

Impact Statement: *Sea Save Foundation strives to protect our oceans by raising awareness about the beauty of marine ecosystems and their fundamental importance to human survival. We seek solutions, advance public policy, and drive advocacy.*



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Opposite Image © Jay Ireland and Georgienne Bradley
Cover Image © Jay Ireland and Georgienne Bradley

Dear Sea Save Foundation Supporter,

This is a critical time in our history. The United Nations' Intergovernmental Panel on Climate Change (IPCC) 2018 report has warned us that the pledges made in Paris in 2015, to reduce greenhouse gases, are not enough to keep global warming from rising more than 1.5 degrees Celsius (2.7 degrees F) above pre-industrial temperatures. It calls for a 50% reduction in emissions by 2030 and a carbon neutral world by 2050.

A more recent report in *Nature* by researchers from Princeton and Scripps identified that while the oceans absorb more than 90% of the heat generated by the burning of fossil fuels, the rate of ocean temperature rise was found to be 60% faster than had been previously measured. Bottom line: we may have less time to address climate change than previously thought. Together the concepts of our survival, our activity, our oceans, and our climate are intimately woven together. The good news: there is still time to act.

Sea Save Foundation believes that information can lead to knowledge and insight, resulting in advocacy and action. Please join us in
Protecting our Blue Planet.

Best Fishes and Octopus Hugs,



Director, Sea Save Foundation



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Ocean Week in Review

What problem are we trying to solve?

Our wired world has left many people feeling over-scheduled, leaving little time to keep up with critical issues, including the state of the oceans. Lack of time to seek out important ocean information can result in lack of knowledge, indifference, and inaction. A poorly informed population will not push back against bad policy and dangerous decisions by local, national, and international leaders.

How are we solving this problem?

Every week the Sea Save Foundation team researches and vets the critical stories from the last seven days. We use only reliable news or primary sources. We weave the critical facts into a few tight sentences and present this “**Week in Review**” to our audience via our blog and social media platforms. By investing a few minutes each week, readers can stay abreast of current scientific breakthroughs, challenges, and advocacy efforts and incorporate this information into their understanding of the ocean. People want to do the right thing and want to protect oceans; we arm them with the information they need to best further these efforts. An informed public will choose to support sound policy that promises secure ocean futures.

Knowledge Translation - Often scientists write in a language understandable only by their colleagues. We breakdown stories published in peer reviewed journals and reputable publications in a way that is understandable and interesting to the lay reader. We write entries using language that captivates and engages our readers. Information can contribute to knowledge and knowledge can result in action to protect our oceans.

Ocean Week in Review Insights

The **Week in Review** is published on our blog every Friday. We optimize post time so that it can be read during the morning or afternoon commute. The **Week in Review** post is segmented, each portion containing an individual news story. Each summary is about four sentences long, contains an illustrating photograph, and a hyperlink where interested readers can dive in to discover more details. The **Week in Review** is then posted on all our social media platforms (Facebook, Instagram, Twitter, LinkedIn, SCUBABoard, Snapchat) We also promote this body of work by sharing it with our strategic partners so they can disseminate it to their networks.

The **Week in Review** is an essential weekly read which makes it possible for even the busiest person to stay abreast of all the breaking ocean news.

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CITES

What problem are we trying to solve?

Marine animals do not recognize political boundaries. Many species migrate and cross international borders. We must have international agreements in place if we are going to successfully protect threatened and endangered flora and fauna as well as ensure healthy oceans for the future.

How are we solving this problem?

Advocacy means fighting to defend and protect that which you value. Sea Save Foundation believes in taking information to build knowledge, and using knowledge to take action to protect the oceans. **CITES**, the Convention on the International Trade in Endangered Species, is one of the international platforms where Sea Save Foundation courageously wages battle to protect threatened and endangered species from extinction.

The Conference of the Parties of the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CoP CITES) is where the international community convenes to discuss, debate and decide which species warrant some level of protection via international trade restrictions. The Sea Save Foundation team prepares and attends these high level international meetings. We study the proposals and create knowledge translation materials for delegates, who may not understand how a loss of a species could impact their country. We work with other non-governmental organizations, scientists and delegates to explore the science and policy surrounding each species.

CITES Insights

CITES is a critical international meeting where member nations decide which animal and plant species should be protected. Scientific evidence is produced and a delegate vote decides if proposed species should be treated as threatened or endangered.

While **CITES** has no authority over how animals are managed within a sovereign nation, the decision of the **CITES** majority affects how the species (dead or alive) are treated at border crossings. The member countries from around the world join voluntarily and their adherence to the decisions is voluntary. Much like the Paris Climate Accords, CITES decisions are carried out based on monitoring and public reporting. Peer pressure and a sense of community expectations lead to self-correction of outliers. Sea Save Foundation team members attend the CITES conferences where they report about the ten day meeting, leverage their expertise to convince voting members why targeted species are important to protect, and why protection will ultimately be beneficial for the country. The SSF team also serves as a watchdog group exposing, documenting and reporting unethical or illegal activities on the part of voting delegates that aim to benefit some at the expense of endangered species. CITES convenes every three years. Between these meeting the Standing Committee meets to plan and prepare. In 2017 SSF Team members were on site participants in the Standing Committee meeting in Geneva, Switzerland. In 2018 we reported on and participated in strategy sessions for the meeting in Sochi, Russia. We are currently preparing to attend the 2019 Conference of the Parties in Sri Lanka.



Get Trashy – Beach Cleanups for the 21st Century

What problem are we trying to solve?

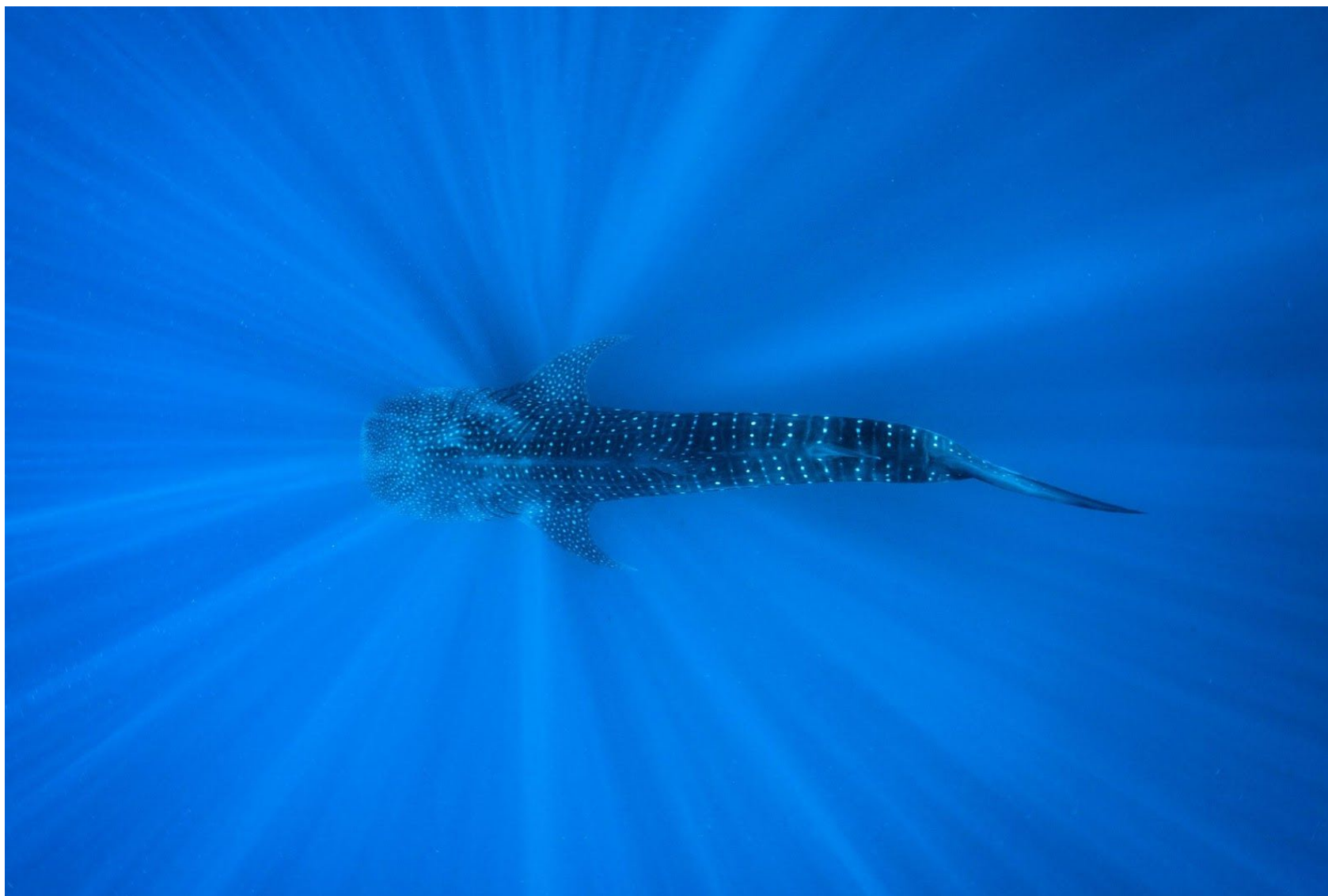
Around the world trash and particularly plastics are finding their way into our oceans. Sea Save Foundation is working hard to try to stop the production and unsustainable use of single use plastics, but we also need to clean up the existing waste from the land, freshwater streams and rivers as well as oceans and beaches. Current beach cleanups are great, but they require people to clean up at a predetermined time and at a specific targeted geographical place, leaving many close to home trash build-up sites unchecked. **Get Trashy** is a way to join the ocean advocacy community and show, via uploaded video, the scope of the cleanup you completed for the week.

How are we solving this problem?

Get Trashy is a weekly personal challenge to the worldwide ocean advocacy community to clean up our waterways. Through weekly Sea Save Foundation videos we will be asking and inspiring people to get involved by dedicating just a few minutes of their day in efforts to clean up waterways in their communities. By removing trash from a lake, river or ocean, individuals could improve the water quality, improve the environment for local inhabitants and look to better the aquatic ecosystem. The videos will encourage people to participate no matter where they live - near the beach or in a city - as we must start somewhere if our aim to clean our oceans and planet. We will encourage people to create and post their videos or photos of their cleanups, tagging us (#seasave #seasavefoundation) as well as encourage people to use the campaign hash tag #gettrashy to create a compilation of all efforts.

Get Trashy Insights

Get Trashy is a personal challenge that's intended to be a catalyst for individuals and groups to initiate clean up activities in their communities and post the results on Facebook and other social media forums. Sea Save Foundation will post videos asking people to do a personal trash pick up this week and to post a video or image of their outcome. The location, time, and scope are up to the activist, creating a more flexible approach to the traditional beach clean up. Posting resultant images or videos is a way to show outcomes and inspire others to do the same. In addition to the flexibility of choice about time and location, **Get Trashy** promotes making advocacy clean up of trash something that can be done weekly or as frequently as the individual desires. The individual flexibility and digital video posting opportunities makes **Get Trashy** this generation's answer to the traditional beach clean up. #GetTrashy is a virtual call to action. Want to do a beach cleanup? Great! Do it. Then post pictures or video of your effort and upload your effort to social media with the #SeaSave #GetTrashy tags. You will be part of an international groundswell effort of people pitching in to clean up the oceans!



Wins for Fins and against Plastic Pollution

What problem are we trying to solve?

Ocean advocates are continuously confronted by a multitude of challenges to the health and future of the ocean. This often is not balanced by the positive news and victories won to protect our blue planet. Balance of challenges with solutions and wins can prevent apathy and inaction. Prime examples are the challenges and victories surrounding shark protection and in the fight against plastic pollution. As the ocean's apex predator, the shark is a critical link in the health of the web of life in the oceans. International, national and regional laws and policy are a global patchwork. Where have actions been taken to curb or stop the practice of shark finning? Where are the prevention and mitigation victories against plastic pollution? A resource center that contains all the current protections that are afforded to sharks and actions to curb plastic pollution is needed to keep up to date on this dynamic struggle to protect the ocean.

How are we solving this problem?

The purpose of **Wins for Fins** is to present and inspire the public with the many successes that have been won in an effort to stop unsustainable shark finning. **Wins for Fins** is an online global map created to illustrate geographically victories that have been won. The **Wins for Fins** Google map reveals the momentum that the ocean conservation community has gained and it gives us hope. It also serves as a resource center where we can find accumulated data about anti shark finning policy wins. Posting International and National campaigns will provide the public and supporting communities with an inspiring visual guide that stands witness to the great advances we have made in our efforts to stop shark finning around the world. **Wins against Plastic Pollution** charts the specific victories in the prevention and management of plastic ocean pollution. This global map of victories gives hope to those dedicated to fighting to protect our oceans.

Wins for Fins and against Plastic Pollution Insights

We integrated a world-view Google Map into our website. A pin representing each international, national and local shark protection law, policy and / or reserve have been included in the map. Each pin represents a specific anti-finning law or policy currently in place. The pin indicates the primary geographical location affected and when clicked reveals additional information including a summary of the policy, a photograph representing the policy and a hyperlink where the reader can find additional information. This year we launched wins against plastic pollution map, charting the victories over ocean plastic pollution. As a core member of the Plastic Pollution Coalition, Sea Save Foundation works to prevent and mitigate this critical ocean problem while recognizing and celebrating victories.



Give Em the Fin

What problem are we trying to solve?

Like all ecosystems, the ocean is made up of ecological communities that form a web of life. Removing a key community member can have a negative cascading and ripple effect. Sharks, the apex predators of the ocean, are under assault from the fishing industry for their fins. While many people may be aware of the unsustainable shark fin industry practices, ocean advocates will only be able to overcome the international business interests profiting from shark finning by decreasing consumer demand and by educating the global community about the ramifications of ecosystem collapse initiated by shark finning.

How are we solving this problem?

Sea Save Foundation has created a photo mosaic incorporating over 20,000 images of ocean advocates around the world making the sign of the shark (hand over head). By using the completed photo mosaic and weaving a public service announcement (PSA) into the production, we can leverage the combined creativity of this successful effort and further the conversation we have launched. Phase II will focus on completing this **Give Em the Fin** PSA and promoting it around the Internet and on high profile electronic billboards.

Give Em the Fin Insights

We aim to take the completed artwork mosaic from the Phase I of **Give Em the Fin** and incorporate it into a PSA, continuing the conversation about the unsustainable effects of shark finning. We plan to speak about why sharks are critical to ocean health and why the demise of shark species may result in global fisheries collapse, a devastating outcome particularly to coastal communities in developing countries.

We want people to understand the importance of sharks to ocean ecosystems. With a community of educated ocean advocates, Sea Save Foundation will work to promote policies and regulations incorporating protections for sharks, therefore ensuring the future of international fisheries and the ability for coastal communities to sustainably feed their families. By using the many photos gathered during the mosaic and weaving a PSA storyline into a video production, we will extend the life of this important advocacy effort. The execution of this last step of this campaign will be the culmination of the work of Sea Save Foundation leadership and tens of thousands of participating ocean advocates from around the globe.

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THE
OCEAN
CONFERENCE
UNITED NATIONS, NEW YORK, 5-9 JUNE 2017

United Nations: Supporting Sustainable Development Ocean Goals

What problem are we trying to solve?

Many of the problems facing ocean conservation today are global in nature and cannot be solved without deliberate international teamwork. Issues such as ocean acidification and the accumulation of plastics threaten wildlife, ocean ecosystems, and all human beings.

How are we solving this problem?

Sea Save Foundation participates in key international conferences including the **United Nations: Ocean Conference**. This conference focuses on the Ocean Strategic Development Goals (SDGs), analogous to the UN Framework Convention on Climate Change that resulted in the Paris Accord. Sea Save Foundation's contribution to this key conference includes translating information from experience to policy. Team members help delegates understand the importance of biodiversity and preservation of protected areas by relating their direct and authentic experience with nature as divers, scientists, and conservationists.

United Nations SDG 14 is to "conserve and sustainably use the oceans, seas, and marine resources for sustainable development". Sea Save Foundation works specifically to help achieve this goal in our work on ocean plastic pollution and our Get Trashy campaign; our efforts to end shark finning, over fishing, illegal fishing, and unsustainable fishing practices; and our work to manage and protect coastal ecosystems by opposing US federal plans for coastal oil and gas exploration and drilling.

United Nations Sustainable Ocean Goals Insights

Building off of several years of successful negotiation as delegates at CITES, Sea Save Foundation has been invited to participate in United Nations' conferences and meetings to represent concerns for specific ocean species and broad issues facing our oceans today. At these conferences, Sea Save Foundation representatives help influence delegates to commit to goal oriented conservation efforts in their own countries and internationally.



March for the Ocean and Cyber March for the Ocean

What problem are we trying to solve?

There are times when knowledge and insight result in the need to act, individually and together, for the things we care about. March for the Ocean was just such an opportunity. Sea Save Foundation stepped up as an event sponsor in the June 9, 2018 US March for Ocean, celebrating the ocean on World Oceans Day weekend. This was an opportunity to speak clearly and loudly to decision makers and to each other that we are committed to conserving our oceans.

How are we solving this problem?

Sea Save Foundation joined a group of 50 plus organizations for rallies and marches in Washington DC and around the United States to protect the health of our oceans and waterways for our and future generations. In addition Sea Save Foundation created the Cyber March for the Ocean. This virtual march gave anyone, anywhere with an Internet connection the opportunity to connect, act and communicate his or her commitment to fighting for ocean health. Divers, swimmers, surfers, explorers, artists, students, teachers, parents, businesses, and citizens who love the ocean participated, together, to say our survival depends on how we care for our oceans.

March for the Ocean and the Cyber March Insights

Sea Save Foundation believes that when we come together to solve problems that we cannot solve as individuals, great things can happen. March for the Ocean was one of those events that captured the attention of our nation's citizens, including elected officials. The message that our survival and the survival of future generations depends on how we treat our oceans and our planet came through clearly and with power. The message was made that human action, climate change and ocean health are intimately related critical concepts and that the time to act is now.



Advocacy: Direct Connect to Prevent Offshore Oil and Gas Drilling

What problem are we trying to solve?

Advocating effectively for a critical issue requires a community effort to achieve things we cannot do as individuals. It also requires effective communication with decision makers. Since the advent of online petitioning, political action feels closer and easier than ever. Unfortunately, a side effect of mass-marketed petition platforms is the decreased effectiveness of the protest tool. Rather than amplifying people's voices, many petitions fail to target the right decision maker or are so poorly written that there is little benefit. Though some petitions still retain the impact they had before the digital revolution, utilizing a better communication tool can help decision makers to feel the impact of public opinion.

How are we solving this problem?

Sea Save Foundation has created an online suite of tools that enables our community of ocean advocates to easily connect with their elected officials and government. These tools provide a valuable digital access point for those seeking to make a difference and make their voices heard. Since there are multiple alternative methods to influence policy makers in addition to online petitions, Sea Save Foundation can encourage advocates to utilize all effective means of contacting their representatives such as phone calls, email, and social media posts.

Prevention of Offshore Oil and Gas Drilling Insights

In 2018 Sea Save Foundation organized participation in the public comment period to argue against the Trump Administration and US Department of the Interior's Draft Plan to open US Coastal Waterways to offshore oil and gas exploration and drilling leases. Utilizing our Direct Connect online tools, stakeholders were able to make their voices heard that coastal ocean oil and gas exploration and drilling is not wanted, not needed, and has a long history of causing harm to ocean health. This was a vigorous electronic campaign to send a clear message that we value our ocean and aim to protect it from short-sighted policy decisions.

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❖ **Advocacy: California says no to Plastic Straw Pollution**

What problem are we trying to solve?

Often a big problem needs to be broken down into smaller solvable problems. Ocean pollution is a big problem dominated by the issue of plastic pollution. The ocean gyres have become currents clogged with plastic waste creating the great ocean garbage patches. From large plastics to microbeads, our plastic waste is causing damage to the health of the oceans, ocean inhabitants, and is coming full circle to damage human health. But where do we start to prevent and mitigate this massive challenge?

How are we solving this problem?

Sea Save Foundation is a core member of the Plastic Pollution Coalition and has worked for years to inform and act to address this challenge. The City of Malibu became ground zero for tackling the issue of single use plastics, a major contributor to plastic ocean pollution. First by banning single use plastic bags and then by banning plastic straws and stirrers at restaurants, Malibu's leadership resonated with other municipalities and businesses. Sea Save Foundation supported Malibu's efforts through advocacy. Sea Save then stepped up our advocacy efforts with our Direct Connect campaign to support California Assembly Bill 1884 to ban single use plastic straws state wide. In 2018, Governor Jerry Brown signed Assembly Bill 1884 into law.

Plastic Straw Ban Insights

In 2018 Sea Save Foundation's successful advocacy efforts to support AB 1884 authored by Assemblyman Ian Calderon and co-authored by Assemblyman Richard Bloom was a victory for the ocean. This is one battle victory in the ongoing struggle to prevent ocean plastic pollution. In a more general sense it is a moment when US citizens and leaders said clearly that our oceans matter. This insight and action provides hope that more victories can be won to protect our blue planet.

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SEAS ~ THE ~ VOTE

Advocacy: Seas the Vote

What problem are we trying to solve?

Advocating effectively for the ocean does not imply a political leaning or party affiliation. Ocean conservation and caring about the health of our blue planet is not a left or right issue; it is a human issue. The greatest obstacle to solving daunting challenges is apathy. Overcoming apathy requires time, knowledge, insight, and the courage to act. We are all fortunate to live in the United States and to enjoy the benefits of freedom. What will we do with our life, liberty, and our pursuit of happiness?

What will we do with our freedom?

How are we solving this problem?

Sea Save Foundation believes voting in public elections is one of best opportunities to protect our oceans and our planet. Our advocacy campaign, Seas the Vote, encourages all eligible people to vote and to vote to protect our oceans. We can use our freedom to protect what we love, for now and for future generations.

Seas the Vote Insights

This is a critical time in our history. The United Nations' Intergovernmental Panel on Climate Change (IPCC) 2018 report has warned us that the pledges made in Paris in 2015, to reduce greenhouse gases, are not enough to keep global warming from rising more than 1.5 degrees Celsius (2.7 degrees F) above pre-industrial temperatures. It calls for a 50% reduction in emissions by 2030 and a carbon neutral world by 2050.

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