

Sea Save  
Foundation  
2017







**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,

Never has the need been greater to support ocean conservation. This year we are learning that marine species extinction is occurring faster than previously calculated and we are losing ground on designated marine protected areas. Effects of global climate change are becoming more apparent, frequent, and severe, manifest by dramatic climate events this year alone.

Now is the time to fortify our educational efforts. An informed public will rally to help us turn this tide. We need to extend our hand to our global partners and foster collaboration. Any successful national effort will be greatly muted if it is not amplified by international participation. Our oceans and marine life do not recognize political boundaries. Actions around the world eventually affect us all.

Now is the time to double down. As we strengthen our commitment at home and prepare for future United Nations and CITES international decisions, let us be clear: We have the opportunity to alter our current course, but we must do it together and we must act swiftly. This is not time for business as usual.

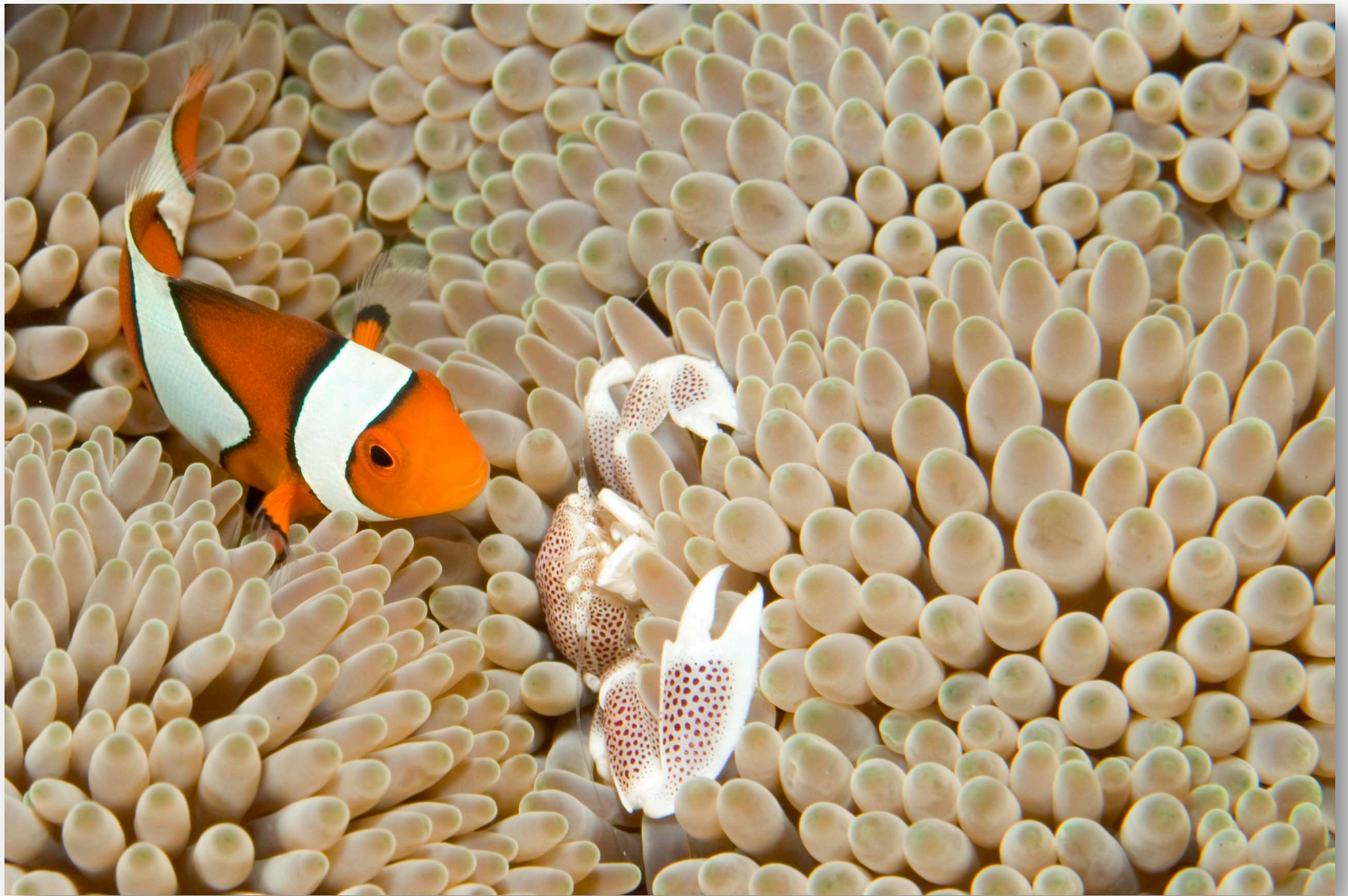


Best Fishes and Octopus Hugs,

Handwritten signature of Georgianne Badley in blue ink.

**Director, Sea Save Foundation**

© Sharon Kwok



# 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.

## Describe the actual campaign

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.





# 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 protection via international trade restrictions.

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.

## Describe the actual campaign

**CITES** is a critical international meeting 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 are 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, why protection will ultimately be beneficial for the country, and the SSF team also serves as a watchdog group reporting and documenting bribes, and other illicit efforts to make money at the expense of endangered species.







# Get Trashy – Beach Cleanups for Millennials

## 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 world wide 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 feature, 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 hashtag #gettrashy to create a compilation of all efforts.

## Describe the actual campaign

**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 is 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 cleanup.

© Monterey Bay Aquarium



# Wins for Fins

## 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. 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? A resource center that contains all the current protections that are afforded to sharks is needed to keep up to date on this dynamic struggle to protect the "lions" of 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 which stands witness to the great advances we have made in our efforts to stop shark finning around the world. Details provide specific information about private companies as well as local, national and international bodies that have successfully implemented bans and protective measures.

## Describe the actual campaign

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 has been included in the map. A sidebar legend on the map demonstrates the meaning of different pin types. International, National and Local pins are color-coded and private sector decisions, international accords and others are shown with distinct graphics. 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.





# 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?

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 electronic billboards.

## Describe the actual campaign

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 story line into a video production, we will extend the life of this important advocacy effort.



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# OCEAN CONFERENCE

UNITED NATIONS, NEW YORK, 5-9 JUNE 2017



# United Nations: Supporting SDG #14

## 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.

## Describe the actual campaign

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 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.



# Direct Connect: Mobilizing Global Community to Action

## What problem are we trying to solve?

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?

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

## Describe the actual campaign

An elected official who receives more than twenty phone calls on an issue on his or her office phone has a high probability of raising the issue at the next morning's meetings. **Phone to Action** seeks to place power back in people's hands by harnessing social media and software tools. This app would track specific issues related to ocean conservation and provide sample social media posts, scripts, and talking points for those who are ready to take action. Users who provide their zip code or address would be able to call their local representatives directly from the app.





# Voice of Cocos Island

## What problem are we trying to solve?

Cocos Island is a Costa Rican National Park, an UNESCO World Heritage Site, and an ocean natural treasure. This island, part of the Cocos Ridge, is located approximately 350 miles off the west coast of the Costa Rican mainland. Similar in scientific value to the Galapagos Islands, Cocos island has an advantage: it's a tropical rainforest full of diverse, isolated, and in some cases endemic species. This unique and fascinating island has inspired the settings for "Jurassic Park" and "Treasure Island" and continues to inspire great minds today. The island is surrounded by vaulted cliffs and, other than national park guards and visiting scientists and students, the island is devoid of any permanent community.

The same remoteness that has allowed this island to maintain its pristine state is also constitutes a threat to the island's ecosystems. Out of sight and out of mind, only a handful of fortunate tourists and ship crews visit the island each year. A 36-hour ship crossing from the nearest port, Cocos Island is popular among poachers. Every so often, large groups of poaching fishing ships surround the island with huge nets, scooping up and cutting off the fins of protected sharks. Dedicated park guards and park rangers who patrol the island can only do so on an intermittent basis, leaving the island vulnerable. Having UNESCO World Heritage Site status gives would-be supporters a false sense of security for the Island's protection.

## How are we solving this problem?

As principal contributors to the original petition making this island an UNESCO World Heritage site, Sea Save Foundation leaders are uniquely positioned to protect the island from poachers who decimate the island's animal populations. We will reach out to regular visitors to the island such as park rangers, guards, and scientists to relay information about their trips and the condition of the island. Using this information, we seek to inform people of the scientific value and sheer beauty of Cocos Island and its inhabitants to engage them as we ask for their help in protecting it.

## Describe the actual campaign

**The Voice of Cocos Island** is a blog that connects this natural laboratory with the rest of the world. Updates about scientific findings, spectacular underwater encounters, and personal reflections can be shared with the world. Critical to our mission, this virtual audience will also immediately stand witness to poachers and other efforts to harm this fragile island. Followers of this electronic newspaper will be the front line of defense against the island's human threats. The blog will create a level of transparency and timeliness about threats to the island that can lead to coordinated actions to protect Cocos.