

INNOVATING FOR THE OCEAN

2021/2022 ACTIVITY REPORT



*I need the sea because it teaches me,
I don't know if I learn music or awareness,
if it's a single wave or its vast existence,
or only its harsh voice or its shining
suggestion of fishes and ships.
The fact is that until I fall asleep,
in some magnetic way I move in
the university of the waves.*

Excerpt from Pablo Neruda's poem *The Sea*



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The year 2021 is marked by the publication of the first part of the 6th report of the IPCC, Intergovernmental Panel on Climate Change. The scientists make implacable observations: acceleration of climate change directly linked to human activity, generalization of climatic and ecosystem upheavals to all regions of the world, increasing intensity of impacts. Since then, our world has experienced a series of paroxysmal climatic phenomena: from temperatures reaching 50°C, provoking mega-fires, to unprecedented and persistent droughts, to extraordinary floods, no country has been spared.

Climate change cannot be isolated from the collapse of biodiversity, they are two sides of the same crisis, as highlighted in the IUCN Marseille Manifesto published at the end of the World Conservation Congress, which was held in our Mediterranean capital in September 2021. The ocean, a key component of the global climate and food security, is not immune to the gloomy prognosis: increased frequency of marine heat waves, acidification and decrease in oxygen content, increased pollution, especially plastic.

“And yet there is reason to be optimistic”. These words from the IUCN Manifesto guide my work for Pure Ocean. Since its creation, Pure Ocean mobilizes entrepreneurs, and invites them to commit to the ocean. More specifically, their donations fund innovative scientific research projects selected by our scientific committee. I am convinced that companies must get involved and that they will become the drivers of the systemic transformation necessary for a sustainable future for humanity and living beings.

I am proud of Pure Ocean's action, which, by supporting 15 scientific programs around the world, is paving the way for solutions for the preservation or restoration of marine ecosystems. Solutions that are sometimes local, often pioneering and always hopeful. Pure Ocean also has a leverage effect: by accelerating the awareness of the private sector, we encourage its actors to act and rethink their models.

This is a first step. However, environmental emergencies require greater commitment, research and innovation. This is an ambition that we at Pure Ocean embrace with the desire to rally companies of all sizes around the world to the ocean's cause. To fund even more research projects.

Discover our projects and their impacts. Join us. Take action for life and the ocean.

David Sussmann,
President and Founder of Pure Ocean

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INNOVATIVE RESEARCH PROJECTS AROUND THE WORLD

Pure Ocean has launched 3 calls for projects (2018, 2020 and 2021) and has supported or currently supports 15 innovative scientific programmes around the world. Led by research institutes, universities and/or NGOs, these projects respond to the major challenges identified by the United Nations in the framework of the Ocean Decade (2021-2030).



UNDERSTAND AND COMBAT MARINE POLLUTION
2 projects

PROTECT AND RESTORE MARINE ECOSYSTEMS AND BIODIVERSITY
4 projects

BUILD RESILIENCE AND ADAPT TO CLIMATE CHANGE AND ITS EFFECTS
5 projects

IMPROVE OUR GLOBAL UNDERSTANDING OF THE OCEAN-SYSTEM
4 projects

GROWTH & DEVELOPMENT

 **120** corporate donors,
1 050 000€ collected

Pure Ocean continues its work of raising awareness and engagement with companies: ever more numerous at its side, they participate in building consciousness in the economic world.

 **16 200** Pure Ocean Lovers on social networks

The Pure Ocean community has grown by 21% in one year on the four networks where the NGO is present. With a 60% jump on LinkedIn, professionals identify with the cause and Pure Ocean's action.

 **15** scientific projects

After 6 projects supported in 2019, then 4 in 2020, Pure Ocean accompanies 5 new scientific programs in 2022.

 **70 000** La Goutte Bleue kits

A successful launch for Pure Ocean's movement to help eradicate litter before it reaches the sea.

 **2** transatlantic races and **7** Race for Pure Ocean


These sporting events signed by Pure Ocean have raised awareness among more than 100,000 people and engaged new donors.

 **IUCN, the World Conservation Congress**

The IUCN (International Union for Conservation of Nature) chose Marseille for its week-long world congress held in September 2021. Pure Ocean was present and organized participative conferences.

 **Pure Ocean at the National Assembly**

At the invitation of Laurence Maillart-Méhaignerie, President of the French National Assembly's Sustainable Development Committee, David Sussmann, President of Pure Ocean, participated in a hearing on February 2 on the challenges of the One Ocean Summit and the protection of our seas and ocean.

 **Pure Ocean opens a branch in Lorient**

Heading West, Pure Ocean has opened a new office in Lorient and hopes that Breton companies will join the ocean cause in large numbers.

PURE OCEAN, INNOVATING FOR THE OCEAN

The ocean is vital to humanity: a CO2 sink, a thermal buffer, an oxygen producer, a protein resource for 3 billion people, etc. It is in danger: loss of biodiversity, disappearance of habitats, depletion of fish stocks, acidification, pollution. Preserving the ocean is urgent. This is the founding commitment of Pure Ocean.

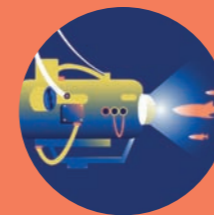
Since 2017, Pure Ocean has been mobilizing civil society and businesses to support ambitious and innovative scientific projects for the protection of biodiversity and fragile marine ecosystems.

Pure Ocean has supported and funded 15 applied research projects around the world that address the major challenges identified by the United Nations:

- combating marine pollution (2 projects);
- protecting and restoring ecosystems and biodiversity (4 projects);
- building resilience and adaptation to climate change and its and its effects (4 projects);
- improving our global knowledge of the ocean-system (5 projects).

Pure Ocean also conducts numerous actions and events to alert and educate as many people as possible to the need to preserve marine biodiversity, with one goal in mind: to increase support for the ocean's cause.

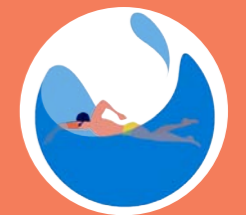
OUR 3 PILLARS



SUPPORT INNOVATIVE APPLIED RESEARCH PROJECTS AROUND THE WORLD



MOBILIZE ECONOMIC ACTORS AND CIVIL SOCIETY AROUND OCEAN PROTECTION



RAISE AWARENESS AND ALERT PEOPLE TO THE NEED TO PRESERVE THE OCEAN

FIVE NEW PROJECTS IN 2022

CFP 2018

- 65 candidate projects
- 21 countries
- 6 selected projects, supported in 2019-2020

CFP 2020

- 159 candidate projects
- 40 countries
- 4 selected projects, supported in 2020-2021

CFP 2021

- 40 candidate projects
- 24 countries
- 5 selected projects, supported in 2022-2023

Pure Ocean's core mission is to fund innovative applied research projects to protect marine biodiversity and ecosystems. Since its creation, Pure Ocean has launched 3 international calls for projects to which universities, research institutes or NGOs respond. The projects selected and financed by Pure Ocean are exclusively carried out by non-profit organizations of general interest.

4 SELECTION CRITERIA

Co-construction - Reflecting inter- or trans-disciplinarity, collaboration and knowledge sharing among various stakeholders (research institutes, government agencies, NGOs, private sector, grassroots movements, local communities).

Commitment - Demonstrating passion and determination by bringing together all relevant and realistic resources to achieve effective global change.

Innovation - Improving the way we interact with the planet by developing new visions, techniques and methods. 3 axes of innovation considered: technological, social and ecological.

Impact - Corresponds to the priority themes of the Call for Projects with clearly defined short, medium and/or long term impacts (quantitative & qualitative, and non-tangible impacts).

THE SCIENTIFIC COMMITTEE AT THE HEART OF THE PROJECT SELECTION

The scientific committee is the central body for the selection of scientific projects supported by Pure Ocean. Composed of 5 world-renowned researchers on ocean and climate, it approves the annual call for projects (CFP) and evaluates the numerous candidate projects to establish the final shortlist of winners. In 2022, it named 5 winning projects out of 40 applications received for the 3rd call for proposals, which closed on October 31, 2021.



Françoise Gaill, France
Emeritus Research Director at CNRS. Scientific advisor of the CNRS *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 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 *école des MINES Paris Tech* in geostatics 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 conservatio 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.

MANTA



PROTECTING MANTA RAYS IN MOZAMBIQUE VIA SATELLITES



INHAMBANE SEASPACE, INDIAN OCEAN, MOZAMBIQUE

South Africa and Mozambique are hotspots for many species of rays and sharks. These species are threatened by intensive and illegal fishing. Manta ray sightings have decreased by 90% in Mozambique, and there is an urgent need to protect them. This project will identify areas of overlap between manta rays and industrial fishing, and evaluate the effectiveness of marine protected areas (MPAs) for their conservation through satellite monitoring methods. A citizen science component mobilizing the observations of artisanal fishermen is also planned in order to study illegal fishing in shallow coastal waters and to identify areas of conflict between industrial and artisanal fishing. The data from this research program will be crucial, on the one hand, for the management of coastline use, on the other hand, to design strategies for the protection of the current and future populations of manta rays.

PROJECT LEADER & SCIENTIFIC PARTNERS

- **Nakia Cullain**, PhD student in Marine Ecology at Dalhousie University, Halifax, Canada
- **Dr. Andrea Marshall**, co-founder of Marine Megafauna Foundation, Mozambique
- **Dr. Heike Lotze & Dr. Derek Tittensor**, professors at Dalhousie University, Canada

REEFS REBORN



AN INNOVATIVE NUTRIENT COCKTAIL TO RESTORE CORAL REEFS



Great Barrier Reef,
Pacific Ocean, Australia

Tropical coral reefs are the ecosystems most threatened by climate change. Warming surface waters and marine heat waves are causing coral bleaching and the disappearance of species living there. 50% of corals have disappeared since the 1950s. Sexual reproduction of corals favors the long-term resilience of reefs, but less than 1% of larvae reach adulthood.

The scientific team leading this project has designed a lipid nutrient cocktail to feed coral larvae that increases their survival rate by 46%. The project aims to (1) adapt the quality and quantity of the cocktail to the water temperature, and (2) develop a simple feeding strategy, to make it affordable and easily replicable by local stakeholders. It includes a double phase of experiments in laboratory nurseries and in-situ on the Great Barrier Reef, 98% of which is affected by climate change.

This technique, which will be shared as open data, could become a new long-term solution for the restoration of warm water coral reefs.



PROJECT LEADER & SCIENTIFIC PARTNERS

- **Dr. Jennifer Matthews,**
post-doctoral fellow at University of Technology Sydney, Australia
- **Dr. David Suggett,**
Professor at the University of Technology Sydney, Australia
- **Dr. Madeleine van Oppen,**
Professor at University of Melbourne, Australia

SHAMA



PRESERVING CORAL REEFS THROUGH INNOVATIVE COOPERATION BETWEEN LOCAL FISHERMEN, CITIZENS AND RESEARCHERS



Shark Fin Bay, Palawan,
Philippines

Coastal ecosystems such as coral reefs are essential for the food and economic security of local communities. In the face of global warming, pollution and overexploitation, management measures are being put in place to monitor and preserve these ecosystems. Unfortunately, these measures rarely take into account the local context, and are therefore inadequate or difficult to accept by the users.

In the community of Shark Fin Bay, in the Philippines, the SHAMA project aims to address this issue through a “bottom-up” approach, based on the cooperation of local stakeholders to make better management decisions. A research structure including NGOs, researchers, local authorities and fishermen’s associations will be created, in order to take advantage of the valuable knowledge of fishermen and make them actors of their own regulations. They will also be trained in the scientific monitoring of coral reefs. The data collected will be used to produce a report to support future policy decisions. This project will also allow the production of educational material for schools and will have the ambition to be replicated in neighboring communities.



PROJECT LEADER & SCIENTIFIC PARTNERS

- **Victor Brun,**
PhD student at the Center for Insular Research and Environmental Observatory (CRIOBE)
- **Dr. Lota Creencia,**
Professor of Fisheries Science at Western Philippines University
- **Frédéric Tardieu,**
President and Founder of Sulubaa Environmental Foundation

MANGROVE BEEKEEPING



CREATING A LOCAL BEEKEEPING ACTIVITY TO PRESERVE MANGROVES



Barra Sarstún, Caribbean Sea,
Guatemala

Mangroves provide immense eco-systemic services. They play an essential role as nurseries for marine biodiversity, sequester carbon and are the first line of defence for coastal communities against extreme weather events. However, these habitats are regressing at an alarming rate: 20 to 35% have already disappeared since the 1980s, mainly due to rising sea levels and human activities in coastal areas (urban development, aquaculture, mining, agricultural overexploitation...). This is the case in Guatemala where the vulnerability of coastal communities has been further aggravated by the Covid pandemic.

This project focuses on the development of a beekeeping activity based on mangroves to encourage local populations to conserve them. With a technical training program targeting primarily women, the project will generate a sustainable alternative source of income. The pollination associated with honey production will promote the health of an ecosystem that is crucial to the food and physical security of these coastal communities.



PROJECT LEADER & SCIENTIFIC PARTNERS

- **María de los Ángeles Rosales,**
Education and Leadership Coordinator of Fundación Mundo Azul, Guatemala
- **Elisa Areano,**
Executive Director of Fundación Mundo Azul, Guatemala
- **Astrid Valladares,**
lecturer at University of San Carlos and scientific referent in mangrove beekeeping, Guatemala

3D-4-SEAC



3D PHOTOGRAMMETRIC MAPPING
OF VULNERABLE MEDITERRANEAN HABITATS



Ligurian Coast and Tuscan Archipelago,
Mediterranean, Italy

A large majority of Mediterranean coastal species depend on or live in key habitats such as posidonia meadows, coralligenous reefs and honeycomb worm beds. These habitats are particularly vulnerable to coastal anthropogenic pressures and climate change. The project uses high-resolution photogrammetry, an innovative, fast, non-invasive and non-biased imaging technique, to map them and reconstruct photorealistic 3D models.

The project focuses on key habitats of the Lazio coast and the Tuscan archipelago in Italy. It will provide keys to better understand the interactions between the topology of the sites and the biological communities that develop there, to follow the morphological evolutions and to estimate the dynamics of abundance and size of fixed organisms. These data are invaluable for possible specific protection of these areas.

The models obtained could be used for environmental studies, but also for public awareness during “virtual dives”.

PROJECT LEADER & SCIENTIFIC PARTNERS

- **Dr. Daniele Ventura,**
post-doctoral fellow in environmental biology at the University of Rome, Italy
- **Dr. Edoardo Casoli,**
post-doctoral fellow at the University of Rome, Italy
- **Dr. Domenico Ardizzone,**
Professor of Marine Ecology at the University of Rome, Italy

PROJECTS SUPPORTED IN 2020: RESULTS & PERSPECTIVES

In 2020, the Scientific Committee selected 4 research projects, funded by Pure Ocean, some of which are still in progress. This research is already showing promising results and opening up prospects for the ocean.



CORALLIGENOUS REEFS, PROTECTING THE HIDDEN TREASURE OF THE AEGEAN SEA

Fourni Archipelago, Aegean Sea, Greece

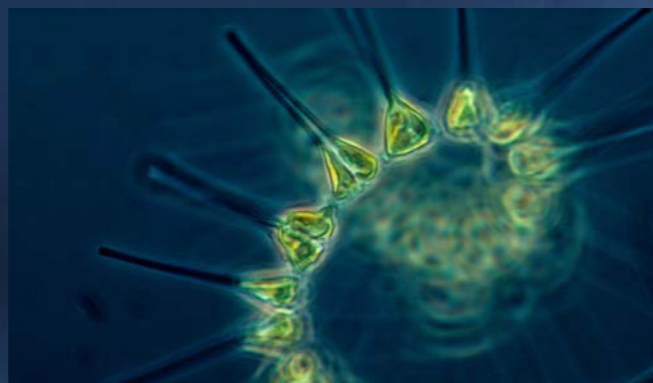
This project uses innovative technologies and the knowledge of local fishermen to locate and map coralligenous reefs in the Aegean Sea, and thus enforce the ban on trawling on these biodiversity hotspots.

Results

A first expedition mapped the coralligenous reefs around Fourni and located a black coral forest, a rare and vulnerable Mediterranean species.

Perspectives

A consortium of several research institutes has been created around the project to conduct further expeditions and inventory all the species present in the region. All scientific findings will be published and presented to national and regional policy makers to strengthen the protection of these key habitats.



IDEFIX, UNDERSTANDING NITROGEN FIXATION IN THE INDIAN OCEAN

This project aims to decipher the role of diazotroph fixation (N₂) as a function of monsoon seasons and to discover new species of diazotrophes specific to the Indian Ocean.

Results

Analysis of 51 samples collected in the southern Indian Ocean showed the diversity of diazotrophes in this still under-studied region. Experiments are underway at MIO (Marseille) to determine the environmental preferences of different strains.

Perspectives

Samples from the northern Indian Ocean will be analyzed in 2022. This research project, which will be extended and deepened, could help understand why the Indian Ocean is warming faster than other ocean basins.



MICROPOW, UNDERSTANDING THE IMPACT OF MICROPLASTICS ON WILDLIFE HEALTH

Lord Howe Island, Tasman Sea, Australia

This project aims to determine the impact of microplastic ingestion on organs, tissues, and cells of marine birds in Australia.

Results

Two field sessions were conducted on Lord Howe Island (April 2021 and 2022), with over 80 birds sampled. Tissue analysis of these birds was the subject of a scientific paper submitted for publication in 2022.

Perspectives

The project results, which can be extrapolated to human health, will all be published and submitted to national policy makers involved in plastic production and management.



FLOATING REEF, A BIOMIMETIC MOORING BUOY

This project aims to create and experiment a subsurface ecological buoy, inspired by sea sponges, to preserve posidonia meadows and serve as a refuge for local biodiversity.

Results

After prototyping the initial concept and identifying technical obstacles, the research team imagined and tested a second version of the buoy, using materials from local recycling channels. The site of implementation for the follow-up and the scientific evaluation of the ecological impact has been determined and the team is awaiting the final approval of the Maritime Authorities before deployment (archipelago of Frioul).

Perspectives

Development of new, truly ecological buoys to replace the current, polluting buoys derived from fossil fuels.

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The results and perspectives of the first 6 projects funded in 2019 are available on the Pure Ocean website www.pure-ocean.org/en

“LA GOUTTE BLEUE”

A MOVEMENT LAUNCHED BY PURE OCEAN...

“If 5% of the world’s population picked up waste for 5 hours, it would be enough to completely clean up the planet.”



“LA GOUTTE BLEUE” HELPS PROTECT THE OCEAN



BY SHARING

A way to raise awareness among citizens and employees on the issues of plastic pollution and the protection of the environment



BY TAKING ACTION

A tool to mobilize the general public and employees around a concrete action in favor of the environment



BY GIVING

The revenue generated by “La Goutte Bleue” kits helps finance the scientific projects supported by Pure Ocean

... TO ENGAGE THE GREATEST NUMBER OF PEOPLE TO TAKE CONCRETE ACTION FOR THE OCEAN

250 kilos of plastic are dumped into the ocean every second, the equivalent of a garbage truck every minute. All the waste left in nature is a danger for wildlife. Carried by rivers, it ends up in the sea and degrades habitats and endangers marine life.

“La Goutte Bleue” is a blue bag made of seaweed, manufactured in France, which invites everyone to collect 30 liters of waste at the beach, in the city, in the countryside. The bag goes beyond its primary function of containing waste to become a true messenger: *I help protect the environment, I collect waste before it reaches the sea.*

Pure Ocean has developed this 2-in-1 mobilization concept that both funds ocean research and offers a way to take action by preventing waste from polluting the sea. For each “La Goutte Bleue” kit, 5 euros are donated to Pure Ocean.



An individual or collective commitment for the common good



2021, A NATIONAL MOVEMENT CALLED TO GROW

70,000 “La Goutte Bleue” kits were sold and used by citizens and committed companies that have organized collective cleanups with their employees. More than 1,700 retail outlets have distributed La Goutte Bleue (Casino, FNAC Darty, Marcel & Fils, Decathlon etc.) and 124 companies participated in the movement, thus helping to promote the cause of the ocean. The objective of Pure Ocean is to develop this movement with companies in France and internationally.



JANUS 2021 DU DESIGN CMOQUE

“LA GOUTTE BLEUE”, A CIVIC INNOVATION AWARDED THE JANUS PRIZE FOR CIVIC DESIGN

“La Goutte Bleue” has been distinguished by the Janus prize, a label of excellence awarded by the French Institute of Design. 20 design professionals have awarded the Janus prize for Civic Design to “La Goutte Bleue”, recognizing its value as a social innovation. Thanks to CBA Design, partner and co-artisan of this success.

ACCELERATING MOBILIZATION ACTIONS

Boosting engagement for the ocean was a priority for Pure Ocean this year. Hence the launch of “La Goutte Bleue”, exposed in previous pages, but also the multiplication of Talks for Pure Ocean with students, business leaders & decision makers, employees, institutional actors, etc.

TALKS FOR PURE OCEAN

50 conferences, round tables and dedicated webinars have been given throughout the year. 41,000 people, including 35,000 students, were directly sensitized and strongly encouraged to take action, to change their models.



THE IUCN WORLD CONGRESS IN MARSEILLE

September 2021

10 days dedicated to global environmental preservation policy. Pure Ocean participated by holding 2 interactive conferences: “Talk for Pure Ocean: Dialogue between a committed entrepreneur and a marine biologist” and “Race for Pure Ocean: Raising awareness on the fragility of the Ocean through sport”.



NIGHT OF THE OCEAN, 2ND EDITION

November 2021

Public success for Pure Ocean's 2nd Ocean Night dedicated to its partners from all walks of life. A review of the NGO's actions followed by testimonies from scientists and sports ambassadors preceded the screening of Jacques Perrin's extraordinary film “Océans”.



PROJECTION-DEBATE

March 2022

“Dear plastic, a toxic love story”

It is around the projection of this documentary by Dorothee Adam, that Pure Ocean and the association Ocean as Common organized an evening of debates, in the presence of the euro-MP Catherine Chabaud, guest of honor, very committed to the preservation of the ocean.

“THE BIG CLEANUP” AS PART OF THE MEDITERRANEAN WORLDS FORUM

February 2022

More than 1,000 people responded to the call of the “Big Cleanup” launched by Pure Ocean in association with Clean my Calanques, MerTerre and Wings of The Ocean, in partnership with the Mediterranean Worlds Forum. The aim of this massive civil society action on the beaches of Marseille was to raise awareness and fight against pollution in the Mediterranean.

COMMUNICATIONS TO RELAY MOBILIZATION AND AWARENESS ACTIONS

MEDIA VISIBILITY THAT HELPS THE CAUSE GROW

The “Ocean as commons” is the subject chosen by Pure Ocean to celebrate World Ocean Day and disseminate, in partnership with the Figaro, a complete dossier on this theme. “La Goutte Bleue”, Pure Ocean Challenge, Race for Pure Ocean and other Pure Ocean events generated more than **150 articles and broadcasts**: online, print, radio, social networks and also TV!



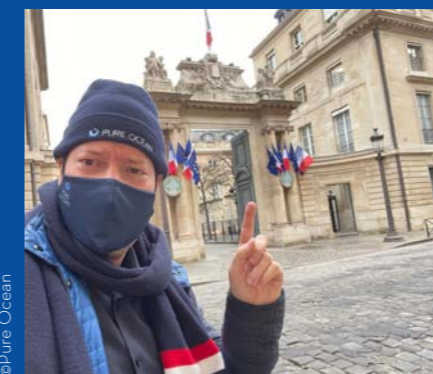
GROWTH & CONSOLIDATION OF PURE OCEAN COMMUNITIES

Pure Ocean had 16,200 followers as of March 31, 2022, a **21% increase** over the year, all social networks included. At the top of the list is **LinkedIn**, with **60% growth**, that is to say **8,400 subscribers**, followed by Instagram with +26% and 2,700 instagrammers. Pure Ocean was very active on the networks with 739 publications reaching **2,172,000 people** and an average engagement rate of over 5%.

«LA MER MÉDITERRANÉE, CHANGEMENT CLIMATIQUE ET RESSOURCES DURABLES» (“THE MEDITERRANEAN SEA, CLIMATE CHANGE AND SUSTAINABLE RESOURCES”)

April 2022

At the invitation of Marie-Luce Demester, Professor Emeritus of Aix-Marseille University, Pure Ocean contributed to the book “The Mediterranean Sea, Climate change and sustainable resources” and participated in the associated symposium. An opportunity to highlight the extreme vulnerability of the Mediterranean - where the IPCC anticipates climate change will be the most radical in the world.



THE NATIONAL ASSEMBLY IN PREPARATION FOR THE ONE OCEAN SUMMIT

February 2022
Invited by the Chair of the Committee on Sustainable Development of the National Assembly, David Sussmann, President of Pure Ocean was heard on 2 February and answered questions from MEPs on ocean protection issues. A true recognition of Pure Ocean's support of ocean science and its advocacy work amongst the private sector and the general public. On the sidelines of the One Ocean Summit, Pure Ocean co-hosted awareness-raising events for decision-makers in the economic sector along with two of its major donors.

RACE FOR PURE OCEAN

Pure Ocean has chosen sports, a popular and unifying vector, to promote concrete messages about the preservation of biodiversity and marine ecosystems. The NGO supports races and sporting challenges carried out by exceptional athletes, alone or in teams, who want to give meaning to their sporting performance. These sportsmen and women leverage their media impact and their online presence to raise awareness of the vital role of the ocean among decision-makers, the general public and their own sporting communities. 7 Races for Pure Ocean this year have directly reached more than 100,000 people whilst raising €63,000 for the cause. Pure Ocean created two new sporting events in the Mediterranean, the Pure Ocean Cup and the Pure Ocean 24 Hours. The ambition is to put the spotlight on this ocean basin which is suffering from devastating effects due to human activities.



2 TRANSATLANTIC RACES FOR THE BENEFIT OF PURE OCEAN

- **Défi Pure Ocean Route Saint-Pierre Lorient**, 2nd edition, June 2021
Jean-Pierre Dick, multi-winner of great ocean races, has beaten the record for crossing the Atlantic in 7 days 14h 43 mn.
- **Quentin Riché's Mini-transat** under the Pure Ocean banner, April 2021
4,050 miles from Les Sables d'Olonne to Guadeloupe. Quentin finished 26th in his first mini-transat.

THE PURE OCEAN 24 HOURS IN THE FRIOUL ISLANDS

October 2021

Pure Ocean, in partnership with the CNTL, Cercle nautique et touristique du Lacydon and Ludovic Gérard, skipper on Solenn for Pure Ocean, organized the first Pure Ocean 24 Hours, a sailing challenge combined with awareness-raising on the preservation of marine biodiversity. 5 teams on 5 boats, along with a marine biologist, made 20 rounds of the Frioul Islands.

PURE OCEAN PRESENT AT SEVERAL SUSTAINBLY-ENGAGED SPORTING EVENTS

Occitan Gliss, European IQ Foil Championship, etc.



AN EXTREME WOMEN'S TRIATHLON, A RECORD FOR NATURE WOMEN

August 2021

Emma, Barbara, Émilie and Géraldine, 4 women, united by the challenge of surpassing oneself and their love for nature, have succeeded in their insanely ambitious triathlon in the name of Pure Ocean: an 840km relay between Dover and Marseille, alternating swimming, cycling and racing.



PURE OCEAN CUP FOR BIODIVERSITY IN MARSEILLE

October 2021

For this first edition, combining a scientific conference and a regatta led by professional skippers, 10 companies formed 10 teams of employees and/or customers. The mix of ocean knowledge-sharing and team-building inspired and enchanted the 70 participants.

EXCEPTIONAL ATHLETES EMBRACE PURE OCEAN'S CAUSE

Because sport is a popular and universal vector that leaves no one indifferent, Pure Ocean has chosen to propose to high level sportsmen and women to defend its cause.

Our ambassadors, whose sporting practices are linked to the ocean or rivers, have chosen to fly Pure Ocean's colors to give meaning and a sense of purpose to their sporting careers and help raise awareness of the need to protect the ocean and marine biodiversity.

They become spokespersons for Pure Ocean's action and use their influence and the power of their communities to amplify the messages of protection, support the cause and scientific projects.

OUR 14 AMBASSADORS

Virgil Aubriot, sailor, aiming for the 2024 Olympics

Marie Bolou, sailor, 11th at the Tokyo Olympics

Jean-Pierre Dick, sailor, multi award winner

Denis Gargaud, kayakist, French champion

Fabio Gennari, sailor

Ludovic Gérard & Nicolas Brossey, sailors, champions of the Cap Martinique Race

Arnaud Jerald, freediver, world champion

Amaury Lavernhe, bodyboarder, world champion

Nature Women, 4 extreme triathletes, Barbara, Émilie, Emma, Géraldine

Ambre Papazian, windsurfer, French champion

Quentin Riché, sailor, 26th place in Mini Transat

PORTRAITS



Jean-Pierre Dick, sailor

Two-time winner of the Barcelona World Race, the Transat Jacques Vabre four times and 4th in the Vendée Globe in 2013 and 2017. Jean-Pierre has raced under the Pure Ocean colors in 2020 and 2021 on the St Pierre Lorient route.



Ambre Papazian, windsurfer

1st place in the Med Cup in 2019, 4th place in the French Championship, a participation in the RSX World Championship, Ambre practices the Olympic support, the IQFOIL with the objective of the 2024 Olympics in Marseille.



Amaury Lavernhe, bodyboarder

Amaury is an exceptional French bodyboarder. First European rider to become a professional World Champion in 2010, with a double in 2014. Based in the Canary Islands, he is developing the Amaury Academy to teach his passion for bodyboarding and the ocean around the world.

PURE OCEAN STRUCTURES ITS ORGANIZATION WITH BRANCHES IN MARSEILLE AND LORIENT

Pure Ocean inaugurated its new branch in Lorient on November 18, 2021 in the presence of local municipal and regional authorities along with a group of Breton entrepreneurs. With its two branches, Pure Ocean's ambition is to multiply its action throughout France. The NGO can count on these branches which participate in the elaboration of its strategic vision and the development of its operational axes.

During the 2021-2022 period, mobilization and awareness initiatives have been widely developed (Talks and Races for Pure Ocean, see pages 18 & 20), amplifying the visibility and the notoriety of Pure Ocean and the scientific projects supported. The Scientific Committee has selected 5 new scientific projects that Pure Ocean is funding in 2022-23.

THE BOARD OF DIRECTORS

Composed of 3 members, the Board of Directors defines the endowment fund's strategic line and supervises its operational action.

David Sussmann, president
Eric Neuplanche, treasurer
Olivier Richardson, secretary

THE TEAM

Pure Ocean is directed by Thomas de Williencourt. It has 8 collaborators including 4 employees. The Lorient office is managed by Christian Bleuzen, executive of the Arkea-Crédit Mutuel group, who chose Pure Ocean as part of a skills sponsorship.

THE SCIENTIFIC COMMITTEE

Chaired by Françoise Gaill, the scientific committee is composed of 5 renowned climate and ocean researchers. It plays a central role in the selection of the scientific projects supported by the NGO.

Françoise Gaill
Gilles Bœuf
Abdelmalak Faraj
Kartik Shanker
Anna Zivian
(see page 8)

THE WORKING GROUPS

The team and the board of directors rely on working groups made up of donors and external personalities who wish to take part in Pure Ocean's mission. Organized around 3 themes, **Resources, Commitment and Race for Pure Ocean**, these groups have held 30 working sessions on various subjects proposed by the members.

FINANCIAL REPORT

PURE OCEAN PASSES THE MILLION MARK

This post-Covid year represents, without any doubt, a change of gear for Pure Ocean. Increased generosity of its faithful and new donors, innovative and engaging operations, as well as an acceleration in terms of visibility and notoriety, are at the source of the 31% growth of its resources.

With a consolidated budget of €1,045,000 for the Endowment Fund and the Association, Pure Ocean confirms its ambition with a reinforced capacity to serve ocean science, solutions for a healthier ocean and the mobilization of all. The fund devotes 46% of its budget to research and awareness-raising, its two main pillars. Five new projects were selected in early 2022, bringing to 15 the number of scientific programs supported at the end of the 3rd accounting year of the Pure Ocean Endowment Fund.

PURE OCEAN ASSOCIATION

The Pure Ocean association is the legal vehicle chosen for the commercial activities, in particular the Pure Ocean eshop.



LEVERAGE EFFECTS

Pure Ocean promotes the projects it supports to various audiences and decision makers. Thus, the HLD Endowment Fund for the Mediterranean, created by the HLD group specialized in private equity, brings, thanks to the support of Pure Ocean, a direct support of 60 000 euros to the Floating Reef project.

PURE OCEAN ENDOWMENT FUND 2021/2022 - FINANCIAL SUMMARY

EXPENSES		RESOURCES	
SCIENTIFIC PROGRAMS & AWARENESS-RAISING	378 137 €	RESOURCES COLLECTED FROM INDIVIDUALS	76 432 €
COMMUNICATION & MOBILIZATION	166 039 €	RESOURCES COLLECTED FROM PRIVATE PARTNERSHIPS	742 547 €
FUNDRAISING & PARTNER SEARCH	111 020 €	OTHER RESOURCES RACE FOR PURE OCEAN	0 €
OPERATING COSTS	29 127 €	OTHER PRODUCTS	67 €
SURPLUS	134 723 €		
TOTAL	819 047 €	TOTAL	819 046 €

PURE OCEAN ASSOCIATION 2021/2022 - FINANCIAL SUMMARY

EXPENSES		RESOURCES	
MOBILIZATION "LA GOUTTE BLEUE" & LOGISTICS	137 340 €	"LA GOUTTE BLEUE" SALES & OBJECTS	211 554 €
COMMUNICATION	44 438 €	OTHER PRODUCTS	15 000 €
OPERATING COSTS	41 917 €		
TAX	429 €		
SURPLUS	2 430 €		
TOTAL	226 554 €	TOTAL	226 554 €

RESOURCES / EXPENSES	
TOTAL PURE OCEAN ENDOWMENT FUND	819 047 €
TOTAL PURE OCEAN ASSOCIATION	226 554 €
TOTAL	1 045 601 €

PURE OCEAN, PROUD OF ITS DONORS



Key figures #fiersdenosmecenes campaign

- 26 publications on LinkedIn
- 90,000 reach
- 4,5% engagement rate

Pure Ocean exists thanks to its donors. More than a hundred companies contribute to its mission by financial, skill or in-kind sponsorship. The campaign #fiersdenosmecenes on the social networks gives them a voice and highlights their commitment. An opportunity to thank them and put a spotlight on the economic actors who want to change the world.

FOUR REMARKABLE DONORS - SKILLS OR IN-KIND SPONSORSHIP

CRÉDIT MUTUEL ARKEA

Many thanks to Arkéa Banque Entreprises & Institutionnels, Arkéa Capital and Arkéa Crédit Bail of the Crédit Mutuel Arkéa Group, who, in addition to a major donation to Pure Ocean, finance the position of Christian Bleuzen, in skill sponsorship for the development of Pure Ocean in Brittany.

ANOVA HOTEL

Conscious of the shared destiny between glaciers and oceans, the Anova Hotel, located in the heart of the Alps in Montgenèvre, offered its hotel for an all-inclusive weekend for a Pure Ocean fundraising event. Huge thanks.

E+P DIGITAL AGENCY

Hats off also to the team of E+P Marseille, the communications agency who, throughout the year, engage their creative and digital skills to make Pure Ocean's communities and visibility grow. The results speak for themselves, bravo E+P and thank you!

SEAFOODIA

Pure Ocean would not exist without Seafoodia, which, in addition to the offices made available for the Pure Ocean team, offers - in sponsorship - its financial, accounting and human resources services throughout the year. Valuable help and serious savings for the NGO.

WITH KEDGE AND NGE, STUDENTS MASSIVELY SENSITIZED

Thanks to the events organized by these two major Pure Ocean donors, more than 32,000 students discovered ocean issues and the urgent need to act.



MAJOR DONORS & 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 and Lorient. 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.



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