

# INNOVATING FOR THE OCEAN

## Pure Ocean at a glance

Pure Ocean is an NGO based in Marseille and Lorient. Pure Ocean mobilizes 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 CO<sub>2</sub> 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, and protect 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

Research projects funded by Pure Ocean are evaluated and selected by the Scientific Committee: 5 international experts specializing in the ocean and related issues. Pure Ocean has launched 3 calls for projects (2018, 2020 and 2021) and has supported and currently supports 15 scientific programs around the world. Led by research institutes, universities and/or NGOs, these projects respond to the major challenges identified by the United Nations as part of the Decade of Ocean Science (2021-2030).

*“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,  
Member of the Pure Ocean  
Scientific Committee*

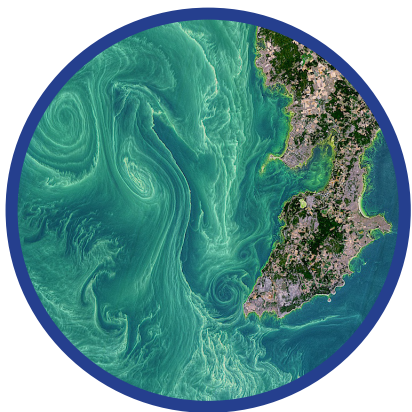
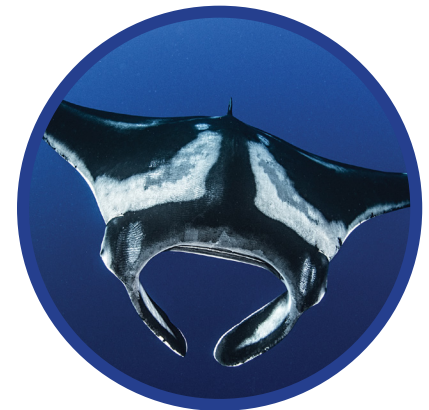


## Understanding and combating marine pollution

Up to 12 million tons of plastic are dumped into the ocean every year: macro-waste degrades habitats and causes the death of animals that ingest it, while microplastics infiltrate the entire food chain, releasing toxic compounds. Identifying, mapping, and reducing these sources of pollution has become a major challenge in preserving the health of marine ecosystems like that of humans. The **SPO-PLASTIC** project (2018) studies the reaction of sea sponges to this pollution in the Mediterranean and assesses their ability to degrade microplastics; and **MICROPOW** (2020) determines the physiological effects of plastic ingestion on seabirds from Lord Howe Island, Australia.

## Protecting and restoring ecosystems and biodiversity

Marine biodiversity is the key to essential services, ranging from climate regulation to the supply of food and therapeutic resources. However, coastal activities and global warming have led to its rapid and massive decline over the past 50 years. There is an urgent need to better understand these pressures and develop solutions to monitor, protect, and restore ecosystems. Pure Ocean contributes to this through 4 projects: exploration and mapping of precious coral reefs in the Aegean Sea (**HIDDEN SECRET**, 2020); creation of a lipid cocktail to boost coral larvae in the Great Barrier Reef (**REEFS REBORN**, 2021); satellite monitoring of Mozambique manta rays threatened by illegal fishing (**MANTA**, 2021); design and experimentation of a biomimetic mooring buoy to preserve Posidonia seagrass beds (**FLOATING REEF**, 2020).



## Improving our global knowledge of the ocean system

The ocean represents 71% of the surface, and more than 98% of the volume accessible to life on our planet. While this immense reservoir of biodiversity is still little known, its fishing and mining resources are seriously coveted. To better protect them, Pure Ocean has contributed to the description of the unique biological communities of the seamounts of the South Pacific (**MECOPO**, 2018), and those of the Ligurian coast and the Tuscan archipelago (**3D-SEAC**, 2021) using state-of-the-art imaging techniques. The **POLARIS** project (2018) upgraded a mobile application dedicated to divers to collect data on coastal biodiversity. **COASTAL OCEAN WATCH** (2018) monitored the quality of European coastal waters by satellite remote sensing. **IDEFIX** (2020) studies the nitrogen-fixing organisms fertilizing the Indian Ocean, and the significant carbon capture that takes place there during the monsoons.

## Building resilience and adaptation to climate change and its effects

Our climate is changing, and with it the living conditions of the majority of the biosphere and the human societies that depend on it. Pure Ocean is acting, right now, for the resilience of some of the most exposed local communities, and to promote their adaptation. **IMTA** (2018) has enabled the development of virtuous aquaculture protocols on the Yucatan Peninsula, without impacting the coastline. **MANGROVE BEEKEEPING** (2021) promotes the protection of Caribbean mangroves in Guatemala through the development of beekeeping activities. In the Philippines, the **SHAMA** platform (2021) brings together coral biologists and fishermen for the sustainable management of a reef. Finally, at the edge of the Arctic Circle, **COM-N** (2018) describes the evolution of the waters of an area that is one of the fastest warming on the planet.



# 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.



## Ambre Papazian, windsurfer

1st place at the Med Cup in 2019, 4th place at the French Championship, a participation in the RSX World Championship. Ambre practices the Olympic support, IQFOIL, aiming for the 2024 Olympics in Marseille!



## Jean-Pierre Dick, navigator

2-time winner of the Barcelona World Race, 4-time winner of the Transat Jacques Vabre and 4th place in the Vendée Globe (2013 & 2017). He has worn Pure Ocean colors in 2020 and 2021 during the St Pierre Lorient route.



## Marie Bolou, navigator

With several French Champion titles and very good rankings during the World Championships, she represented France at the Tokyo Olympics in 2021 where she ranked 11th in the competition.



## Mobilize economic actors and civil society around ocean protection

Pure Ocean organizes exchanges between experts, researchers and 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 and Charlie, scientific coordinators; leading scientists of the supported projects. The NGO also organizes mobilizing actions such as “La Goutte Bleue” waste collection operations, climate change workshops, educational discovery dives...



“La Nuit de l’Océan”, 2nd edition - November 2021. An exceptional evening with 190 guests, 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.



Bermudes Lorient - Défi Pure Ocean, May 2022

## Our donors

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\* Certain donors have chosen to remain anonymous.



## La Goutte Bleue, the bag that cares for the Ocean



### A simple action to care for the ocean

La Goutte Bleue is a blue bag, made in France from seaweed, associated with an invitation to pick up 30 liters of waste abandoned in the city, at the sea, in the forest, or 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.*

### A 2-in-1 mobilization concept

La Goutte Bleue funds ocean research while offering a simple way to act for the environment by collecting litter before it reaches the sea. For each La Goutte Bleue kit, 5 euros reserved for Pure Ocean.

### With La Goutte Bleue, mobilize your team all year round

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

### June, the Ocean Month

Pure Ocean mobilizes companies in June of each year. Like Octobre Rose (Breast Cancer Awareness Month), June becomes Ocean Month. Another date to keep in mind: European Sustainable Development Week, from 18 September to 8 October.

Visit the dedicated website (French only)  
[lagouttebleue.pure-ocean.org](http://lagouttebleue.pure-ocean.org)

#### The Goutte Bleue, a commitment in 3 phases



#### GIVE

By purchasing the Goutte Bleue, you contribute 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 up waste present in nature. Only available in French.

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