



BLUE MARINE FOUNDATION

RESTORING HEALTHY OCEANS

2017 REVIEW



**BLUE MARINE
FOUNDATION**



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2017: UNITED TO PROTECT OUR OCEANS

In a year marked by national and international disagreements, ocean conservation was one issue on which most people could agree. In the United Kingdom, an astonishing 232 MPs from eight parties found common cause in signing the Blue Belt Charter in a pledge to ensure that the UK government protects four million square kilometres of ocean around the British Overseas Territories by 2020.

The #BackTheBlueBelt social media campaign, conceived by BLUE and generously funded by the Brook Foundation was designed to ride the wave of concern for the oceans inspired by David Attenborough's Blue Planet II series. The campaign was supported by the Great British Oceans coalition, a united group of NGOs consisting of Blue Marine Foundation, Greenpeace, Marine Conservation Society, RSPB, Pew and ZSL. Public support was pivotal; at the height of the campaign, the #backthebluebelt hashtag was being used every 1.8 seconds and someone was tweeting their MP on average every 7.5 seconds. BLUE's ambassadors, including Stephen Fry and Cara Delevingne, did a fantastic job in raising awareness among their millions of followers. The resulting cross-party support will help secure the largest network of fully-protected marine reserves in the world.

BLUE's London to Monaco cycle ride also transcended national boundaries in the cause of ocean conservation as cyclists of 12 different nationalities came together to ride through three countries in ten days. The shared global purpose was exemplified by Ascension Island, a British Overseas Territory which is leading the way in conserving its 440,000 square kilometres of exceptional biodiversity, hosting its own tributary ride on the first day. London to Monaco 2017 raised even more money than last year: an extraordinary £290,000 which will support marine conservation in

Ascension, the Maldives, the Mediterranean and the Solent, where our oyster restoration programme gathered momentum in 2017. 2018's ride will be even more international, crossing eight countries in seven days.

With Brexit dividing opinion in the UK, BLUE determined to seek guidance on best practice in fishing from nations who are managing their fisheries sufficiently well that stocks are recovering rather than declining. Our conference at Fishmongers' Hall saw experts from the United States, Australia, New Zealand and Norway advising how Britain could manage its crowded waters in a post-Brexit regime. We are sharing the findings of the conference with the Department of Environment, Fisheries and Rural Affairs.

2017 has been another wonderful year at BLUE where project after project delivers success, from the concerted support from the British government to protect the Overseas Territories, to our oysters in the Solent having millions of babies, to evidence from Lyme showing that fish stocks are recovering faster even than we thought, to fishermen in the Maldives united on the need for better management of groupers, to Azerbaijan and the Aeolians moving towards declaring marine protected areas.

While politics remain divisive, BLUE is determined to achieve even more in 2018 for the marine life which knows no national boundaries.

Charles Clover, Executive Director
Clare Brook, CEO

"WHILE POLITICS REMAIN DIVISIVE, BLUE IS DETERMINED TO ACHIEVE EVEN MORE IN 2018 FOR THE MARINE LIFE WHICH KNOWS NO NATIONAL BOUNDARIES."

BLUE'S MISSION

Blue Marine Foundation (BLUE) exists to restore healthy oceans. Our focus is combatting overfishing by creating marine reserves, establishing new models of sustainable fishing and restoring marine habitats. BLUE's aim is to see at least 10% of ocean under protection by 2020, with a long-term aim of 30% protected.

Healthy oceans are vital for the future of humanity, not only to provide a future food supply for a growing population, but because complex ocean ecosystems absorb half the planet's CO₂ and produce nearly half its oxygen. Oceans denuded of fish cannot function effectively and are less resilient to climate change, acidification and plastic pollution.

But, unlike most other environmental problems, overfishing is relatively easy to solve. BLUE's projects around the world are designed to be decisive and effective. So far, BLUE has contributed to nearly four million square kilometres of ocean being protected.

MORE FISH LESS PLASTIC

Since 2010, when BLUE was established, public interest in ocean's crisis has grown exponentially. Recently, concern has focused particularly on plastic pollution. Yet a range of issues, notably climate change, acidification, overfishing and pollution are all combining to destroy ocean health.

BLUE's focus remains on combatting overfishing. Destruction of the ocean's biodiversity caused by unsustainable fishing leaves the oceans less resilient to other main threats, so tackling overfishing is arguably the cornerstone of solving the ocean's crisis.

BLUE and others are making great progress in protecting vast tracts of the oceans from the ravages of unsustainable fishing. Globally recognised targets of ten per cent of oceans protected by 2020 and 30 per cent by 2030 remain within our reach.

Addressing plastic pollution, particularly within the context of protecting threatened

species and habitats is part of BLUE's strategy and is incorporated into our projects: from net recovery in the Mediterranean, to revealing microplastics in native oysters, to seeking waste solutions for remote islands, to supplying thousands of reusable MORE FISH LESS PLASTIC bags to key project locations, we recognise that a healthy ocean ecosystem does not contain plastic. We will continue to make strategic interventions on plastics where we can make a meaningful and lasting difference.

But plastics are a land-based problem that ultimately must be addressed at source. Most of the plastic in the ocean originates in a handful of countries.

The fight against plastic has become a reassuringly crowded space. The fight against overfishing remains relatively under-resourced. So that is where BLUE will continue to direct its focus.

BLUE'S KEY ACHIEVEMENTS 2010-2017

In 2010, BLUE brokered a deal to enable the creation of what was then the largest marine protected area (MPA) in the world around Chagos in the Indian Ocean.

In 2012, BLUE partnered with the government of Belize and the Bertarelli Foundation to protect the Turneffe Atoll in Belize, an area rich in biodiversity and CO₂ absorbing mangroves.

In 2015, the Great British Oceans coalition (GB Oceans), of which BLUE is part, secured a UK government commitment to create the world's largest marine protected area around Pitcairn in the Pacific.

In 2015, BLUE and the GB Oceans coalition secured a government manifesto commitment to create a Blue Belt around all 14 UK overseas territories, hailed as 'the greatest conservation commitment by any government ever'.

In 2016, BLUE secured the creation of a no-take zone nearly the size of the UK around Ascension Island.

In 2017, BLUE, as part of the GB Oceans coalition, secured an even stronger manifesto commitment from the UK government ahead of the June 2017 election to protect over four million square kilometres of ocean around the UK Overseas Territories.

In the summer of 2017, BLUE's broodstock oysters spawned, releasing millions of larvae into the Solent.

BLUE's Lyme Bay model of sustainable fishing is starting to be rolled out to other parts of the UK and in the Mediterranean.

During the Blue Planet II series, BLUE spearheaded a #backthebluebelt social media campaign to encourage the public to tweet and email their MPs, resulting in 232 MPs signing up to the Blue Belt Charter by the end of 2017.

2017 IN BRIEF

January. The Ocean Awards in partnership with Boat International took place at Restaurant Ours in London. Winners included Daniel Pauly, Dirk Zeller, Claire Nouvian of BLOOM and Ian Urbina of the NY Times.

January. Organised by BLUE and hosted by ZSL, winning duo Daniel Pauly and Dirk Zeller went on to give a fascinating lecture on the true and shocking level of the world's wild fish catches.

February. Charles Clover visited St Helena where BLUE is building up local conservation capacity. BLUE has recruited a marine biologist to work in St Helena from January 2018.

March. BLUE held its corporate partners' dinner at The Goring Hotel. Accsys, one of BLUE's corporate partners delivered enough specialist timber to Ascension to replace the entire boardwalk leading up Green Mountain and all the nature signage on the island.

April. Charles Clover visited Bermuda with Prof Daniel Laffoley of the International Union for the Conservation of Nature (IUCN) to discuss with the government some of the island's marine and terrestrial environments becoming "conserved areas."

April. BLUE, as part of the GB Oceans coalition, secured an even stronger manifesto commitment from the Conservative Party ahead of the June 2017 election to protect the UK Overseas Territories – the so-called Blue Belt.

May. Charles Clover won the Special Achievement Award at the Footprint Awards for his 30 years in environmental journalism and campaigning against overfishing.

May – September. Our Solent oysters spawned, releasing millions of larvae into the Solent. We identified 90 different species around the 20,000 oysters in cages, including endangered eels and seahorses.

June. Early evidence from the Lyme Bay potting study showed a four-fold increase in reef species thanks to spatial closures and gear restrictions over the last decade.

July. Through meetings with the Foreign Office, BLUE helped secure a renewed commitment from the government that £19.3m will be deployed on delivering the Blue Belt in the UK Overseas Territories over the next five years.

August. The Lyme Bay model is starting to be rolled out around the UK coast. We identified four sites for our 2018 roll out and formed local partnerships.



September. BLUE ambassador, Poppy Delevingne launched London to Monaco 2017 which raised a phenomenal £290,000 for four projects. Ten days and 1,500km later Prince Albert of Monaco welcomed the cyclists at his palace. Simultaneously, a team set off on Ascension Island, completing an equivalent distance to the first day in tropical heat.

September. The annual Blue Marine Yacht Club (BMYC) event in Monaco was hosted by Lürssen on board their yacht, Areti. BMYC's founding patron, Prince Albert attended the event, and Clare Brook and Rory Moore gave a presentation.

October. The Italian government, with our support, began research to map the seabed and identify habitats and endangered species around the Aeolian Islands to create the largest marine protected area of its kind in Italy.

October. Richard Benyon MP's Blue Belt pamphlet, with input from BLUE and the GB Oceans coalition, was launched in parliament by Foreign Secretary Boris Johnson MP.

November. Rory Moore visited Azerbaijan and was encouraged by progress towards creating the first marine protected area in the Caspian.

November. BLUE co-hosted a 'Best Practice in World Fisheries' conference at Fishmongers' Hall with international experts advising how Britain could better manage its waters should it leave the Common Fisheries Policy.

December. Our #BackTheBlueBelt campaign was at its height being tweeted on average every 1.8 seconds. The campaign encouraged 232 MPs from all eight political parties to sign GB Oceans' Blue Belt Charter by the end of 2017.

CURRENT PROJECTS



UK OVERSEAS TERRITORIES

Britain is responsible for 6.8 million square kilometres of ocean, most of which is around the UK Overseas Territories (UKOTS). Spread across the world's oceans, the 14 Overseas Territories harbour an astonishing 94 per cent of the UK's biodiversity. BLUE's priority, therefore, is to ensure that the waters of as many of these territories as possible are protected against overfishing.

BLUE continued to make good progress in 2017, working with the British government to strengthen its Blue Belt commitment and to bring to fruition what has been described as 'the greatest conservation commitment by any government ever'. Our work is enforced by being part of the Great British Oceans coalition consisting of BLUE, Greenpeace, Marine Conservation Society, Pew, RSPB and ZSL. Together we ensured that the original 2015 manifesto commitment was reiterated – and indeed strengthened – in the run-up to the June 2017 General Election.

We followed this up by providing input on Richard Benyon MP's pamphlet which was launched in the House of Commons on 25 October 2017 to ensure broader buy-in across all parties into the Blue Belt policy.

BLUE then devised a campaign to coincide with increased interest in oceans arising from the BBC's Blue Planet II programme encouraging members of the public to write to their MPs to sign a charter (see opposite

page) to #backthebluebelt. By the end of 2017, an astonishing 232 MPs had signed the charter with representatives from eight different political parties. This genuinely cross-party support for the campaign was hugely encouraging and will ensure that the Blue Belt commitment is upheld.

BLUE's approach is to complement our influence with UK government by working with individual island governments to ensure the policy is implemented as well as possible and – crucially – that it brings benefits to local islands. Marine conservation can be both empowering and enriching to local communities, far more than selling fishing licences to huge vessels which come nowhere near shore and simply plunder the waters.

Having secured confirmation that the government still intends to spend £19.3m over five years on the Blue Belt, we are working to ensure that as much of this funding as possible goes to the Overseas Territories themselves. BLUE is also funding local conservation capacity on both Ascension and St Helena.



THE GB OCEANS' BLUE BELT CHARTER

With the fifth largest marine estate in the world, the UK and its Overseas Territories are custodian to the largest coral atoll on earth, globally significant populations of albatross, whales and turtles, and as many as a quarter of the penguins on the planet.

Through the actions of successive governments, the UK has demonstrated global leadership in ocean conservation. We call on the UK to reaffirm this leadership by working with the governments of the Overseas Territories to deliver on Blue Belt pledges to:

- Establish a 500,000 km² fully protected marine protected area around the South Sandwich Islands in 2018
- Deliver on the commitment to establish a fully protected marine protected area in at least 50% of Ascension Island's waters in 2019
- Support the establishment of a locally-led marine protection regime throughout the waters of Tristan da Cunha by 2020
- Strengthen the development of the locally-led marine protection regime throughout the waters of St Helena

We also call on the UK to remain a leading force within those international bodies concerned with greater protection of the Polar Regions, the UN process for establishing marine protected areas on the High Seas, and within the Regional Fisheries Management Organisations.



Marine life in the UK Overseas Territories. From left; BIOT, Ascension Island and St Helena.

ASCENSION ISLAND

Ascension's 440,000 square kilometre exclusive economic zone (EEZ), which straddles the mid-Atlantic ridge, harbours globally significant marine biodiversity. Huge and rare fish swim in Ascension's waters and green turtles nest in vast numbers on its beaches. Until 2013 the waters were plundered by a long-line fleet which was associated with human rights abuses, shark finning and huge levels of by-catch, including threatened blue sharks, hammerhead sharks, turtles and seabirds.

On 3 January 2016, thanks to BLUE's intervention, the UK and Ascension governments announced that 52.6 per cent of Ascension's EEZ would be closed to fishing (a closed area nearly the size of the UK) with the other 47.4 per cent to be fished according to best practice.

Very few fishing licences have been sold and the Ascension Island conservation team has brought in almost £2 million in grants and donations as a direct result of the proposed creation of a reserve. However, in April 2017, the twice-weekly RAF flight to Ascension

was diverted until 2020 due to major structural problems with the runway, which is owned and operated by the US Military. The closure of Ascension's runway has prompted a wider consultation by the Foreign Office on the future purpose of Ascension.

BLUE has worked strenuously to ensure that conservation is at the heart of any future strategy for the island and has been urging the Foreign Office to find a solution as quickly as possible as the island's economy and the livelihoods of those who live there are entirely dependent on regular and direct access.



Departing on the same day as the London to Monaco ride, a small team from Ascension Island braved 33 degree heat to complete a 115km ride around the island in support of ocean conservation.

BLUE's vision is that Ascension can be a centre of conservation excellence in the Atlantic with the islanders benefitting from being custodians of 440,000 square kilometres of unusually productive ocean. At the July 'Future of Ascension Forum' a Foreign Office source echoed our view that the future of Ascension would be best served if 100 per cent of the exclusive economic zone was declared a marine protected area.

The Ascension Island conservation team continues to work tirelessly under difficult circumstances. BLUE raised £200,000 for Ascension in 2016 and 2017 from its London to Monaco cycle rides and those funds have been deployed on a range of conservation and education initiatives.

These include supporting Ascension's only school, providing state-of-the-art science equipment for the conservation team, supporting a PhD student who is investigating why tuna in Ascension's waters are bigger than anywhere else in the world and rebuilding the boardwalk up to the top of Green Mountain. BLUE's hope is that we – and other visitors – will soon be able to reach this remarkable island again.



Pupils from Two Boats School using binoculars funded by the London to Monaco cycle ride.



Endemic shrimp (top) and Blue sharks (bottom). Photos by Paul Colley.

ST HELENA

The remote South Atlantic island of St Helena is home to a third of all the endemic species in British territories including 11 species of fish found nowhere else in the world. Whale sharks migrate there every year and are seen amid the moorings in Jamestown harbour. It may be that they breed there but this has yet to be ascertained.

The UK Foreign Office and the Saint Helena government agreed in 2016 to make all 444,916 square kilometres of the island's waters what the IUCN calls a "category 6" reserve – which means sustainable use only. There is strong support for the reserve from the island's fishermen who catch tuna by artisanal methods, rod and line or by pole and line. Pressure remains, however, for foreign industrial long-line vessels to be allowed in, as Charles Clover found on a voyage there in February. If this threat is to be seen off more work needs to be done to support artisanal fishing and to describe the habitats and species the reserve will protect.

In the autumn access to the island for tourists and conservationists alike improved greatly thanks to the opening of the £250m airport. BLUE now plans to supply conservation skills, equipment and support through a post at the St Helena National Trust, the local conservation group which needs to expand its capacity to cover marine. Beth Taylor, our newly recruited Project Officer, arrives in January with a brief to work alongside the community to develop a marine protection regime.

"THIS IS AN AMAZING OPPORTUNITY FOR ME TO HELP BLUE SECURE CONSERVATION GAINS IN THIS 'GALAPAGOS OF THE ATLANTIC.'"

BETH TAYLOR, PROJECT OFFICER



From left: Charles Clover arrives in St Helena. Mobula Ray. BLUE's Project Officer Beth Taylor.

BERMUDA

Bermuda is one of seven seamounts that sit amid the Sargasso Sea and has the northernmost coral reef system in the world. It has a history of marine conservation that dates back to the 1600s and is fiercely proud of its fisheries and conservation legislation, but this does not translate easily into international recognition. Attempts by US conservation groups to persuade the islanders to adopt a concept called the Blue Halo – a reserve ring around the island – were rejected.

BLUE has adopted a different approach, helping the government to assess the risks to its exclusive economic zone and encouraging the Bermudians to adopt new proposed IUCN guidelines called Conserved Areas which will give recognition to areas not currently within the international protected area system. At a meeting in April attended by Charles Clover, government experts in Bermuda recognised that many of Bermuda's marine habitats, including its outer EEZ, would qualify as Conserved Areas under this new system. The task force also discovered hidden gems, such as the area closed to all vessels around the former US base at Clearwater, which includes the entire global breeding population of the cahow, the Bermuda petrel.

In July there was a general election and the government changed. Environment was taken under the Home Affairs minister. The task of gazetting new conserved areas remains a policy objective but when this will happen depends on the new government's priorities which have yet to emerge. BLUE remains in contact with officials in Bermuda and met the dynamic Premier, David Burt in London in December.



From left: Charles Clover with former Premier Dunkley in Bermuda. Sargassum. A Bermuda petrel. A local fisherman.

THE SOLENT

Oyster beds were once abundant around the British Isles; billions of these bivalves helped to keep our waters clean and provided food and habitat for countless species. Today, oyster beds are one of the world's most imperilled marine habitats - over 85% have been lost globally.

BLUE's ambitious project to reseed the Solent with millions of juvenile oysters over the next five years made good progress in 2017. Over 20,000 oysters have been suspended in cages under MDL Marinas' pontoons across six sites. Oysters at all six sites spawned in the summer of 2017, releasing millions of larvae into the water. Average mortality of the broodstock remains well below expected levels at 15 per cent.

Over 90 species have now been found living on or around the cages, including over 20 sightings of critically endangered European eels, a juvenile spiny seahorse and sea bass. These exciting findings demonstrate the value of oysters and the habitat they create for enhancing marine biodiversity.



Clockwise from top left: BLUE Project Officer Morven Robertson. Volunteer Callum Skene with PhD student Luke Helmer and Project Coordinator Jacob Kean Hammerson. PhD students survey the cages. Children from Wicor Primary School learn about oysters.



BLUE has been helped in its work by over 130 keen volunteers across the Solent, including university students, local schoolchildren and Ben Fogle. The hands-on nature of the project allows local communities to engage and learn for themselves the incredible role oysters play in the Solent ecosystem.

Large-scale restoration of oysters to the seabed is the ultimate aim of the Solent Oyster Restoration Project. Trials to determine the most effective restoration methods have begun. In partnership with the University of Southampton, 3,000 oysters have been deployed to the Solent in gabions on the seabed. Throughout 2018 BLUE will complete further trials with the overall aim to introduce one million oysters into the Solent by the end of the year.



Top: Ben Fogle launches the Solent Oyster Restoration Project. Below: European eel, squat lobster, seahorse and juvenile stickleback found on cages.

OVER 90 SPECIES HAVE NOW BEEN FOUND LIVING ON OR AROUND THE CAGES, INCLUDING OVER 20 SIGHTINGS OF CRITICALLY ENDANGERED EUROPEAN EELS.

LYME BAY

BLUE's model project in Lyme Bay, now in its fifth year, continues to benefit the marine environment and the local fishermen, who are seeing higher prices for practising low-impact, responsible fishing. The model, which proves that it is possible to fish sustainably within a marine reserve, is being rolled out around the UK coast and in the Mediterranean.

Since BLUE's partnership began in 2012 all 42 boats and 59 fishermen in the Reserve operate under a voluntary code of conduct. In return, BLUE has invested in chiller stores and ice-making equipment to improve quality of catch. Over the last year, the last two chillers have been installed and are now up and running.

29 species of Lyme fish are now being sold in London restaurants with fishermen enjoying up to 20 per cent higher prices for their catch. The chiller units also reduce waste; fishermen report that whereas they would have cut up non-target species for bait, they can combine these with someone else's catch and sell that too.

The marine environment is recovering thanks to spatial closures and gear restrictions observed by the code of conduct within the bay. A BLUE-backed Plymouth University study has shown a four-fold increase in flora and fauna reef species, a doubling of scallop landings, a quadrupling of juvenile lobsters, a two-and-a-

half times increase in landings of brown crabs and a quadrupling of flatfish catches since the Reserve was established. The reef habitat has improved just as much with a near doubling of different species found and a 400 per cent increase in the number of branching sponges.

But it's not only the fish that are thriving. The Wellbeing Study conducted by Plymouth and Exeter universities in 2016 found that fishers in the Reserve had higher incomes than those outside and more job satisfaction. This can be put down to BLUE rewarding the fishers for their low impact, responsible methods, by completing the installation of chiller stores and ice machines in each of the four ports and creating a seafood brand, Reserve Seafood, which delivers price-premiums on landings because of their sustainability, traceability and high quality. In many cases this has transformed the lives of fishermen in giving them the means and equipment to land and store their catches in the best possible conditions.



Cup coral and cuttlefish, both found in Lyme Bay.



Above: Pupils from West Hill Primary School, Ottery St. Mary. Below left: Tim Glover and Morven Robertson with new chiller units at Lyme Bay. Below right: Neville Copperthwaite (BLUE's Lyme Bay Coordinator) at Broadmayne First School.

LYME BAY EDUCATION OUTREACH

BLUE's education outreach programme sends fisher-ambassadors into schools to talk to children as young as seven. To date 85 schools have participated, engaging 5,188 students from all year groups, with 20 schools requesting an annual year group repeat. At Dorchester's Thomas Hardy School 400 Year 9 (13-14 years old) pupils attended our presentation and they want us back next year! In addition, a trial talk to undergraduates at Plymouth University was very well received.

BLUE has invested in a state-of-the-art exhibition centre. The new Seaton Jurassic Centre has a dedicated Lyme Bay project area enabling more than 66,000 visitors a year to engage with the Reserve project. Lyme Bay fishermen are heavily involved in the presentations at the centre and are key to communicating their enthusiasm for responsible and sustainable fishing to the next generation.

"WE THANK YOU ALL SINCERELY FOR PROVIDING SUCH A BRILLIANT, INFORMATIVE EXPERIENCE FOR OUR STUDENTS".

JUDITH WARDLAW, SCIENCE COORDINATOR, THE THOMAS HARDYE SCHOOL

UK ROLLOUT

Around the UK, industrial fishing pressure and lack of quota are destroying small-scale fishers' livelihoods and threatening their communities. In addition, marine habitats and the fish stocks they support are increasingly endangered by a lack of protection and effective management.

BLUE's Lyme Bay project has already proved that it is possible to deliver conservation gains while benefiting small-scale sustainable fishermen. Over the next six years BLUE will apply the best-practice management principles of the successful Lyme Bay model across thirteen diverse marine environments and associated fisheries around the UK coast. The roll-out of this model to new sites will not only address local conservation and community challenges, but will serve as a blueprint of how inshore waters can be well managed for both fish and fishers.

At the beginning of 2018 the first four sites will launch with local partnerships in North Devon, Jersey, St Abbs and Eyemouth and the Solway Firth. Work on a local scale will seek to address issues including designations for a properly managed network of protected areas, fairly allocated inshore quotas to support low-impact artisanal fishers, enforceable measures to protect threatened species and seabed features, and economically viable conservation.

A research programme in collaboration with the University of Plymouth will underpin and inform the management blueprint, combining universal measurements with local research requirements.

BLUE will continue its engagement with government and is increasingly being consulted by the Department of Environment, Fisheries and Rural Affairs (DEFRA) and local marine authorities about the future of marine management policy around our coast.

FUTURE OF UK FISHING

BLUE's 'Best Practice in World Fisheries' conference was designed to showcase four of the world's top fisheries management regimes and understand why they are successful. Held at Fishmongers' Hall, the conference sought to bring together key representatives from all sectors of the fishing industry and from environmental groups.

Fisheries management experts from the United States, Australia, New Zealand and Norway were invited to explain how their fisheries were managed and to consider what lessons the United Kingdom might learn from their experience and apply to its own waters in the event of leaving the EU and its Common Fisheries Policy (CFP).

Introducing the day, Nigel Bankes, Prime Warden of the Fishmongers' Company, said that Britain had a once-in-a-generation opportunity to write a new Fisheries Law after Brexit and the day was an opportunity to see what did and did not work.

Speakers included Margaret Spring, who served at the US National Oceanic and Atmospheric Administration from 2009 to 2013, Geoff Tingley, formerly principal scientist at the New Zealand Ministry of Fisheries from 2011 to 2014, Professor George Kailis from the University of Notre Dame, Australia and Peter Gullestad, who was director general at the Norwegian Directorate of Fisheries from 1996 until 2008.

The insights from the day were summarised and made available to policymakers and other key stakeholders, including the Secretary of State at DEFRA, The Rt Hon. Michael Gove MP, who agreed to respond to its conclusions.



This picture: Steering committee clockwise from top left Adrian Gahan, Andrew Wallace, Erin Priddle, Mike Park, John Goodlad, Tom Appleby, Barrie Deas, Charles Clover.



Above: Panellists Ian Boyd, Margaret Spring, Andrew Rosenberg, Stefanie Moreland.

#BACKTHEBLUEBELT CAMPAIGN

This social media campaign was devised by BLUE to "slipstream" the BBC's extraordinarily popular Blue Planet II series, giving people something they could do about the crisis in the oceans described in its episodes by Sir David Attenborough.

Viewers were invited by some of the biggest hitters on social media – including Stephen Fry, Cara Delevingne, James Blunt, Kirstie Allsopp and Chris Packham – to tweet their MP to sign up to the Blue Belt charter, written by BLUE and other members of the Great British Oceans coalition. The campaign, devised for BLUE by Tim Scoones, former executive producer of the BBC's Springwatch, and a west-country-based team, proved wildly successful.

On the evening of 10 December 2017 when the concluding episode of Blue Planet II was aired, the #BackTheBlueBelt campaign was posted about on social media more than 5,800 times, 4,000 of which occurred from 8-10pm (a rate of one post every 1.8 seconds). At its height, during that episode, an MP was tweeted every 7.5 seconds. Since it began, the #BackTheBlueBelt campaign has had well over 100m impressions on social media, reaching a potential 28m people. 232 MPs had backed the Blue Belt charter by the end of 2017 and the number is still rising.



AEOLIAN ISLANDS

The seas around the seven volcanic islands which make up the Aeolian Archipelago, just north of Sicily, nurture remarkable biodiversity. The inshore reefs are home to grouper, lobster and octopus. The submerged seamounts provide sanctuary for amberjacks, barracuda and seabream. In deeper water, there are giant swordfish and schools of tuna, whales, dolphins, hammerhead sharks, rays, sailfish and sunfish. Seagrass meadows provide crucial habitat for juvenile fish and trap 35 times more carbon than rainforests. In summer, sperm whales bring their calves to the warm, sheltered area and endangered loggerhead turtles return from the southern Mediterranean to feed.

Recent years have seen a sharp decline in this exceptional marine life. Overfishing, use of unsustainable fishing gear and lack of management of marine resources have led to a sea disconcertingly absent of life. Artisanal fishers despair as commercial fleets with huge nets take the remaining fish while tourism puts extra pressure on delicate marine habitats.

BLUE, in partnership with the Aeolian Island Preservation Fund urged the Italian government to commit to the creation of an Aeolian marine protected area (MPA). The process towards designation is well underway. To support and influence the efficacy of the MPA, BLUE is applying the Lyme Bay model in order to improve the livelihoods of local fishers as management measures are introduced and the marine environment is restored to its former glory.

Local fishermen are coming together to create a 'code of conduct', a voluntary, best-practice way of fishing sustainably, guided by BLUE biologists and implemented by Aeolian fishing cooperatives. State-of-the-art chiller units and insulated fish boxes will boost the quality of fish, allowing fishermen to achieve a higher price for their catch. Vessel monitoring systems will promote traceability and provenance of Aeolian branded fish, adding further value and reducing fishing pressure.

As the Aeolian MPA is implemented, the goal is to have a supportive community of local fishermen who will have representation, be directly

involved with the management of their waters and lead by example, discouraging destructive and unsustainable fishing around the islands.

BLUE IS HOPING TO SECURE THE LARGEST MPA IN ITALY WHILE IMPROVING THE LIVELIHOODS OF LOCAL FISHERMEN.

From top left: Aeolian fishermen with MORE FISH LESS PLASTIC bag. A diverse seagrass bed. BLUE Projects Manager Rory Moore with local fishermen. Aeolian Islands.

MED ROLLOUT

The Mediterranean Sea was once one of the most productive bodies of water on the planet. In recent times, this vast marine resource has been badly mismanaged and depleted. Overfishing, misallocation of quota, inadequate marine protection and fisheries disputes have led to a severely damaged ecosystem.

Current analysis by the European Commission shows that 93 per cent of fish stocks are overexploited to the point of collapse. The Mediterranean has lost 41 per cent of its marine mammals and 34 per cent of the total fish population over the past 50 years.

BLUE believes that a system whereby artisanal fishers operate sustainably within locally managed MPAs, providing traceable, high quality, high value seafood could assist the recovery of the Mediterranean Sea.

BLUE is building on its work in Lyme Bay and the Aeolians to roll out its proven model to suitable sites in the Mediterranean in order to create a network of effective marine protected areas which promote sustainable, artisanal and small-scale fisheries while allowing stocks to recover.

The first phase of the Mediterranean roll-out will identify areas where BLUE can achieve conservation gain, benefit the local fishery and apply the model with support from local stakeholders. Potential roll-out sites include Spain, Italy, Croatia, Malta, Cyprus, Turkey and Greece.

MALDIVES

Groupers are integral to keeping coral reefs healthy. But they are also economically valuable as a fishery resource. In the Maldives, groupers are targeted for export as part of the live reef fish trade, but overfishing of immature fish and targeting of spawning aggregations have pushed this fishery to the point of collapse. Groupers do not reach sexual maturity until they are around 14 years old, so by targeting increasingly small and underage fish, the population is being decimated.

BLUE's Maldives Grouper Fishery and Conservation Project, in partnership with the Ministry of Fisheries and Agriculture, Six Senses Laamu, and the Laamu Atoll Council, has spent the last year collecting data which proves definitively that there is a clear need for better management of the fishery to bring it back from the brink of collapse. In particular, we have focused on the need to protect grouper spawning aggregation sites (grouper reproduce on mass at fixed times in the lunar cycle and so are horribly easy to target) and to implement strict size limits.

The next phase of the project will be to present this data to the Maldivian government and make a clear case for the implementation of national catch and export size limit regulations and protection of one or more of the identified grouper spawning aggregation sites.

We are hopeful that prescribed management measures will be accepted because, crucially, the fishermen themselves now recognise the need for better regulation of the fishery. Over the past year we carried out over 100 fishermen interviews. 85 per cent of interviewees are in favour of management of the fishery because populations have declined so drastically causing them a loss of livelihood and income.

We listened to fishermen recount scenes from 20-30 years ago of a 'sea black with spawning groupers stacked on top of one another'. This seems almost unimaginable compared with the sparse numbers we saw underwater over the course of more than 200 survey dives. Studying these sites has allowed us to document their demise and build a strong case for their protection.

From left: Local fishermen learn about fishing sustainably. Viv and Shaha at work on an educational mural. BLUE's MORE FISH LESS PLASTIC bags held by Simon Harding and Maldives National University staff.



Our education programme has raised awareness about the critical status of the grouper fishery. Through a series of practical games and presentations at all thirteen schools in Laamu Atoll where the project is based, we encouraged over 400 children to get excited about marine life. By inviting over 300 community members to come and hear about the project, we broke down communication barriers and made the people of Laamu feel valued and involved in our efforts. We also hand painted two beautiful wall murals conveying the importance of sustainable fishing practices and marine protected areas on three different islands.

Our work extends beyond Laamu Atoll. We developed five internships for Environmental Management undergraduates from the Maldives National University, giving them practical experience in the field and an insight into their prospects as future marine scientists.

Funding for our work in the Maldives in 2017 was kindly provided by Six Senses Laamu, Marks and Spencer and the UNDP Small Grants Facility for Low Emission Climate Resilient Development (LECRd). Nirvan Veerasamy kindly donated to the Maldives at BLUE's Blue Marine Yacht Club dinner.



From top: Vivienne Evans and Shaha Hashim of BLUE's Maldives team. A Maldivian grouper. Fishermen pull up grouper in nets. Schoolchildren learn about grouper anatomy.

"HAVING SEEN THE EXTRAORDINARY DIVERSITY OF LIFE ON A CORAL REEF, IT IS THRILLING TO WORK ON A PROJECT CONSERVING THESE ECOSYSTEMS BY PROTECTING GROUPERS." VIVIENNE EVANS, PROJECT COORDINATOR

CASPIAN

The Caspian Sea, the Earth's largest enclosed body of water, was once teeming with enormous sturgeon, salmon and numerous other fish including the whitefish, a mainstay of inland European fisheries in the Middle Ages. These fish are now vanishingly rare due to overfishing, pollution, and introduction of non-native species. The damming of rivers in the mid-twentieth century meant fish that migrate between fresh and salt water to feed and reproduce were thwarted.

BLUE has been working in the region for the last two years in an attempt to save these extraordinary marine species from extinction in the wild. The project is gaining momentum through targeted restoration programmes and support from an Azeri non-governmental organisation, the International Dialogue for Environmental Action (IDEA).

The first marine protected area in the Caspian will be designated in 2018 in an area crucial for the survival of juvenile fish. A ban on plastic gill nets will open the river mouths so that anadromous fish (fish that are born in the sea but migrate into fresh water to breed) can move freely upriver to

spawn. Genetic analysis is identifying diverse populations to be reared and released into restored littoral and coastal environments and a countrywide initiative to improve education and awareness of the marine environment is underway. This will include promotion of eco-tourism and the creation of alternative livelihoods for local fishers.

Through a holistic approach, BLUE hopes to bring about a recovery of the Caspian Sea, changing the habitual exploitation of marine resources into a sustainable relationship between communities and the environment.

BLUE HAS BEEN WORKING IN THE REGION FOR THE LAST TWO YEARS IN AN ATTEMPT TO SAVE THESE EXTRAORDINARY MARINE SPECIES FROM EXTINCTION IN THE WILD.

Rory Moore with IDEA coordinator Afag Rizayeva. Juvenile beluga sturgeon.



PATAGONIA

In 2016, the research sloop 'Saoirse' documented the largest baleen whale mortality event ever while exploring Chilean Patagonia. Research carried out in 2017 traced these deaths to climate change, toxic algal blooms and intensive salmon farming on the Chilean coast.

With the continuing support of BLUE, Saoirse is now toting an arsenal of technical gadgets aimed not only at revisiting the rather gruesome scenarios of the original mortality event, but also with the hope of sketching out a road-map for future studies in the area. There is potential to study an entire region, about which so little is known, by observing the movements and behaviour of the living sei whale population. The crew of Saoirse was thrilled to discover that a large, hitherto unknown, population of endangered sei whales exists in the extremely isolated reaches of the Golfo de Penas.

With scientific direction provided by Dr Vreni Haussermann, hydrophones were used to make some extremely rare acoustic underwater recordings of sei whales. Drones filmed the surfacing whales in an attempt

to begin the task of individual recognition of the whales. Several excursions with remotely operated underwater vehicles are looking at life which exists on the floors of some of the more far-flung fiords.

This research is essential to plan future studies and expeditions, all of which is aimed at making the case for the creation of marine protected areas in Patagonia.

SCOTLAND

The marine community support project in Scotland continues to provide bespoke support to community groups in progressing their development and voice within marine management in Scotland.

BLUE has supported Kerri Whiteside to work with local communities keen to establish marine protection in their areas. In 2017, BLUE co-funded the development of an online platform www.communitiesforseas.scot to enable remote communities to share experience and learning and speak with a united voice on issues of concern within marine management in Scotland. Since launching in September 2017, the site has had 5905 visitors with an average of 104 users per day, to date.

THERE IS A FANTASTIC POTENTIAL TO STUDY AN ENTIRE REGION ABOUT WHICH SO LITTLE IS KNOWN.

Scientists analysing a dead sei whale in Patagonia





Left: Clare Brook and Charles Clover present Prince Albert II of Monaco with a BLUE print.

Below: An elated BLUE team complete day one! From left to right: Dan Crockett, Poppy Wetherill, Morven Robertson, George Duffield, SJ Skinner, Amy Hammond, Tom Appleby, Adrian Gahan and Arlo Brady.



**70 RIDERS
10 DAYS**

**LONDON TO
MONACO
EXCEEDS ITS
TARGET AGAIN**



**£290,000
RAISED**



LONDON2MONACO



**3 COUNTRIES
2 PALACES**



**1,400 KM
19,000 M
ELEVATION**

**12 COUNTRIES
FIELDER RIDERS
150 RIDERS
OVER TWO YEARS**



**3 MILLION CALORIES
600 MEALS
800 CUPS OF COFFEE**



LONDON TO MONACO 2017

TEN DAYS TO SAVE THE OCEANS:



BLUE's departure...

Riders enjoyed a send-off from Somerset House with BLUE ambassador Poppy Delevingne cutting the blue ribbon and marking the official start of the ride.



Meanwhile in the Atlantic...

A valiant band of Ascension Islanders set off on a parallel ride some 4000 miles away in the tropical South Atlantic. The four riders completed the gruelling Green Mountain in 33 degree heat.



Châteaux, rain and smiles

Having crossed the Channel a hardy group of ten-day riders steamrolled their way through northern France from Reims to Lyon covering 597 kilometres and climbing 6,093 metres in all weather conditions. There was never a dull moment on the road with smiles wide and spirits high.



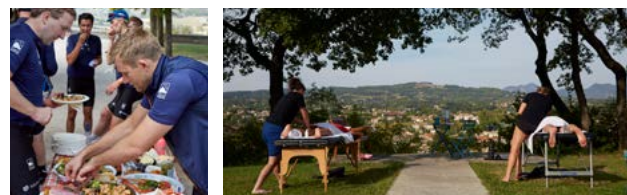
Injection of fresh legs

Excitement and anticipation grew as six-day riders joined the ride in Lyon to continue the journey through France to Monaco.



The caffeinated Giant of Provence

This year our riders were treated to extra fuel thanks to coffee sponsors Climpson & Sons. Travelling in their Mystery Machine, Nicole and Matt served up delicious coffee at every stop including the summit of Mont Ventoux.



Rub and grub

As our riders rolled into their hotels at the end of the day, soigneurs kicked into action to sooth muscles and extreme calorie burns were replenished with wonderful food.



High speed thrills and spills

With the thrilling descents came some casualties. But in true London to Monaco spirit our ocean cycling warriors were not off their bikes for long. Thanks to camaraderie and determination, our injured riders pedalled on to the finish line.



Prince, Palace and Party

Our London to Monaco riders were greeted in Monaco with a champagne-sprayed finish line, cheering crowds and Prince Albert to welcome their impressive arrival. Lycra was swapped for glad rags at the Icon Connect after-party and riders received London to Monaco goody bags.

In two years, a total of 150 passionate and determined ocean cyclists and sponsors have raised over £570,000 for BLUE's projects around the world.

2017's funds supported four projects: Ascension, the Maldives, the Solent and the Mediterranean where we are combatting plastic pollution with the Prince Albert II of Monaco Foundation.

"I panic trained for 3 months and ended up absolutely loving it. Very grateful that BLUE inspired me to do the ride. I couldn't recommend it more."

George Duffield, Founder, BLUE

"London to Monaco 2017 drew on the huge success of 2016 and has cemented this event as a leading fundraiser for ocean conservation."

Jimmy Carroll, Co-Founder, Pelorus

"London to Monaco was the most satisfying thing I did in 2017."

Adrian Gahan, Policy Director, Blue Marine Foundation

"The ride enabled our team to form invaluable relationships with organisations across a number of sectors and industries."

Jonty Gurr & Andy Besant, HiFX

"I feel proud about completing this ride from London to Monaco. I have gained so much: new friends, new sport and donations to help protect the ocean."

Nicolas Fry, Camper & Nicholsons

"London to Monaco is good for the planet. And as a passionate repeat rider I can also say, it's good for the legs, heart, and the soul too."

Bill Springer, Freelance journalist

"It was the best charity ride I've ever taken part in, not only for the routes but the camaraderie and personal coffee van from Climpson & Sons."

Tiffany Cromwell, Canyon-Sram Pro cyclist

"The 10-day London to Monaco ride was a truly memorable event. It was a great challenge for a very relevant and worthy cause. I was so happy to have had the chance to be part of it."

Nick Haley, Superyacht Captain

For more information on London to Monaco 2018, please contact BLUE's Head of Partnerships, Sara-Jane Skinner:
sara-jane@bluemarinefoundation.com
or +44 (0) 207 845 5850



Special thanks to founding partner:

WINCH DESIGN

Special thanks to our London to Monaco 2017 partners and supporters

ABERCROMBIE

AMELS

BOAT

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David Churchill

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CYM MARINE

HOLT RENFREW PROJECT

LIVING SEA THERAPY

looping

REEF KNOTS

X-RACE

BLUE MARINE YACHT CLUB

Join the ocean's favourite 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

THE CLUB

Launched in 2012 by H.S.H. Prince Albert II of Monaco, BLUE set up the charitable initiative, the Blue Marine Yacht Club (BMYC) to unite the world's yachting communities in a clear mission to protect our ocean.

Yacht owners, shipyards, brokers, marinas and other members from within the superyacht industry are joining the BMYC at the client and corporate level to express their concern for the ocean and desire to protect its future.

MEMBERS HAVE SUPPORTED THE CREATION OF SOME OF THE WORLD'S LARGEST MARINE PROTECTED AREAS IN THE WORLD.

BLUE takes a strategic and incisive approach to solving the crisis which allows its BMYC members to see tangible results from their donations. Members are offered the unique opportunity to visit BLUE's projects around the world and see first-hand the conservation benefits in areas their money has helped protect.

Throughout the year members receive a number of benefits and privileges including invitations to private members' dinners and BLUE's annual events, access to scientists, marine conservationists, and leaders from both government and business and various special offers from BLUE's partners tailored specifically for BMYC members.

Members are provided with various means in which to demonstrate and showcase their commitment to ocean conservation including flying the exclusive BMYC burgee designed by Ralph Lauren and adhering to the BMYC Club Charter.



ON BOARD

The evening after the arrival of our London to Monaco cycle ride, BLUE hosted its Blue Marine Yacht Club members' event with its long-standing partner and BMYC member Lürssen and the Club's founding patron, Prince Albert.

The event was held on board Lürssen's new 85m yacht, Areti, providing a beautiful setting for its members and guests to enjoy while learning how their membership support has benefited BLUE's projects and contributed to ocean protection.

BMYC MEMBERS

WINCH DESIGN

Benetti
ITALIAN EXCELLENCE SINCE 1873

LÜRSSEN

BOAT
International Media

FEADSHIP
ROYAL DUTCH SHIPYARDS

**PRINCE ALBERT II
OF MONACO
FOUNDATION**

**fb fondation
bertarelli**

"I SUPPORT BLUE BECAUSE THEY ARE AN EFFECTIVE, HARD WORKING ORGANISATION WHO GET THE JOB DONE. I LOVE BEING A MEMBER BECAUSE IT'S THE ONLY YACHT CLUB THAT ENABLES YOU TO TURN THE TIDE!"
PETER LÜRSSEN, CEO OF LÜRSSEN YACHTS, 2 STAR BMYC MEMBER

"MEMBERSHIP TO THE BLUE MARINE YACHT CLUB IS A WAY WE CAN ENSURE WE KEEP OUR OCEAN HEALTHY AND BLUE."
CHRIS LEE, CAPTAIN OF SEALYON, 1 STAR BMYC MEMBER

"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 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 BE A MEMBER OF THE BMYC KNOWING MY DONATIONS WILL BE USED TO PROTECT THE AWESOME BEAUTY AND WELLBEING OF THE MARINE WORLD."
SIR CHARLES DUNSTONE, EXECUTIVE CHAIRMAN OF TALK-TALK, 1 STAR BMYC MEMBER

NOW IS THE TIME TO JOIN THE BMYC

For further information about membership and its benefits please contact BLUE's Head of Partnerships, Sara-Jane Skinner:

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

CORPORATE PARTNERS

The 2017 Our Ocean conference in Malta included, for the first time, huge corporate attendance. Commissioner Karmenu Vela was prompted to say: **"Business has stepped up. The conference separates the walkers from the talkers."** BLUE would like to thank our corporate partners for their support during 2017. Whether donations of cash, services, time or goods, every little helps BLUE to achieve our mission.

MAJOR PARTNERS



Lürssen, who also supports the BMYC, provides a substantial contribution each year to support BLUE's marketing and communications, including this review. The generosity of Lürssen, year on year, makes them one of our most valued corporate partners who do an incredible job of raising international awareness in the superyacht industry and beyond.



EST. 1884

Marks & Spencer has been a huge supporter of BLUE over many years. As well as backing the Lyme Bay project right at the start, its funding has enabled a huge educational campaign across three projects (Lyme Bay, the Aeolians and the Maldives). Mike Barry, Director of Sustainable Business at Marks & Spencer, said: **"A pound spent with BLUE really can change the world."**



Six Senses, Laamu, has played a vital role in establishing BLUE's grouper conservation work in the Maldives. As well as generously donating to BLUE, the infrastructure of the resort has been vital in making the project a success. Six Senses has provided accommodation, contacts, equipment and transport to help BLUE's project become a great success.



Sunseeker International announced a long-term corporate partnership with BLUE. The partnership increases awareness of ocean conservation and supports BLUE's projects. Phil Popham, CEO of Sunseeker commented: **"I was particularly impressed with the energy and motivation of the charity which is evident in the fantastic work that is carried out across the world and in many of our popular boating locations. This is a cause which really resonates with me as I am sure it will with our owners too. Our oceans are a vital resource and it is essential we all do what we can to preserve them."** BLUE is working with Sunseeker to identify a major project for 2018, watch this space!



CORPORATE PARTNERS

Sponsorship in kind can mean an enormous amount to BLUE's projects. For instance, ACCSYS provided £10,000 worth of their innovative wood to help rebuild a walkway on Ascension Island. MDL Marinas and Land Rover BAR use their infrastructure to support placing native oysters into the Solent. BOAT International has supported BLUE hugely as a media partner, helping to promote the London to Monaco ride to a fantastic audience.

Two of our corporate partners have supported BLUE for years; Frangipani released a second shirt that donates ten per cent of profits to BLUE, while Reef Knots continue to sell their fantastic tie with a new model planned for 2018. BLUE is also delighted to announce a partnership with Orchard House School. Facebook was incredibly helpful in understanding how to use their platform to promote BLUE's initiatives.

Other partners such as Whaleslide (who donate each time someone buys a product using their browser) and Mark Hix (who donates a proportion of water sales) all add vital funding to further our goals.

Cornish beauty company Living Sea Therapy joined BLUE as a corporate partner, supporting with a donation and a percentage of pack sales. Mark Sullivan, the Chairman of Living Sea Therapy, says: "We thought long and hard about choosing a charity to work with. BLUE is a young and energetic team which is making a real difference. We are very proud of this partnership."

BLUE would like to thank our corporate partners at every level. Working with us is a fantastic chance to align with a small, dynamic organisation that gets things done. We are currently seeking more corporate partners, so if you or anyone you know would like to work with us please get in touch.

If you are interested in becoming a corporate partner, please contact BLUE's Head of Development, Daniel Crockett, dan@bluemarinefoundation.com or +44 20 7257 9569


















38 BLUE would like to thank every one of our supporters who make it possible for us to achieve so much. This includes ambassadors, trusts, foundations, corporate partners, members of the Blue Marine Yacht Club, Join BLUE members and individual donors, pro bono supporters and all those who have personally given their time for free.

Special thanks are due to Françoise and Rolly Van Rappard for their incredible support of BLUE's work in Ascension and St Helena and for their visionary funding of the #backthebluebelt campaign, to Peter Lürssen for his unstinting and crucial support, to Julian Dunkerton for sharing our ambition to transform the future of UK fishing, to BLUE co-founder George Duffield for getting on the saddle and raising tremendous awareness and funds for the London to Monaco cycle ride, to BLUE ambassador Poppy Delevingne for cutting the ribbon to launch the ride, Ben Fogle for launching our Solent project and Colin Jackson for launching our partnership with Sunseeker, to Prince Albert II of Monaco for welcoming the ride at his palace. Thanks are also due to Tim Scoones for the fantastic #BackTheBlueBelt campaign and to Fishmongers' Company for hosting the Better British Fisheries conference.

THANK YOU

TRUSTS & FOUNDATIONS

Adessium Foundation
Artemis Foundation
Brook Foundation
Clore Duffield Foundation
Don Quixote Foundation
Dulverton Trust
Esmée Fairbairn
Fishmongers' Company
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Françoise and Rolly Van Rappard

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BLUE BOARD

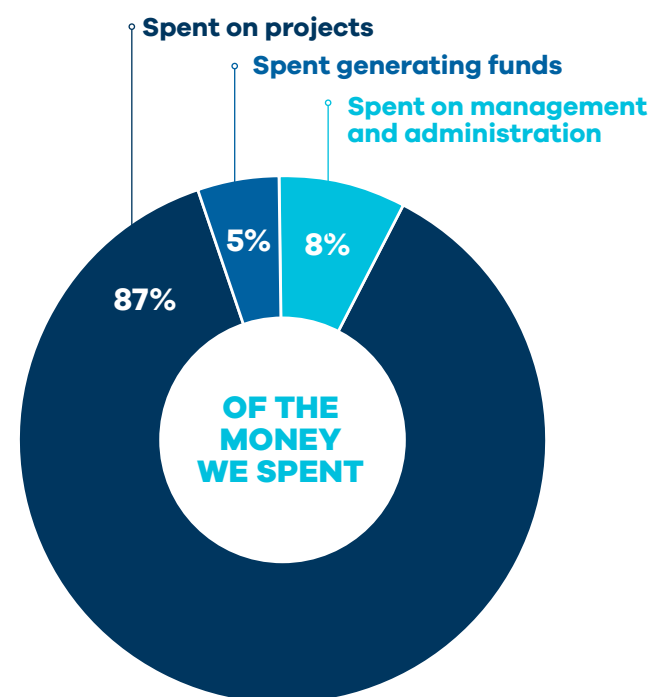
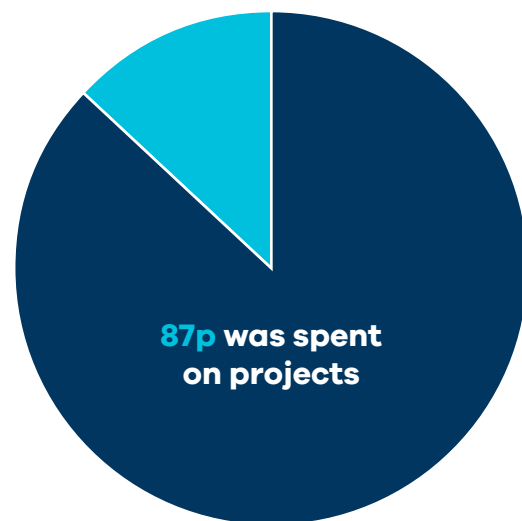
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Professor Callum Roberts
Mark Rose

PRO BONO

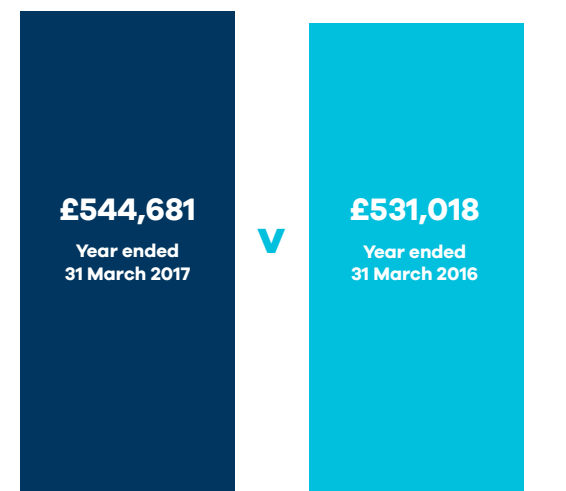
Freuds
Latham & Watkins
Rawlinson & Hunter
White & Case

FINANCIAL OVERVIEW*

OF EVERY POUND BLUE SPENT...



'FREE' RESERVES AS AT
31 MARCH 2017



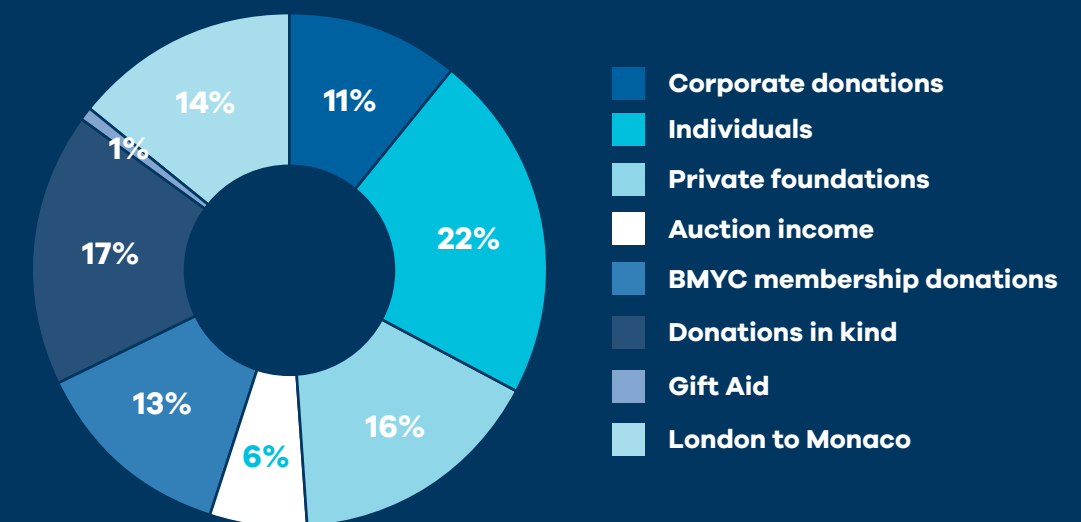
FUNDS
DISTRIBUTED



FOR EVERY £1 BLUE SPENT GENERATING FUNDS,
WE SECURED £24 OF FUNDING



SOURCES OF INCOME



BLUE SIZE

Total square feet of office:

531

Total number of team members:

13

Total square kilometres of ocean that BLUE has helped to protect:

4 MILLION

*All figures based on audited accounts to year-end 31 March 2017.

BLUE TEAM AND TRUSTEES

Clockwise from top left:

Craig Davies, Trustee
Poppy Wetherill, Head of Operations
Chris Gorell Barnes, Co-founder
Simon Harding, Head of Conservation
Tim Glover, Projects Director
Dr Tom Appleby, Trustee
Rory Moore, Projects Manager
Dan Crockett, Head of Development
Clare Brook, CEO

In absentia:

Jacob Kean Hammerson, UK Project Coordinator
Mark Rose, Trustee
Professor Callum Roberts, Trustee
Lord Deben, Trustee

Adrian Gahan, Director of Policy
Sara-Jane Skinner, Head of Partnerships
Dr Arlo Brady, Trustee
Sofia Blount, Trustee
Catherine Whitley, UK Project Co-ordinator
George Duffield, Co-founder
Morven Robertson, UK Projects Officer
Amy Hammond, Research Officer
Charles Clover, Executive Director

Our future is directly linked to the health of our oceans. We must have a healthy marine ecosystem to sustain life on earth. I care deeply about BLUE's mission and I'm hugely proud of everything that we have achieved so far.
Chris Gorell Barnes, Co-founder

I love BLUE, what we stand for, what we've already done and what we are going to do. We have a window of opportunity to save the seas and we must get on with it.
George Duffield, Co-founder

BLUE has developed a knack of seizing the day. If you had told me that we could achieve so much when we started eight years ago, I would not have believed you. Success has brought the confidence to act quickly.
Charles Clover, Executive Director

In nearly 30 years of working, I have never encountered such a dedicated, driven, inspired, inspiring team. There is a spirit of fun in the office, combined with a sense of excitement at how much we are able to achieve.
Clare Brook, CEO

BLUE is highly effective in making real conservation happen. There is less talk and more action. BLUE's staff come from different working backgrounds and that is the glue which holds the team together so well.
Tim Glover, UK Projects Director

Being relatively new to the team I am blown away by how much is going on every single day. I might be neck deep in the Solent one day and talking to fishermen in Northumberland the next. It's a wild ride that makes things happen.
Morven Robertson, UK Projects Officer

BLUE is a united, efficient and motivated movement, achieving huge gains in marine protection. As a marine biologist, I have found my natural habitat!
Rory Moore, Projects Manager

It's great working with such a highly driven team who are always pushing the boundaries and coming up with new ways to tackle the multiple challenges affecting our oceans.
Simon Harding, Head of Conservation

2017 INJURY TALLY

- 1 broken arm on London to Monaco cycle ride
- 7 sore bottoms on L2M ride
- 1 splinter in toe from superyacht
- 3 back aches from carrying bags of oysters
- 1 squashed nose from walking into glass door in Monaco
- 1 frayed nerves from being shot at in Azerbaijan
- 1 head covered in seagull poo in the Solent



BLUE MARINE
FOUNDATION

Communications kindly sponsored by Lürssen


LÜRSSEN

For more information please contact info@bluemarinefoundation.com
Registered Office: **South Building, Somerset House, Strand, London, WC2R 1LR**

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