



2013 REVIEW



BLUE MARINE
FOUNDATION

MESSAGE FROM THE BOARD



Nobody quite anticipated the stir it would cause when KENZO, the Paris fashion house, dedicated its spring/summer 2014 collection to BLUE and the power of the ocean. As the models strutted down the catwalk this autumn dressed in sweatshirts emblazoned, mysteriously, “No Fish, No Nothing,” our friends at Selfridges reported excitedly from the front row: “BLUE has taken over Paris Fashion Week!”

Real conservation is indeed what BLUE was set up to do and what we have succeeded in doing to a remarkable extent for a small three-year-old charity. This year some of the board have been to the Chagos marine reserve, the creation of which we enabled, to film this extraordinary place and discuss how to enhance science and protection there in the next five years. Some went to the Turneffe Atoll in Belize, where the planning stage of a \$5m project in conjunction with the Bertarelli Foundation has been completed and the second phase, which will manage fishing on these amazing coral reefs, has just begun.

In the UK, BLUE held a national conference with the Dorset Coast Forum in September, to show what we have already done in Lyme Bay with fishermen and regulators and to raise the question of how best to help the process of creating viable marine reserves around the British coast. As a result we have been approached to see how we can create “wins” for wildlife, fishermen and communities in more than a dozen other remarkable areas around Britain. On top of that we have funded our first project in the Mediterranean and begun to talk in earnest about what the British government can do in Antarctica.

LOOKING BACK, BLUE HAS HAD A PRETTY GOOD YEAR.

WHAT MADE US PARTICULARLY PROUD WAS THAT KENZO CAME TO US. ITS CREATIVE DIRECTORS, WHO GREW UP BY THE OCEAN AND SPOKE PASSIONATELY ABOUT MARINE CONSERVATION DURING THE SHOW, CHOSE TO PARTNER WITH BLUE OUT OF HUNDREDS OF OTHER GROUPS BECAUSE, THEY SAID, WE DO THINGS INSTEAD OF JUST TALKING ABOUT THEM.

...MARINE RESERVES CAN INCREASE THE AMOUNT OF FISH 3-5 TIMES IN JUST 7 YEARS



BLUE'S PROJECTS

Lyme Bay, England

BLUE has brought together fishermen, conservationists and scientists to establish a model of sustainable fishing in Lyme Bay. The pioneering project is providing vital protection for a stunning marine habitat described as "England's coral garden" while opening up new opportunities for fishermen to make a living in marine protected areas.

In November the fishermen of four Lyme Bay ports were handed insulated ice boxes which will ensure their catches remain fresh for longer, a key element of an initiative to ensure seafood from the area is marketable as a premium product. Crucially, it has the backing of retailers who have been enthusiastic about its potential.

Scientific research into the level of low-impact fishing that can be supported in the 90 sq miles of Lyme Bay where trawling and dredging is banned has begun in earnest. Plymouth University is carrying out a comprehensive study of potting while other research organisations are collecting data which will be developed into an integrated management plan for 38 other fisheries.

Such is the success of the Lyme Bay project that interest in following its principles has been expressed in 15 other areas around the UK coastline and a special conference was held in Weymouth to discuss how it works and the wider issues of marine protection.

IT WAS REVEALED AT A CONFERENCE ORGANISED BY BLUE THAT SEA BASS NUMBERS HAVE SLUMPED BY 20 PER CENT IN A YEAR IN THE ENGLISH CHANNEL AND WESTERN APPROACHES, PROMPTING SCIENTISTS TO CALL FOR CATCHES TO BE REDUCED BY 36 PER CENT AROUND SOUTHERN BRITAIN.

**...SEA BASS STOCKS
FALL TO THEIR
LOWEST IN 20 YEARS**



Turneffe Atoll, Belize

Turneffe is the largest and most biologically diverse coral atoll in the Caribbean and BLUE is playing a key role in its protection. It is home to an incredible range of wildlife, including iconic manatees and turtles, commercially important fish stocks and vast numbers of corals. A deal brokered in 2012 led to the atoll being declared a marine reserve by the government of Belize, with funding provided by the Bertarelli Foundation. BLUE is now working to secure the successful conclusion of the second phase of the project.

The atoll, 40km east of Belize City, is the lynchpin of a chain of reserves in the Mesoamerican barrier reef and provides a rich variety of wildlife habitats. There are many challenges to overcome, including heavy overfishing, and the loss of mangroves and corals, but the project will ensure Turneffe gets the hardware, finance and support it needs to solve them. BLUE's approach to conservation takes into account both wildlife and the people who live there.



1% → 2.8%

**...OF THE OCEAN IS NOW
PROTECTED THANKS TO
THE WORK OF BLUE AND
OTHER ORGANISATIONS.**

IN 2010 LESS THAN 1 PER CENT OF THE OCEAN WAS PROTECTED BUT THANKS TO THE WORK OF BLUE AND OTHER ORGANISATIONS THERE ARE NOW MORE THAN 10,000 MARINE PROTECTED AREAS COVERING NEARLY 3 PER CENT OF THE OCEAN.



Chagos Archipelago, British Indian Ocean Territory

The massive marine reserve created in the Indian Ocean four years ago in a deal brokered by BLUE, between the Bertarelli Foundation and the UK Government, provided protection for an astonishing array of wildlife. It remains the world's biggest no-take zone and provides a much-needed marine haven for a myriad of creatures.

BLUE continues to negotiate with the UK's Foreign and Commonwealth Office (FCO) on the best ways to conserve the beauty and variety of the reserve, conscious always that what is done needs to be backed up by a scientific understanding of the benefits.

Early in 2013 a scientific expedition to Chagos was organised that gave the project's funders, the Bertarelli Foundation, an opportunity to see the progress being made. Scientists were able to tag sharks, tuna, sailfish and manta rays and the data they provide offers important insights into their movements and needs.

George Duffield, BLUE's co-founder and trustee, joined the expedition to make a stunning and unique IMAX film revealing the reserve's abundance of wildlife. Special screenings of *Chagos, Fragments of Paradise* have been held at the Third International Marine Protected Areas Congress (IMPAC3) and Chagos Conservation Trust conferences.

**...THE CHAGOS ARCHIPELAGO
RANKED THE WORLD'S
MARINE NO.1 'HOPE SPOT'**

HAVING BEEN PROTECTED IN A DEAL BROKERED BY BLUE, THE CHAGOS ARCHIPELAGO WAS RANKED NO. 1 BY THE OCEANOGRAPHER, SYLVIA EARLE, ON A LIST OF THE WORLD'S MARINE 'HOPE SPOTS' THAT SHE DESCRIBES AS "CRITICAL TO THE HEALTH OF THE OCEAN".



Cyclades, Greece

The creation of a marine protected area is at the heart of a project aimed at protecting the critically endangered Mediterranean monk seal which is on the brink of extinction. Fewer than 500 adult monk seals are known to survive in the wild throughout the world, and the Greek island of Gyaros, a deserted islet which for many years housed political prisoners, is home to the biggest remaining colony in the Mediterranean.

BLUE, in joining forces with the Prince Albert II Foundation, is supporting WWF Greece, MOM/ the Hellenic Society for the Study and Protection of the Monk Seal and the Italian Tethys Research Institute to establish a model protected area, co-managed with the contribution of the local community. Further to providing a safe habitat for the seals and conserving the surrounding marine environment, the aim is to ensure the livelihoods of the local fishermen. BLUE has provided funding for preliminary research to identify the marine habitats most in need of protection.

THE IMPORTANCE OF BLUE'S CAMPAIGN TO CREATE MORE MARINE PROTECTED AREAS WAS EMPHASIZED WITH THE RELEASE OF FIGURES SHOWING THAT 39 PER CENT OF EUROPE'S NORTH EAST ATLANTIC WATERS AND 75 PER CENT OF THE MEDITERRANEAN IS OVERFISHED.

Fair Isle, Scotland

The entire population of Fair Isle, one of the most isolated parts of the UK, wants protection for the waters surrounding their island and BLUE has been supporting their campaign to persuade the Scottish Government to declare it a marine protected area. In the 1980s 1,000 tonnes of fish from Fair Isle waters were landed weekly with up to 30 vessels operating in the area but today it is unusual to see even a single fishing boat. BLUE helped fund a study to support the islanders' case that protection would help ensure fishing is carried out sustainably, allowing stocks to recover, and would boost eco-tourism income from activities such as bird-watching.

Fair Isle's campaigners enjoyed two significant victories in 2013, most notably in November when the Scottish Parliament agreed to defer its decision until next year to give time for Marine Scotland to complete its assessment of the evidence of the potential impact of a marine protected area. Nick Riddiford, the islander who has been leading the project, has also been named winner of the RSPB's Nature of Scotland marine conservation award.

THANKS TO LOBBYING BY A COALITION OF CONSERVATIONISTS AND ENLIGHTENED FISHING INTERESTS - IN WHICH BLUE PLAYED A PART - REFORM OF THE COMMON FISHERIES POLICY HAS BEEN AGREED BY EUROPEAN MINISTERS. DISCARDS WILL BE LIMITED TO A MAXIMUM OF 5 PER CENT AND QUOTAS WILL BE LINKED TO SCIENTIFIC ADVICE.



...75 PER CENT OF THE MEDITERRANEAN IS OVERFISHED.

BLUE'S FUTURE PROJECTS

Weddell and Scotia Seas, Antarctica

The seas around the frozen continent are among the most pristine on earth. Biodiversity – including whales, seals, penguins, fish – around some of the islands in the Southern Ocean, such as the South Orkneys, is greater than in the Galapagos. It is therefore disappointing that attempts to create large marine reserves in the Ross Sea and in Eastern Antarctica, which BLUE supports, foundered again in autumn 2013.

BLUE, however, has been advancing an ambitious strategy for another part of Antarctica, in conjunction with the British government, the British Antarctic Survey and BLUE's partners, BirdLife. This is based on building on the one large marine protected area already designated in the Southern Ocean, around the South Orkneys, to develop an overarching framework for the effective management of a much larger area in the Weddell and Scotia Seas. This proposal began to be discussed among several interested nations in autumn 2013 and found in principle support. A workshop to accumulate data so the discussion can progress on scientific principles, designed to balance the needs of biodiversity and food security, is expected to take place in Norway in spring 2014.

...BIODIVERSITY IN THE SOUTHERN OCEAN IS GREATER THAN IN THE GALAPAGOS.

THE SETTING OF FISHING QUOTAS ABOVE SCIENTIFIC ADVICE IS ILLEGAL UNDER INTERNATIONAL LAW AND COULD LEAD TO COURT CHALLENGES AGAINST EUROPEAN MEMBER STATES, ACCORDING TO A NEW STUDY FOR BLUE.

Creating a vision for other areas beyond Lyme Bay, UK

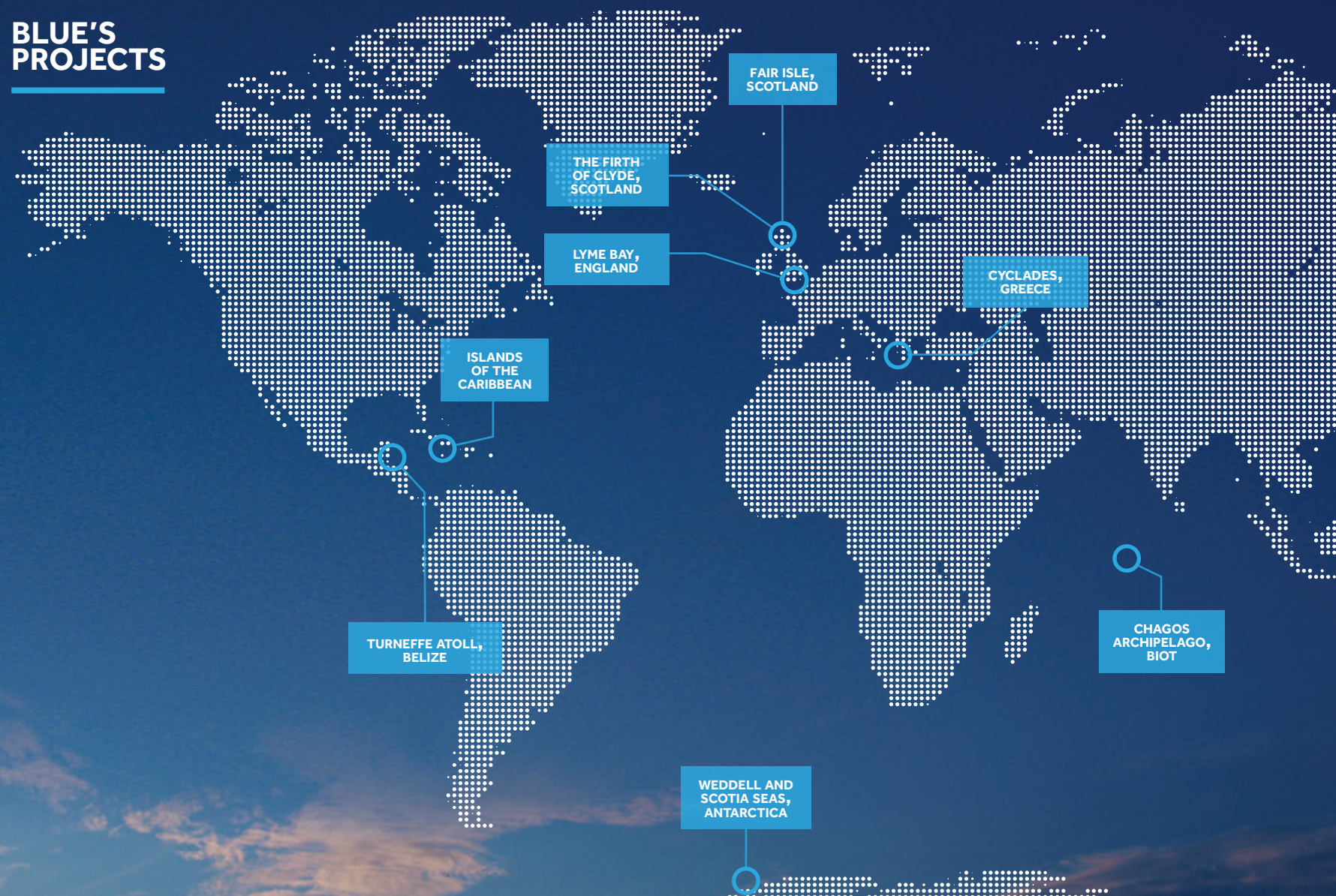
From the start, BLUE has regarded its Lyme Bay project as a blueprint for marine protection with the potential to be used in many other areas. This vision is now beginning to come to fruition, with 15 other areas around the UK now considering the 'Lyme Bay model'.

BLUE's approach eases the tensions between opposing interest groups and, by bringing them together in a spirit of mutual benefit, creates a new dynamic that ensures fishing can continue while the marine environment gets protection. It has the potential to work all around the UK's coast, and beyond, where regulation alone has failed or there has been an absence of management.

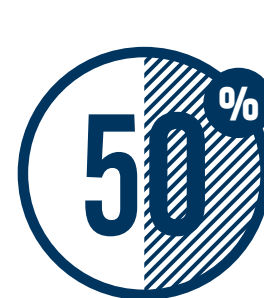
Sea bass and native oysters, two of the most valuable but under pressure species in UK waters, are among the species that could benefit in the first areas where the Lyme model is being considered.

...BLUE'S LYME BAY PROJECT HAS BEEN DESCRIBED AS A 'REVOLUTIONARY MARINE CONSERVATION MODEL' BY OLIVER LETWIN MP.

BLUE'S PROJECTS



FINANCIAL REVIEW



Total income increase from 2012 to 2013.



For every £1 BLUE spends to generate income, we secure £12 of donated funds.



of every pound donated to BLUE reaches our projects.

NEW CORPORATE PARTNERSHIPS

OC SPORT:

The global sports marketing and events company has made BLUE its 'Environmental Partner', giving BLUE invaluable support and access to its yachting events. Rémi Duchemin, OC Sport's chief executive officer, said:

"The ambitions of BLUE struck a chord with us. We share many core values especially through our links to water as most of our sporting properties are, in one way or another, linked to this element."

KENZO:

Fashion designers KENZO had 100 charities and foundations to choose from but selected BLUE as a partner after being impressed at how we are turning our vision into reality. KENZO have donated generously and pledged a percentage of sales from their marine-themed spring/summer 2014 collection to BLUE. Creative co-director Carol Lim said:

"My co-director Humberto Leon and I were eager to partner with a visionary organisation that spoke about how we could live in harmony with the ocean. As we researched different charitable associations, we discovered the Blue Marine Foundation to be the perfect match."

Edmiston:

A private dinner hosted at the Monaco Yacht Show by Edmiston, one of the world's leading yacht companies, secured valuable funding pledges after linking up with BLUE as a corporate partner. Further fundraising for BLUE's projects is planned for 2014 to focus on the Blue Marine Yacht Club initiative. Nick Edmiston, founder and chairman of the company, said:

"The work that the Blue Marine Foundation does in maintaining the oceans for us and our future generations - our children and grandchildren - is incredibly important. I am delighted to be giving the Blue Marine Foundation my support and encourage others to do the same."

NEW AMBASSADORS:

WE ARE DELIGHTED TO ANNOUNCE FOUR NEW BLUE AMBASSADORS:

TABITHA SIMMONS, CREATIVE DIRECTOR OF TABITHA SIMMONS, VOGUE CONTRIBUTING EDITOR AND STYLIST

"I am not only honoured to be an ambassador for BLUE but excited to be involved in such a great cause. I admire the charity's dedication to preserving our oceans and hope to bring my passion to the movement as well."

JONATHON PORRITT, FOUNDER DIRECTOR OF FORUM FOR THE FUTURE

"I love the work that BLUE is doing, and the way they've set about doing it. We desperately need more big solutions to the continuing crisis in the world's oceans, and we need them developed and deployed urgently. That's what BLUE exists to do."

RUPERT MURRAY, DIRECTOR, THE END OF THE LINE (2009)

"I feel very privileged to be a Blue Ambassador because despite the huge successes in recent years in marine conservation, given their relative size and importance to humanity, our oceans are still massively under-reported in our media, under-represented in politics and undervalued in the wider economy. I hope to continue to address these imbalances with my film work and in the process help document how phenomenally successful Blue has been in making real change happen 'on the water'."

POPPY DELEVINGNE, MODEL, ACTRESS AND FASHION ICON

"It is obvious to me that the oceans and the creatures that live in them are in trouble and need help. I have personally chosen to support the Blue Marine Foundation because at a time when we need positive action, it gets things done. It is dynamic, innovative and has a vision that makes a real difference."

BLUEFIN TUNA CATCHES IN THE MEDITERRANEAN COULD RISE THREEFOLD FROM €29 MILLION TO €89 MILLION OVER 15 YEARS IF A FULL RECOVERY PLAN WAS IMPLEMENTED, ACCORDING TO A STUDY COMMISSIONED BY BLUE.



CRÈME DE LA MER



FRANGIPANI

HIX



ORLEBAR BROWN



SELFRIDGES



TABITHA SIMMONS

Y.CO

RECENT COLLABORATIONS

ORLEBAR BROWN

Orlebar Brown:

The swimwear designer launched its 'BLUE Capsule Collection' in the autumn and pledged up to 25 per cent of the proceeds to BLUE. A key product was the BLUE shorts which used an image of fish photographed off Costa Rica by George Duffield, BLUE's co-founder and trustee. The collection prompted a flurry of supportive tweets and Facebook followings, including a photograph of a pair sported by actor Jeremy Piven.



Mr & Mrs Smith:

The boutique and luxury hotel booking service donated 1 per cent of all its bookings for coastal hotels in June to BLUE to celebrate World Oceans' Day. For its Smith Hotel Awards, BLUE was given the honorary sponsorship of the best eco-hotel award.



ICAP auction:

BLUE ambassadors Simon Le Bon and Poppy Delevingne took part as celebrity brokers in the annual and hugely successful charity fundraising day held by ICAP, the leading markets operator, whipping up vital support for the oceans. BLUE's corporate supporters and ambassadors donated generously for the accompanying online auction, with prized lots including tea with Sienna Miller, and a place on an extreme sailing yacht at an OC Sports event.



With special thanks:



BLUE MARINE YACHT CLUB (BMYC)

BMYC's growing popularity reflects how much the yachting world values the health and beauty of oceans. Membership and support is now expanding not just among owners but among every sector of the industry, including brokers and designers.

Membership:

We are proud to welcome the following members and are grateful for their support:

Y.CO, LUXURY YACHTING COMPANY, NEW MEMBER

Y.CO

"BLUE is an extremely effective organisation that has already achieved significant, tangible results. The work BLUE does is making a real difference to the health of our oceans – and therefore the planet – today, and for future generations. We are proud to play a part in that achievement." Gary Wright and Charlie Birkett, Founders of Y.CO

PEARS FOUNDATION



CRISTINA STENBECK, SWEDISH-AMERICAN BUSINESSWOMAN, NEW MEMBER

"I recently became a member of the Blue Marine Yacht Club which has provided me with an ideal opportunity to combine my deep enjoyment of spending time on all boats with my desire to protect the ocean and the wildlife within it."

SIR CHARLES DUNSTONE, CHAIRMAN OF THE CARPHONE WAREHOUSE AND TALKTALK GROUP, RENEWING MEMBER

"BLUE makes a real and vitally important difference to the health of the ocean and the life beneath the waves. It gives me great pleasure to renew my membership of the BMYC, assured that my donations will be used to protect the awesome beauty and wellbeing of the marine world."



Monaco Yacht Show:

As one of the biggest dates in the year for yacht owners, the show was a perfect occasion to present Y.CO with its burgee as the luxury yachting company committed to membership of the BMYC.

A Yachtsman's Dinner was held by Edmiston on the superyacht Nirvana. The invitation-only event was a fundraiser for BLUE.



BLUE MARINE YACHT CLUB

WE WANT TO SAVE MORE OF THE WORLD'S PRECIOUS OCEANS. PLEASE HELP US BY MAKING A DONATION.

bluemarinefoundation.com/take-action/



**BLUE MARINE
FOUNDATION**

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Blue Marine Foundation is a UK registered charity, no: 1137209