



Sea Save Foundation 2013



Sea Save Foundation made incredible strides in 2013. We made great progress in our global campaigns and have positioned ourselves to build upon our current momentum. As we look to the New Year, we are excited to continue work on our current campaigns with our dynamic team including our fantastic volunteer base.

We continue to raise public awareness about ocean conservation and current threats. This year we waged global anti-finning campaigns, and were on the ground at CITES. We are working to ensure that all nations abide by the consensus of the international community and protect sharks and manta rays.

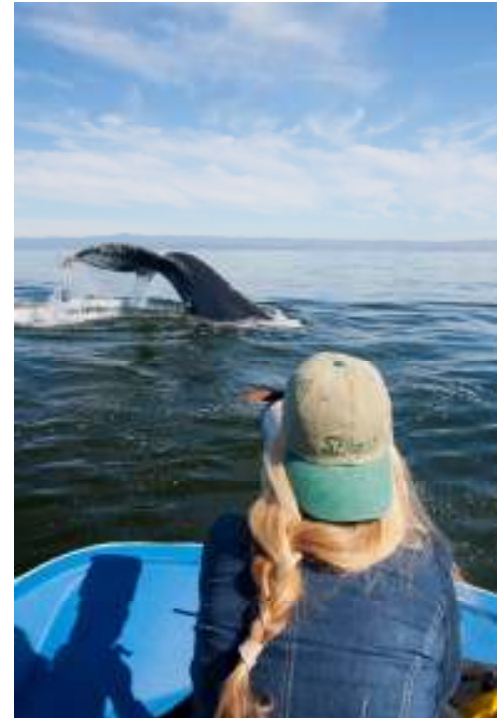
We have launched several additional robust campaigns, but we realize this is not enough. We must not only continue our efforts; we must escalate current efforts and establish new strategies.

Our current successes were made possible by the generosity of our corporate and private supporters. As we look toward the growing challenges facing our oceans, we need to increase our supporter base. We commit to continuing our tradition of maintaining a low overhead as we get the job done.

As we look toward 2014, we realize we are facing a possible tipping point. Using education and persuasive campaigning we will succeed. With your help we will make a difference.

Georgienne Bradley

Director

A handwritten signature in blue ink that reads "Georgienne Bradley". The signature is fluid and cursive, with the first name and last name clearly legible.

Impact Statement: *Sea Save Foundation strives to protect our oceans by raising awareness, supporting an ownership attitude, and advocating change to resolve current challenges.*



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CITES MEETING

Need: Courageous elected and appointed officials, willing to support shark conservation measures and ocean protection efforts, risk being misjudged by the public. We must help educate the public. The message must be that leaders are looking at scientific facts, advocating responsible positions, and taking steps to protect the ocean for future generations.

Description: Last March, Sea Save Foundation representatives were front and center at the CITES (Convention on International Trade in Endangered Species) meeting in Bangkok, Thailand. Sea Save Foundation worked in coordination with the *US Department of the Interior*. This meeting occurs once every three years and the purpose is to review current scientific data and reach an international consensus about which animals should be monitored / or removed from international trade.

Sea Save Foundation took effective, timely, essential action and helped facilitate the appointment of four critical species to Appendix II.

This critical decision required a majority 2/3 vote for each species as well as a second vote to ratify the accepted proposals.

Audience: International Community

Evaluation /Impact: *Porbeagle sharks, manta rays, oceanic white tip sharks, and hammerhead sharks* are established under this umbrella of protection and we will see international agencies such as Interpol enforcing international trade restrictions. The European Union has pledged substantial funding to help implement the new standards.

While we are excited about these successes, we must continue with our efforts. Even after the international community voted to protect these species, Japan, Yemen, Guyana, Denmark, and Iceland filed paperwork indicating that they will not abide by this international decision. We will continue our efforts to raise awareness with an online petition and we look forward to future successes and continued increased protection for these and other species.

Status: Complete



“Stand Behind CITES” Petition

Need: *Sea Save Foundation initiated petition to urge President Obama to apply sanctions against countries refusing to adhere to CITES decision to place hammerhead sharks, manta rays, oceanic whitetip sharks, and porbeagle sharks on Appendix II of CITES.*

Description: In March, 2013, we were critical participants at the CITES (Convention on International Trade in Endangered Species) meeting in Bangkok, Thailand. The purpose of CITES is to review scientific data and reach an international consensus about which animals should be monitored or removed from international trade. The International Community voted to protect certain shark species. To insure the safe future of our ocean ecosystems, the landmark CITES decision must be upheld. Five nations filed reservations, indicating that they will not abide by these provisions of the treaty. For CITES to be effective, all participating nations must adhere to the democratic decisions made therein.

Sea Save Foundation is spearheading a CITES Petition to urge President Obama to evoke the Pelly Amendment to the Fishermen’s Protective Act and thereby begin the process of applying trade sanctions against Japan, Yemen, Guyana, Denmark and Iceland.

These five nations filed that they will not abide by this decision. The Pelly Amendment was expanded by P.L. 95-376 (92 Stat. 714), September 18, 1978, to authorize the President to embargo wildlife products whenever the Secretary of the Interior or the Secretary of Commerce certifies that nationals of a foreign country are engaging in trade or taking that diminishes the effectiveness of an international program in force with respect to the United States for the conservation of endangered or threatened species..

Sound science is the requisite foundation for any CITES proposal; local and national economies are considered and solutions discussed. At the conference, open debate allows all nations to voice concerns, and a 2/3 vote is required for any proposal to be adopted. Species that make it through this rigorous process are in serious need of attention and protection. By filing a reservation, and refusing to abide by the international consensus, these countries are undermining the value of CITES and endangering all species the global committee is attempting to protect. Data from Japan’s Fisheries Agency show that annual “harvests” of oceanic whitetip sharks in Japan stand at approximately 40 tons in 2011, some of which have been exported as shark fin products. The fin trade has devastated several species including hammerheads, oceanic whitetip, blue, thresher and silky sharks.

Threatened and endangered species do not understand political boundaries. Migration and territorial needs leave animals protected in one country susceptible in another. We must act globally if we are to protect flora and fauna for future generations.

Audience: International Community

Evaluation /Impact: Not Yet Determined

Status: In Progress



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Big Blue Town

Need: In 1975 the movie “Jaws” premiered. This film shifted public opinion and created international hysteria about sharks and oceans. Our challenge is to reach a general audience using an entertaining production. We will introduce an alternative perspective regarding sharks and reveal misconceptions still remnant from that movie.

Description: Nashville based, country singer, Stephanie Quayle created a song, Big Blue Town, which uses metaphor to explain the importance and the plight of her finned cowboy. He keeps the *Big Blue Town* safe and one night “puts his life on the line” after which the fish schools and other life disappear.

This creative approach to explaining the critical importance of sharks as an apex predator will be used to drive home the point that sharks have an essential role in our ocean ecosystems. After Stephanie spent time with Sea Save Foundation learning about ocean conservation and how to SCUBA dive, she composed, and recorded, *Big Blue Town*, donating the rights to the foundation. This is a hip country song with a very serious message. By describing the tale of a shark exploring his *Big Blue Town*, the song promotes shark conservation, painting sharks in a more favorable light than they usually are portrayed in the media. The song has been professionally recorded and will soon be released on iTunes. The extraordinary video was shot on location in Grand Cayman and has been edited by Emmy award winner, Kelly Coskran.

Audience: Stephanie Quayle’s work appeals not only to country western fans but all music lovers. This song has a Caribbean element woven through and has a very catchy melody. This will broaden the appeal and expand the audience beyond a country western base. People of all ages will enjoy the song, story, and the music video.

Evaluation /Impact: This campaign will be evaluated based upon: 1. the number of views it receives on YouTube, 2. the number of successful iTunes downloads and, 3. by careful examination of Google Analytics. We will also use the video to launch public educational talks. The song will also be used to capture attention for lectures, shark seminars, and other educational venues.

Status: Completed. Preview will launch on November 6, 2013 at the Dive Equipment Manufacturers Association (DEMA) meeting in Orlando, Florida.





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Give 'Em the Fin!

Need: Shark finning is a horrific practice. While only a few countries consume shark fins, (an essential ingredient for shark fin soup) they command a high price at market and fishermen around the world are trying to meet the demand for this lucrative catch. Because only the fins are used, there is a huge waste factor. Bodies of the living sharks are thrown overboard after fins are severed, an inhumane practice.

Sharks are an apex predator and the current imbalance is dangerous. When the ecosystem is balanced, sharks hunt and eat the sick and genetically altered individuals in fish schools. Without sharks, genetic pools are weakened and sickness can spread quickly through entire fisheries. This could potentially cause widespread devastation because many developing countries rely heavily on fish as their food resource.

Description: *Give Em the Fin is a clever, simple tool which was created to a) raise awareness and initiate dialog about shark finning b) engage the international community in a fun, creative, inexpensive way and c) apply international pressure upon the finning industry, decision makers and individual consumers of shark fin soup.*

Anyone can participate in the campaign. People from around the world can take a creative picture of an individual, a group of people, pets etc. holding their hand over their head (depicting a fin) symbolizing shark support. These images will then be immediately incorporated into a beautiful mosaic. The process is interactive and engaging. It ties in with all popular social media. One huge mosaic image will be produced using the 20,000 individual images. Once completed the mosaic, will be posted in key spots around Asia with the message, "Be Part of the Global Picture, Say "No" to Shark Fin Soup. The watercolor image was graciously painted and donated by artist, Phil Coles.

Audience: International and general population.

Evaluation /Impact: We will measure the traffic for this campaign through tweets using the Twitter hash tag #GiveEmFin and Google Analytics. Once the picture mosaic is complete, we will place strategic billboards in countries that still consume shark fin soup.

Status: In Progress





Be Part of
the
Global Picture
Say NO
to Shark Fin
Soup!



PSG5UA

Sloth Save

Need: Currently in Costa Rica, many sloths are maintained in small enclosures. It is falsely believed, and is being taught, that sloths cannot be released. Juvenile sloths brought to these rescue centers will never be released. Untrained curators claim that if the mother sloth does not teach its young how to forage in the rainforest canopy, that it cannot be re-introduced.

Description: Sea Save Foundation recognizes that whenever possible, wild sloths should live in their natural habitat. Unfortunately, there are times when sloths and other animals become injured and are not able to be released. On these rare occasions these animals should be kept in expansive, clean enclosures, which resemble their natural habitats. These sloths can be used as ambassadors raising awareness, and educating children about the importance of protecting these animals and their habitat.

Misinformation and exploitation of sloths has resulted in hundreds of these animals being held for their life span in small cages. Loss of habitat, poaching and exploitation threaten the survival of sloth species.

Additional education and outreach programs are currently being developed that will dissuade Costa Ricans from taking sloths as pets or trying to sell sloths to tourists.

Audience: General population and Costa Rica government officials responsible for wild animal policy, rescue center leaders and veterinarians, and Costa Rica general public.

Evaluation /Impact: This campaign will be measured by donations received through our Google One project and website.

Status: In progress





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Dive for a Difference (D4D)

Need: Thousands of SCUBA divers enter the water every day, many armed with high-end camera and video gear.

Description: Sea Save Foundation is launching the Dive 4 a Difference (D4D) volunteer program. It will focus on select dive locations with a concentration on particular marine life and their behavior. A D4D Field Handbook will be provided with guidelines on how to collect relevant data, lists of marine life to photograph, tips on interacting with specific species, artist renderings of undocumented species and instructions on how to upload your data after your safe return from your journey.

The D4D program will create an avenue where participant's photography, video, art, poetry, or other creative talents can be used to advance science and conservation advocacy. D4D will be the connection between recreational divers and academia and will give divers the opportunity to give back to the ocean.

Upon launch we will have an army of global divers documenting their experiences every day.

The D4D Field Handbook will enhance your dive experience and give you that sense of mission that we, as divers, strive for. There will be some data measurements to record, but this can be fun to do. Once home, participants will go online to upload their images and data. All the images will be watermarked with the Sea Save logo and will not be used for commercial purposes. The users that come to the databank will be required to agree to use the imagery for research or education purposes only.

Audience: Recreational divers

Evaluation /Impact: This campaign will be measured by number of trips sold and images added to our image bank.

Status: In Progress





(c) Rick Scaletty

Thank YOU for Making this Possible



