



BLUE MARINE
FOUNDATION

2015 REVIEW

United to protect our oceans

A MESSAGE FROM BLUE'S FOUNDERS

It's been a remarkable five years and an amazing journey. When we set up BLUE after being part of the team who made the film, The End of the Line, we never in our wildest dreams thought it would be so successful. We are so proud of everything this small, but determined charity has achieved, and so grateful to our supporters and the brilliant BLUE team who every day continue to work tirelessly to protect the oceans.

The next five years are going to be even more extraordinary. The crisis in the oceans remains critical. Unsustainable fishing is continuing in many parts of the world and some fish stocks remain perilously low. Some 90 per cent of global fish stocks are either fished unsustainably or fully fished. Among those in worrying decline are bass stocks in EU waters where fisheries policies are meant to have been reformed. But awareness of ocean issues is spreading and governments are waking up to the need to act, so we remain incredibly hopeful. Over-fishing is arguably the largest solvable environmental problem we face, and working together with like-minded people, we are going to solve it.

As we look to the next 5 years as an award-winning and successful charity we hope to achieve even more towards our goal of protecting at least 10% of our oceans.
Please join us in our race to save the sea.

George Duffield & Chris Gorell Barnes

'The sun never sets
on BLUE's projects!'

George Duffield

'From a small attic
room in Somerset
House, BLUE has
delivered protected
areas that can be
seen from space.'

Chris Gorell Barnes

BLUE'S ACHIEVEMENTS THUS FAR

In BLUE's five year existence, it has already achieved a significant amount of marine conservation, including:

- In 2010, BLUE played a key role in securing the creation of the world's largest fully protected marine reserve around the British Indian Ocean Territory, otherwise known as the Chagos Archipelago. This designation of 640,000km² as a no-take reserve doubled the amount of the world's ocean then under full protection.
- In 2012, BLUE partnered with the government of Belize and the Bertarelli Foundation to protect the Turneffe Atoll in Belize, an area of 1100km² rich in biodiversity and CO₂ absorbing mangroves.
- In 2012, BLUE initiated a fully traceable, sustainable fishery in Lyme Bay, Dorset, by forming a collective where fishermen benefit from becoming conservationists. This model is being applied to other coastal areas in the UK including the Solent on the south coast of England where BLUE has instigated a plan to restore the native oyster.
- BLUE has partnered with local NGOs in Scotland and has co-funded a support officer to help communities make the case for a marine protected area in Fair Isle and strengthen designated marine protected areas on the West Coast.
- In 2014, a report commissioned by BLUE questioned the legality of over-fishing under European law. This work underpins BLUE's ongoing campaign to curb over-fishing of sea bass which last year saw emergency measures imposed across the EU. This is the first time the EU has taken action to protect a stock on this scale before it has collapsed, and the foundation was the only UK environmental organisation pushing the issue.
- In 2015, BLUE, as part of the Great British Oceans coalition, successfully campaigned for marine protection around all 14 UK Overseas Territories – whose waters represent nearly 30 times the area of the terrestrial UK – resulting in the UK government's commitment to create the world's biggest marine reserve around Pitcairn Island in the Pacific and a 'blue belt' around the other Overseas Territories.
- In 2014, BLUE was named NGO of the Year in the P.E.A. Awards (People Environment Achievement Awards) in recognition that it was 'getting results where they matter most'. In 2015, BLUE won four P.E.A. Awards as part of the GB Oceans Coalition including 'Overall Champion 2015'.

A MESSAGE FROM BLUE'S CHAIRMAN

BLUE's fifth anniversary year began with a splash, with a picture of Helena Bonham Carter posing nude with a tuna.

She appeared in this way in the London Evening Standard in February to mark the launch of a campaign by the Great British Oceans coalition, of which BLUE is part, for marine reserves around the 14 UK Overseas Territories. By the end of that week, you would have to have been in North Korea not to have seen the picture, it had been in so many publications.

BLUE's part was to spot, early on, the relevance to our campaign of those pictures, which we knew had been taken by John Swannell for Fishlove, a project which began with the film of The End of the Line. The rest was down to the support of a great actress who, when our campaign resulted in the announcement a few weeks later of the largest marine reserve in the world around Pitcairn in the Pacific, observed: 'I never knew taking my clothes off could be so effective. I must do it more often.' A month later, when the manifestos were published, the full impact of our campaign became apparent. The Conservative manifesto contained a pledge to create a

'Blue Belt' around all 14 of the UK Overseas Territories, potentially the most ambitious marine conservation pledge of its kind in the world. When the Conservatives were elected as the single party of government, it became BLUE's work plan for the next five years to get that pledge delivered in a meaningful way.

It was a great 5th birthday present. We celebrated with a stylish party at which Jamie Cullum played. It was a year with so many good things: projects beginning in the Caspian, the Mediterranean, the Solent and our project in Lyme Bay starting to generate a better living for fishermen involved in conservation. BLUE has come of age and grown, with three new scientific staff and an intention to hold symposia for our supporters to show them what we do: the first was at the Natural History Museum, on marine reserves and was addressed by Prof Callum Roberts, Dr Tom Appleby and Dr Simon Harding.

In the autumn came the People, Environment, Achievement (P.E.A.) Awards, which BLUE won on its own last year. This year BLUE won no less than four awards as part of the GB Oceans coalition, including

Overall Champions. We salute the coalition, a little band in which everyone has played their part.

This summer, work began on getting the Government to deliver its 'Blue Belts' pledge, but there was a crisis: the Ascension islanders needed to open up their waters to a tuna fishery, because they could not afford a reserve. George Duffield flew to New York and secured a commitment from a major donor which would enable Ascension to close at least 50 per cent of their waters for two years.

Meanwhile, there was an opportunity to make important discoveries, in a survey of the uncharted deep water around Ascension on the British Antarctic Survey vessel, the James Clark Ross.

Ascension is an extraordinary place and will we hope in two years' time, with the islanders' blessing, be designated as the Atlantic's largest marine reserve. That will be a fitting end to a campaign that began with Helena's extraordinary picture.

Charles Clover
BLUE's Chairman

REVIEW OF 2015

January

- Clare Brook has lunch with old school friend, Helena Bonham Carter to persuade her of the need to deploy her Fishlove photographs to protect the UK Overseas Territories. The lunch is snapped by a pap.



March

- George Osborne, the UK Chancellor of the Exchequer, announces the creation of the largest no-take marine reserve in the world, around Pitcairn Island in the Pacific.
- Clare Brook becomes BLUE's new CEO.



February

- Photographs of Helena Bonham Carter with a bigeye tuna grace the front page of the Evening Standard and then newspapers all over the world to mark the launch of GB Oceans UK Overseas Territories campaign.
- Charles and SJ narrowly escape being snowbound on BLUE's first trip to Azerbaijan.



April

- The Conservative manifesto contains a commitment to create a 'Blue Belt' around all 14 UK Overseas Territories.
- Major political parties vie with each other to have the most ambitious commitment to oceans protection in their manifestos.
- BLUE launches its Solent Project to restore the largest population of native oysters in Europe by 2030.



May

- Sir Richard Branson, the famous tie-phobe, dons the disappearing tuna tie, designed and made for BLUE by Reef Knots to raise awareness for ocean conservation.
- Simon Harding becomes BLUE's Head of Conservation.



September

- BLUE holds its first symposium at the Natural History Museum. The subject is Marine Protected Areas.
- BLUE organises a meeting in Parliament on the Overseas Territories for the Conservative Environment Network.
- Rory Moore joins as Marine Technical Adviser.



June

- BLUE celebrates its 5th birthday with a party at the ICA with entertainment from Jamie Cullum.
- Lauren Nelson becomes BLUE's Project Officer.



November

- Rory Moore returns from BLUE's second trip to Azerbaijan where the charity will be working with regulators and Baku University to restore four sturgeon species to the Caspian.
- BLUE organises a Bass Symposium, inviting key participants in the bass debate to forge new alliances to solve over-fishing ahead of European legislative talks in December.



October

- BLUE, as part of the Great British Oceans campaign collects four awards at this year's People, Environment and Achievement Awards: Team, NGO, Nature and Overall Champions 2015.
- Amber Nuttall, BLUE's ambassador completes her challenge to paddle the Thames from source to sea, and raises £11,450 to part fund the Ascension scientific expedition.
- Charles Clover visits Ascension Island to witness a three-day expedition on a British Antarctic Survey ship to explore deep water around the island. While he is there, the Ascension Island Government sketches out plans for a 52.6% no-take zone in its waters.
- The GB Oceans team celebrates four P.E.A. awards in Brighton.



July

- Chiller units in Axmouth and Beer up and running. Local fishermen say that it has transformed the ports of Lyme Bay.



August

- The Reserve Seafood brand launches in Lyme Bay which pays fishermen higher prices for traceable seafood caught with low-impact methods.
- Dan Crockett joins BLUE's fundraising team.



BLUE'S MISSION

The Blue Marine Foundation exists to combat over-fishing and the destruction of biodiversity – arguably the largest problem facing the world's oceans – by delivering practical conservation solutions, including the creation of large-scale marine reserves.

Over-fishing represents a major food security issue and has devastating consequences for the fragile biodiversity of our planet. Around 90 per cent of global fish stocks are fully or over-exploited and around 90 per cent of large fish are gone. The consequences are far-reaching, not only for the future of food for a growing global population, but because healthy oceans absorb half the CO₂ we produce.

BLUE's aim is to put at least 10% of ocean under protection by 2020 and 30% by 2030. We also work to establish sustainable fisheries so fish stocks can begin to recover.

BLUE'S STRATEGY

BLUE is filling a niche in the NGO world, enabling marine conservation to happen fast and effectively. What differentiates BLUE is that we are well connected and determined; we seize opportunities as they arise and get things done. We forge new partnerships and challenge the status quo.

BLUE's strengths lie in the following areas:

1. PERSUASION:

We work to convince governments to designate more marine protected areas. We advocate changes in legislation to encourage more sustainable fishing practices.

2. INNOVATION:

We work at the local level to develop best-practice sustainable fisheries that demonstrate how livelihoods and ocean conservation go hand in hand.

3. AWARENESS:

Through reports, films, articles, images and presentations, we work tirelessly to draw attention to the crisis in the oceans and demonstrate how it can be solved.

4. CONNECTIONS:

We bring together sources of funding, governments and conservation expertise to catalyse the creation of vast marine protected areas.

5. PARTNERSHIPS:

We believe in working with others to bring about change. We work with local regulators, other NGOs, businesses and a range of stakeholders to achieve our goal.

Image credit: Rory Moore
A shoal of flagtails swim around Roca Partida, located off the coast of Mexico in the East Pacific Ocean

BLUE'S PROJECTS

- 1 **PITCAIRN ISLAND**, SOUTH PACIFIC OCEAN
- 2 **ASCENSION ISLAND**, SOUTH ATLANTIC OCEAN
- 3 **SOUTH GEORGIA & SOUTH SANDWICH ISLANDS**, SOUTH ATLANTIC OCEAN
- 4 **LYME BAY**, DORSET/DEVON BORDER, ENGLAND
- 5 **THE SOLENT**, SOUTHERN ENGLAND
- 6 **EUROPEAN BASS**, EUROPE
- 7 **SCOTLAND**, WESTER ROSS, SOUND OF MULL, & FAIR ISLE
- 8 **CASPIAN STURGEON**, CASPIAN SEA
- 9 **AEOLIAN ISLANDS**, TYRRHENIAN SEA
- 10 **CHAGOS ARCHIPELAGO**, INDIAN OCEAN
- 11 **TURNEFFE ATOLL**, BELIZE
- 12 **CYCLADES**, GREECE
- 13 **SAOIRSE**, PATAGONIA, SOUTHERN CHILE

UNITED KINGDOM OVERSEAS TERRITORIES

The 14 Overseas Territories hold 94 per cent of the UK's biodiversity, but few are well protected from excessive or illegal fishing. The establishment of fully protected marine reserves in Overseas Territories waters would contribute significantly to the amount of ocean under protection.

The creation of marine reserves would:

- Make a significant contribution to the recovery of struggling global fish stocks
- Enable the protection of thousands of rare species, including turtles, dolphins and large predatory fish such as marlin
- Open new economic avenues for remote islands in the form of eco-tourism and scientific expeditions
- Prevent slavery and exploitation of human beings that takes place aboard some industrial fishing vessels.

In March 2015, as a result of the GB Ocean coalition's campaign, of which BLUE is part, the UK government announced the designation of the world's largest marine reserve around the Pitcairn Islands in the Pacific and pledged to designate a further protected area around Ascension Island in the Atlantic, subject to the views of the local community. The combined protected areas of Pitcairn and Ascension alone will cover over a million square kilometres, twice the size of Spain. Alongside the commitment to create a 'Blue Belt' around the other Overseas Territories, this is a potentially a huge gain for marine protection and was been described by two MPs as 'the greatest conservation commitment by any government ever.'

BLUE has been working to ensure that these extraordinary pledges become a reality. BLUE's main focus currently is Ascension, the peak of a huge undersea volcano in the middle of the tropical Atlantic. Ascension Island's elected representatives are in favour of marine protection, but they are also driven by economic necessity to consider re-opening their waters to fishing. The waters are already suspected of being plundered illegally. The designation of Ascension's waters as the Atlantic's largest marine reserve therefore remains in no way a done deal.

On 16 September 2015, BLUE convened a gathering of MPs at the House of Commons to discuss progress to date in making the Blue Belts commitment a reality. At this meeting, Oliver Letwin, the Chancellor of the Duchy of Lancaster, and the minister responsible for implementing the manifesto, acknowledged BLUE's pivotal role in the campaign. He confirmed that his interpretation of 'Blue Belts' was 'a series of vast marine protected areas beside sustainable fisheries in many cases.' Charles Clover responded by praising the government for its pledge and assuring the inhabitants of the Overseas Territories that it was BLUE's intention that the commitment would bring new benefits.

Charles Clover visited the island in October to meet the Ascension Island Government and the islanders. His visit was designed to coincide with a major expedition some of BLUE's donors funded in the nick of time to look at the unexplored deep-water habitats around Ascension. Until this autumn, no one had looked at the island's waters below dive depth. It was at the frontier of science. Twelve scientists from six top national institutes spent an intensive three days looking at what lived from 100 to 1000 metres from the British Antarctic Survey ship, the James Clark Ross. The results were both timely and persuasive, reminding the islanders of the uniqueness of what lies around their shores and tipping the scales further towards protection. Unprompted, the scientists called their report: 'Marine biodiversity of Ascension Island's shelf; scientific support for a marine protected area.'

The day after Charles returned from Ascension, the Ascension Island Government agreed a plan to close over half its waters to fishing from January 2016, for the foreseeable future, with enforcement paid for by a major donor BLUE brought to the table. Under the plan the charity has negotiated, when the fishery to the north of the island is re-opened it will be regularly patrolled, monitored by satellite and run to best practice with a total ban on shark finning, while fishing vessels will be excluded from the southern half of Ascension's waters altogether. BLUE is working with the Ascension Island Government to ensure that this area, which is nearly as large as the UK, remains closed to fishing and eventually becomes designated as the Atlantic's largest marine protected area.

Image credit: Paul Colley
A school of black triggerfish in Ascension



LYME BAY

DORSET/DEVON BORDER, ENGLAND

In Lyme Bay, which straddles the border between Dorset and Devon, there was a history of mistrust between conservationists and fishermen.

The government's enforced closure of a 60 sq mile area to scallop dredging and trawling in 2008 should have led to the protection of what has been called 'England's coral garden' – reefs extraordinarily rich in corals and sea fans. But despite the closure to mobile fishing gear the area continued to be over-fished by pots and nets.

BLUE's solution was to involve fishermen in conservation. We called the area the Lyme Bay Fisheries & Conservation Reserve and set up a working group of regulators, fishermen, conservationists, scientists and other stakeholders. We encouraged fishermen to take a lead role in shaping conservation measures to protect the future of their fishery. Commercial and recreational fishermen signed up to voluntary codes of conduct regulating fishing activity, scientific research was undertaken to inform best-practice management and a partnership was created with the Seafish Responsible Fishing Scheme (RFS) to build the sustainable, traceable and high quality credentials of our Reserve Seafood label, which is now commanding higher prices for the fishermen.

The Lyme Bay Reserve has become the country's first Fully Documented Fishery, a programme which collects and analyses data from over 40 vessels to inform long-term management of the reserve. Catches are stored in quayside chiller stores to ensure freshness. BLUE also works with fishermen to deliver a schools' outreach programme educating children about the importance of the ecosystem that lies beneath the waves.

This internationally praised project still has work to do in communicating its achievements. The Lyme Bay Fisheries & Conservation reserve will feature in the new Seaton Jurassic Centre located on the edge of the reserve and on a coastline that attracts large numbers of tourists every year. Validation of the benefits the Lyme Bay project has brought will come through an ecosystem services and socio-economic study by Plymouth University to be delivered in early 2016.

BLUE needs to ensure it leaves the reserve in safe hands when it completes the project in late 2016.

Image credit: Saeed Rashid
Aubrey Banfield, one of the fishermen involved in our Lyme Bay project



SOLENT

SOUTH ENGLAND

Following the success of the project in Lyme Bay, BLUE was invited by the Southern IFCA (Inshore Fisheries Conservation Authority) to try out some of the lessons learned in Lyme Bay in the Solent.

This area is not without challenges: the native oyster fishery, once the largest in Britain, collapsed and was closed in 2013. Oysters are filter feeders helping to purify the water and have important ecosystem functions as well as being good to eat. Their loss, together with land-based pollution and dredging, have created problems for both fishing and marine ecosystems. There are other aspects of concern: illegal fishing for bass and invasive species such as the Manila clam.

BLUE has set up a working group consisting of key stakeholders, regulatory authorities and other interested parties. Following an initial study to identify reasons for the oyster population collapse and review options for restoration, BLUE is developing a management plan that aims to restore the native oyster population and the historically important fishery in a sustainable way. We are liaising closely with working group members to identify appropriate sites for the reseedling of oysters and trials of mariculture techniques.

A mini-project to increase oyster recruitment, supported by MDL Marinas, will see oysters laid in specially-designed cages attached to the Land Rover Ben Ainslie Racing America's Cup pontoon in Portsmouth harbour. BLUE's scientists, in collaboration with Portsmouth University, will monitor progress with the aim to fit oyster cages to all MDL marinas in the Solent. Funding kindly provided by Marks & Spencer, the Roddick Foundation and Selfridges will enable the completion of further research, creation of a management plan and commencement of the main project activities.

Restoring the native oyster and cleaning-up the Solent is a huge challenge and BLUE will be engaged with this project for at least five years. Once the initial sites have been identified and mapped, the working group will turn its attention to project activities including:

- preparing beds for oyster relaying;
- carrying out important assessments on fish and shellfish stocks and habitats;
- designing appropriate scientific monitoring programmes;
- developing a Fully Documented Fishery initiative and;
- conducting an ecosystem services benefits study to help validate the project outcomes.

As the project develops, we aim to highlight its achievements through social media, the establishment of a visitor centre and an annual oyster festival.

Image: An aerial shot of the Solent's coastline



BASS

EUROPE

Bass are present in the inshore waters where BLUE has projects; it is part of the ecosystem, so its plight is a concern. Bass has both a high importance for anglers and a high commercial value which makes it vulnerable to over-fishing. The stock has declined significantly in recent years due to poor management. The latest data suggests the population is reaching critically low levels and is at risk of collapse.

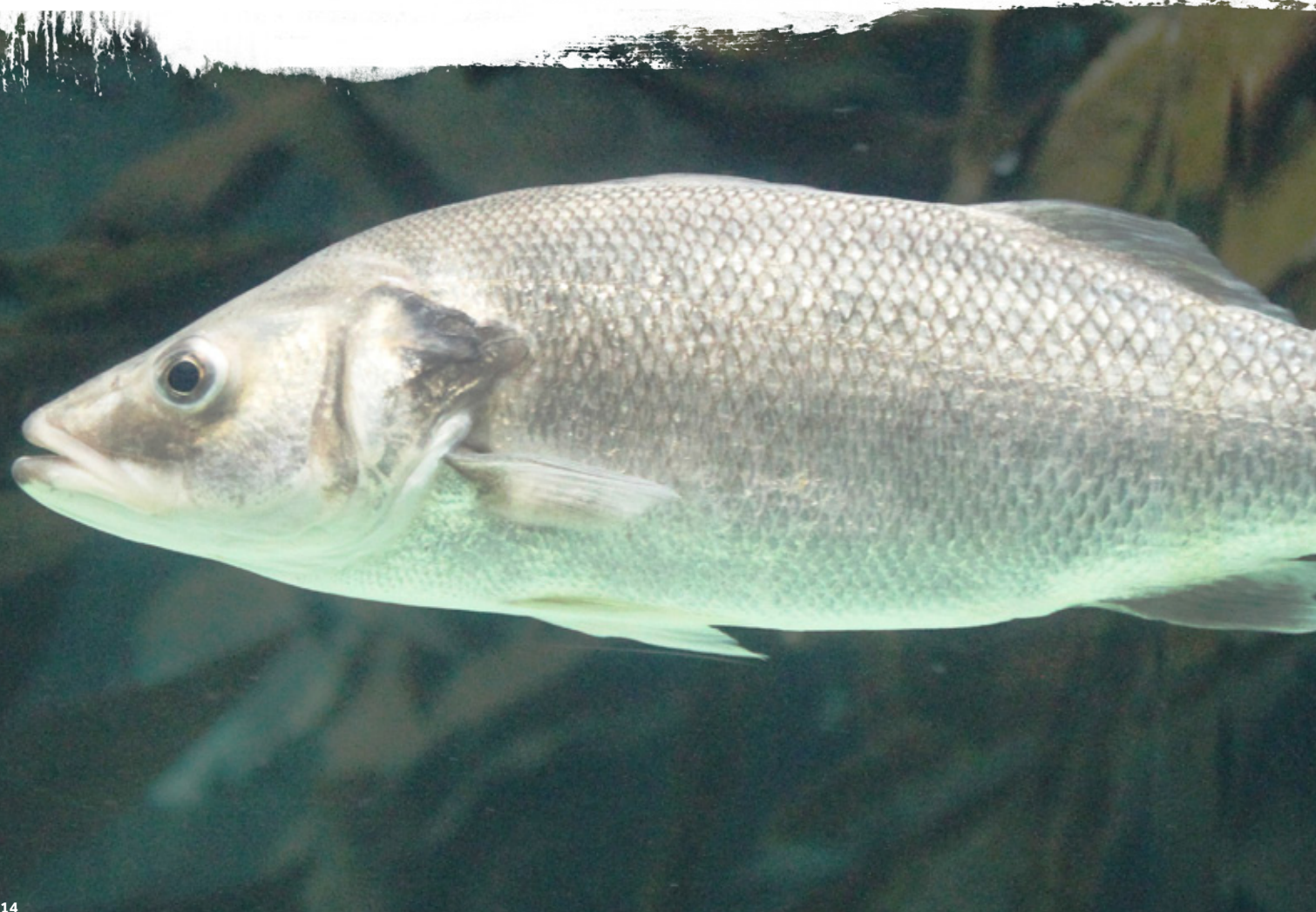
Scientists now advise a significant reduction in landings by all methods to roughly a tenth of the commercial landings in 2010. These are unlikely to be achieved by management measures announced by the European Commission for next year so continued political pressure and the implementation of drastic measures are needed.

Having already helped to precipitate this year’s emergency measures with our report on the value to the UK economy of bass caught by various methods in 2014, BLUE now needs to ask vital questions in order to restore the stock. These will include measures to return catches of bass to maximum sustainable yield (the maximum level of catch that the stock can sustainably withstand) by 2020 as EU law requires, the best use of this valuable wild resource and the impact and acceptability of the various bass fishing methods.

BLUE held a workshop to convene all stakeholders in November 2015 to achieve a common understanding of the problems, present the legal obligations on regulators and support implementation of a management plan to recover stocks and ensure their future sustainability. Input was sought from many stakeholders including the Centre for Environment, Fisheries and Aquaculture Science (CEFAS), the Marine Management Organisation (MMO) and the Inshore Fisheries Conservation Authorities (IFCAs).

It was decided to hold further meetings to develop a national management plan for the species; to establish principles which could be advocated to other European Member States to support management of the stock across all European waters. The parlous state of bass stocks appears to have overcome some of the obstacles to discussion which had bedevilled this subject for many years and recreational and inshore fishermen are looking to new alliances and new measures to safeguard the bass if and when it recovers.

Image: A European sea bass



SCOTLAND

WESTER ROSS, SOUND OF MULL AND FAIR ISLE

Kerri Whiteside, the Community Support Officer who is in part funded by BLUE, continues to make good progress in helping Scottish island and coastal communities cut through government red tape and establish marine protected areas.

Kerri has focused on three priority areas: Fair Isle, the Sound of Mull & Loch Sunart and the Wester Ross area, although she has also provided advice and support to other communities when asked.

Significant progress was made in 2015, with Fair Isle being accepted for consideration as a Demonstration and Research Reserve.

Kerri says 'what has been exciting for me is the growing engagement of communities from around Scotland’s coastline - both where communities have actually initiated the proposed MPA themselves, and where they have not.'

'There are also good indications to suggest that the Scottish government has actually been listening to the concerns of the local community - strengthening the management of MPAs to ensure they deliver the nature conservation benefits for which they were designed.'

Over recent months, there have been announcements of more thorough zonation for three Marine Protected Areas (MPAs) which also have strong community engagement behind them – South Arran, Loch Sunart to the Sound of Jura and Wester Ross.

The community around Wester Ross was able to work together to successfully report a scallop dredger breaking agreements around local voluntary closed zones within their MPA; as a result Marine Scotland imposed an emergency Conservation Order banning dredging from the entire MPA for the foreseeable future.

The Fair Isle Community Association Chair, Fiona Mitchell, says Kerri’s advice, guidance and support 'has enabled us to re-examine our proposal, to campaign/lobby more effectively and to negotiate with fishermen to further meet the demands of government departments, assessors and others. The support is genuine and committed. Kerri’s enthusiasm, expertise and ongoing input deliver confidence as we move step by step to progress our proposal and get out the other side!'

Image credit: Charles Clover
The seascape taken from the south of the Isle of Arran, looking towards Ailsa Craig in Scotland.

CASPIAN STURGEON

CASPIAN SEA

The Caspian Sea is a textbook case of the 'tragedy of the commons' with its endemic species of sturgeon, seals and salmon in danger of extinction as a result of over-exploitation and pollution, exacerbated by disputes over the boundaries of territorial waters between the five littoral states.

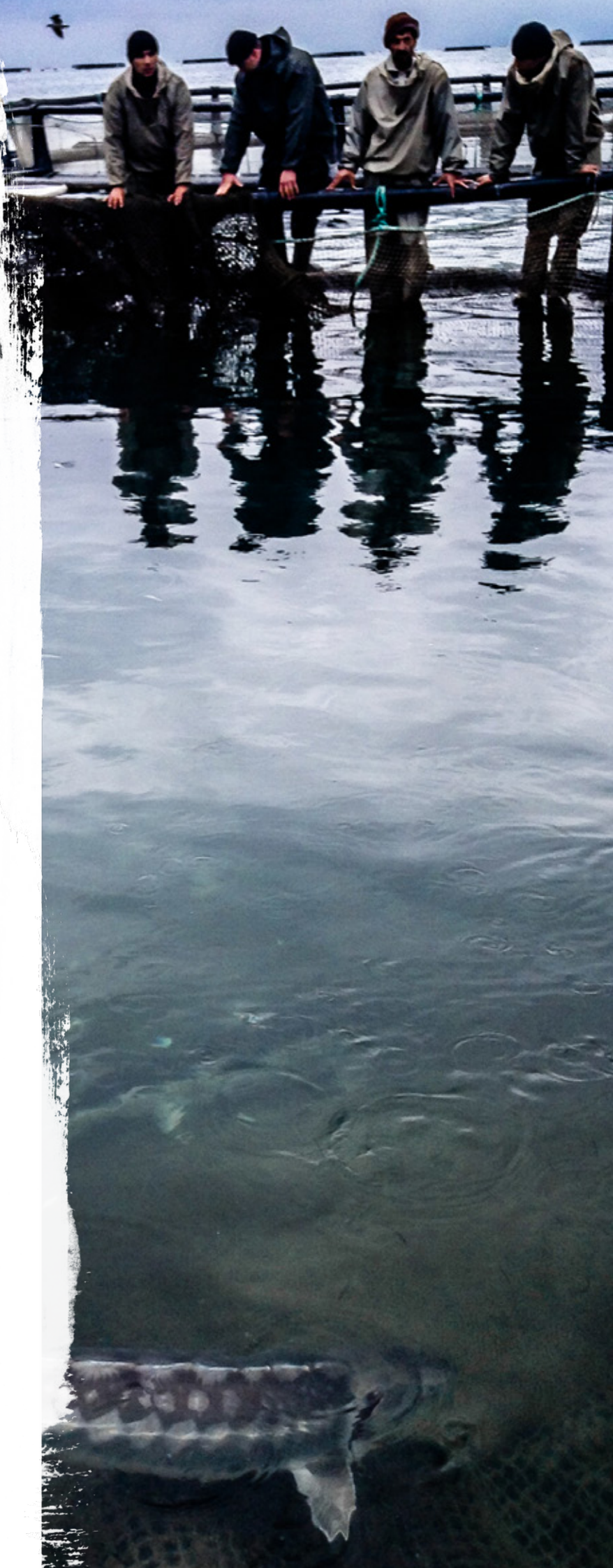
BLUE has embarked on a project to save six significant marine species on the brink of extinction in the wild, in Azerbaijan including Beluga sturgeon and Caspian salmon. In so doing, we aim to restore essential ecosystems in the Caspian and promote alternative livelihoods through tourism and sturgeon aquaculture, an industry with huge economic potential.

The first phase of the project began in October 2015 with the BLUE team carrying out a scoping trip in Azerbaijan, meeting with stakeholders, assessing current aquaculture facilities and evaluating the scope for restoration of the Kura river delta and its tributaries. This will promote suitable spawning sites and access for wild spawning sturgeon and salmon.

As the project moves forward it will focus on:

- The development of state-of-the-art sturgeon aquaculture in Azerbaijan, guided by international experts and identifying a sustainable source of fishmeal for the growing industry. There is great potential for extensive sturgeon and salmon aquaculture to meet market demand with a sustainable source of fish and caviar. This, in time, and with adequate enforcement, will reduce the fishing pressure on wild stocks.
- A restoration project in the Kura and Aras rivers will focus on ensuring that adult sturgeon can reach spawning grounds uninterrupted and that farm-raised fingerlings released into the upper river system, can reach the Caspian Sea.
- The scientific monitoring, protection and restoration of the few remaining sturgeon spawning sites in the Kura and Aras rivers.
- The assessment of illegal, unreported and unregulated fishing, black markets for caviar and potential for substitution with aquaculture products.
- The development of tourism/public awareness through recreational fishing, guided tours and PR.
- The implementation of a strategic network of marine protected areas in coastal sites, focusing on fish feeding and nursery areas and key estuaries that provide access to upstream spawning sites.

Image credit: Rory Moore
Sturgeon are reared in cages in the Mingachevir reservoir, Azerbaijan



AEOLIAN ISLANDS

TYRRHENIAN SEA

The Aeolian archipelago, north of Sicily, is under pressure from increasing tourism, vessel mooring, over-fishing and habitat degradation that threaten its natural and cultural heritage.

Unregulated illegal fishing, using destructive techniques such as 'drift-netting' and 'bottom dredging' removes large, predatory fish from the food chain and destroys marine habitats. 'Ghost nets' (nets that have been lost or left in the ocean by fishing vessels), entangle bottlenose dolphins, loggerhead turtles and sperm whales, species that once thrived in Aeolian waters.

BLUE, in collaboration with the Aeolian Islands Preservation Fund, is focused on marine protection across the archipelago. Applying a network of marine protected areas on a regional scale will help preserve biodiversity, stimulate the artisanal fishing industry and promote sustainable tourism through:

- Coastal preservation: construction regulation, vessel regulation, pollution monitoring/regulation and tourism best practice;
- Monitoring and protection of fish stocks and endangered marine species;
- Safeguarding significant habitats such as Posidonia sea-grass beds and the biodiversity that they support;
- Enhancing fish reproduction through site-specific protection/zoning;
- Securing the future of a local, sustainable fishing industry through increasing enforcement capacity.

Image credit: Chiara Marina Grioni
An underwater cave in the waters surrounding the Aeolian Islands



CHAGOS

INDIAN OCEAN

In 2010, BLUE was instrumental in the designation of the largest ‘no-take’ marine protected area in the world around the Chagos Archipelago, in partnership with the Bertarelli Foundation and the UK Government. Chagos, also known as the British Indian Ocean Territory (BIOT), is one of the UK’s 14 Overseas Territories.

The importance of Chagos both as a haven for marine biodiversity and as a site for scientific study is widely recognised, with the BIOT MPA making a significant contribution to global ocean research and conservation. As a near pristine environment, the Chagos Archipelago provides a key reference site for marine research.

The amount of research is growing year by year with six expeditions visiting Chagos in 2015. These studies provide critical data for use in marine conservation planning and management, particularly for other oceanic large-scale MPAs.

The legality of the BIOT MPA has however been questioned. BLUE’s legal advisor, Tom Appleby conducted a legal analysis of the dispute between the UK and Mauritius over the marine reserve declaration. Tom has also been considering the lessons learnt from the Chagos situation for future large-scale MPA designs.

Image credit: George Duffield
Lined butterflyfish and fusiliers schooling around a coral reef in the Chagos archipelago



TURNEFFE ATOLL

BELIZE

The Mesoamerican Reef is the largest coral reef system in the Western Hemisphere, providing essential ecosystem services including tropical storm protection and carbon storage, as well as food and income for coastal communities.

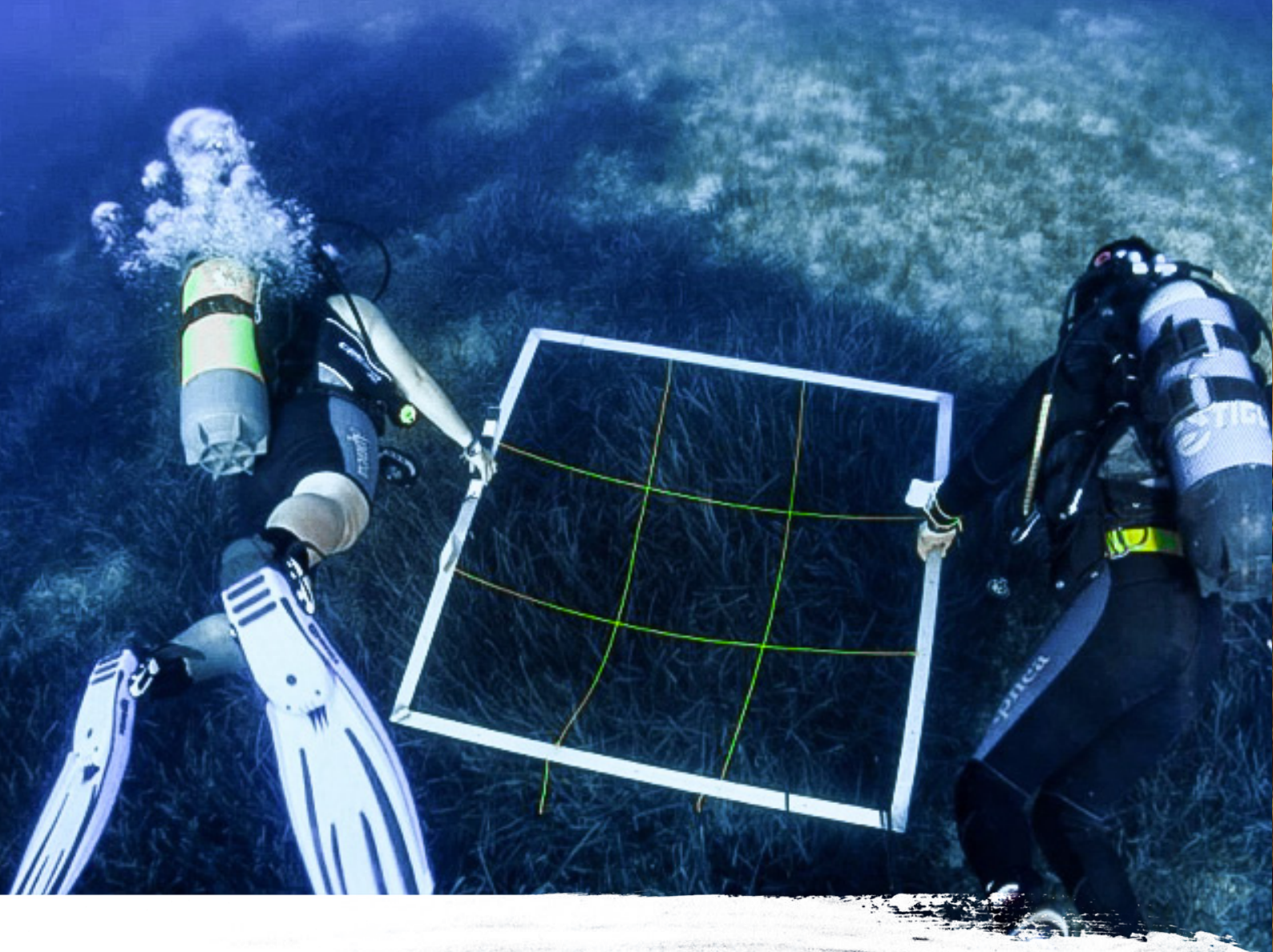
At the heart of the reef is Turneffe Atoll, its largest and most bio-diverse coral atoll with extensive coral reefs, seagrass meadows and mangroves that provide critical habitat for endangered species such as turtles, saltwater crocodiles, and manatees.

In 2012 BLUE enabled the designation of Turneffe as a marine reserve after securing funding from the Bertarelli Foundation. Their comprehensive five year management plan continues to achieve major conservation gains.

All are agreed that Turneffe will need further funding to cover management costs long-term. So, with the agreement of other partners, BLUE initiated a process in 2015 to set up an endowment fund for Turneffe to address sustainable funding and land-side development issues.

BLUE believes that the key to Turneffe’s future may lie in the exceptional carbon dioxide absorbing properties of mangroves. Preservation of the area as a carbon ‘sink’ could unlock significant funding and ensure the future of this and other similar reserves around mangroves.

Image credit: George Duffield
A lionfish in the Turneffe Atoll, Belize



SAORISE

PATAGONIA, SOUTHERN CHILE

BLUE was approached by a donor who wanted to fund a scientific expedition to southern Chile. Here, the skippers of the Saoirse explain what they found:

'Chilean Patagonia is a remote, windswept wilderness, a labyrinth of islands, fiords and channels. In spite of being the world's largest fiord system, visited by Robert Fitzroy and Charles Darwin in HMS Beagle in the 1830s, the region remains underexplored.

Since 2012, we have been supporting Dr Vreni Häussermann, one of the few scientists dedicated to this region, and her dive team with our sailing vessels, helping her to reach inaccessible areas of coastal and fiordal Patagonia.

Our latest excursion in September aboard our sailing vessel Saoirse, was our fourth marine benthic dive expedition with Vreni and team. Two weeks were spent sailing and diving the southernmost point of continental South America, producing hundreds of samples and thousands of photos, all in areas where no scientific diver has been before.

But our expedition was tinged with a sad discovery: as we tied our anchor in Caleta Bueno, we found that we were sharing our beach with six dead sei whales. The next day we followed the coast around Puerto Slight and counted over 20 more dead whales in various states of decay. By the end of the expedition, we had counted over 30 carcasses. Vreni is now amalgamating data and trying to find the cause of this mass death.

Thanks to the Blue Marine Foundation, we were able to make this voyage a reality and help Vreni gather knowledge to aid in the decision-making process to protect the waters of Patagonia and prevent the death of further beautiful cetaceans.'

Keri Lee Pashuk and Greg Landreth

Image Credit: Dr. Vreni Häussermann

Sea anemones, sponges and ascidians in Chilean Patagonia

CYCLADES

GREECE

BLUE supported a habitat-mapping project around the islands of Gyaros, Syros and Andros in the Cyclades, which was successfully implemented in 2015.

The work carried out has rendered these sites the best mapped areas in the country, in terms of underwater habitats, and justified the management of habitats outside the radius of three nautical miles around the island of Gyaros which was the initial scope of the marine reserve.

Mapping important habitats protected by EU law is now likely to be a technique used to propose other marine reserves throughout Greece, and in our Aeolian project.

This work, enabled by BLUE, will provide the basis for a management plan for the whole area surrounding Gyaros Island. It is hoped that clear information on what lies under water will help the local professional fishermen to embrace the Cyclades project by highlighting the need to conserve these valuable habitats, thus contributing, in the long run, to the protection of local fish stocks.

An engagement project with fishermen operating from the island of Syros will commence in the summer of 2016 using the remaining funds from BLUE.

Image credit: WWF Greece

Two divers survey a Posidonia seagrass bed around the Cyclades



WITH SPECIAL THANKS TO OUR MAJOR PARTNERS

Our major partners' generous donations and dedicated support enable BLUE to achieve greater impact around the world, both in ocean protection and in raising awareness about the cause. BLUE works individually with each of its major partners in an innovative approach to environmental conservation. Our major partners are able to say not just that they did their bit for the oceans, but that they made a real difference.

MARKS &
SPENCER

Blue is indebted to leading retailer Marks & Spencer for becoming the founding funder and partner of our first UK project in Lyme Bay. Using the Lyme Bay model as a template for collaborative, documented fisheries, M&S have provided funding for BLUE's project to restore the native oyster in the Solent. This demonstrates M&S's commitment to sustainability, its holistic approach to the environment and food security, and its deep understanding of the importance of BLUE's work.

'A pound spent with BLUE really can change the world.'

Mike Barry, Director of Sustainable Business, Marks & Spencer

LÜRSSEN

We are delighted to receive Lürssen's second year of support both financially and in kind. Lürssen's major contribution and committed support enables BLUE to continue its effective work around the world and continue raising its profile amongst other members of the superyacht community. The partnership allows Lürssen to take a leadership position in marine conservation while being recognised by its global clientele as taking direct action in preserving the oceans for future generations.

'BLUE continues to deliver, putting more and more ocean under protection each year. It's not a hard decision to continue supporting their work. But we do need more donors because without you, the donor, there is no BLUE!'

Michael Brehm, Sales Director, Lürssen

KENZO

BLUE is proud to be in its third year of collaboration with iconic fashion brand KENZO. Using its famous tiger print, KENZO have produced a BLUE silk scarf to promote its ongoing commitment to BLUE and world ocean conservation.

'We could not have predicted the avalanche of PR we secured from the launch of our partnership with BLUE. Our first collaboration generated over €850,000 worth of global PR from over 30 different countries. The partnership enabled us to connect with our current customers in ways we had never done before and reach out to completely new audiences. We hope the success from our ongoing partnership with BLUE will pave the way for other successful partnerships and collaborations.'

Sophie Metzger, Marketing and Communications Director, Kenzo

WINCH DESIGN

We are incredibly proud to have Winch Design as one of our longest standing partners who this year kindly sponsored our 5th year anniversary party and increased their support by becoming a one star Blue Marine Yacht Club member. In 2016, Winch Design will be launching the first ever 'Palace to Palace' charity cycle ride from London to Monaco in aid of BLUE. With support from Prince Albert II of Monaco, the charity event aims to raise significant funding to contribute towards BLUE's work in the Mediterranean.

'Winch Design is a proud corporate partner of BLUE since its conception. We firmly believe that the world's oceans need protecting not just for our enjoyment but more importantly for the environmental future. Our company heritage is based upon designing sailing and motor yachts, which allow our clients to enjoy all the delights of the seas. Supporting BLUE is key to our philosophy, raising awareness and educating the world, which leads to maintaining the environment and livelihoods. Winch Design looks forward to next year and the delivery of the London to Monaco bike ride.'

Jane Winch, Founder, Winch Design

SIX SENSES
HOTELS RESORTS SPAS

Six Senses Hotels Resorts Spas and BLUE have formed a partnership in order to tackle global marine environmental issues and will be embarking on several initiatives in 2016. In collaboration with Six Senses Laamu in the Maldives, BLUE plans to improve the status of grouper populations and coral reef ecosystems through effective management of fishing practices and the protection of grouper spawning aggregation sites.

'For Six Senses, supporting our communities is as important as conserving our surrounding environment. BLUE truly focuses on creating long-term, self-sustaining projects which generate local community ownership and benefits. We are both excited and delighted to work with the Blue Marine Foundation at Six Senses Laamu!'

Amber Marie Beard, Vice President Sustainability, Six Senses

FEADSHIP
ROYAL DUTCH SHIPYARDS

BLUE is delighted to receive the support of Feadship, a world-leading Dutch shipyard. Feadship is supporting BLUE via the Blue Marine Yacht Club, whose members are united with a clear mission to protect the oceans.

'Sustainability and corporate social responsibility have a high priority at a leader firm like Feadship. Blue has proven to be effective in its approach in preserving the ocean. We are honoured to support their cause, because it's also ours.'

Farouk Nefzi, Marketing & Brand Director, Feadship

BLUE MARINE YACHT CLUB



BLUE MARINE YACHT CLUB

'It is through strong institutional partnerships, such as the one between my Foundation and the Blue Marine Foundation that we can fight against climate change and manage our natural resources responsibly.'

H.S.H. Prince Albert II of Monaco, BMYC Founding Patron

About

Launched in 2012 by His Serene Highness Prince Albert II of Monaco, the Blue Marine Yacht Club (BMYC) was formed to unite the world's yachting community in a clear mission to protect our oceans.

The BMYC brings a modern approach to environmental protection. The act of joining is an elite statement of intent by a group of people who have a unique ability to influence the way the ocean is treated for years to come.

All revenues raised from membership go directly to support BLUE's work around the world and its overall mission of protecting at least 10% of the world's ocean by 2020.

'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.'

Sir Charles Dunstone, Chairman and Co-Founder of Carphone Warehouse, 1 star BMYC Member

Members

Since its launch, the BMYC has attracted an illustrious group of members including: Ernesto and Kirsty Bertarelli, Sir Charles Dunstone, Pears Foundation, Peter Lürssen, Winch Design, Feadship, Peter Dubens, Jonathan Goodwin, Princess Zahra Aga Khan, Matthew Freud, and Simon Le Bon amongst others.

'We feel that anyone who looks to the ocean as a source of recreation owes it to themselves to get involved. Every member of the BMYC will be making a contribution.'

Kirsty Bertarelli, 3 star BMYC member

BLUE would like to thank its members for their continued support and welcome Feadship, a new one star member on board.

For further information and details of members' benefits please contact BLUE's Head of Partnerships, Sara-Jane Skinner:

sarajane@bluemarinefoundation.com or +44 (0) 207 845 5850

PRINCE ALBERT II
OF MONACO
FOUNDATION

fb fondation
bertarelli

pears
foundation

LÜRSSEN

WINCH DESIGN

FEADSHIP
ROYAL DUTCH SHIPYARDS

If you are interested in becoming a Major Partner, please contact BLUE's CEO, Clare Brook on **clare@bluemarinefoundation.com** or **+44 207 845 5844**.

CORPORATE PARTNERS

We would like to thank all our corporate partners for their continued support throughout this year. Our partners enable BLUE to: raise its profile and communicate with a global audience, increase awareness of the oceans' crisis, and raise critical funds to support BLUE's work around the world.

Partnering with BLUE allows companies to build their reputational value in the market place, differentiating them from their competitors and be recognised for taking an active step in helping to solve the largest environmental and 'solvable' problem.

Once a partner of BLUE, brands have the opportunity to engage with BLUE's team of experts, donors, other partners, attend BLUE's annual calendar of events, including exclusive private dinners and receive a number of high profile sponsorship opportunities.

If you are interested in becoming a corporate partner, please contact BLUE's Head of Partnerships, Sara-Jane Skinner for details on the levels of support:
sarajane@bluemarinefoundation.com
 or **+44 (0) 207 845 5850**

BLUE's Corporate Partners' Dinner

In November, BLUE held its first corporate partners' dinner kindly hosted by its partner, The Goring Hotel. The evening celebrated the partnerships and collaborations BLUE has formed over the last five years, allowing its partners the opportunity to meet and network over a special occasion and to hear more about the work that BLUE is doing.

BLUE's major partners were given the chance to contribute towards the evening by saying a few words in support of their partnership and describe the ways in which the charitable collaboration has benefited their company.



AMELS

BOAT
International Media

CRÈME DE LAMER

FRANGIPANI

The Goring

ICAP

MDL Marinas

REEF KNOTS
Scarves of the Sea

SELFRIDGES & CO

JOIN BLUE

At the beginning of this year, BLUE launched a members' club called 'Join BLUE'. We currently have a total of thirty four individual members and seven corporate members.

We would like to thank all our Join BLUE members for their support which has amounted to a total of £37,200. The funds have enabled BLUE to achieve a great deal, including sending Charles Clover on a timely expedition to Ascension, hosting our symposium on marine protected areas, supporting the work of Kerri Whiteside in Scotland and scoping future projects for 2016.

About Join BLUE

Join BLUE members play an active role in protecting our seas for future generations. Members are made up of business and political leaders, celebrities and artists. In short, anyone who wants to be a part of the oceans' solution.

To see a list of our current members, please visit the website:
www.bluemarinefoundation.com/joinblue

Benefits include

- Invitations to BLUE's symposiums and events
- Networking opportunities with other influential members
- An A2 size limited edition print by award-winning underwater photographer George Duffield
- Donor's name or company's name on BLUE's website
- Welcome pack and personal thank you letter from our founders
- Regular BLUE newsletters

Pricing

Annual Rate (payable monthly or yearly):

Corporate: £3,000

Individual: £1,000

Payment can be made by direct debit, either monthly, quarterly or annually and by credit or debit card.

To become a Join BLUE member, please visit our website:
www.bluemarinefoundation.com/joinblue.

Or contact BLUE's Fundraising and Events Officer, Poppy Wetherill on
poppy@bluemarinefoundation.com or
+44 (0) 207 845 5848

Image credit: George Duffield
 A shoal of humpback red snappers in the Chagos archipelago

THANK YOU

We'd like to thank all the trusts, foundations, our major partners and corporate partners, our BMYC members and the individual donors who have so generously supported BLUE, as well as people and organisations who have so kindly given their time for free. We would like to thank our co-founder, George Duffield for his generous ongoing support and everyone who 'Joined BLUE' this year. Special thanks to Michael Spencer and Peter Hall who responded so speedily to an urgent request for donations to enable our Ascension science project to happen. We would also like to thank our ambassadors who have supported BLUE throughout the last year, particularly Amber Nuttall who went to such lengths (263 miles, to be precise) to raise funds for BLUE. Without all of your generosity, BLUE would not be able to carry out its vital work.

TRUSTS & FOUNDATIONS

The Alice Ellen Cooper Deen Charitable Foundation
The Bacon Foundation
The Bertarelli Foundation
Esmée Fairbairn Foundation
Garfield Weston Foundation
J Paul Getty Jnr Charitable Trust
Lloyd's Register Foundation
The Roddick Foundation
Ruth Smart Foundation
Sir John Fisher Foundation
The Sackler Trust
Whitley Animal Protection Trust

PRO-BONO

Freuds Communications
Latham & Watkins
Rawlinson & Hunter
Everyone who has so generously volunteered for us this year and donated their time, help, guidance and expertise.

AMBASSADORS

Sir Nigel Bogle
Alex Caizergues
Cara Delevingne
Poppy Delevingne
Sir Charles Dunstone
Dr. Sylvia Earle
Cindy Forde
Stephen Fry
Oliver de Givenchy
Ben Goldsmith
Dr. Heather Koldeway
Mélanie Laurent
Simon Le Bon
Yasmin Le Bon
Carl Gustaf Lundin
Takuji Masuda
Sienna Miller
Rupert Murray
Amber Nuttall
Jonathon Porritt
Sir Stuart Rose
Marina Vaughn Spitzzy
Baroness Worthington of Cambridge

FINANCIAL REVIEW

Total funds used for BLUE's charitable activities:

£1,818,888*

88p of every pound raised went towards BLUE's projects*

For every **£1** BLUE spent generating funds, we secured

£14.61 of funding*

Total area of BLUE's office:

319 sq feet

Area of ocean BLUE has played a part in protecting:

1,474,485.70 km2**

*Figures based on Blue Marine Foundation accounts to year ended March 2015
**Calculations based on size of protected areas in Chagos, Lyme Bay, Pitcairn (expecting designation) and 52.6% of Ascension's EEZ (expecting designation).

'A pound spent with BLUE really can change the world.'

Mike Barry, Director of Sustainable Business, Marks & Spencer

PEOPLE

BLUE TEAM

Charles Clover, **Executive Chairman**
Clare Brook, **CEO**
Tim Glover, **UK Projects Director**
Simon Harding, **Head of Conservation**
Rory Moore, **Marine Technical Advisor**
Lauren Nelson, **Project Officer**
Sara-Jane Skinner, **Head of Partnerships**
Poppy Wetherill, **Fundraising and Events Officer**
Dan Crockett, **Associate**
Amber Thacker, **Administrator**

BLUE BOARD

Dr Tom Appleby
Dr Arlo Brady
Craig Davies
Lord Deben
George Duffield
Chris Gorell Barnes
Professor Callum Roberts
Mark Rose
Alannah Weston



BLUE MARINE
FOUNDATION

Communications kindly sponsored by

LÜRSSEN

For more information please contact: info@bluemarinefoundation.com
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