

# Sea Save Foundation 2016



Dear Sea Save Foundation Supporter,

Thank you for your participation and active support in 2016 to help protect our oceans. Without your interest, energy, and support none of Sea Save Foundation's critical work would be possible. This was a pivotal year for Sea Save Foundation. We fortified our efforts to fulfill our mission to educate, advocate, and impact the protection and conservation of our oceans. Working in the space of knowledge translation, our web based **Week in Review** continued to gain readership and provided a regular source of high quality ocean related information for our community. We completed our three-year, grass roots, photo mosaic campaign, **Give 'Em the Fin**. Launched to raise awareness of and to fight shark finning, the final artwork will be used in a public awareness video and electronic billboard. Sea Save Foundation showed leadership and impact, out of proportion to our size, at the international **CITES meeting in South Africa**. The Convention on the International Trade in Endangered Species has a meeting once every three years. Three years ago at CITES in Thailand, Sea Save Foundation leaders made a video, documenting delegates colluding, that went viral. The result was a backlash by animal friendly delegates and more species were protected than ever before. This year was another outstanding conference with Sea Save Foundation playing the role of leader, catalyst and educator for other delegates. Ten species of sharks and rays were given greater protections. These are but a few examples of our victories in 2016. With your continued help, together we can help preserve our oceans for future generations.

Best Fishes and Octopus Hugs,



**Director, Sea Save Foundation**



**Image © Jay Ireland**



**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









# CITES Appendix II: Silky and Thresher Sharks, Mobula Rays

**Need:** The Convention on International Trade in Endangered Species (**CITES**) plays a crucial role in protecting endangered animal species. This international agreement between governments establishes global consensus regarding which animals to monitor and which to ban from international trade. At global conferences held every three years, member nations review scientific data and vote for levels of protection and surveillance. The policy established at these conferences can have a significant impact on the health and future survival of endangered marine species.

At the 2013 **CITES** conference in Bangkok, Thailand, Sea Save Foundation helped negotiate groundbreaking policy changes to protect seven shark and ray species. This was the first time that commercially valuable and widely traded shark species were included under these protections. **Sea Save Foundation played a key role in influencing the thinking of the member nation decision makers and their votes towards animal protection.**

**The bright light of public awareness and perception is vital to this issue.** Leaders of member nations who courageously support shark conservation measures should be recognized. Those outlier nations who refuse to adhere to internationally agreed upon norms of animal protection should be publically known. We must ensure that **CITES** policy is enforced and that the public is educated about the importance of protecting endangered marine species.

At the 2016 **CITES** conference in Johannesburg, South Africa, Sea Save Foundation played an instrumental role in working with delegates to protect marine species. Despite resistance from China, Japan and other nation, eight species **of Mobula Rays, Silky Sharks and Thresher Sharks** were all given greater protection by being moved to Appendix II. No sharks or rays with Appendix II protections were moved off the list, which itself was a victory. Sea Save Foundation formed an informational leader board and worked vigorously to educate and convince delegates to support greater protection for these ocean species.

**Audience:** Decision makers and the international community

**Evaluation/Impact:** International agencies such as Interpol are enforcing international trade restrictions, and the European Union has pledged substantial funding to help implement the new standards.

**Status:** Ongoing

**Importance:** Critical

Image © Sheila Ott



**CITES COP17**  
**JOHANNESBURG 2016**  
WORLD WILDLIFE CONFERENCE



## **CITES Appendix II - Chambered Nautilus, Precious Corals**

**Need:** The health of the ocean depends on the complex relationships between the underwater environment and all living species. Invertebrate species are critical members of marine ecosystems. As these species have value in human trade, protections are needed to provide balance and sustainability to ocean communities.

**Description: Audience:** The 2016 CITES in South Africa created an opportunity, which Sea Save Foundation seized, to protect invertebrate species. The iconic Chambered Nautilus and Precious Corals were in need of greater protection. Realizing delegates were less likely to help these species if they did not recognize their names, Sea Save Foundation leaders provided vivid images and persuasive information to convince delegates. Sea Save Foundation extended essential leadership at the right time, resulting in CITES' delegates voting to add the Chambered Nautilus and Precious Corals to Appendix II.

**Evaluation/Impact:** Appendix II requires more documentation on the part of those trading in these species, creating greater data collection, data analysis, more accountability, and will tend to slow the trade in these two species.

**Status:** Ongoing

**Importance:** Critical







# Give 'Em the Fin: Completion of Ocean Advocacy Photo Mosaic

**Need:** Tens of millions of sharks are killed annually for their fins. Shark finning is an unsustainable fishing practice that involves cutting the fins from live sharks and dumping the animals back into the water, where they sink to the bottom of the ocean and drown. While only a few countries consume shark fins, an essential ingredient in 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.

Sharks are an apex predator. When the ecosystem is balanced, sharks eat the sick and genetically altered individuals in fish schools. Without sharks, fish genetic pools are weakened and sickness can spread quickly through entire fisheries. This could result in widespread food shortages and hunger because human populations in many countries rely heavily on fish as a main food source.

**Description:** Give 'Em the Fin is a campaign designed to raise awareness and initiate dialogue about shark finning; engage the international community in a fun, creative, inexpensive way; and apply international pressure on the finning industry, decision makers, and individual consumers of shark fin soup. The beauty of this campaign is that anyone can participate, and everyone can have their voices heard, from celebrities in the United States to children in Tonga. **This activist campaign involves individuals and groups taking the crucial step from understanding to action to protect the oceans.**

People from around the world took pictures of an individual, group, or pet with a hand held over their head (depicting a fin) to symbolize shark support. These images were immediately incorporated into a custom-made photomosaic. This interactive and engaging process capitalized on social media. Now completed, the mosaic will be displayed with the message, "Be Part of the Global Picture - Say 'No' to Shark Fin Soup." The original watercolor image for the mosaic was graciously painted and donated by artist Phil Coles.

**Audience:** International and general population

**Evaluation/Impact:** The three year campaign to complete the photo mosaic is complete! The final artwork will be utilized in a public service video and electronic billboards. By measuring the number, global distribution, and diversity of the active participants, Give 'Em the Fin was a huge awareness raising grassroots success. Work is still needed to slow and stop shark finning and this project successfully incorporated the critical steps of education and activism.

**Status:** Complete

**Importance:** High

Image Courtesy Donna and Ian Allsopp



# Wins for Fins: Continuous Updates on Global Victories

**Need:** Individuals working in environmental conservation are constantly bombarded by negative information about the state of our oceans. While it's true that there are increasing challenges, our efforts to raise awareness about ocean conservation and the ills of shark finning are gaining momentum. It is essential that we recognize how much progress we have made and celebrate gains and victories.

**Description:** Our **Wins for Fins** Map is a living document that collates and presents all the successes achieved through the collective efforts of marine scientists, industry leaders, policy influencers, and nonprofit organizations like Sea Save Foundation. As we work ceaselessly work to help protect our oceans, it feels good to see all of our successes visually displayed in one place.

The **Wins for Fins** Map is pinned with international and private sector victories from across the globe, such as the establishment of protected shark sanctuaries, regional and national finning bans, and airlines that have banned shark fin cargo. Visitors are able to use the map to discover the status of shark conservation efforts in their regions and determine which regions still need stronger shark protection. The interactive map features exclusive interviews, blog posts, videos, and more. **Wins for Fins will function as a resource center and interactive educational tool charting successes and progress.**

**Audience:** International community, particularly teachers and students

**Evaluation/Impact:** Google Analytics will be used to determine how many people are interacting with the map.

**Status:** Ongoing

**Importance:** High

Image © Amanda Cotton







# Week in Review: Knowledge Translation

**Need:** Social media is an essential platform for engaging and educating the public so they are ready to support policy that will protect endangered species and vital habitats. Facebook and Twitter provide fast, effective ways to reach constituents, evoke reaction, and invite participation. **Education is about more than merely informing. It is about translating knowledge that leads to insights and understanding. This understanding and commitment often results in action.**

**Description:** Sea Save Foundation produces a regular news piece called **Week in Review** that allows readers to see at a glance what is happening around the world in ocean, science and conservation. Our editor and her team scour the news each week in search of relevant ocean news. She then creates summaries for our **Week in Review** that are delivered weekly to our subscribers and social media followers. Our summaries communicate key points, with the option to read more detail from credible, vetted news and primary sources. In 2016 the **Week in Review** is on track to double the over one million viewing impressions from 2015. This year we expanded the scope of stories covered while maintaining the high quality of **Week in Review**.

Our social media strategy involves a wide variety of other platforms and tools. We publish original articles on our blog, videos on YouTube, campaign updates and inspirational images on our Facebook timeline, and connect with movers and shakers across industries on LinkedIn. We will continue to push into new e-markets and explore new ways to communicate.

**Audience:** Worldwide audience

**Evaluation/Impact:** We are able to monitor members, followers, and subscribers on our social media platforms. Additionally, by incorporating Google Analytics, we can further monitor visitors to our pages and analyze their interests and participation.

**Status:** Ongoing

**Importance:** Critical

Image © Jay Ireland and Georgienne Bradley

Plastic Pollution Coalition would like to thank:

Jeff Bridges

Georgienne Bradley

Sea Save Foundation

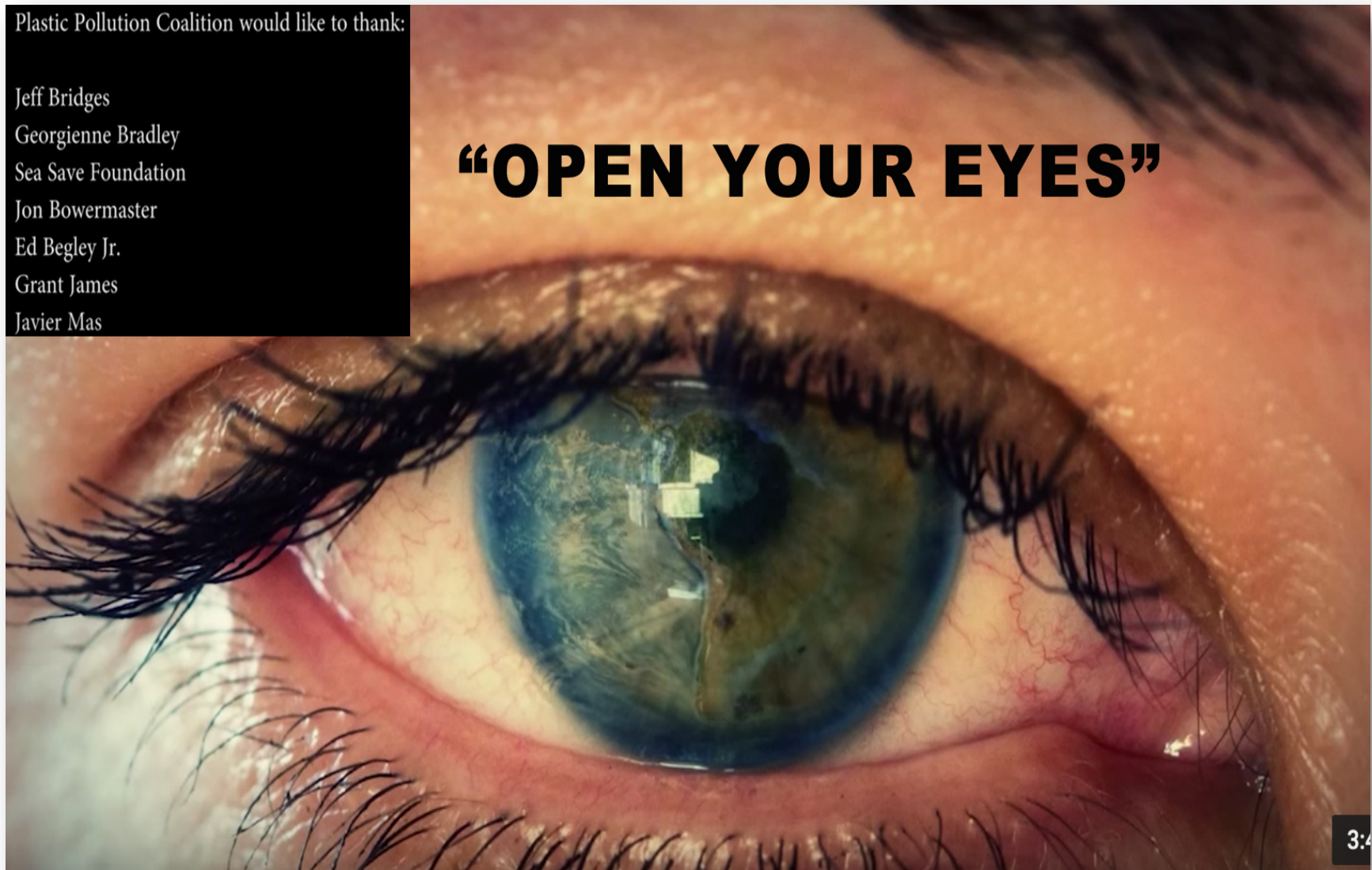
Jon Bowermaster

Ed Begley Jr.

Grant James

Javier Mas

**“OPEN YOUR EYES”**



3:4

# Plastic Pollution Coalition: Video Collaboration

**Need:** Plastic pollution is a global environmental problem disproportionately affecting the oceans. While part of the problem is visible to people, such as single use plastic bags, a larger problem is invisible to human eyes. Those scientists studying the ocean garbage gyres are aware of the problem of how microscopic plastics make their way into animals and eventually into the human food chain. This can have a devastating effect on human health and development.

The issue of plastic micro beads has surfaced as a major plastic pollution issue. In the United States over eight trillion micro beads were being washed into our water systems daily. However, we were able to rise above this problem and successfully ban all these products at a federal level. We now cast our eyes at international outlets that continue to pour these beads into international waters.

Sea Save Foundation, working with partners, has been involved in and supports the efforts of the Plastic Pollution Coalition as they fight for healthy oceans.

**Description:** The Plastic Pollution Coalition created a video that was incredibly effective at explaining what plastic micro beads are, their origin, why they are harmful to our environment, and why they should be banned. Sea Save Foundation was listed as the first partner of the Coalition in this video that was viewed by over 60,000 people so far.

**Audience:** General public interested in a healthy environment, healthy oceans, and human health

**Evaluation/Impact:** High

**Status:** Ongoing

**Importance:** High

Image © Plastic Pollution Coalition

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## Sea Save Foundation

Sea Save Foundation strives to protect oceans by raising awareness marine ecosystems and their fundamental importance to human survival. They seek solutions, advance public policy, and drive advocacy. Sharks are keystone species, most Sea Save campaigns raise awareness or increase the protection of these apex predators.

[Visit seasave.org](#)[About the Sea Save Foundation](#)

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# Shark Week Platform: Partner

**Need:** Sea Save Foundation seeks new platforms and formats to deliver education and advocacy messages. Discovery Channel's "Shark Week" has a massive focused viewership interested in the ocean and marine animals.

**Description:** In 2015 Sea Save Foundation Director Georgienne Bradley was honored by being chosen as one of several Discovery Channel Shark Week Finbassadors. This selection brought with it a huge opportunity to communicate critical ocean conservation and shark protection messages to a large and engaged audience. Georgienne was profiled on the Discovery Shark Week website and had a dedicated day where her work was featured and she answered participant's questions about ocean related issues. Georgienne made appearances related to Shark Week on Fox and CNN to discuss shark issues. She was able to direct the discussion away from "jaws and claws" and toward ocean protection and environmental activism.

**In 2016 Sea Save Foundation furthered our Discovery Channel Shark Week honors by being chosen as a Shark Week Partner Organization.** Sea Save Foundation provided critical ocean conservation content to this huge audience.

**Audience:** Millions of viewers heard Georgienne's messages as Shark Week had the highest viewership of any natural history programming media event throughout the year,

**Evaluation/Impact:** Shark Week rating from Discovery as well as CNN and Fox viewership can be measured. The Discovery Channel Shark Week website had almost five million hits for Georgienne Bradley's Shark Week Video in 2015 and millions read Sea Save Foundations content in 2016.

**Status:** Ongoing

**Importance:** High

## Sign the Petition

CURRENT

38,248

GOAL

40,000

**TO: MINISTER OF ENVIRONMENT OF  
THE CAYMAN ISLANDS**

Tell the minister of environment of  
the Cayman Islands to not dredge in  
the Cayman Islands.

[See the petition →](#)

[Help](#)

**Sign**

By submitting this form, you agree to TakePart's  
[Terms of Use](#) and [Privacy Policy](#).

# Dredging the Cayman Islands Will Kill the Coral Reefs. Say No!

with **Sea Save Foundation**



# Petition: Undercover Turtle Torture, Cayman Pier, CITES & More

**Need:** Torture of any living being, human or animal, is unethical and must be stopped. Activism is needed.

**Description:** A video created in Costa Rica of people torturing a turtle was made. Sea Save Foundation posted the video and a petition demanding the Costa Rican government take action. The media went viral.

**Audience:** International audience

**Evaluation/Impact:** Due to huge international pressure from petitions, the Costa Rican government took action. Although they have not yet prosecuted those who tortured this animal, they did capture, prosecute, and convict the murders of the National Park Guard, Jairo Mora Sandoval of Tortuga National Park who was killed trying to protect the Costa Rican turtles.

Sea Save Foundation has posted many other marine conservation petitions in 2016. These included petitions to protect the coral reefs surrounding the Cayman Islands from dredging for a cruise ship pier and one to pressure CITES delegate outlier countries to adhere to agreed upon standards of environmental behavior.

**Status:** Ongoing

**Importance:** Critical

Image © Cathy Church