

# Sea Save Foundation

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2022 Annual Report



Sea Save Foundation  
2022

## Letter from the Director

2022 was a year defined by urgency, purpose, and progress. As global challenges to ocean health—from climate change to overfishing—grew more urgent, Sea Save doubled down on its mission. We harnessed decades of expertise, advocacy, and partnerships to elevate ocean conservation into the mainstream—all while staying true to our commitment to factual, science-driven leadership.

Our victories were not spontaneous; they were borne of steadfast dedication. We helped drive passage of the U.S. Shark Fin Ban, secured sweeping protections for hundreds of vulnerable species at CITES, and shaped international policy at the United Nations Ocean Conference in Lisbon. At every turn, Sea Save's voice amplified the importance of healthy oceans for the well-being of communities, ecosystems, and the planet as a whole.

We also recognized that change must start at home. Our “Seas the Vote” campaign emboldened citizens to prioritize the oceans when casting ballots—transcending politics and uniting voters under the common cause of protecting our blue planet. Meanwhile, on the academic front, I had the honor of being admitted into the competitive CITES Master’s program—an opportunity that will enrich our foundation’s leadership in international conservation policy.

As we look at the milestones above, know that each one represents countless hours of research, collaboration, tension, and triumph. None of this happens in isolation. You—our supporters, partners, and advocates—are integral to every gain. Together, we are proving that persistence, courage, and intelligence can shift the tide. Here's to building on this momentum and going beyond what we ever thought possible.

With heartfelt gratitude,  
Georgienne Bradley  
Director, Sea Save Foundation







## U.S. Shark Fin Ban: A Federal Conservation Victory

In 2022, Sea Save Foundation celebrated one of its most hard-won victories: the federal ban on the possession and sale of shark fins across the United States. This milestone was decades in the making, rooted in early efforts to shine a light on the cruelty and unsustainability of the shark fin trade. Sea Save's advocacy has always been about combining education with action, ensuring that policymakers and the public alike understand why protecting apex predators is crucial for ocean health. The federal ban was the culmination of years of steady pressure and unwavering dedication.

At the heart of this achievement was Sea Save's "Give 'Em the Fin" campaign, which became a rallying cry for supporters. Through petitions, media outreach, and mobilizing communities, we generated over 40,000 emails to Congress, urging legislators to act. These efforts were more than numbers—they were the voices of individuals who care deeply about marine conservation. Our team translated these voices into legislative momentum, connecting grassroots advocacy with federal decision-makers.

The passage of the Shark Fin Ban sends a clear message: the U.S. will not provide a market for this destructive trade. For sharks, it represents a lifeline. For conservation, it's proof that persistence works. By cutting off demand, we give shark populations a fighting chance to recover and maintain their vital role in marine ecosystems.

But this victory is not an endpoint—it's a foundation. Ongoing work is needed to ensure enforcement, raise awareness, and support other countries as they consider similar protections. Sea Save will continue to monitor and advocate, ensuring this law delivers on its promise.

The U.S. Shark Fin Ban is a testament to what informed, strategic advocacy can achieve. It demonstrates that when science, passion, and public will align, policies change—and oceans benefit.

## Seas the Vote: Energizing Civic Action for Oceans

Healthy oceans depend on informed, engaged citizens. In 2022, Sea Save launched the “Seas the Vote” campaign to bring ocean conservation to the forefront of civic life. Recognizing that policy decisions—from coastal management to climate action—are ultimately shaped by elected leaders, we set out to remind voters that the ocean’s health is a ballot issue. This campaign was designed to transcend political divides, focusing on shared values and the undeniable connection between ocean health and human well-being.

We engaged with advocacy partners, used social media, and hosted virtual events to reach voters where they were. The message was clear: ask questions, demand ocean policies, and vote for candidates who prioritize sustainability. By framing conservation as a civic responsibility, Sea Save encouraged individuals to see their vote as a tool for environmental change.

The campaign also emphasized education. Voters were provided with resources to better understand key issues such as overfishing, plastic pollution, and climate impacts on marine ecosystems. This not only informed choices but created a more ocean-literate public—one that will advocate far beyond election cycles.

“Seas the Vote” was more than a slogan; it was a shift in perspective. It reminded people that protecting the ocean starts with participation, and that every voice counts. By linking individual actions to systemic change, we empowered communities to see their role in shaping policy and safeguarding the seas.

Sea Save’s foray into civic engagement is proof that conservation thrives when science and democracy meet. It planted seeds for long-term public involvement, ensuring the ocean stays a priority in decision-making.



## Success at CITES CoP19

The 2022 CITES Conference of the Parties (CoP19) was a defining moment for marine conservation, and Sea Save Foundation was deeply engaged in its success. This meeting brought critical discussions and decisions, resulting in unprecedented protections for marine and freshwater species. Our efforts helped secure listings for over 100 species, including zebra plecos, sea cucumbers, requiem sharks, hammerheads, and guitarfish. These outcomes were the result of years of evidence gathering, alliance building, and persistence.

One highlight was the protection of the zebra pleco, a small but highly sought-after fish in Brazil, now shielded from over-collection. Sea cucumbers, vital to ocean ecosystems, were similarly recognized for their importance. These listings show that thoughtful, science-based advocacy can elevate even lesser-known species into the conservation spotlight.

Another breakthrough came with hammerhead sharks. Sea Save co-authored the proposal that finally secured Appendix II protection for the entire Sphyrnidae family, including the vulnerable Bonnethead. This closed a loophole that traders had exploited, ensuring these apex predators receive holistic protection.

Guitarfish also received long-overdue recognition through Proposal #40, with all 37 species listed under Appendix II. Often overlooked, these animals were heavily targeted for the fin trade. Our team worked tirelessly on the ground—presenting data, lobbying delegates, and building consensus—to ensure their survival.

Together, these victories represent more than policy shifts. They show how persistence, collaboration, and strategic advocacy can reshape the future for species at risk. For Sea Save, CoP19 was not just a meeting—it was proof that informed voices can drive lasting change for our planet's oceans.



# The Road To CITES CoP19