

SEA BLUE FISHERMEN CONSERVATIONISTS SCIENTISTS SUSTAINABLE FISHING  
PIONEERING PROTECTION STUNNING MARINE HABITAT CORAL OPPORTUNITIES  
LIVING MARINE PROTECTED AREAS PORTS ICE CATCHES FRESH ELEMENT  
SEAFOOD AREA LYME BAY WORLD INNOVATION POLICY AWARENESS BROKERING  
ENABLING HEALTHY OCEAN BLUE OXYGEN CARBON THREAT ACTIVITY  
OVERFISHING SECURITY ISSUE BIODIVERSITY PLANET GLOBAL EXPLOITED  
PEOPLE EXPLOITED SEAFOOD PROTECTION SUSTAINABLE FISH BAY RECOVER  
LYME BAY ENGLAND BLUE FISHERMEN CONSERVATIONISTS SCIENTISTS  
SUSTAINABLE FISHING PIONEERING PROTECTION STUNNING MARINE  
HABITAT CORAL OPPORTUNITIES LIVING MARINE PROTECTED AREAS  
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RECOVER LYME BAY ENGLAND BLUE FISHERMEN CONSERVATIONISTS  
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AREAS PORTS ICE CATCHES FRESH ELEMENT SEAFOOD AREA LYME  
BAY WORLD INNOVATION POLICY AWARENESS BROKERING ENABLING  
HEALTHY OCEAN BLUE OXYGEN CARBON THREAT ACTIVITY OVERFISHING  
SECURITY ISSUE BIODIVERSITY PLANET GLOBAL EXPLOITED PEOPLE  
EXPLOITED SEAFOOD PROTECTION SUSTAINABLE FISH BAY RECOVER  
PORTS ICE CATCHES FRESH ELEMENT SEAFOOD AREA LYME BAY WORLD

# REVIEW 2014



BLUE MARINE FOUNDATION



# FROM THE BLUE BOARD

We seem to be doing something right. We can report that BLUE was named charity of the year by the People, Environment and Achievement (PEA) awards. This award is given to recognise "inspirational people who are making a difference to the green agenda."

This was the sort of accolade we could almost have designed ourselves, and therefore it is the award that we are proudest to win. For it celebrates "the charity or NGO in the environment/sustainability sector that's really shaking things up - and getting results where they matter most."

If there was a definition of what BLUE set out to achieve when it was founded nearly five years ago, it was this. At that time, as a brand new charity with no track record, we set out to find a funder for the largest marine reserve in the world – in the Chagos Archipelago in the Indian Ocean. Against the odds we found one in two months. The end of 2014 finds us again pushing for the creation of more big marine reserves in the British overseas territories. We are working with our colleagues in the Marine Reserves Coalition and the Royal Society for the Protection of Birds to persuade the British government to create huge marine reserves around Ascension, Pitcairn and South Georgia and the South Sandwich Islands.

It has been another full year for our small but dynamic charity. In Belize, the Turneffe Atoll marine reserve has its own uniformed rangers on patrol and the stakeholder body we helped to bring into existence, TASA, is taking charge of enforcement and bringing forward prosecutions.

At home, we have intervened in the EU debate over the dire state of bass stocks with a report that says a bass caught with rod and line brings in 3.5 times the value to the economy of one caught by a trawler. We have shown that selective fishing methods are actually best for the economy and for the environment.

In Lyme Bay we have installed the country's first "fully documented fishery." We have taken the lessons learned working with the community in Lyme Bay to the Solent where the oyster fishery has collapsed. We are exploring the possibility of oyster restoration as part of a wider Solent plan.

**BLUE has achieved a tremendous amount for the oceans in a short time. We have grown and matured. But there is so much more to do.**

# BLUE'S MISSION

We all need healthy oceans. The ocean produces over half of the oxygen we breathe and absorbs half of the carbon dioxide we produce. However, the oceans are under serious threat from irresponsible human activity.

Overfishing represents a major food security issue and has devastating consequences for the fragile biodiversity of our planet. Around 90% of global fish stocks are fully exploited or over-exploited and around 90% of large fish are gone. The consequences are far-reaching because one billion people rely on fish and seafood as their main source of protein and 200 million people depend on fishing for their livelihoods.

Yet the crisis in our oceans is the 'largest solvable problem' on the planet. We urgently need to ensure that more of the ocean is put under protection. By creating marine reserves and sustainable fisheries, fish stocks can begin to recover. When BLUE began its work only 1% of the world's oceans were protected. Thanks partly to BLUE and our partners, this figure has increased to around **2.8%**, and this figure is already about to move upwards. BLUE is working strenuously to reach at least **10%** by 2020.



# HOW DO WE WORK?

What differentiates BLUE is that we are nimble and highly active; we seize opportunities as they arise and get things done. But we are also focused and strategic. In order to achieve maximum impact from our work, we concentrate on the following five strategies:

## INNOVATION

Developing best-practice sustainable fisheries that demonstrate how livelihoods and ocean conservation go hand in hand, near where people live.

## BROKERING

Bringing together sources of funding, governments and conservation expertise to develop vast marine protected areas in remote places where few people live.

## POLICY ADVOCACY

Persuading governments to secure marine protected areas and to change legislation to encourage more sustainable fishing practices.

## AWARENESS-RAISING

Through reports, films, articles and presentations, we work tirelessly to raise awareness about the crisis in the oceans and evidence solutions to solve it.

## ENABLING GRASS-ROOTS ACTION

Working to establish and empower local NGOs to create marine protected areas and sustainable fisheries.

© George Duffield

## UNITED KINGDOM OVERSEAS TERRITORIES (UKOTS)

**The overseas territories are calculated to contain more than 90 per cent of the UK's biodiversity. Placing these extraordinary waters under protection would almost double the amount of ocean under protection in the world.**

BLUE, as part of the Marine Reserves Coalition is working with Oceans 5, and the Royal Society for the Protection of Birds to petition the Government for a single major "blue" achievement before the next general election: a commitment to enable the creation of marine reserves around the UK Overseas Territories.

Specifically, BLUE and the other conservation groups signed up to our campaign – 18 and counting – want large marine reserves around Ascension, Pitcairn and South Georgia and the South Sandwich islands.

Britain has the fifth largest marine zone in the world, totalling 6.8 million square kilometres of ocean, most of which is around its overseas territories.

It goes without saying that the negotiation of large protected areas in the more densely populated and independently governed territories has political difficulties, for the same reason as it has around the British coast. But in the three lightly populated, or unpopulated wilderness areas we have identified, the task is easier and it is in the gift of ministers.

Protecting Pitcairn, Ascension and South Georgia and the South Sandwich Islands, would enable Britain to re-establish itself as the country with the largest marine protected areas in the world, a title seized back by the United States in the summer when President Obama announced massive protection zones around American islands in the Pacific.



# LYME BAY

(Dorset/Devon border England)

**BLUE’s innovative project to establish a model of marine conservation that benefits fishermen and local communities in Lyme Bay made great progress in 2014.**

We developed a catch data recording “app” for fishermen that will establish Lyme Bay as the first fully documented inshore fishery. The data recorded on fisheries and wildlife (such as sighting of dolphins, whales and other visiting species) will help the monitoring of fish populations and help to provide evidence of traceability and sustainability that will give reassurance to retailers.

The rollout of improved port facilities began in Lyme Regis, West Bay, Beer and Axmouth. Beer Fishing Port took delivery of an ice-making machine and storage hopper. This equipment will improve the quality, durability and value of the landings for fishermen.

Ice is also a pre-requisite for certification under the responsible fishing scheme run by Seafish, the UK seafood authority. In 2014 inshore fishermen in the Lyme Bay Fishing and Conservation Reserve became part of the Seafish scheme, which has been adapted in Lyme Bay to include compliance with a voluntary code of conduct.

The first year of the Plymouth University potting study, aimed at defining a sustainable take of lobster from the reserve, was completed, but the severe winter storms affected the seabed and washed away many pots and nets – so much so that we have had to secure a further year of funding from Defra.

The project gained EU-wide recognition in 2014 by being the only UK Natura 2000 site shortlisted for the European Commission’s Natura 2000 awards 2014.

BLUE has also organised for fishermen to visit local schools and speak to pupils about the importance of Lyme Bay’s fishing heritage.

In Lyme Bay we are creating a new model: giving fishermen the tools to ensure their own economic security at the same time as enhancing their role as custodians of the sea.



# SOLENT

(Southern England)

**Following the success of the collaboration between fishermen and conservationists in Lyme Bay, BLUE was asked to become involved in the Solent, which is home to a wealth of marine habitats and new and proposed protected areas.**

It 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 so they have an ecosystem function as well as being good to eat.

There are other aspects of concern: illegal fishing for bass, and the proliferation of the Manila clam which has taken over the Solent after an ill-advised release some decades ago.

Despite all these challenges, BLUE and the Inshore Fisheries and Conservation Authority believe an opportunity exists to develop a shared vision among local stakeholders and deliver significant conservation wins while restoring and eventually re-configuring the management of the fishery.

In June 2014, BLUE formed a working group consisting of representatives from around the Solent, Southern Inshore Fisheries and Conservation Authority, the Marine Management Organisation, the Wildlife Trust, Environment Agency and Solent Forum.

It was decided to commission a study from MacAlister Elliott and Partners, a fisheries consultancy based locally in Lymington, on the best way of restoring the native oyster. Results of that study are eagerly awaited and we look forward to progressing its recommendations in the New Year.





# CHAGOS

(Indian Ocean)

**In its first year of operation, nearly five years ago, BLUE enabled the creation of the largest “no take” zone in the world in the Chagos Archipelago, also known as the British Indian Ocean Territory in partnership with the Bertarelli Foundation and the UK government.**

The area's importance, both as a haven for marine biodiversity and a site for scientific study is unparalleled anywhere in the world. BLUE continues to use its role as the negotiator between the British government and private interests to assert the need for a long-term vision for the area that will ensure both world-class science and an assured conservation legacy.

BLUE's efforts have been rewarded with the creation of an advisory committee in the Foreign and Commonwealth Office, of which BLUE is a member. This has now drawn up a conservation and management framework for the area.

This will guide management of the area for 15 months pending delivery of a feasibility study to review the possibility of the Chagossians returning to the islands they were evicted from in the 1970s. In the meantime, BLUE has been in discussions about the future of the reserve after 2015.



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# CYCLADES

(Greece)

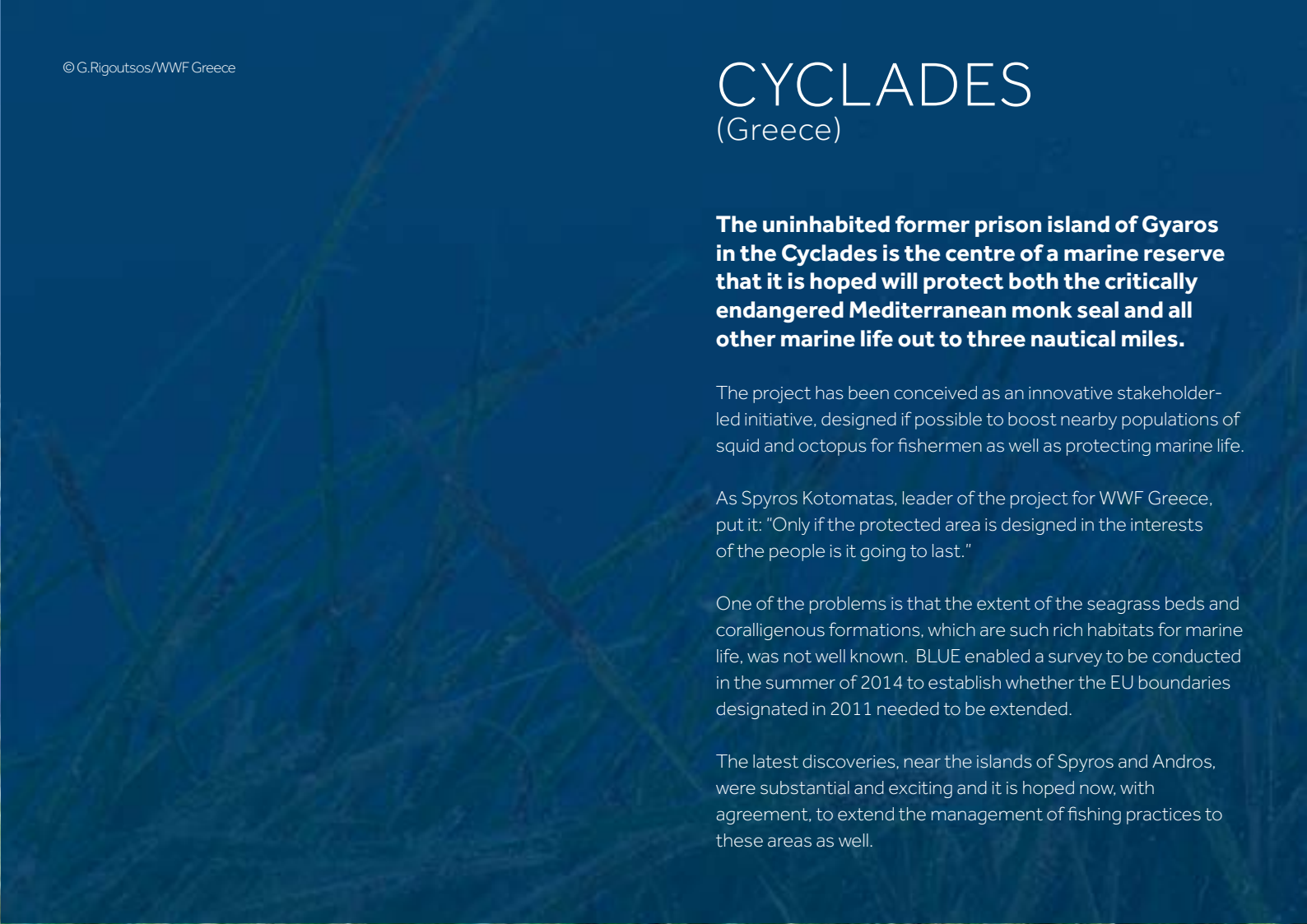
**The uninhabited former prison island of Gyaros in the Cyclades is the centre of a marine reserve that it is hoped will protect both the critically endangered Mediterranean monk seal and all other marine life out to three nautical miles.**

The project has been conceived as an innovative stakeholder-led initiative, designed if possible to boost nearby populations of squid and octopus for fishermen as well as protecting marine life.

As Spyros Kotomatas, leader of the project for WWF Greece, put it: "Only if the protected area is designed in the interests of the people is it going to last."

One of the problems is that the extent of the seagrass beds and coralligenous formations, which are such rich habitats for marine life, was not well known. BLUE enabled a survey to be conducted in the summer of 2014 to establish whether the EU boundaries designated in 2011 needed to be extended.

The latest discoveries, near the islands of Spyros and Andros, were substantial and exciting and it is hoped now, with agreement, to extend the management of fishing practices to these areas as well.



# TURNEFFE ATOLL

(Belize)

**Turneffe Atoll, just off the coast of Belize, is the largest and most biologically diverse coral atoll in the northern hemisphere.**

BLUE enabled its long-overdue designation as a marine reserve by Minister Lisel Alamilla in late 2012, after finding a funder who recognised the importance of its mangroves and rare species such as manatee and saltwater crocodile.

Since then, excellent headway has been made with the group set up by stakeholders to manage the reserve, the Turneffe Atoll Sustainability Association, taking on an executive director and beginning to manage the reserve.

Boats have been bought, rangers are now inspecting fishing vessels and ensuring that fishers observe seasons and fish within designated zones. Buoys purchased to mark these zones and the reserve boundaries are now being installed.

The next stage will be construction of up to three ranger stations to house rangers currently billeted in the Turneffe Flats fishing lodge and the upgrading of the University of Belize field station to be the base for science and monitoring around Turneffe.





# EUROPEAN BASS

**As part of BLUE’s efforts to influence policy to reduce over-fishing, we commissioned a study on bass. Bass stocks are in deep trouble and European Union ministers are under pressure to cut landings by 80% next year.**

The study which BLUE commissioned from noted fisheries consultants, the Marine Resources Assessment Group, found that the value to the economy of a European bass caught by rod and line was more than three times that of a fish caught and landed commercially. The fish caught by an angler also creates three times the number of jobs as commercial fishing. The report shows the greatest potential value to the country lies in well-regulated recreational, and highly selective commercial, fisheries.

The findings support calls to outlaw the activity known as pair-trawling, in which two powerful trawlers tow a net into spawning aggregations, as it has the highest impact on stocks and bass caught that way sells for the lowest price. The report received multiple references in the Westminster Hall debate on bass stocks organised by George Hollingbery, Conservative MP for Meon Valley on Dec 3, including a mention by the fisheries minister, George Eustice. The report also said the UK could be doing more to protect bass nursery areas.

BLUE concluded that it would be better for the economy, the environment and employment if bass became either exclusively a recreational species as it is in Ireland or was more evenly shared with recreational fishermen as is the striped bass, a similar species, in the United States.

**Callum Roberts, Professor of Marine Biology at York University and a trustee of BLUE, said:**

**“IT WOULD MAKE EXCELLENT ECONOMIC SENSE TO SWITCH THE SEA BASS FISHERY TO HOOK AND LINE FISHING ONLY.”**

BLUE recognises, however, the importance of small-scale netting for bass to net-fishermen who may not have access to quota for other species, particularly in Sussex, where the study took place. There is no reason why with appropriate management of net sizes and lengths there cannot be a high-value, sustainable net fishery that can co-exist with a recreational fishery. But that will require urgent reform of the management of the netting sector, as well as bag limits for anglers.

BLUE stands ready to work with both commercial rod and line and net fishermen to develop selective methods that would deliver both a high value commercial product and a sustainable fishery. BLUE will be inviting comments on the report’s findings and using the feedback to further increase pressure on ministers to regulate both netting and recreational fishing to meet the proposed cuts in landing reductions.

# SCOTLAND

(Wester Ross, Sound of Mull and Fair Isle)

**One of BLUE’s aims is to enable other NGOs to undertake innovative conservation projects.**

We have recently provided Flora and Fauna International (FFI), who work closely with the Community of Arran Seabed Trust (COAST), with the funding to recruit a community support officer. The aim of this role is to address the limited voice there has been for coastal communities in marine management and to help them engage in marine protection.

The support officer is working with the communities in Wester Ross and the Sound of Mull to help manage their newly designated marine protected areas (MPAs) and with the island community of Fair Isle in their bid to create a Research & Demonstration MPA. She provides direct support to the coastal communities, including attending important marine policy meetings in Edinburgh on their behalf whilst providing bespoke advice to help them meet their own aspirations for engagement in the management of marine protected areas.

We have chosen to support FFI because of our shared belief in working with whole communities to achieve marine conservation.



# EXUMA LAND AND SEA PARK

(Bahamas)

**BLUE has been invited by the Bahamas National Trust to help develop effective management for the iconic Exuma Land and Sea Park, established in 1958 as the world's first Marine Protected Area.**

Efforts were made in the 1950s to maintain the pristine natural beauty of the Bahamas by creating a land and sea park. In the 1980s, this became a replenishment area totally closed to fishing of all kinds. This has preserved healthy populations of conch, lobster and grouper so visitors can see a healthy marine ecosystem. However, among some local communities the park has been seen as a mechanism for restricting access to traditional fishing grounds while allowing foreigners in.

Because of BLUE's reputation for building strong cross-sectoral relationships between fishing communities, conservationists and business, The Bahamas National Trust and Bahamas Tourism have asked BLUE to broker a solution. A scoping phase of this project planned for 2015 would look at creating a balance that strengthens support for the park by using tourism revenues to improve the well-being of local people.

Yachting and tourism are a core strategy of the Bahamian government's economic development, though the government is fully aware that environmental sustainability will underpin any long term success. With real vision and foresight, BOAT International and Superyachts.com have stepped forward to lead a fundraising initiative with the superyacht community.

In September at the Monaco Yacht Show, Superyachts.com invited BLUE to share a stand with the Bahamas National Trust and Bahamas Tourism. The project was further promoted at the Fort Lauderdale International Boat Show in Florida in October and will be a focal point for raising awareness of the need for responsible environmental stewardship within the superyacht industry as well as raising funds for the project.

© Paul Colley



# BAA ATOLL

(Maldives)

**In 2014, BLUE was delighted to have been able to help raise funding for the Baa Atoll Biosphere Reserve.**

Coral reefs are the main resource of the Maldives, both for fisheries and tourism, contributing respectively around 15% and 30% of the country's GDP. There is an urgent need for integrated and conservation-centric management of the country's natural resources that recognises the country's unique geography and ecology, socio-economic development and patterns of resource use. Achieving this is vital to sustain the natural resources that underpin the development of the Maldives.

The Baa Atoll harbours globally significant biodiversity in its numerous reefs. One of the most famous aggregation sites for manta rays and whale sharks is Hanifaru Bay, on the east side of the atoll. Reefs host marine turtles and a unique diversity of fauna, including rare corals and sea slugs that are only recorded in Baa Atoll.

The reserve has been recognised for its biodiversity and the commitment of local islands and resorts to sustainable development.

**The main programmes of the Biosphere Reserve are:**

- 1 CONSERVATION PROGRAMME
- 2 LEARNING AND RESEARCH PROGRAMME
- 3 LIVELIHOODS AND SUSTAINABLE DEVELOPMENT PROGRAMME

We hope that in future we can be part of developing innovative methods to help support this vital project where the need is greatest; expertise and financing.





# FINANCIAL REVIEW

# BLUE'S PROJECTS

The total funds used for charitable activities by BLUE is

£1,850,000

For every £1 BLUE spends to generate income, we secure

£12

of donated funds

83p

of every pound donated to BLUE reaches our projects



- 1 FAIR ISLE, SCOTLAND
- 2 LYME BAY, ENGLAND
- 3 CYCLADES, GREECE
- 4 CHAGOS ARCHIPELAGO, BIOT
- 5 TURNEFFE ATOLL, BELIZE
- 6 ISLANDS OF THE CARIBBEAN
- 7 THE MALDIVES
- 8 THE BAHAMAS
- 9 THE SOLENT
- 10 ASCENSION ISLAND
- 11 SOUTH GEORGIA & THE SOUTH SANDWICH ISLANDS
- 12 PITCAIRN ISLAND



# NEW CORPORATE PARTNERSHIPS:

## LÜRSSEN:

We are thrilled to announce that Peter Lürssen, CEO of the prestigious yacht building company has generously pledged an annual donation over the next five years, which will enable BLUE to further its efforts in protecting the ocean – a cause Lürssen understands better than most, given its close connections to the sea. Lürssen is also enabling BLUE to connect with its clients in the super yacht 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 our oceans for generations to come.

“Lürssen Yachts believe that protecting the oceans makes good business sense. It is a responsibility that we take seriously and that we welcome. By sponsoring communications for BLUE we can help actively protect the oceans, raise awareness of the pressing need to do so and encourage the wider world to do the same. It’s a relatively simple problem to fix, if we all make a contribution according to our means, we can solve it. That’s a wonderful thought!”

**Michael Breman, Director of Sales, Lürssen Yachts**

## BOAT INTERNATIONAL:

World leading media group serving the superyacht industry, and long standing supporters of BLUE, go into partnership with BLUE by sponsoring and co-organising a ‘Marine Conservation and Achievement Awards’ which will take place in 2015 in celebration of BLUE’s 5th year anniversary. Boat International has also stepped forward in collaboration with Superyachts.com to support and communicate our project in the Bahamas.

## SUPERYACHTS.COM:

Superyachts.com, the leading online provider for the super yacht industry chose BLUE as its charity of choice to support and sponsor at its main annual events throughout the year including Superyachts.com Top 100 and at the Monaco Yacht Show. As well as offering support in raising BLUE’s profile in the industry, Superyachts.com is aiding our project in the Bahamas, together with Boat International, by leading events, communications and raising funds in the industry. Further sponsored events are planned for 2015 to focus on fund raising for the Bahamas project and the Blue Marine Yacht Club.

## MDL MARINAS:

Europe’s leading marina group has partnered with BLUE in support of its campaign to restore the historic Solent oyster fishery. In collaboration with Business South, MDL has become the project’s founding partner. In addition to kick-starting the project MDL continues to support BLUE by raising its profile at events and helping to mobilise further support for the project across the region.

## REEF KNOTS:

REEF KNOTS brings sartorial dash to our wonderful partnerships with its elegant range of ties and accessories inspired by the beauty of the marine world. Every tie tells a story and REEF KNOTS has created a superb signature tie for BLUE. The disappearing fish offer a visual narrative of the oceans crisis and a wonderful way to engage people in conversation as to how it can be reversed. Members of the Blue Marine Yacht Club receive a complementary BLUE tie on joining. For all BLUE ties sold, REEF KNOTS donate a generous 25% of proceeds to BLUE. Our thanks go to Patrick and Nick Dudley-Williams, the dynamic duo behind REEF KNOTS.

“We are thrilled to be working with BLUE to help highlight the daunting issues surrounding fish stocks and the oceans. We approached BLUE specifically as they are a modern and forward thinking charity that feel passionately about the specific issues that are embedded into the core of our company. The partnership will help us to spread the word about BLUE’s work, raise vital funds, but also allow us to reach new customers that care about the same things we do.”

**Patrick Dudley-Williams, Founder & Director, REEF KNOTS**

# RECENT COLLABORATIONS:

## KENZO:

In its commitment to support BLUE long term, KENZO extends its partnership into its second year by launching a limited edition blue version of its famed Tiger sweatshirt called ‘Blue Marine’. Part of the proceeds from its sales will go towards supporting BLUE’s campaign to create large marine protected areas in the UK Overseas Territories.

“Working with the Blue Marine Foundation on the NoFishNoNothing campaign has been the ideal operation by which KENZO could assist in solving a problem that affects everyone on the planet. The Blue Marine Foundation’s manifesto is admirable not only because it wants to protect our oceans but also because through education and research into marine life protection and sustainability, it aims to maintain the millions of livelihoods that are involved in fishing around the world. We are delighted to continue our collaboration into the Spring Summer 2015 season.”

**Carol Lim and Humberto Leon, Creative Directors, Kenzo**

## BUSINESS SOUTH:

BLUE has become a ‘Champion of the South’ being recognised as a leading organisation driving growth in the South region. Business South made BLUE part of its Champions’ programme in support of the Solent project. The programme will generate exposure and raise BLUE’s profile among leading businesses in the region.

## SONEVA’S SLOW LIFE SYMPOSIUM:

The fifth SLOW LIFE symposium took place in 2014 in the Maldives at Soneva Fushi graciously hosted by Sonu and Eva Shivdasani. Four days of barefoot brainpower, the symposium convenes business leaders, scientists, NGOs, renowned thinkers and policy makers to help accelerate progress towards environmental sustainability.

The theme of 2014 was System Innovation: Capitalism within Planetary Boundaries. BLUE was represented by Ambassador Jonathon Porritt who chaired the event, Trustee Arlo Brady and Managing Director, Cindy Forde. The theme was one that BLUE was taxed to explore in the context of the Maldives itself, working with other leading practitioners to see if it is possible to develop sustainable fisheries that yield a viable livelihood for the local community while maintaining the health of the reefs, including those of the project we support in Baa Atoll, now declared a UNESCO Biosphere Reserve.

## MR & MRS SMITH:

Second year running, the boutique and luxury hotel booking service awards BLUE honorary sponsorship of its Eco-Award at their 2014 Smith Hotel Awards.

## ICAP AUCTION:

BLUE’s corporate supporters and ambassadors jump in to support BLUE’s involvement for a fourth year running in the ICAP online charity auction generously donating prized lots. Prizes included Wimbledon Men’s final tickets, 4 nights stay at Soneva Kiri Resort in Thailand and a one off opportunity to own a bespoke pair of Tabitha Simmons evening shoes.

## BLUE MARINE YACHT CLUB:

The BMYC continues to remain the ocean’s favourite club by recruiting further members and increasing the number of custodians of our high seas. As the BMYC grows popularity, further membership levels have been developed to welcome all sectors of the industry.



# RECENT AWARDS:



## PEA AWARDS 2014:

BLUE was delighted to be named NGO of the year in the 2014 PEA Awards (People, Environment and Achievement) Awards. The award was in recognition of ‘the charity or NGO in the environment/sustainability sector that’s really shaking things up - and getting results where they matter most.’

## NATURA 2000 AWARD 2014:

BLUE proudly picked up its finalist award at The European Commission’s Natura 2000 Awards ceremony in Brussels for our Lyme Bay Fisheries and Conservation project. The Award recognises excellence in the management of Natura 2000 sites, showcases the added value of the Natura 2000 network for local economies and increases public awareness about Europe’s valuable natural heritage.

# AMBASSADORS:

BLUE is expanding its diverse network of passionate and influential individuals, dedicated to solving the marine crisis. We would like to thank our ambassadors for their support and welcome our new BLUE ambassadors Ben Goldsmith (see below) and Baroness Worthington of Cambridge, British environmental campaigner and Labour life peer. As we head into our fifth year anniversary we look forward to our ambassadors’ support in helping raise awareness of the next five years leading towards our goal of protecting at least 10% of our oceans by 2020.

**Alex Caizergues**  
**Poppy Delevingne**  
**Sir Charles Dunstone**  
**Dr. Sylvia Earle**  
**Stephen Fry**  
**Olivier De Givenchy**  
**Ben Goldsmith**  
**Dr. Heather Koldewey**  
**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**

“Setting areas of ocean as off-limits from industrial fishing is crucial if we are to stop and reverse the relentless decline of fish and all ocean life. So the importance of BLUE’s mission to create large and small-scale marine protected areas cannot be overstated. BLUE is engaged in holy work.”

**Ben Goldsmith**  
Co-founder of WHEB, Chairman of the Goldsmith family’s JMG Foundation,  
Co-founder of the Environmental Funders’ Network, Chairman of the Conservative Environment Network

# CORPORATE PARTNERSHIPS:

As well as raising awareness through reports, films, articles and presentations, BLUE forges strategic partnerships with leading companies of all sizes to enable us to raise our profile, awareness of the oceans crisis and to raise funds to solve the crisis. Partnering with BLUE allows companies to build their reputational value in the market place, differentiating them from their competitors and being recognised as taking an active step in helping solve the ocean’s crisis. Once a partner of BLUE, brands and companies have opportunities to collaborate with existing BLUE partners, creating unique and compelling campaigns that demonstrate to the world that through a shared vision the corporate world can bring about impactful change. BLUE convenes thought leadership opportunities, through events and other communications platforms, which leverage our press contacts, ambassadors and high-level supporters.

We would like to thank all our corporate partners existing and new. We are thrilled to be saving the oceans with so many leading companies and exciting brands.



# THANK YOU

We would like to thank all the trusts, foundations, teams and individuals who have donated to BLUE over the last year. Without your generosity, BLUE would not be able to carry out its vital work. Thank you also to people who have given up their valuable time to help us in various vital ways, or who have gone to great lengths to raise money for BLUE, including those who endured inhuman amounts of mud.



# BLUE MARINE YACHT CLUB



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

## **Peter Lürssen, CEO of Lürssen Yachts**

"My family's livelihood has been built around the oceans for generations. I can't think of anything more important than keeping them alive and beautiful for generations to come. I support BLUE because they are an effective, hardworking organisation who get the job done. The BMYC allows people with power and influence to use this collectively to reverse the ocean's crisis. I love being a member because it's the only yacht club that enables you to turn the tide!"

## **MONACO YACHT SHOW**

Thanks to our partner and sponsor Superyachts.com, BLUE was able to increase its presence and exposure as exhibitors at the Monaco Yacht Show 2014. With Bahamas National Trust as our stand neighbours and being placed in the heart of the breaking news centre, BLUE was able to strengthen its position and reputation as a highly active and progressive marine charity within the yachting community. Plans are already in place for next year. Lürssen and BLUE co-hosted a private dinner on board superyacht Solandge to a select number of influential figureheads in the industry to discuss the crisis in our oceans and build awareness of the solutions. BLUE would like to extend a warm thanks to their partners, Crème de la Mer and REEF KNOTS for donating beautiful gifts in support of our co-hosted dinner with Lürssen.

## **FORT LAUDERDALE INTERNATIONAL BOAT SHOW (FLIBS)**

BLUE headed out to Fort Lauderdale International Boat Show for the first time to continue raising its profile among the super yacht community and broader yachting industry. BLUE were warmly welcomed by leading shipyards and brokers to a number of events and conversations about how the industry can take an active role in ensuring the preservation and safeguarding of our oceans for future generations. BLUE would especially like to thank Lürssen for their unstinting support.



## **FLAG**

BLUE are delighted to have been chosen as a partner for Flag, a global network of influential individuals and organisations, who in their own words, support "educated and elegant inspirational people who make the difference in bringing philanthropy where it belongs."

"The GREEN agenda is one of the strategic developments Flag is committed to support in the future, especially as far as the marine world is concerned. Flag is therefore proud to have BLUE as new Partner."

## **Virginie Issumo**

Head of FLAG PHILANTHROPY

## **SIR NIGEL BOGLE, CO-FOUNDER OF BARTLE BOGLE HEGARTY**

We would like to extend a special thank you to Sir Nigel Bogle, co-founder of global advertising agency, Bartle Bogle Hegarty for creating a compelling and thought provoking advertisement for the Blue Marine Yacht Club. Running as a series throughout 2015 in BOAT International and other appropriate media, the ad amplifies BLUE's message to a key audience with all the power that Sir Nigel's award winning work brings to global brands.

"I am supporting the Blue Marine Foundation because I believe passionately in the agenda it is pursuing."

## **Sir Nigel Bogle**

Co-founder of BBH

**We would like to thank all our Blue Marine Yacht Club members for their continued support. Our members enable BLUE to raise the critical funds needed to continue our work and help us get closer to achieving our goal; the active and effective protection of 10% of the world's oceans by 2020.**

**NOW IS THE TIME TO JOIN!  
BECOME A MEMBER OF THE BMYC.  
LET'S SAVE OUR OCEANS.**

Please visit our website to find out more:  
[bluemarineyachtclub.com](http://bluemarineyachtclub.com)





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