



BLUE MARINE
FOUNDATION

INTO THE

WORKING TO PROTECT OUR OCEAN

ISSUE 10 | OCT 2024



HELP SAVE THE
AFRICAN PENGUIN

OUR ART AUCTION
FOR THE OCEAN

BLACK FRIDAY
TURNS BLUE

BLUE

Cover Photo:
Resting on the reef
Gregory Piper

WELCOME

Autumn greetings from ‘Into the Blue’.

As we enter the autumn season, we bring you opportunities to get involved in protecting our ocean. Blue Marine is launching an alternative to the consumerism of Black Friday. Blue Friday is an opportunity for businesses to donate a portion of their sales from 29 November to 1 December to support Blue Marine’s mission to protect 30% of the ocean by 2030 and to deliver solutions to the climate and biodiversity crisis.

In this issue you can also discover more about our future ocean stewards, students from Jersey who are learning more about marine habitats and how to protect them. And find out how the art auction “Blue: Art for the Ocean” brought artists, collectors and Christie’s together to protect our ocean.

Don’t miss our latest news; follow Blue Marine on [Instagram](#) and [LinkedIn](#).

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Manta Ray in Baja
Photo: Rory Moore

Save African Penguins

The plight of the African penguin has received global attention thanks to a campaign to #SaveAfricanPenguins.

The IUCN has just uplisted this charismatic little bird to Critically Endangered and it is now at risk of total extinction in just ten years. Working with the Southern African Foundation for the Conservation of Coastal Birds (SANCCOB) and BirdLife SA, Blue Marine hosted an event in Cape Town, bringing together partners, press and decision makers. The event saw the global premiere of the campaign film narrated by local conservationist and social activist Zandile Ndhlovu. Also the country's first black female free-diving instructor, Ndhlovu gave a speech that highlighted the commercial pressures on the African Penguin, including industrial purse seine overfishing of the penguins' main food source, sardine and anchovy.

It's not too late to save the African Penguin. Our OnlyOne petition, with already over 21,000 signatures, urges the South African government to establish effective no-take zones around the six key colonies of the birds.

With your help, we can turn the tide for the African Penguin.

Sign it [here](#) to help save save African Penguins from extinction.

[Read more.](#)

In less than a month,
the petition has reached
21,000 signatures.



READ FULL ARTICLE

SIGN THE PETITION

Above: at Stony Point in South Africa's Western Cape

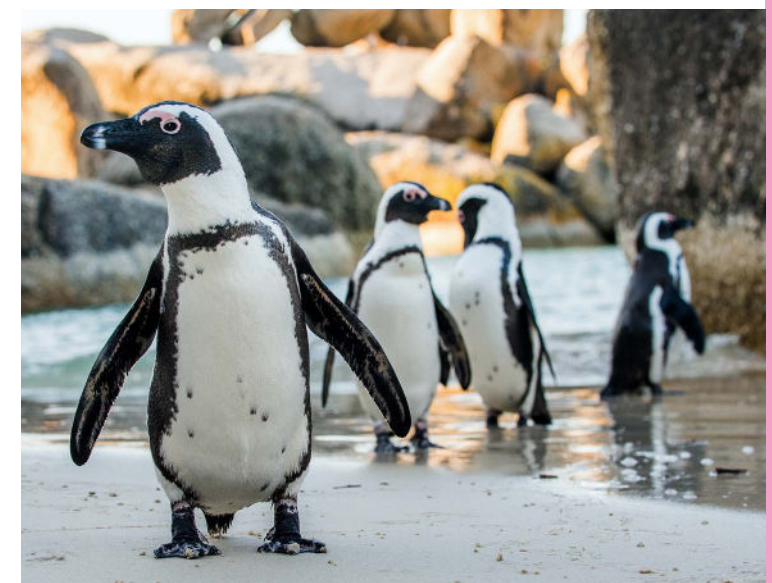
Photo: Christina Hagen

Right: penguins eat sardine and anchovy, which are being overfished

Photo: iStock

Far right: at Boulders Beach, south of Cape Town

Photo: iStock





Artists give the gift of change

Blue Marine has partnered with auction house Christie's to produce 'Blue: Art for the Ocean', a charity sale of works by 35 leading international artists to raise money for ocean conservation. The auction included pieces donated by Marina Abramović, Ai Weiwei and Peter Doig, with 100% of the hammer price supporting Blue Marine projects to reach the UN goal of protecting 30 per cent of the ocean by 2030.

One of the highlights of 'Blue: Art for the Ocean' was a photograph captured during a unique video piece devised by Abramović for Blue Marine. Filmed in May 2024 on Fire Island in New York, 'Performance for the Oceans' depicts the Serbian conceptual artist standing in front of crashing waves in a bright red dress as she gives her unconditional love and energy to the ocean.

Other artists who gave to the auction include Shirin Neshat, Kenny Scharf and Edmund de Waal. Works went on sale at Christie's in London on October 10th and online from October 1st to 15th.

Donated works went on sale during Christie's Post-War and Contemporary Art Day sale on October 10th and the Post-War and Contemporary Art Online Sale between October 1st – 15th.

This outstanding creative collaboration was more than a year in the making, and involved many individuals: from the artists who donated their work, to the team at Christie's who showcased it; from Blue Marine ambassador Princess Eugenie who promoted the event, to the art committee who worked tirelessly to plan it. Proof – if it were needed – that art can inspire change. The final sum raised will be revealed in the next issue of 'Into the Blue'.

The Hunters

Lydia Blakeley (B. 1980)

Performance for the Oceans

Marina Abramović

The Big Wave

Daniel Pitin (B. 1977)

Blue Flower

David Bailey (B. 1938)

Stack 3, Cobalt Turquoise

Annie Morris (B. 1978)



The voices of Jersey's future ocean stewards

As part of Blue Marine's work on the island of Jersey, over the past year our Education team has delivered classroom lessons to a further 540 pupils, in addition to our successful snorkel trail programme. During the lessons, we have coordinated an art project involving 180 pupils from six local primary schools to teach our future 'ocean stewards' about marine protection, as well as to gain the support of politicians to protect more of Jersey's waters.

Pupils from Years 3 to 6 used recycled materials and tissue paper to build up marine habitats and land masses within each class's section of Jersey. They also made drawings and wrote personal messages about why they think the seas around Jersey should be protected. The project helped visualise some of the area's most important marine habitats, including those currently within Marine Protected Areas (MPAs) and those that will hopefully be protected in

the proposed MPAs outlined in the first draft of the Jersey government's Marine Spatial Plan.

This gave our future ocean stewards an insight into government work and marine management, helping them understand why these marine habitats are important, while teaching the pupils the importance of using their voices to write personal and persuasive messages.

Thank-you to the following classes of 2023-24 for their wonderful drawings and heartfelt messages:

St Mary's school, Year 6

Beaulieu school, Year 5

St Martin's school, Year 6

St Peter's school, Year 6

FCJ school, Year 6

D'Auvergne school, Eco-committee (Years 3-6)

Art project of Jersey's waters, highlighting important marine habitats and the current and proposed MPAs.

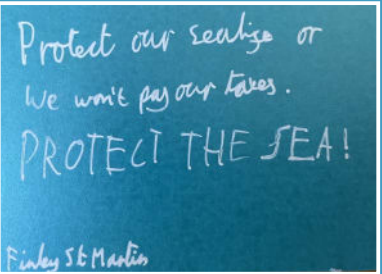
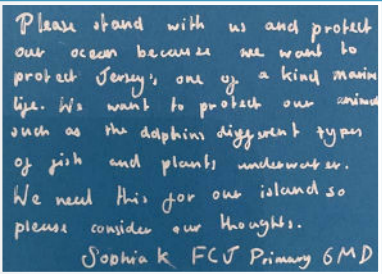
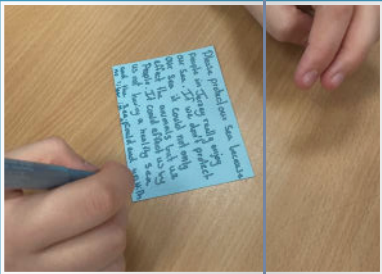
Photo: Kathryn Smith

Bottom left: Children's persuasive messages from FCJ, St Martin's and St Peter's primary schools.

Photo: Kathryn Smith

Bottom right: Pupil from FCJ primary school drawing a Jersey marine species.

Photo: Kathryn Smith



180

PUPILS INVOLVED IN ART PROJECT FROM 6 LOCAL PRIMARY SCHOOLS

Blue Thread: Aligning National Climate and Biodiversity Strategies

One week before the beginning of 16th Conference of the Parties (COP16) to the Convention on Biological Diversity (CBD) in Cali, Colombia and a month away from the 29th Conference of the Parties (COP29) to the UN Framework Convention on Climate Change (UNFCCC), Blue Marine Foundation and the Ocean & Climate Platform, supported by nine organisations, launched the policy brief [“Blue Thread: Aligning National Climate and Biodiversity Strategies”](#).

The ocean plays a pivotal role in the intricate relationship between climate and biodiversity. Ocean based solutions have the potential to advance both the Global Biodiversity Framework and the Paris Agreement. From nature

based solutions to decarbonisation pathways, the ocean offers an array of solutions which are climate smart and nature positive, and can ensure an equitable and resilient future.

While countries are expected to submit new, more ambitious national strategies to fight biodiversity loss and climate change, this brief explores how ocean can provide integrated solutions to address these crises as one and the same, weaving a “blue thread” across the UN Convention on Biological Diversity (CBD) and the United Nations Framework Convention on Climate Change (UNFCCC).

Read the policy brief [here](#).

READ FULL ARTICLE

Aerial view of Hong Kong

Photo: Samuel Chan,
Unsplash

Turning Black Friday BLUE

Join us for Blue Friday:
a day for the ocean to profit

This year, Blue Marine is launching an exciting new campaign called Blue Friday. Instead of the usual consumer frenzy of Black Friday, we're inviting companies to focus on ocean conservation. To take part, we are asking businesses to donate a portion of their sales to support Blue Marine's mission to protect 30% of the ocean by 2030.

We're thrilled to collaborate with both our long-standing partners and new companies on this initiative. If you're interested in getting involved or want to learn more about Blue Friday, please reach out to Hamish and Jordan at hamish@blumarinefoundation.com and jordan@blumarinefoundation.com

[VIEW WEBSITE](#)

Mother and calf gliding through the blue

Photo: Hannes Klostermann

Artist residency to celebrate a seascape



Saltmarsh habitat

Photo: Paul Adams

We are making an open call for artists to apply for a residency responding to the restoration of nature across an entire seascape, in collaboration with local communities for the Solent Seascape Project (SSP).

The SSP is a collaborative nature restoration initiative in the Solent. In partnership with ten organisations and local communities, we are actively restoring and reconnecting key coastal habitats – seagrass meadows, saltmarshes, seabird nesting sites and native oyster reefs – to create a thriving, functioning seascape for all.

The residency is open to artists interested in collaboratively celebrating how communities connect to this vibrant seascape, where restored habitats will allow local wildlife to thrive again. The post is open to local Solent artists, makers, performers and other creatives working in any medium.

We are looking for artists interested in:

- Building local community connections
- Finding creative ways to engage with nature
- Communicating the SSP to new audiences



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THANK YOU for your support!

To learn more about ocean
conservation at Blue Marine
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To stay up to date with the latest
news and events follow Blue Marine
on social media.

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Hawksbill Turtle Swimming
on the Great Fringing Reef

Photo: Cinzia Osele
*Bismarck / Ocean Image
Bank*

