



**Sea Save
Foundation
2015**



Dear Sea Save Foundation Supporter,

2015 has been an incredibly active and important year for Sea Save Foundation. Our Sea Save Foundation team has worked tirelessly to help protect our oceans. We have continued to carry out our mission “to generate consciousness and encourage stewardship of natural ecosystems...” We have furthered our mission by working through advocacy, education, and activism.

Our advocacy efforts related to CITES, the international convention related to endangered animal species, continued during 2015. Despite Sea Save Foundation’s significant contributions at the last CITES meeting, five member countries have announced that they refuse to adhere to the international agreement to protect animals. Sea Save Foundation is fighting, through an international petition, to shine the bright light of public awareness on this situation and to pressure these outlier countries to adhere to the agreement. In the education space our *Week in Review* has gained significant viewership and plays an important role in knowledge translation. I was honored to represent Sea Save Foundation as a *Shark Finbassador* during Discovery Channel’s *Shark Week*, with related appearances on CNN and Fox. Sea Save Foundation furthered our activism through petitions, to protect the Cayman Islands’ reef from development related destruction and to free imprisoned ocean champion former President Nasheed of the Maldives, and through our public policy and participatory *Give ‘Em the Fin!* campaign.

Please take a few minutes to review our Annual Report. We are passionate in our efforts to protect that which we love and are confident that this critical work will help result in healthier oceans and a more sustainable planet for our children and future generations. This is our only home. We need your help to understand, to contribute, and to protect our blue planet.

We look forward to 2016.



Georgienne Bradley, Director, Sea Save Foundation

Shark Week Finbassador

Georgianne Badley

Director, Sea Save Foundation

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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CITES: Confronting Non-adherent, Outlier Nations

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 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.**

Despite this victory, five member nations filed reservations, indicating that they will not abide by the provisions. By ignoring the international consensus, these countries are undermining the value of **CITES** and endangering all species that the global committee is attempting to protect.

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 outed. We must ensure that **CITES** policy is enforced and that the public is educated about the importance of protecting endangered marine species.

Description: Sea Save Foundation's current approach to **CITES** is twofold. We are gathering signatures for a petition urging President Obama to apply trade sanctions against Japan, Yemen, Guyana, Denmark, and Iceland for refusing to adhere to the **CITES** decision. We are also continuing our educational efforts, spreading the message that leaders who support shark conservation are relying on scientific data to advocate responsible positions that will protect the ocean for future generations.

As we prepare for the 2016 **CITES** conference in South Africa, we are reviewing which endangered species will require future protection and will continue to educate the public about **CITES**, shark finning, and the vital role of these marine 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



Big Blue Town: Musical Expression of Ocean Conservation

Need: When the movie *Jaws* premiered in 1975, it shifted public opinion and created international hysteria about sharks and the ocean. Sensationalistic news stories about tragic human injuries from shark encounters almost never explain how rare these events are how common sense can prevent most adverse events. Also rarely mentioned is that animals, including sharks, are at almost constant threat from human behavior. Our challenge is to use an entertaining production to introduce an alternative perspective and reveal misconceptions about sharks that persist to this day.

Description: Nashville-based country singer Stephanie Quayle wrote and recorded the song **Big Blue Town** after spending time with Sea Save Foundation learning about ocean conservation and SCUBA diving. The song uses metaphor to explain the importance and plight of her finned cowboy, who keeps his big blue town (the ocean) safe. One night he “puts his life on the line,” after which schools of fish and other marine life disappear. **This creative approach to explaining the critical importance of sharks as an apex predator drives home the point that sharks have an essential role in the health our marine ecosystems.**

Sea Save Foundation produced a music video for **Big Blue Town** using vibrant underwater footage from around the world, with topside sequences shot in The Grand Cayman Islands. The video, produced and directed by Georgienne Bradley, edited by Emmy award-winner Kelly Coskran, and incorporating the videography of Jay Ireland, was nominated for two awards at BLUE Ocean Film Festival 2014. **This production will be submitted to future film festivals as a way to start conversations and build awareness.**

Big Blue Town is a novel tool that offers us the opportunity to reach into new demographics and start conversations in circles where the problem of shark finning remains invisible. The topic of shark finning, and its threat to our global fisheries, is new to most of the world’s population. With this video we are creating media awareness.

Audience: All music lovers, and particularly country music fans

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

Status: In Progress

Importance: High

SEA SAVE FOUNDATION

BIG BLUE TOWN



Give 'Em the Fin: 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 clever tool 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 can take pictures of an individual, group, or pet with a hand held over their head (depicting a fin) to symbolize shark support. These images are immediately incorporated into a custom-made photomosaic. This interactive and engaging process capitalizes on social media trends. Once completed, the mosaic will be displayed in key spots around Asia 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: We will measure the traffic for this campaign through tweets using the Twitter hashtag #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

Importance: High



Wins for Fins: Reflecting on our 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 will collate and present 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 to help protect our oceans, it will feel good to see all of our successes visually displayed in one place.

The **Wins for Fins** Map will be 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 will be 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 will feature 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. We will have a student-gearred pop-up on the map that states, "If you make use of this resource or find it useful, please send us a copy of your report."

Status: Ongoing

Importance: High



Voice of Cocos Island: Fighting to Protect a Treasure

Need: Cocos Island is a tropical rain forest Pacific island, a Costa Rican National Park and a United Nations (UNESCO) World Heritage Site. It is one of the few places where healthy populations of sharks and other marine megafauna are thriving. It is pristine and serves as a natural laboratory for un-impacted ecosystems and endemic species. This island has served as the inspiration for both Robert Louis Stevenson's *Treasure Island* and Michael Crichton's *Jurassic Park*.

Cocos Island has maintained its pristine environment largely due to its distance from coastal Costa Rica and the fact that its sheer cliffs are unfriendly to building and development. Yet this same remoteness muffles the island's calls for help when poaching and other problems strike.

Description: Sea Save Foundation leaders have been working at Cocos Island since the early 1990s, when they first documented shark finning. Working closely with then President Jose Maria Figueres, they advocated and received increased protection for the island. They contributed to the third and final petition that won United Nations World Heritage status for the island, and they accompanied the UNESCO team at Cocos Island during the site visit.

Today, Sea Save Foundation continues to work closely with Cocos Island leadership to raise awareness and to curtail illegal poaching and shark finning. By developing our **Voice of Cocos Island blog and outreach program, we will bridge the divide between the island and the outside world, giving the island a voice that can be heard around the globe while maintaining a small tourism footprint.** Sea Save Foundation leads dive expeditions to Cocos Island. These trips permit our team members to assess challenges and trends, gain fresh perspective and approaches, and document observations and insights in words and images.

Audience: Cocos Island park guards, the population of Costa Rica and an international audience

Evaluation/Impact: Google Analytics will be our metric for blog readership. We will continue to apprise an international audience about Cocos Island research, creativity, threats, laws, and funding opportunities that will help the island continue to resist development.

Status: Ongoing

Importance: High



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. Understanding and commitment often result 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 conservation. Our editor and her team scours the news each week in search of relevant ocean news. She then creates summaries for our **Week in Review** that is delivered weekly to our subscribers and Facebook fans. Our summaries communicate key points, with the option to read more detail from credible, vetted news and primary sources. In 2015 the **Week in Review** is on track to have over one million viewing impressions. With anticipated collaboration with partner organizations we believe we can reach three million impressions in 2016.

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



Shark Week Platform: On Being a Finbassador

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: This year Sea Save Foundation Director Georgienne Bradley was honored with being chosen as one of Discovery Channel Shark Week's 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 participants 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 to ocean protection and environmental activism.

Audience: Millions on 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.

Status: Ongoing

Importance: High

**SEA SAVE
FOUNDATION**



**IS SWIMMING WITH
THE SHARKS**

#SHARKWEEK2015

Whale Entanglement Team - Participation (WET): Liberating our Ocean Mammal Friends

Need: Every year thousands of whales die after becoming entangled in delinquent fishing gear, including nets, long lines, and traps. The most common cetaceans to become entangled are humpback whales, which can suffer serious injury, starve, or drown. In some regions, one out of every two humpback whales shows signs of entanglement. One study found that entanglement was the leading cause of death for large whale species between 1970 and 2009.

Description: WET is a team of 30-plus volunteers assembled and trained for the purpose of disentangling whales. Sea Save Foundation members are active participants in this cooperative effort. In October 2014 we helped free four humpback whales from entanglement and documented the process.

Audience: Concerned citizens, California cetaceans

Evaluation/Impact: We will participate in the disentangling process. We will also document every aspect of the journey so that our imagery can stand witness to the serious effects of orphan lines and other debris on whales. Our media will also be used for teaching purposes. As every whale saved is a victory, we will study strategies to prevent entanglement.

Status: Ongoing

Importance: High



Petitions: Human rights for an ocean champion, Protect a reef from destruction

Need: Understanding and commitment can translate into activism. Sea Save Foundation is helping lead the charge to protect ocean champions from human rights violations and protect coral reefs from destruction from human development.

Description: Former President Mohamed Nasheed of the Maldives is an ocean champion that worked to raise awareness in his country about the ocean and sea level rise. He was the first democratically elected president of the Maldives but was subsequently arrested and placed in prison after a coup. Sea Save Foundation's petition is asking the British Commonwealth to pressure the government of the Maldives to release Nasheed from his political imprisonment.

Around the world, coral reefs are being lost as a result of climate change, pollution, destructive fishing practices, and other stresses. Healthy coral reefs host a vital diversity of plant and sea life and provide shorelines with essential protection from tides and waves. The loss of coral reefs has widespread environmental and economic impacts, but coral reseeded efforts can restore damaged reefs. The Cayman Islands have a coral reef that is under an acute threat of destruction due to development. The bay where the reef exists is planned for dredging to permit cruise ships easy access to docking. Sea Save Foundation's petition is asking that the Cayman Islands government halt all plans to dredge that would result in coral reef destruction.

Audience: Human rights activists, ocean protection activists, students, citizens of affected countries and all other countries

Evaluation/Impact: Impact will be based on number of signatures as well as impact of the petitions on decision makers

Status: Ongoing

Importance: Critical

