

**Mobilize your team
for the planet!**



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Who is Pure Ocean?

Pure Ocean is the NGO for entrepreneurs committed to the protection of the ocean.

Pure Ocean is an endowment fund created by committed entrepreneurs convinced that the economic world must mobilize in response to the threats the ocean is facing.

Pure Ocean, aware of the constraints of mobilizing internal and external publics, develops initiatives and sponsorship formulas adapted to companies.

Pure Ocean is an endowment fund with an international scope based in Marseille and Lorient, France. Its main mission is to mobilize civil society in order to **support ambitious and innovative scientific projects for the protection of biodiversity and fragile marine ecosystems.**

Through an international call for projects, followed by an analysis by the five eminent researchers who make up the scientific committee, Pure Ocean selects projects with a strong innovative dimension, whether it be technological, ecological or social. Among the projects Pure Ocean supports or has supported since 2018: a study of the ability of sea sponges to degrade micro-plastics, the design of a biomimetic mooring buoy to provide shelter for biodiversity, satellite remote sensing for the preservation of manta rays in Mozambique, or the 3D mapping of vulnerable Mediterranean habitats using photogrammetry.

Pure Ocean also **raises awareness of the situation of endangered ecosystems** by highlighting solutions to protect them through **conferences, the promotion of races and sporting challenges or the provision of “La Goutte Bleue” (The Blue Drop) waste collection kits.**



La Goutte Bleue (*The Blue Drop*), a movement born in 2021



A 2-in-1 mobilization concept

La Goutte Bleue helps fund ocean research while offering a simple way to take action for the environment by collecting litter before it reaches the sea. For each La Goutte Bleue kit, 5 euros is donated to Pure Ocean.

A dual B2C and B2B deployment

La Goutte Bleue is available to the general public via the mass retail sector (Casino, Fnac-Darty, Decathlon,...), but above all, through committed companies. In 2021, thousands of collaborators, from companies of all sizes, took part in waste collection operations with La Goutte Bleue.

National media coverage

La Goutte Bleue received extensive media coverage in France at the launch in June 2021 and during the European Week for Sustainable Development in September.



La Goutte Bleue

Share awareness about plastic pollution with your team

>> 250 KILOS OF PLASTIC ARE DUMPED EVERY SECOND INTO THE OCEAN, THE EQUIVALENT OF A GARBAGE TRUCK EVERY MINUTE

>> MORE THAN 136,000 CIGARETTE BUTTS THROWN AWAY EVERY SECOND WORLDWIDE



We have all seen litter abandoned in the wild or in our cities. But did you know that this waste that escapes the organized collection system - in addition to being a visual scourge - is a real danger to wildlife?

On land, litter can be a trap for wildlife, but with rain and wind, it gets washed into our rivers and ends up in the ocean. Marine animals become prisoners of this waste, die from absorbing it or disappear as their habitats are devastated. Plastic waste degrades slowly and becomes micro-particles which then enter the food chain.

By picking up litter, you are helping to reduce the amount of waste that ends up in the ocean

La Goutte Bleue

Our “Teambuilding for the environment” offer

With La Goutte Bleue, you can easily implement a positive action for the environment and offer a breath of fresh air for your team!



La Goutte Bleue is a blue bag made in France from seaweed, which invites you to collect 30 liters of waste. The bag goes beyond its primary function of containing litter to become a messenger: I'm committed to the planet, I'm picking up litter before it reaches the sea.

La Goutte Bleue

3 easy steps to help the ocean

WITH LA GOUTTE BLEUE, YOU HELP PROTECT THE OCEAN



BY SHARING

Share awareness about plastic pollution and environmental protection with your team



BY ACTING

Mobilize your team around a concrete action in favor of the environment



BY GIVING

Fund innovative and ambitious applied research projects that contribute to a better understanding and preservation of the ocean

La Goutte Bleue

Our “Ready-to-Protect” formulas



Engage your team in a concrete and meaningful action that reinforces your CSR commitments while creating team cohesion around positive values.

La Goutte Bleue

Less than 100 collaborators

#1 - “Small is beautiful” Pack

- 30 Gouttes Bleues with display box
- Clean-up organization guide

Your donation: 250 € per pack of 30,
(€8,33 per participant)



#2 - “Small is beautiful 2” Pack

- 30 Gouttes Bleues with display box
- 100 gloves
- Clean-up organization guide
- Online conference
- 30 participant gifts (superhero bracelets)

Your donation: €1,500 per pack of 30,
(€50 per participant)



Super-héro bracelet

La Goutte Bleue

More than 100 collaborators

#3 - “Together” Pack

A box of 100 Gouttes Bleues containing:

- 100 bags (in rolls)
- 200 gloves
- Clean-up organization guide
- A dedicated contact person to advise you on the organization of your event and your internal and external communications.

Your donation: 800 € per pack of 100, (€8 per participant)



#4 - “Together 2” Pack

A box of 100 Gouttes Bleues containing:

- 100 bags (in rolls)
- 200 gloves
- Clean-up organization guide
- 100 participant gifts (superhero bracelets)
- A conference, branded with your company colors, online or in person (excluding travel expenses)
- A dedicated contact person to advise you on the organization of your event and your internal and external communications.

Your donation: €5,000 per pack of 100 (€50 per participant)



Super-héro bracelet

La Goutte Bleue

Options to make your action even more unique



- **Personalized conference with scientific personalities or ambassadors, committed sportsmen and women:**
Customized pack from 5000€ donation
- **Other goodies available or personalized “La Goutte Bleue” pack:**
see the online shop, Pure Ocean eshop (<https://shop.pure-ocean.org/>), customized recommendations possible

Contact us at partner@pure-ocean.org to discuss your needs



La Goutte Bleue

Testimonials from companies committed in 2021

“The Caisse d’Epargne CEPAC was actively involved during the European Week for Sustainable Development, in particular through La Goutte Bleue, the challenge launched by Pure Ocean Fund. Thanks to the commitment of nearly 120 employees, more than 162 kg of waste will not end up in the sea. A simple gesture for the preservation of the environment and a great sharing moment!”

**ALINE MOREAU, DIRECTOR OF COMMUNICATION & CSR
CAISSE D’EPARGNE CEPAC**

“For two weeks, RHF Group employees took up the “La Goutte Bleue” challenge. From Cogolin to Perpignan, more than 2,000 liters of waste were collected at various sites, with great enthusiasm! For many it was an eye-opening experience that allowed new ideas to emerge for the protection of biodiversity!”

VALÉRIE RAGOIS, DIRECTOR OF RHF GROUP



“Thanks to the mobilization of our teams, we collected several hundred liters of waste in a joyful and fun spirit! Cigarette butts, masks, plastic bottles, cans, food packaging, glass bottles, corks, windscreens, fishing rods, motorbike helmets... The list was unfortunately long, but it was more than 2400 liters of waste that were collected by our fifty-strong team. A great citizen action in partnership with Pure Ocean, which delighted and educated young and old alike.”

OLIVIER ET FLAVIE RICHARDSON, RICHARDSON





La Goutte Bleue

Tested and approved by many companies





LA GOUTTE BLEUE

PURE
OCEAN

CONTACT

Réjane, Thomas, Gwen
and all the Pure Ocean Team
are available to build a great
waste collection action with you
partner@pure-ocean.org

 PURE OCEAN

www.pure-ocean.org

