

INNOVATING FOR THE OCEAN

# 2022/2023 ACTIVITY REPORT



***“Our assessment clearly shows that tackling all these different challenges involves everyone – governments, the private sector, civil society – working together to prioritize risk reduction, as well as equity and justice, in decision-making and investment.”***

**Debra Roberts, IPCC Working Group II Co-Chair**

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**H**uman activity is the cause of two existential crises - climate change and biodiversity collapse - which are inextricably linked and threaten the planet's habitability. The ocean, through its function as a biological carbon pump and the immense ecosystem services it provides to human societies, is a central player in planetary resilience.

The IPCC\*, after calling for the protection of 30-50% of marine and terrestrial areas, seems to have been heard by the Conference of the Parties (COP 15 on ecological diversity, Montreal, December 22). The latter adopted a commitment to protect 30% of terrestrial areas and 30% of marine areas, and to restore 30% of degraded terrestrial and marine ecosystems by 2030.

**Act, quickly, everywhere, on a large scale and right now:** that's what emerges from the summary report of the 6th IPCC report (AR6\*) released in early 2023. The warning is clear: current trajectories will not enable us to comply with the Paris Agreement, and GHG (greenhouse gas) emissions are continuing to rise. In short, this means ever more cataclysms and extreme phenomena impacting the planet, life and the economy. Scientists are providing numerous keys in all sectors to mitigate the impact of global crises and adapt our societies, to decarbonize human activities. They demonstrate that it is **more advantageous** from an economic, social and environmental point of view to invest in limiting global warming to 2°C than not to act: **the benefits outweigh the costs of inaction.**

**Everything is possible if we all - citizens, companies, collectivities, regions and political authorities - commit to a far-reaching transformation of our lifestyles and production methods.**

Pure Ocean has celebrated 5 years of action. Our ambition remains unchanged: to advance science and innovation in the service of the ocean, to unite more and more companies around this commitment, and to pave the way for solutions to preserve marine biodiversity. In so doing, we are contributing, with our partners and at our own level, to the colossal transformation needed to leave a viable world for future generations.

Join us!

**David Sussmann,**  
**Président-Fondateur de Pure Ocean**

\*IPCC United Nations Intergovernmental Panel on Climate Change (195 member governments)  
IPCC Assessment Report 6



# INNOVATIVE RESEARCH PRO

Pure Ocean has launched 4 calls for projects since 2018. The fund supports 21 innovative scientific programs, 13 of which are currently active. Led by research institutes, universities and/or NGOs, these projects address the major challenges identified by the United Nations as part of the Ocean Decade (2021-2030).



**UNDERSTAND AND COMBAT  
MARINE POLLUTION**  
4 projects



**PROTECT AND RESTORE MARINE  
ECOSYSTEMS AND BIODIVERSITY**  
6 projects

# PROJECTS AROUND THE WORLD



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



**IMPROVE OUR GLOBAL UNDERSTANDING  
OF THE OCEAN-SYSTEM**  
6 projects



# PURE OCEAN, INNOVATING FOR THE OCEAN

The ocean is vital to humanity: a CO<sub>2</sub> sink, a thermal buffer, an oxygen producer, a protein resource for 3 billion people... It is in danger: loss of biodiversity, degradation and disappearance of habitats, depletion of stocks, acidification, pollution. **Preserving the ocean is urgent. This is Pure Ocean's founding commitment.**

Since 2017, Pure Ocean has been mobilizing civil society and businesses to support ambitious and innovative scientific projects to protect biodiversity and fragile marine ecosystems. Pure Ocean has supported and is supporting 21 applied research projects around the world. These projects are advancing the fight against marine pollution, opening up solutions for protecting, restoring and building the resilience of ecosystems and biodiversity in the face of climate disruption and, fundamentally, improving our global knowledge of the ocean system.

Pure Ocean's scientific committee has selected 6 new projects for 2023.

Pure Ocean also carries out numerous actions and events to alert and raise awareness of the need to preserve marine biodiversity, with one aim in mind: to increase support for the ocean's cause.

©NOAA-OKEANOS Explorer Program

## 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

# SIX NEW PROJECTS IN 2023

## CFP 2022

- 71 candidate projects
- 24 countries
- 6 selected projects

## CFP 2021

- 40 candidate projects
- 24 countries
- 5 selected projects

## CFP 2020

- 159 candidate projects
- 40 countries
- 4 selected projects

## CFP 2018

- 65 candidate projects
- 21 countries
- 6 selected projects

Pure Ocean's core mission is to fund innovative and ambitious scientific projects to preserve and restore marine biodiversity and ecosystems. Since its creation, Pure Ocean has launched 4 international calls for projects to which universities, research institutes and/or NGOs have responded. The projects selected and financed by Pure Ocean are carried out exclusively by non-profit organizations.

## 4 SELECTION CRITERIA

**Co-construction** - reflect interdisciplinarity or transdisciplinarity, collaboration and knowledge-sharing between various stakeholders.

**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.

**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. Made up of 5 world-renowned researchers on oceans and climate, it validates the annual Call for Projects (CFP) and evaluates the numerous candidate projects to establish the final short-list of winners. In 2023, it named 6 winning projects out of 72 applications received for the 4th CFP, which closed on November 15, 2022.



**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 ParisTech* 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 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.



# PLASTIDRUGS

EXPLORATORY  
INNOVATION



ANALYZE INTERACTIONS BETWEEN MICROPLASTICS AND EMERGING POLLUTANTS, AND THEIR COCKTAIL EFFECTS



Bays of Brest in France  
and Santos in Brazil

Plastic pollution has invaded the ocean. Once in the water, plastic materials break down into microparticles, which release chemical additives into the environment and become carriers for other pollutants. These “pollutant rafts” are ingested by living organisms, and ultimately by humans at the end of the food chain. This pioneering research will analyze major pollutants - endocrine disruptors and antibiotics - and emerging ones - additives, synthetic drugs - in seawater and on the surface of micro-plastics. The study will compare the bays of Brest -France- and Santos -Brazil- where wastewater treatment is deficient. The transmission, physiological impacts and cross-effects of these pollutants will be deciphered on filter-feeding organisms consumed by humans - mussels & oysters. The aim is to produce recommendations for curbing microplastic pollution and its indirect chemical effects.



## PROJECT LEADER & SCIENTIFIC PARTNERS

- **Rafael Trevisan**  
Post-doctoral fellow in marine ecotoxicology at LEMAR  
(Université de Bretagne Occidentale)
- **Ika Paul-Pont**  
Marine ecotoxicology researcher at LEMAR  
(Université de Bretagne Occidentale)
- **Camilo Dias Seabra**  
Professor of Marine Biology at the Institute of the Sea (IMAR)  
at UNIFESP (Santos, Brazil)
- **Caroline Fabioux**  
Research associate at the Marine Environmental Sciences Laboratory  
(LEMAR, UBO)





## UNDERSTAND THE IMPACT OF NOISE POLLUTION ON CETACEAN MIGRATIONS USING SATELLITES AND MARINE DRONES



From Brazil to Chile

Whales and dolphins have a sophisticated sensory system. They use sound to find their bearings, find their food and communicate with each other, over thousands of kilometers. Human activities on the surface (motors, sonar, etc.) or at depth (cables) produce sounds and vibrations that parasitize and disorient these great cetaceans, sometimes leading them to strand.

This expedition project uses autonomous marine drones to collect sound and biochemical data on the movements and songs of 5 species of whales and 3 species of dolphins, on their migration route between Brazil and Chile.

These data will be coupled with satellite images to feed an artificial intelligence model to better understand the effects of noise pollution on these emblematic species, with the aim of establishing a pioneering scientific argument for future legislation to regulate marine noise pollution and avoid its disastrous consequences on marine mammals.

### PROJECT LEADER & SCIENTIFIC PARTNERS

- **Sara Viera**  
Doctoral student in marine ecology at Université de Toulon/  
Universidade Rio Grande do Norte
- **Antoine Thébaud**  
Co-founder of SeaProven - Director of Sphyrna Odyssey
- **Hervé Glotin**  
Professor of Bioacoustics at the University of Toulon
- **Jérôme Benveniste**  
Researcher in space oceanography at the European Space Agency (ESA)



# PANTHER

SOCIAL  
INNOVATION



NATURE-BASED  
INNOVATION



TECHNOLOGICAL  
INNOVATION



## EXPERIMENTAL COMMUNITY RESTORATION OF DEGRADED MARINE HABITATS FOR A SUSTAINABLE ECONOMIC TRANSITION OF THE ISLAND



Pantelleria Island,  
Mediterranean

Pantelleria's fishermen are witnessing a steady decline in their fishing yields due to the degradation of marine habitats, under pressure from the strong growth in yachting and commercial fishing.

PANTHER is supported by an original consortium of fishermen, local residents and researchers. It will collectively reinstall the engineer species that guarantee the structure and functionality of key underwater habitats: 300 posidonia plants (essential nursery and carbon sink), 100 sponge fragments (water purification and filtration), and 500 gorgonian cuttings (habitat densification and life support for erect fauna). 3D photogrammetry and field monitoring will document the biodiversity restoration processes.

The aim is to create a pilot model for sustainable economic transition, in the interests of healthy coastal ecosystems and food security on the island.

### PROJECT LEADER & SCIENTIFIC PARTNERS

- **Agnese Riccardi**  
PhD student in marine ecology at Polytechnic University of Marche
- **Federico Gelmi**  
Secretary of the Pantelleria Fishermen's Association
- **Carlo Cerrano**  
Professor of Marine Zoology at Polytechnic University of Marche
- **Azzurra Bastari**  
Scientific advisor MedReAct, Mediterranean Recovery Action



# CITIZEN INTO SCIENCE



INVOLVE SAILORS IN COLLECTING OCEANOGRAPHIC DATA  
USING A LOW-COST SATELLITE BOX



High Seas, Plouzané

14,000 sailboats navigate the open sea every year, a potential resource for collecting a wealth of oceanographic data on this still little-known environment. The project aims to involve sailors in experimenting with a satellite box, which will automatically collect surface water variables (currents, salinity, phytoplankton, etc.) based on protocols established by Ifremer.

The boxes, connected to a network of nano-satellites, will enable real-time scientific monitoring for a better understanding of deep-sea microclimates and currents. This data, accessible to all, will feed the databases of the Global Ocean Observing System (GOOS), one of the tools used by international scientists. The project itself, by disseminating the results to boat owners and the general public, is a vehicle for raising awareness among sailing enthusiasts and democratizing ocean sciences.

## PROJECT LEADER & SCIENTIFIC PARTNERS

- **Lucie Cocquempot**  
Research engineer - Ifremer ocean observation coordinator
- **Antoine Cousot**  
Co-founder OceanoVox
- **Patrick Gorringe**  
Director, Swedish Delegation International Ocean Affairs (UNESCO)
- **Martin Kramp**  
OceanOPS technical coordinator (IFREMER)





# YAF KERU

SOCIAL  
INNOVATION



NATURE-BASED  
INNOVATION



## EXPERIMENTING WITH AN INNOVATIVE RESTORATION-MANAGEMENT MODEL OF CORAL REEFS DEGRADED BY DYNAMITE FISHING



Raja Ampat archipelago,  
Indonesia

Raja Ampat is considered one of the richest marine biodiversity habitats on the planet. However, the archipelago is witnessing a steady erosion of its biodiversity due to the region's unbridled economic development and the over-exploitation of its resources. With dynamite fishing now banned, this project will test several innovative models for coral reef restoration and management, taking into account ecological, economic and socio-cultural factors. Several reef restoration methods will be tested, with scientific monitoring of the abundance and diversity of fish stocks. Two objectives: to identify the most effective local method for reef health and food security for local populations; and to help the transition from extractive activities to a sustainable economy and ecotourism.

### PROJECT LEADER & SCIENTIFIC PARTNERS

- **Michael Racine**  
PhD student in marine ecology at Planète Mer/Université de Montpellier
- **Laurent Debas**  
Co-founder of Planète Mer
- **Arnaud Brival**  
Co-founder The Sea People
- **Catherine Aliaume**  
Professor of Marine Ecology at the University of Montpellier
- **Charlotte Dromard**  
Marine ecology researcher at the University of the West Indies



# GENESIS

EXPLORATORY  
INNOVATION



NATURE-BASED  
INNOVATION



TECHNOLOGICAL  
INNOVATION



## MAPPING SPONGE DNA AND COMPOUNDS OF INTEREST FOR TOMORROW'S MEDICINE AND GREEN CHEMISTRY



Svalbard, Canary Islands,  
Mediterranean, Caribbean

The deep sea (200 m and below) is home to unsuspected hotspots of biodiversity: marine animal forests. Light is scarce, and there is little or no plant life. These environments are home to animals ranging from deep-sea corals to slow-growing sea sponges. In these harsh living conditions, evolution has driven these organisms to adopt innovative strategies and produce unique molecules to feed, reproduce, defend themselves and more. An immense and exceptional library to be explored to create the anti-cancer molecules, antivirals and green chemistry of tomorrow.

The project will study these marine animal forests along an unprecedented north-south transect: from Svalbard, to the Canaries, then the Mediterranean, and finally the Caribbean. Combining underwater robots and deep dives, they will establish the world's first map of sponge DNA and their products of interest, providing invaluable resources for tomorrow's bio-inspiration.

### PROJECT LEADER & SCIENTIFIC PARTNERS

- **Camille Clerissi**  
Senior lecturer, University of Perpignan
- **Myrina Boulais**  
Scientific coordinator DEEPLIFE expeditions (Under the Pole, Concarneau)
- **Nathalie Tapissier-Bontemps**  
Senior lecturer, University of Perpignan
- **Isabelle Bonnard**  
Senior lecturer, University of Perpignan



# RESULTS & PERSPECTIVES OF 5 PROJECTS SUPPORTED IN 2022

Following Pure Ocean's third call for projects (2021), 5 winning projects were selected by the Scientific Committee to be supported from 2022 on. After a year's work, these ongoing projects are already showing promising results and perspectives for the ocean.



## 3D-4-SEAC: 3D MAPPING OF KEY MEDITERRANEAN HABITATS USING PHOTOGRAMMETRY

*Tuscan Archipelago and Lazio coast, Italy, Mediterranean Sea*

This project uses an innovative imaging technology, 3D photogrammetry, to map and model key vulnerable Mediterranean habitats at very high resolution, in order to better describe their state of health and their evolution in the face of coastal pressures. A novel sampling protocol has been defined, to enable high-speed processing of the tens of thousands of images required for very high-resolution modeling. Three initial sites have been modeled, selected for their diversity of underwater habitats and structures (rocks, seagrass beds and coralligenous habitat).

Four new sites will benefit from the mapping method over the summer of 2023. In all, 7 models will be reconstructed in 3D, and made accessible via an interactive online platform. The platform will be used not only to raise public awareness through 'virtual dives', but also to exchange data with the rest of the scientific community.



## MANGROVE BEEKEEPING: PRODUCING LOCAL HONEY FOR BETTER MANGROVE CONSERVATION

*Barra Sarstún, Guatemala, Caribbean Sea*

In this project, beekeeping is used as a 'nature-based solution' to stem the deforestation of the mangrove ecosystem: the creation of a local honey production activity provides an economic alternative to industrial and urbanization projects, by promoting the pollination of mangrove trees. 13 women and 12 men, members of the Q'eqch'i Maya communities, have been equipped and trained in beekeeping and honey production techniques. 30 hives and their swarms were transported by pirogue and installed in a protected area of the Caribbean mangrove: the first honey production season is underway!

2 new training modules (out of 6) will deepen the technical and economic knowledge of adult participants and their children. Beehive maintenance visits will form the basis of an awareness-raising program for local schoolchildren.





## MANTA: REMOTE SENSING FOR CONSERVATION OF AFRICA'S OCEAN GIANTS

*Inhambane Seascape, Mozambique, Indian Ocean*

This project combines satellite tracking of manta rays with the tracing of illegal fishing vessels to better understand their respective movements and thus better define specific protection areas. An exceptional number of 6 manta rays were tagged, enabling long-term monitoring of groups of animals in the region. Local fishermen took part in workshops, forming a trusted community active in the fight against poachers and the collaborative monitoring of manta ray sightings. A new tagging campaign should increase the number of individuals monitored, particularly in the south of the region, bordering South Africa. The area is an important migration corridor and is in the process of being classified as a 'marine protected area'.



## SHAMA: SUSTAINABLE COMMUNITY MANAGEMENT OF CORAL ECOSYSTEM RESOURCES

*Shark Fin Bay, Palawan, Philippines*

SHAMA aims to create a community of best practices in Shark Fin Bay, Palawan, to combine the preservation of food security for local populations with the sustainable management of coral reef resources. A network of 4 marine protected areas has been set up by federating fishermen, biologists and political authorities. Self-managed scientific monitoring shows a sharp increase in the abundance, diversity, biomass and economic value of fishing catches (up to +200%).

Further monitoring will provide new arguments for the need for connectivity (biological corridors) between the areas. Local awareness and dissemination of the model will be facilitated by the construction of an international research base: the «SHAMA house».



## REEF REBORN: IMPROVING LARVAL CORAL SURVIVAL TO REPOPULATE THE GREAT BARRIER REEF

*Great Barrier Reef, Australia, Pacific Ocean*

Jennifer Matthews' team is developing a 'super-fat' feeding cocktail to improve the survival of coral larvae, right through to adult colonies. By promoting sexual reproduction and genetic mixing, this project helps reefs adapt to climate change.

**Results** - The first collection of larvae, facilitated by exceptional reef spawning, raised the ambition of the initial protocol: 10 cocktail «recipes» were tested, including 3 using symbiont microalgae. Most of them showed a survival rate and a vigor of movement of the larvae far superior to the control! Quantification in progress.

**Perspectives** - The conclusions of this first phase will require no less than 5 scientific articles! The most promising cocktails will be optimized to facilitate their absorption by the larvae, and tested in-situ on the reef, notably during a massive bleaching episode feared for late summer 2023.



# NEWS ABOUT PROJECTS SUPPORTED SINCE 2021



©ERF-Tangram Labs - O. Bocquet

## FLOATING REEF, AN ECOLOGICAL BUOY TO PRESERVE POSIDONIA MEADOWS

*Marseille, Mediterranean Sea*

Repeated anchoring by pleasure craft causes lasting damage to the precious Posidonia meadows, biodiversity hotspots that are home to 25% of the Mediterranean's known species. The aim of the Floating Reef project is to experiment with an eco-designed, sustainable mooring buoy. On the surface, the buoy enables vessels to moor without dropping anchor in the sea grass. Beneath the surface, a floating artificial reef provides an ideal refuge for a variety of local species. Designed with recycled materials from local sources (old fishing nets, used corks, etc.), the structure features multiple attachment surfaces to re-establish a new habitat where the seagrass has been destroyed. Resolutely low-tech, adaptable and educational, this concept could easily be replicated worldwide.

In September 2022, Pure Ocean presented 3rd version of the prototype to the Sail GP teams in Saint Tropez.



## UNDERSTANDING THE IMPACT OF MICROPLASTICS ON WILDLIFE HEALTH

*Tasman Sea, Lord Howe Island, West Pacific*

This research program has revealed the existence of a new disease, **plasticosis**, which affects certain seabirds. The cause: the ingestion of pieces of plastic, which abrade their digestive tract and generate an excessive scarring process, itself a source of fibrosis, particularly in the stomach. Over time, the inflammation deforms the tissues.

These results, which can be extrapolated to human health, were published in the *Journal of Hazardous Materials* and received extensive international media coverage, with over 1,000 articles and reports, including *CNN*, *Euronews*, *TF1*, *The Guardian*, *Huffington Post*...



# “LA GOUTTE BLEUE”

SUCCESS FOR THE CORPORATE CHALLENGE

DURING EUROPEAN SUSTAINABLE DEVELOPMENT WEEK

“La Goutte Bleue” is a movement initiated in 2020 by Pure Ocean to enable companies and their employees to take concrete action for the environment. The Goutte Bleue kit is an algae-based blue bag, made in France, that invites everyone to collect 30 liters of litter, by the sea, in the city, in the countryside. In 2022, the 2nd edition of the #LaGoutteBleue Corporate Challenge mobilized 38 companies nationwide.

**250 kilos of plastic are dumped into the ocean every second, the equivalent of a garbage truck every minute.**

All waste abandoned in the wild is a danger to wildlife. Carried by rivers, it ends up in the sea, damaging habitats and marine life. Collecting litter with La Goutte Bleue means avoiding waste at sea.



## #LaGoutteBleue Corporate Challenge

- > 114 000 liters of waste collected
- > 3 800 participants
- > 38 companies mobilized at 188 sites

## LA GOUTTE BLEUE, A 3-IN-1 MOBILIZATION



### 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



# 2022 FIGURES & KEY EVENTS



## 5 years!

Pure Ocean celebrated its 5th anniversary in November 2022 during the annual Ocean Night. Proud of what we have achieved for the ocean so far!



## 130 Pure Ocean Lovers, 75 000 € raised at the Pure Ocean Gala

On the terrace of Marseille's Cercle des Nageurs, Pure Ocean celebrated its first Ocean Gala on World Ocean Day, June 8, 2022, with 130 committed donors. A prestigious dinner and auction set the pace for a lovely evening under the theme of innovating for our ocean.



## Marseille-Cassis X Pure Ocean 20 000 runners for the ocean!

The legendary Marseille Cassis half-marathon chose Pure Ocean as the official cause of its 43rd edition. Together we defined the 'Committed Runner's Charter for a responsible race', respectful of its exceptional setting, the Parc national des Calanques. 20,000 runners limited their impact and contributed, via a share of the proceeds from registration fees, to finance innovative projects supported by Pure Ocean.



## 20 000 followers, milestone reached!

25% growth: that's the growth rate of the Pure Ocean community across all social networks. 20182 subscribers follow Pure Ocean news daily on FB, X (ex Twitter), Insta or LinkedIn.



## Pure Ocean invited to the Biodiversity & Economy Forum of the *Office français de la biodiversité*

Pure Ocean hosted the only round table dedicated to financing of innovative initiatives in favor of marine biodiversity. Recycling fishing nets, seawater desalination, bio-plastics production, ecological buoys as biodiversity refuges, etc., – concrete, sustainable solutions were discussed from two angles: ecological impact and how to finance their development.



## Pure Ocean at BIOMIM'EXPO 2022, nature inspires innovation

Two projects supported by Pure Ocean were presented in October at Biomim'Expo, the major gathering of biomimicry and bio-inspired initiatives. One was scientific, Floating Reef (see p16), and the other, artistic, ReefSaver (see p19).



# MOBILIZATION, AWARENESS RAISING, COMMUNICATION PLEADING THE OCEAN'S CAUSE BY ALL MEANS

The ocean plays a central role in regulating our planet's climate. And marine biodiversity is a crucial part of this. One of Pure Ocean's missions is to use every possible means to raise awareness of this existential aspect and of the need to preserve marine life.

## PURE OCEAN x LE FIGARO, SPECIAL FEATURE "AN OCEAN OF BIODIVERSITY"

On June 8, 2022, Le Figaro published a 4-page supplement in partnership with Pure Ocean. On the front page, Gilles Bœuf, eminent oceanographer and member of our scientific committee, gives an objective overview of the ocean and its biodiversity, followed by the rest of the feature on ocean research projects supported by Pure Ocean.



## GROWTH & ACTIVE COMMITMENT OF PURE OCEAN COMMUNITIES

For the 2nd year running, Pure Ocean's social communities have grown by 25% to over 20,000 subscribers. LinkedIn, the professional network, leads the way with 11,244 followers. This result underlines the efforts to raise awareness among companies and their employees. 2,348,000 people were reached. With a growing engagement rate of 6.7%, these communities claim a powerful link to the ocean's cause.



## DONORS, PARTNERS, AMBASSADORS AND EVEN... SPERM WHALES CELEBRATE THE PURE OCEAN NIGHT

In November, Pure Ocean brought together its partners, ambassadors, donors and ocean personalities for its - now traditional - *Nuit de l'Océan*. It was an energetic evening for the Pure Ocean team, with a review of our actions and the screening of the magnificent documentary "*Cachalots, une histoire de famille*", by René Heuzey, François Sarano and Guillaume Vincent. The true story of a family of titans living off the coast of Mauritius, filmed over a period of 10 years.

## 42 CONFERENCES, WEBINARS AND CLIMATE FRESQUES ALL OVER FRANCE

Ocean, threats, science, innovation and solutions > topics covered during Pure Ocean's 42 presentations to 11,100 students, employees, institutions, managers and business owners.



## CAPTAIN CAUSE, A POWERFUL DIGITAL MOBILIZATION PLATFORM

Captain Cause creates a bridge between companies and public interest causes. Thanks to this powerful online relay, over 3,000 employees or corporate customers have made donations to Pure Ocean. More than 20,000 euros were raised to fund 2 innovative research projects aimed at understanding and combating plastic pollution in the ocean.



## REEFSAVER, AN ARTISTIC WAKE-UP CALL

-50% is the staggering decline in the world's living coral reefs. Eco-artist Stephanie Lerner, supported by Pure Ocean and sponsors HLD and Lemer Pax, created and exhibited at Biomim'Expo (Paris) a striking work of art on the predicted bleaching of coral reefs. Textile art, video and science are combined to strike a chord and encourage action.



# EXCEPTIONAL ATHLETES COMMITTED TO PURE OCEAN

Pure Ocean has chosen to partner with top sportsmen and women to promote the cause. Because sport is a popular and universal medium that leaves no one indifferent.

Our ambassadors, whose sporting activities are linked to the ocean or waterways, give meaning to their sporting commitment by getting involved with Pure Ocean. As spokespeople for the NGO, they use the power of their communities to amplify our awareness-raising messages.

## OUR 15 AMBASSADORS

- **Virgil Aubriot**, sailor, aiming for the 2024 Olympics
- **Marie Bolou**, sailor, 11<sup>th</sup> at the Tokyo Olympics
- **Jean-Pierre Dick**, sailor, multi-award winner
- **Gilles Gambini**, freediver
- **Denis Gargaud**, kayakist, French champion
- **Fabio Gennari**, sailor
- **Ludovic Gérard, Nicolas Brossey**, sailors, champions of the Cap Martinique
- **Arnaud Jerald**, freediver, World champion
- **Jessie Kampman**, kitefoil athlete
- **Amaury Lavernhe**, bodyboarder, World champion
- **Ambre Papazian**, windsurfer, French champion
- **Manon Peyre & Clara-Sofia Stamminger**, sailors
- **Frédéric Switala**, sailor (Race for Pure Ocean)



## BERMUDA LORIENT - PURE OCEAN CHALLENGE 2022 EDITION

Crossing the Atlantic Ocean to raise awareness about ocean preservation with Jean-Pierre Dick and David Sussmann

This edition of the Pure Ocean Challenge was shaken up by fearsome weather and numerous incidents throughout the race, which forced the crew to abandon. Albeit giving rise to some wonderful moments of storytelling and sharing.



**Jessie Kampman**,  
kitefoil athlete



**Gilles Gambini**, freediver



**Manon Peyre & Clara-Sofia Stamminger** - Sailors



# SPORTING EVENTS, VECTORS FOR RAISING AWARENESS



## A FANTASTIC YEAR FOR SOLENN FOR PURE OCEAN!

Since 2019, Ludovic Gérard has been flying the Pure Ocean colors, on Solenn for Pure Ocean, a JPK 1080. His efforts were truly crowned with success in 2022! In a duo with Nicolas Brossay, he won the Cap Martinique transatlantic race, the Rolex Middle Sea Race and the DrheamCup (Cherbourg - La Trinité-sur-Mer). Ludovic's superb performance was recognized by the Yacht Club de France, which honored him with the 'Trophée André Viant'.



## THE ROUTE DU RHUM WELCOMES PURE OCEAN

Fabio Gennari, 31, sported the Pure Ocean colors for his first Route du Rhum. A passionate amateur sailor, this was his first solo ocean race, in the Rhum Mono category on the Bella Donna-Race for Pure Ocean. A huge bravo to this Pure Ocean ambassador, an adventurer at heart, who finished in 109th place.



## A SUCCESSFUL 2ND EDITION OF THE 24H PURE OCEAN

Ludovic Gérard, aboard the Solenn for Pure Ocean, in association with Pure Ocean and the CNTL, managed to mobilize a fleet of 8 boats for this nautical event around the Frioul Islands. Funds raised : 15 000€. Financial resources for future 2023 winning projects.



## SAIL GP SUPPORTS THE FLOATING REEF PROJECT

Sail GP, one of the most competitive and committed international sailing races, has chosen to support the Floating Reef project to contribute to the preservation of seagrass beds. In September in Saint Tropez, this was an opportunity to present the first prototype of this innovative ecological reef buoy to the Sail GP community of competitors and supporters. The video on the key role of posidonia, created with Pure Ocean for the occasion, has captured 1 million views!



## PURE OCEAN AT THE VENDÉE ARCTIQUE-LES SABLES D'OLONNE

In June, Pure Ocean was invited by the IMOCA Class association and by the organizer of the Vendée Arctique-Les Sables d'Olonne for this first qualifying race of the Vendée Globe 2024. Objective: to talk about ocean protection, showcase innovative scientific projects and raise awareness of the ocean's cause in the sailing world. Three conferences and a Pure Ocean stand in the village gave visibility to ocean issues.



# PURE OCEAN, GOVERNANCE & ORGANIZATION

## ALREADY 5 YEARS!

The Pure Ocean endowment fund was created in January 2019 by committed entrepreneur David Sussmann. It is a legal structure of general interest recognized by the French tax authorities. As such, the Pure Ocean endowment fund is authorized to receive donations and issue tax receipts. Its core mission is to select and finance innovative and ambitious research projects to preserve biodiversity and marine ecosystems. It also has two other focuses: Raising awareness and alerting people to the need to preserve the ocean; mobilizing economic players and civil society around ocean protection. The Pure Ocean association was created in 2017. In the course of Pure Ocean's development, this associative legal vehicle has proved useful for carrying out income-generating activities, the profits from which are paid back to the endowment fund. The Pure Ocean association markets initiatives such as La Goutte Bleue, the Fresque du climat and conferences.

## HEADQUARTERS IN FRANCE, AN INTERNATIONAL NETWORK

The endowment fund has two branches, in Marseille and Lorient. Internationally, Pure Ocean has two funds in the USA and Canada. In the US, the American Friends of Pure Ocean fund is housed at the King Baudouin US Foundation (KBF US, New York); in Canada, the Pure Ocean fund is housed at the King Baudouin Canada Foundation (KBF Canada, Montreal). American and Canadian donors can thus benefit from tax advantages in their own country by making a donation to Pure Ocean. In Europe, the Transnational Giving Europe scheme enables Europeans to donate to cross-border structures while enjoying the tax benefits of their own country.

### PURE OCEAN GOVERNANCE

Composed of 3 members, the Board of Directors defines the strategic direction of the endowment fund and oversees its operational action.

David Sussmann, Chairman  
Eric Neuplanche, Treasurer  
Olivier Richardson, Secretary

### PURE OCEAN OPERATIONAL TEAM

Pure Ocean is managed by Thomas de Williencourt. It has a staff of 9, including 6 salaried employees.

The Grand Ouest branch is headed by Alain Marguillier, an executive with the Arkea-Crédit Mutuel group, who chose Pure Ocean as part of a skills sponsorship.

### SCIENTIFIC COMMITTEE

The scientific committee is composed of 5 renowned ocean and climate experts:

Françoise Gaill,  
Gilles Bœuf,  
Abdelmalak Faraj,  
Kartik Shanker,  
Anna Zivian.

It plays a central role in the selection of scientific projects supported by the NGO (see p7).





# FINANCIAL REPORT

## CONSOLIDATED GENERAL BUDGET GROWTH

The Pure Ocean fund has seen a 37% increase in its overall budget (excluding voluntary in-kind contributions), a leap that confirms the renewed interest of civil society, particularly businesses, in ocean preservation. Pure Ocean has a budget of €1,123,000 for 2022.

Of note, this year, there has been a significant contribution of additional resources in kind and in the form of skills sponsorship for a value close to 154,000€. 77% of the fund's resources - excluding operating surplus - are devoted to scientific projects, awareness & mobilization and communication. Six new scientific projects were selected in early 2023, bringing to 21 the number of scientific programs - of which some 15 are still active - supported at the end of the Pure Ocean endowment fund's 4th accounting year.

## PURE OCEAN ENDOWMENT FUND 2021/2022 - FINANCIAL SUMMARY

EXPENSES		RESOURCES	
SCIENTIFIC PROGRAMS & AWARENESS-RAISING	427 272 €	RESOURCES COLLECTED FROM INDIVIDUALS	97 187€
COMMUNICATION & MOBILIZATION	199 650 €	RESOURCES COLLECTED FROM PRIVATE PARTNERSHIPS	1 020 624 €
FUNDRAISING & PARTNER SEARCH	147 897 €	OTHER PRODUCTS	5529 €
OPERATING COSTS	33 530 €		
SURPLUS	314 991 €		
<b>TOTAL</b>	<b>1123 340 €</b>	<b>TOTAL</b>	<b>1123 340 €</b>

## VOLUNTARY CONTRIBUTIONS IN KIND 2022-2023

EXPENSES		RESOURCES	
SCIENTIFIC PROGRAMS & AWARENESS-RAISING	18 672 €	IN-KIND DONATIONS AND SKILLS SPONSORSHIP	153 995€
COMMUNICATION & MOBILIZATION	18 797 €		
FUNDRAISING & PARTNER SEARCH	45 114 €		
OPERATING COSTS	71 412 €		
<b>TOTAL</b>	<b>153 995 €</b>	<b>TOTAL</b>	<b>153 995 €</b>



# PURE OCEAN, PROUD OF OUR DONORS

Pure Ocean has around 150 corporate donors. Each company contributes to the funding of innovative scientific projects selected by the scientific committee. In addition to this vital contribution to ocean research, corporate donors also host Pure Ocean events for their employees: webinars, conferences, climate fresques, breakfasts, La Goutte Bleue cleanups, etc.



## MORNING FOR THE PLANET WITH TECHNICOFLOR

1% for the Planet and the companies Technicoflor and Terre d'Oc took over the Casa Delauze in Marseille for an exceptional morning dedicated to environmental philanthropy. The originality of this initiative: 3 feedback sessions between a company and a cause. Pure Ocean was there, in partnership with Technicoflor, a major donor. The aim of these exchanges and meetings was to encourage even more entrepreneurs to make a commitment to the environment.

## WITH "LA GOUTTE BLEUE", THE PROMAN FOUNDATION MOBILIZES ITS EUROPEAN TEAMS

The Proman Foundation launched a major litter-picking operation across France and Belgium in partnership with "La Goutte Bleue". 80 branches of the Proman network and over 1,800 employees participated during the European Week for Sustainable Development (EWSSD). The satisfaction of taking concrete action for the ocean was so great that the operation will be renewed next year.

## PURE OCEAN CLUBS TO DEVELOP RESPONSIBLE LEADERSHIP AND PRESERVATION OF THE PLANET

Climate change is already having a major impact on businesses. Managers are questioning the sustainability of their activities in a context of increasing insecurity and risk. There are many reasons for business leaders to act: to reduce risks, to respond to public pressure, to comply with new legal obligations, to avoid jeopardizing their children's future. Pure Ocean offers leaders the opportunity to join a Pure Ocean Executive Club to discuss sensitive issues directly linked to the need to initiate a serious and beneficial ecological transition, reconciling economic performance with a positive impact on the planet.

65% of young people desist from applying for jobs at companies that do not take the environment into account

Source: Aefinfo, sondage Harris Interactive, march 2022

## PURE OCEAN CLUB - NICE CÔTE D'AZUR

The Pure Ocean Club - Nice Côte d'Azur, created in October 2022, has around ten members, who were able to meet and talk with top speakers:

- architect Olivier Bocquet, from the Rougerie+Tangram agency, expert in biomimicry and designer of an ecological reef buoy
- Gilles Gambini, marine biologist-researcher, snorkeler and diver, Mediterranean seabed specialist.



# MAJOR DONORS & PARTNERS



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





