect the ocean.

Pure Ocean promotes races and sports challenges, labelled "Race for Pure Ocean". These extraordinary races, conducted by exceptional athletes, alone or in teams, are great opportunities to raise awareness about threats to the ocean and the need to protect it.



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18-27 July 2020  
**ROUTE SAINT-PIERRE LORIENT - PURE OCEAN CHALLENGE, FIRST EDITION**

The summer 2020 is marked by the success of the Pure Ocean transatlantic challenge in terms of sports, media and fundraising. Jean-Pierre Dick beats Eric Tabarly's legendary record in 8 days, 12 hours 16 min 01 sec. Annick Girardin, Minister of the Sea, celebrates the two participating skippers, Jean-Pierre and Morgane Ursault-Poupon. Great media visibility with some 200,000 people reached on social networks, twenty media interviews and 20K€ raised for research.

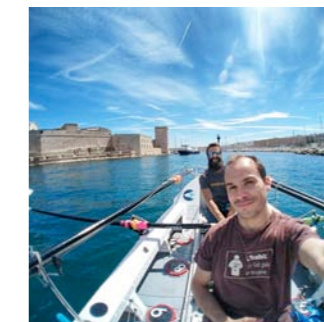
November 2020-January 2021  
**1 000 000 STROKES ACROSS THE ATLANTIC**

After 47 days at sea, some 5,000 km and over one million strokes, Lilian Dauzat and Guilhem Orhac arrived in Martinique on January 11, 2021. The remarkable athletes, who rowed across the Atlantic without assistance, helped relay Pure Ocean's messages.



October 2020  
**WATCH THE SEA EXPEDITION BY PURE OCEAN**

Eight swimmers embark on a seatrekking expedition from Marseille to Cassis: 25km in 3 days to draw attention on the Mediterranean Sea and its issues. 100 000 people followed the expedition on social networks.



8 June 2020  
**UNDERWATER MARATHON**

On June 8, World Ocean Day, Pure Ocean launched an original challenge for the environment. This 10 km underwater scuba relay mobilized sixteen enthusiastic divers in the Frioul Islands in the Calanques National Park, close to Marseilles. With the presence of Arnaud Jerald, world champion freediver. This extraordinary event was broadcast live by underwater drones and received a great deal of a media coverage.



November 2020  
**MERCI x PURE OCEAN ON THE VENDÉE GLOBE**

Sébastien Destremau started the Vendée Globe adventure flying the Pure Ocean colors. Our ambassador had a great race but had to give up in the end because of insurmountable technical problems. Thanks to Sébastien for carrying our messages on this emblematic ocean race.

# THE FINANCIAL SUMMARY

## A SPECIAL YEAR FOR ALL

The second accounting year of the Pure Ocean endowment fund (04/01/2020 - 03/31/2021) started with a national lockdown in France, which was only the beginning of a health crisis that has shaken the world. This chaotic situation forced Pure Ocean, like all organizations and individuals, to adapt throughout the year, in some instances, in real time.

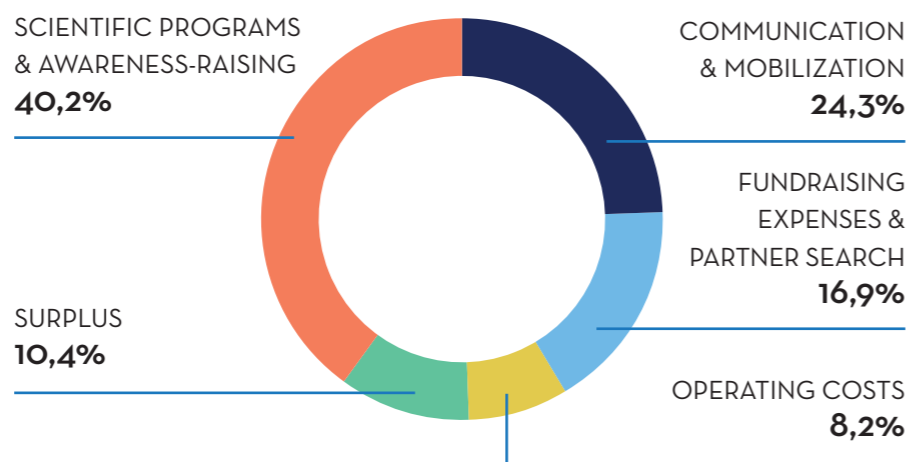
Despite this unprecedented context, our partners have been loyal. Pure Ocean maintains a high level of resources at € 795,535. As per our first year, the portion dedicated to scientific projects and awareness-raising reaches 40.2% of this budget. Four new projects were selected early 2021, bringing the total number of scientific projects supported by Pure Ocean to ten.

To note for this 2nd year, the success of the Route Saint Pierre - Lorient - Pure Ocean Challenge, a transatlantic sailing race that is destined to become an annual event aiming at raising public awareness on a large scale.

2020-2021 EXPENSES	
SCIENTIFIC PROGRAMS & AWARENESS-RAISING	319 748 €
COMMUNICATION & MOBILIZATION	193 145 €
FUNDRAISING EXPENSES & PARTNER SEARCH	134 488 €
OPERATING COSTS	65 432 €
SURPLUS	82 722 €
<b>TOTAL</b>	<b>795 535 €</b>

2020-2021 RESOURCES	
RESOURCES COLLECTED FROM INDIVIDUALS	29 504 €
RESOURCES COLLECTED FROM PRIVATE PARTNERSHIPS	676 939 €
OTHER RESOURCES RACE FOR PURE OCEAN	81 500 €
OTHER PRODUCTS	7 592 €
<b>TOTAL</b>	<b>795 535 €</b>

## USE OF RESOURCES



# A HUGE THANK YOU TO OUR PARTNERS!

The Pure Ocean mission could not be fulfilled without the commitment of our partners. Historical or new-comer, financial, technical or via the contribution of skills, their support is precious to us and advances the cause of the ocean.

Thank you for your generosity and caring for the planet!

## MAJOR DONORS AND PARTNERS



## OUR DONORS

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\* Certain donors have chosen to remain anonymous.

## ABOUT PURE OCEAN

Pure Ocean is an endowment fund based 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 the funding of scientific projects, Pure Ocean organizes conferences and promotes races and sporting challenges to raise public awareness of the critical situation of our ocean.



 PURE OCEAN

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

