

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.**



*“The ocean, the blue lung of
the planet, is our life insurance.
Preserving it is therefore vital!”*

*David Sussmann,
President & Founder of PURE OCEAN*

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 CO₂ 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.

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 4 calls for projects (2018, 2020, 2021 and 2022) and has supported and currently supports 21 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

6 NEW SCIENTIFIC PROJECTS SUPPORTED BY PURE OCEAN IN 2023



BIOSSA

What impact does ocean noise have on cetaceans?

Brazil/Chile

Sphyrna Odyssey Association

Combining satellite remote sensing and marine drones, the BIOSA expedition will analyze the effects of marine noise pollution on whale and dolphin migrations between Brazil and Chile. The aim is to produce a scientific argument for future legislation to protect large marine mammals.



GENESIS

The deep sea for tomorrow's biospiration

Svalbard/Canary Islands/Mediterranean/Caribbean

*University of Perpignan,
Under the Pole Association*

The extraordinary life found in the depths of the Atlantic may hold the keys to tomorrow's medicine and green chemistry. GENESIS will map the DNA and molecules of interest in marine sponges down to depths of 200m, from the North Pole to the Caribbean.



PLASTIDRUGS

Warning: plastic pollutants and their cocktail effects

Brest, France/Santos, Brazil
University of Western Brittany

An unprecedented quantification of the chemical compounds accumulated by microplastics before being ingested by marine life. By comparing Brest and Brazil, the team will be able to draw up recommendations for curbing plastic pollution and its indirect chemical effects on humans and biodiversity.



CITIZEN INTO SCIENCE

Better understanding the high seas through citizen science

France

IFREMER, OceanoVox

The development of a small, super-instrumented satellite box will enable yachtsmen and sailors to contribute to the collection of oceanographic data, resulting in a unique mapping of microclimates and currents in the open sea.



PANTHER

Community restoration of the seabed of a Mediterranean island

Pantelleria, Italy

*Università Polytechnica delle Marche,
Pantelleria Fishermen Association*

Fishermen and inhabitants of Pantelleria have joined forces to experimentally restore the island's degraded marine habitats, with a view to establishing a Marine Protected Area. Photogrammetric monitoring will document this pilot model of economic transition, in the service of healthy coastal ecosystems.



YAF KERU

Coral reef restoration under scientific monitoring

Raja Ampat, Indonesia

Planète Mer Association

Innovative scientific monitoring to understand and optimize the restoration of coral reefs destroyed by dynamite fishing. A healthy, restored reef means food security for local populations and potential sources of income through ecotourism.

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; Charlie, scientific coordinator; 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...

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.



PURE OCEAN AMBASSADORS

Jean-Pierre Dick, Ambre Papazian, Denis Gargaud, Marie Bolou, Amaury Lavernhe, Jessie Kampman, Virgil Aubriot, Manon Peyre & Clara-Sofia Stamminger share their love for the Ocean. Aware of its fragility, they are committed to its protection and mobilize their communities to defend it.



*The Night of the Ocean
3rd edition - November 2022*



The Ocean Gala, June 8th, 2023



*The Bermuda Lorient
- Pure Ocean Challenge, May 2023*

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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 2023.

Visit the dedicated website (French only)
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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