

INNOVATING FOR THE OCEAN

PURE OCEAN AT A GLANCE

PURE OCEAN IS AN NGO BASED
IN MARSEILLE AND LORIENT.
IT MOBILIZES BUSINESSES AND
CIVIL SOCIETY, BOTH IN FRANCE
AND INTERNATIONALLY,
TO SUPPORT AMBITIOUS AND
INNOVATIVE PROJECTS AIMED
AT PRESERVING AND RESTORING
MARINE BIODIVERSITY
AND FRAGILE 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

PROTECTING THE OCEAN, ESSENTIAL FOR LIFE

The ocean covers 71% of the Earth's surface and holds 97% of all habitable space. As the planet's "blue lung," it produces 50% of the Earth's oxygen—more than all forests combined—and absorbs 25% of CO₂ emissions. It connects humans and directly feeds 3 billion of them. But it faces immense threats: climate change, acidification, pollution, habitat destruction, loss of biodiversity, overfishing, and more. **The need for action is urgent.**

INNOVATING FOR THE OCEAN

Pure Ocean places science and innovation at the heart of its mission, selecting and supporting applied research projects worldwide. The goal is to respond to the priorities defined by the United Nations Ocean Decade:

- **Combat marine pollution**
- **Protect biodiversity and restore ecosystems**
- **Build resilience against climate change**
- **Improve understanding of the ocean system**

These projects offer concrete solutions for a more resilient ocean, benefitting both the planet and humanity.

Innovation is at the heart of this approach—whether technological (underwater robots, environmental DNA analysis), social (citizen science, community involvement, marine protected areas), nature-inspired (biomimicry, blue carbon solutions), or exploration-driven (discovery of little-known ecosystems, breakthrough innovations).



SCIENCE AT THE HEART OF THE PURE OCEAN PROJECT

The research projects supported by Pure Ocean are rigorously evaluated and selected by a Scientific Committee of five international ocean experts. Since 2019, Pure Ocean has launched six calls for projects and currently supports 34 scientific programs worldwide. These projects, led by research institutes, universities, and NGOs, address the major oceanic challenges outlined by the United Nations Decade of Ocean Science (2021-2030).

THE 6 NEW SCIENTIFIC PROJECTS FOR 2025



GHANA

ALT-Waste

Map underwater textile pollution in Accra using an autonomous robot and assess its impact on sea turtles and lagoon ecosystems.

Make the scale of textile pollution visible to support political restrictions, encourage citizen mobilization, and restore marine habitats and fisheries.

The Or Foundation



INDIA

AquaMaP

Develop silvofisheries and bioinspired sediment capture to protect mangroves from erosion.

Stabilize and restore a blue carbon ecosystem and strengthen local communities' resilience to climate change.

*Pragya,
a non-governmental organization*



POLYNESIA

Birds On Sticks

Install secure nesting boxes to encourage the return of seabirds and the nutrients they bring, and restore coral reef health.

Improve global coral restoration initiatives by demonstrating the effectiveness of this ecological engineering method.

University of Essex



AUSTRALIA

Fish On The Move

**Combiner modèles biophysiques
Combine biophysical and socio-ecological models to protect marine species migration corridors.**

Guide the establishment of no-take zones to preserve fishing activity and coastal ecosystems.

Macquarie University



PORTUGAL / AZORES

RimiOmics

Study the ecotoxicological effects of deep-sea mining on shrimp in hydrothermal vents along the Mid-Atlantic Ridge.

Demonstrate the sensitivity of abyssal communities to deep-sea mining and the need for strict international legal regulation.

Universidade do Algarve, Portugal



MEDITERRANEAN / RED SEA

SymbioSwap

Transplant symbiotic algae between Mediterranean and tropical corals to study their role in heat resistance.

Uncover a coral adaptation mechanism to climate change and assess threats to Mediterranean biodiversity.

University of Perpignan Via Domitia



Charity evening



"Ocean Night"



Talk for Pure Ocean

ENGAGE, RAISE AWARENESS, UNITE ECONOMIC STAKEHOLDERS

Pure Ocean fosters dialogue among experts, scientists, and economic actors through its **"Talk for Pure Ocean"** series: conferences, webinars, round tables, and workshops. Speakers include David Sussmann (Founder & President), Charlie (Scientific Coordinator), and project teams.

The NGO also brings together its donor community through impactful and convivial events like the Ocean Gala, Ocean Night, and themed dinners – all to unite around one cause: ocean protection.



The "24H Pure Ocean" regatta

INSPIRE THROUGH SPORT, SPARK CONSCIOUSNESS

Pure Ocean leverages the unifying power of sports to raise awareness about ocean fragility. Through the **"Race for Pure Ocean,"** program, it supports athletes taking on solo or team challenges, adding meaning to their performance. These often spectacular feats generate strong media impact and help spread a powerful message in favor of ocean conservation.



Race for Pure Ocean

PURE OCEAN AMBASSADORS

Ambassadors like Virgil Aubriot, Thibault Dauvillier, Jean-Pierre Dick, Thomas de Dinechin, Gilles Gambini, Ludovic Gérard, Jessie Kampman, Caroline Jouis, Amaury Lavernhe, Ainhoa Leiceaga, Ambre Papazian, Manon Peyre, Steven Surina, and Frédéric Switala share a deep love for the ocean. Aware of its fragility, they engage with Pure Ocean and mobilize their communities to defend it.

OUR DONORS*

1% pour la Planète • 2050.DO • Absolute Dreamer • Advance Emploi • Accor • Alfagel • Almond • Alwena Shipping • Another Way • Anova Hotel & Spa • Artemis Consult • Arcanes • Argisfood • Arkea Banque Entreprises et Institutionnels • Arkea Capital • Arkea Crédit-Bail • Arkema • Banque Populaire Méditerranée • Basilik • BBLM Avocats • Benevity (USA) • Beuchat International • Bien Fondé • Cabinet H&R de Veyrac • Cacatoès • Cap Bourbon • Capsum • Caragum International • Carmila France • Groupe Casino • CBRE • CCL Conseil • CFC Services • Charitips • CMH Ressources • ConHexa • Cotton Blue • Crédit Agricole Corporate & Investment Bank • Crédit Mutuel Arkea • Crédit Mutuel de Bretagne • Crédit Mutuel du Sud-Ouest • Crosscall • CSE CETIA Arkema • Dift • DigDash • Ekho Conseil • Events for Heritage • Fonds de dotation Le Réflexe Solidaire • Fonds de dotation Beuchat • Financière de l'Echiquier • Financière Meeschaert • Fondation Proman • Fonds HLD pour la Méditerranée • Frojo • Gandee • Giving Foundation (UK) • GNB Technique • Gustavia Consulting • Groupe Casino • GAS Bijoux • Hammerson Marseille • Hello Asso • Henner Méditerranée • Heoh • Howden France • IES Ingrédients • Izimmo • Jott • Kresk 4 Oceans • LBP AM • La Fabe • La Table de Charlotte • Les Bienfaiteurs • Les Roches Blanches de Cassis • Limmon • LinkCity • LMWR • Maison Frojo • Maison R&C • Maîtrise de l'Installation Electrique MIE • Milhe et Avons • Margot Invest • MicroDon • Mutuelle Personnels CPAMIF Organ Sociaux • Ocean Hub Africa • Ollivier & Associés • Omega Energies • Orange • Origa Group • Oryos • Paradis des Campeurs • Parfums Corania • PHX • Printemps • Pure Engagement • RDAI • Rougerie • Tangram • Rubikle • Sage Foundation • Salesforce • Satex • Seablue • Seafoodia • Sense Avocats • Setiex • Seventy One Percent • Shine • SNS • Société Générale • Soc Méridional Indust • Sport Immo • Stream • Sud Plaisance • SVR Lazartigues • Taché Foundation • TechnicoFlor • Valcara Action Consulting • Vet Sport Shop Nutreal • Wall Street English • World Trade Center • X Plorer

* Certain donors have chosen to remain anonymous.



“LA GOUTTE BLEUE” - THE BAG THAT CARES FOR THE OCEAN

“La Goutte Bleue” is an eco-designed bag made in France from seaweed. It can collect up to 30 liters of litter before it reaches the sea. A symbol of environmental commitment, it merges tangible action with support for ocean research – €5 is donated to Pure Ocean per kit sold. Perfect for awareness-raising during **Ocean Month in June** or the **European Sustainable Development Week in September**.

Learn more: lagouttebleue.pure-ocean.org



VIRTUAL EXHIBITION: "TAKING CARE OF NATURE"

“Taking Care of Nature” is a unique **digital and multilingual exhibition** (French, English, Spanish) that blends art, ecology, and civic engagement. Featuring the sensitive and committed photography of Victor Janjic, it invites viewers to admire the fragile beauty of nature and reflect on the urgency of preserving it from marine litter. It includes an **educational interactive quiz** and a **physical version for immersive, on-the-ground engagement**.

BUT ALSO: Pure Ocean organizes Climate Fresk workshops, educational discovery dives, and tailor-made events.

AQUAMATCH: THE OCEAN GAME

AquaMatch is an **interactive card game** designed for fun and learning in corporate settings. Each card pair highlights a marine species, its ecosystem, and a Pure Ocean project protecting it. Goal: **Match the pairs, share surprising facts, and discover actionable ways to protect the ocean, all while encouraging team interaction.**



CONTACTS

Thomas de Williencourt, Director

+33 (0)6 47 86 08 01 / thomas@pure-ocean.org

Stephanie Lerner, Press relations & communication

+33 (0)6 85 80 21 78 / communication@pure-ocean.org

 **PURE OCEAN**

www.pure-ocean.org

