



BLUE MARINE  
FOUNDATION

# INTO THE

WORKING TO PROTECT OUR OCEAN

ISSUE 08 | AUG 2024



| SEAS THE DAY

| MARINA ABRAMOVIĆ

| SNORKEL TRAIL

# BLUE

**Cover Photo:**

Eyed up by Cuban Shark  
Jenny Stock

# WELCOME

## Welcome to Into the Blue

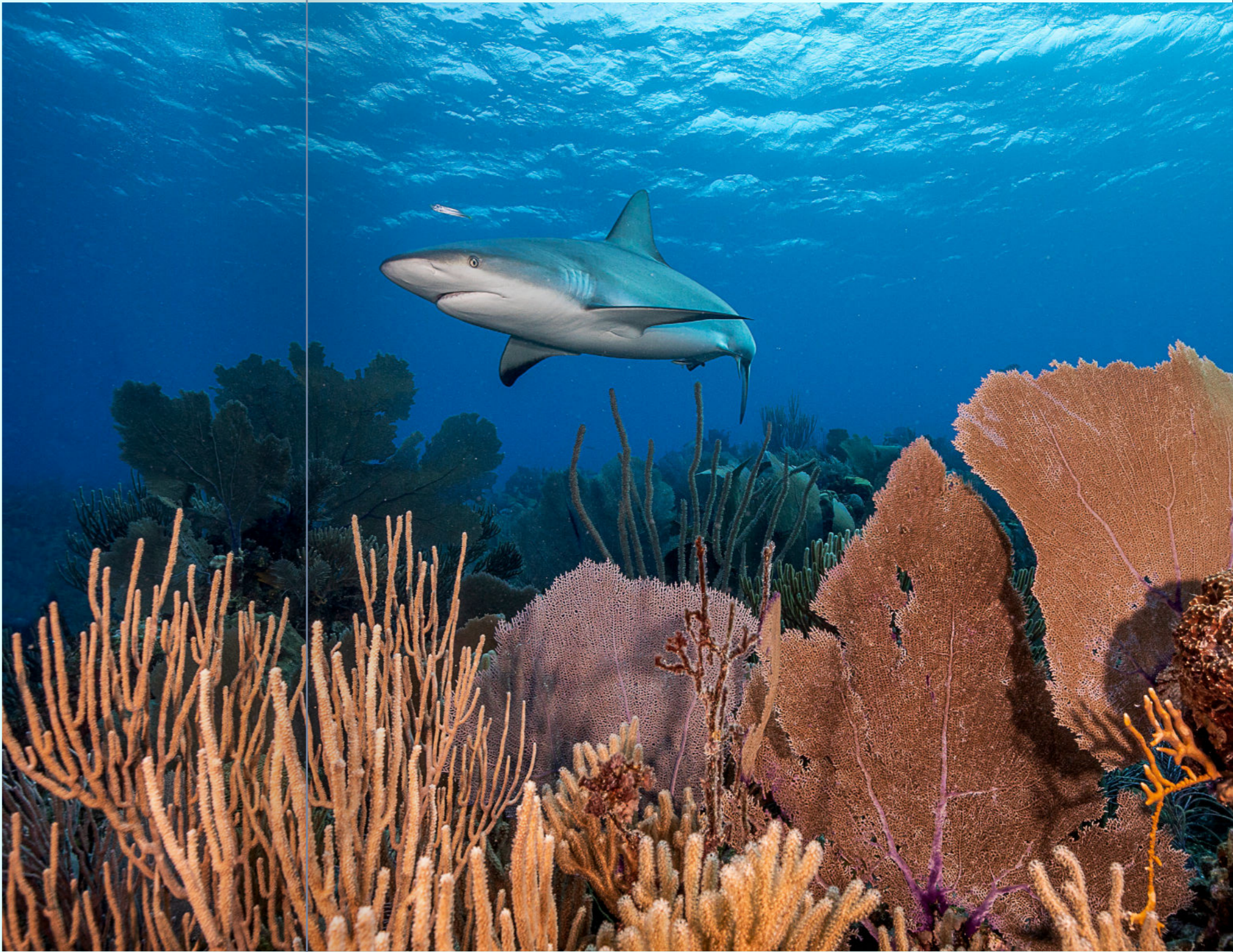
We're thrilled that Stephen Fry has backed our campaign asking the Government to protect the UK ocean. The #SeasTheDay campaign calls on the public to contact their MPs with three asks: To ban bottom trawling in marine protected areas, to end overfishing by bringing fishing catch limits within scientific advice and to end social inequality by reforming fishing quota allocations in the UK. Join the campaign and contact your MP.

The Maldives government intends to reopen longline fishing, which would decimate the ocean's biodiversity. We launched the campaign #AgainstLonglining with the Maldives Ocean Alliance, Only One and the Yellow Fin Tuna Alliance. The international digital petition that has received over 20,000 signatures. Sign the petition, share it with your network and learn more on page six.

We celebrated Shark Awareness Day and Marine Protected Areas Day. Additionally, we launched a series of British Sign Language films with SignUp Media to help break down barriers in ocean literacy. The videos invite our audience to learn some British Sign Language.

*“Our ocean sustains life on earth. It provides us with food and helps stabilise our climate, yet it is in peril. We must act now.”*

STEPHEN FRY



Jenny Stock  
Photo: Jenny Sotck

# Seas the Day with Stephen Fry

Blue Marine ambassador Stephen Fry has lent his support to a compelling video launching the new phase of #SeasTheDay.

The campaign calls on the public to contact their MPs to demand three pivotal actions to safeguard marine environments:

- 1. Ban Bottom Trawling in marine protected areas:** Bottom trawling devastates seabeds and marine habitats, capturing non-target species indiscriminately.
- 2. End overfishing by bringing fishing catch limits within scientific advice:** Overfishing leads to the decline and collapse of fish populations.
- 3. End social inequality by reforming how fishing quotas are allocated in UK fishing:** Two thirds of the fishing quota is owned by just 25 companies. This has to stop if we are to end overfishing and bring our ocean back to health, benefiting both people and planet.



Fry explains, "These requests address some of the most devastating environmental disasters within our control. The time to act is now; reach out to your local MP and tell them we won't stand idly while the ocean suffers."

Watch the Stephen Fry campaign film [here](#). Act today and join the movement by clicking [here](#) to contact your MP.

*"The time to act is now. Reach out to your local MP and tell them we won't stand idly while the ocean suffers."*

STEPHEN FRY

WATCH THE VIDEO

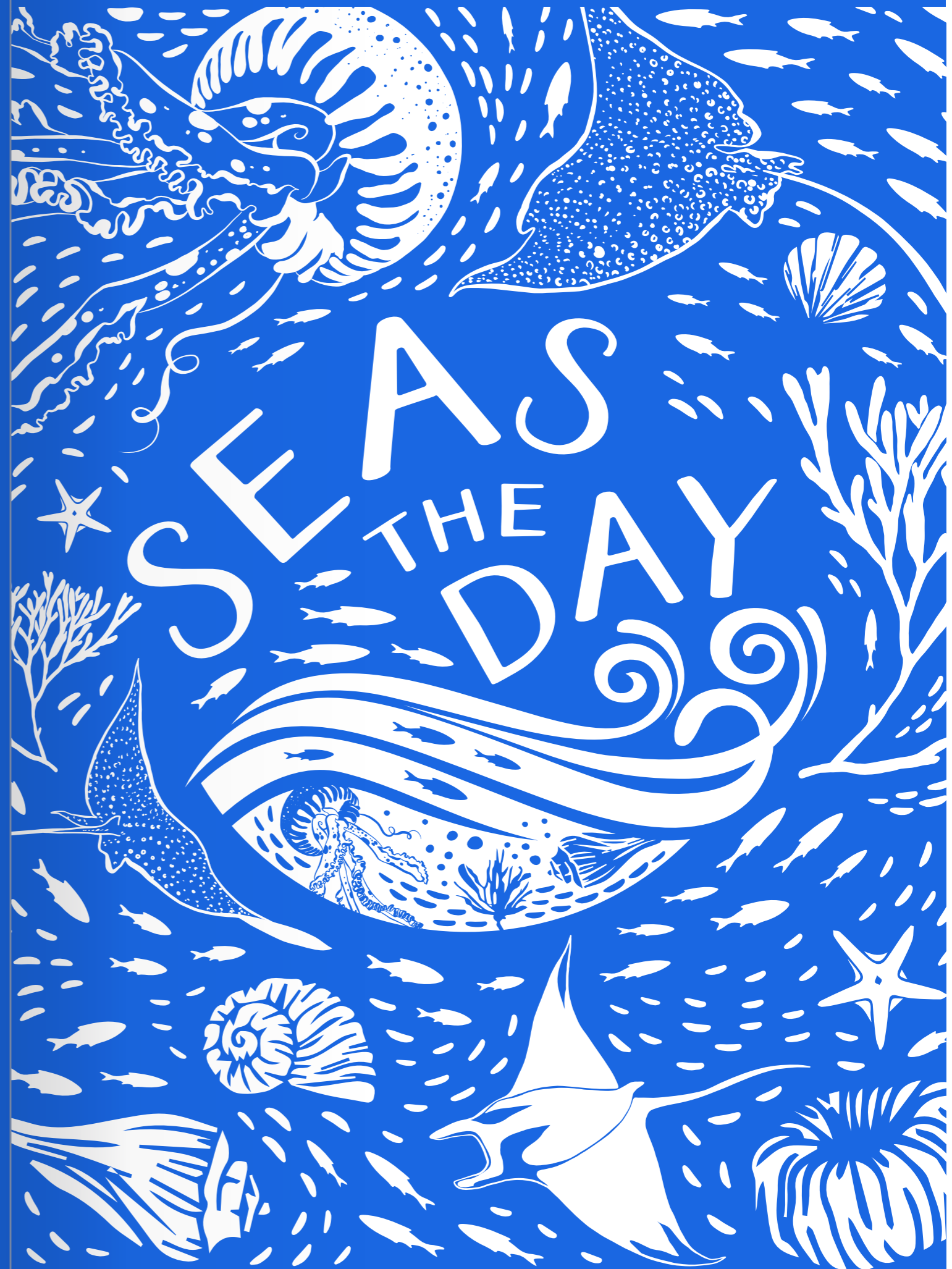
CONTACT YOUR MP

Stephen Fry

Photo: Elliot Spencer

#SeasTheDay campaign artwork

Photo: Hutch Agency



# Prevent the reopening of longline fishing in the Maldives

The Maldives is a global leader in sustainable fishing, but recent discussions to reopen longline fishing pose social, economic and ecological risks.

Longlining is a fishing method that unintentionally catches sharks, manta rays, sea turtles, seabirds and other marine life. Its fishing lines can be up to 80 miles long and the average unintended catch rate is more than 20% of the total catch.

Longlines are often lost in the ocean and never retrieved, killing animals long after the boats have left.

We urge the Maldivian government to consider the potential negative impacts of longline fishing:

- Often leads to overfishing, reducing fish populations and affecting the livelihoods of communities that rely on sustainable, one by one fishing methods.
- Longlines kill a wide range of non target species and vulnerable animals, including sharks, sea turtles, manta rays and seabirds, among the Maldives' most prized tourism assets.
- Tourism, the Maldives' main source of income, relies on healthy marine life and habitats. Longlining represents an actual lifting of the longstanding shark fishing ban, instrumental in rebuilding the health of marine life in the Maldives.

We urge the Maldives to maintain and strengthen their commitment to protecting marine biodiversity and job creation for locals through the promotion of sustainable fishing and ecotourism.

Longlines are often lost in the ocean and never retrieved, killing animals long after the boats have left.

Add your name to call on the Maldivian government to refrain from issuing new longline fishing licences and ensure a healthy future for the Maldives' ocean and its people.

**Sign the Petition [here](#).**

**SIGN THE PETITION**

**SHARE ON SOCIALS**

Maldives

Photo: Ariph Rasheed

Against Longlining

Photo: Hutch Agency

Tiger shark

Photo: Vincent Kneefel



# Marina Abramović

Blue: Art for the Ocean is an upcoming philanthropic initiative in partnership with Christie's of London from October 9th to 13th. The auction will feature pieces donated by celebrated artists worldwide, the proceeds of which will benefit Blue Marine's work.

One of the highlights of this initiative is the release of a limited edition photographic print captured during a unique performance by Marina Abramović. Marina Abramović's *Performance for the Oceans* (2024) was filmed on Fire Island in New York, the work depicts Abramović giving her unconditional love and energy to our ocean, stressing the urgent need for its preservation. The work was covered exclusively in the New York Times and Sunday Times.

Clare Brook, Blue Marine's CEO, said: "We are honoured that Marina has created new work in support of Blue Marine. Having her contribute so movingly to protect the ocean seemed like a coming together of like-minded people. Marina's meditative piece conveys the power of the ocean and its vulnerability: the ocean is the source of life and our greatest ally in the fight against climate change. Yet it is overexploited — stripped of life and filled with waste. Marina's piece shines a light on the need to reset our relationship with the ocean we take for granted."



READ FULL ARTICLE

[Read the New York Times article](#)

READ FULL ARTICLE

[Read The Times article](#)

Marina Abramovich

Photo: Dow Wasiksiri

Performance for the Oceans

Photo: Marco Anelli

*"We are honoured that Marina has created new work in support of Blue Marine."*

CLARE BROOK



# 'Let's Localise'

Our partnership with the social innovation platform 'Let's Localise' enables us to promote ocean connection assets TheSeaWeBreathe.com and its associated virtual reality experience across UK schools. 'Let's Localise' acts as the conduit for underfunded schools seeking innovative and accessible teaching resources, with a mission to "inspire students, empower educators and ignite change". 'Let's Localise' gives The Sea We Breathe educational experience the opportunity of reaching and inspiring over 820 schools and more than 100,000 students.

In partnership with 'Earth Minutes,' an organisation specialising in communications that drives environmental learning and thinking, we have disseminated The Sea We Breathe virtual reality and associated lessons directly into primary schools across the UK. Since their first school visit in the Spring 2024, 'Earth Minutes' has delivered the programme to 221 students, engaging them with the wonders of the ocean and teaching them how to actively communicate with their local MPs to promote marine protection.

REACHING AND INSPIRING OVER  
**820** MORE THAN **100,000**  
SCHOOLS STUDENTS

Virtual reality in the classroom  
Photo: Earth Minutes



# 'SignUp Media'

Did you know that over 150,000 people use British Sign Language as their primary or preferred language in the UK? As part of our ongoing commitment to equality, diversity and inclusivity in ocean conservation, we have partnered with 'SignUp Media' to improve the accessibility of our media outputs. The ocean benefits all of us and we want ocean conservation to be inclusive, so everyone can get involved.

We are delighted to collaboratively produce a video series inviting our audience to learn some British Sign Language.  
Watch the videos [here](#).  
Learn the sign for coral [here](#).

WATCH THE VIDEOS

LEARN HERE

Rainforests of the Sea  
Photo: Gabriel Barathieu

**150,000** PEOPLE USE BRITISH SIGN LANGUAGE AS THEIR PRIMARY LANGUAGE IN THE UK

# Snorkel Trail



Jersey has some of the richest shallow marine habitats in the British Isles, from luscious seagrass meadows to diverse maerl beds, magnificent kelp forests to bustling reef structures, all harbouring a wealth of marine life. Combined, these marine environments create a variety of idyllic snorkelling spots within the Island’s emerald waters. To showcase this, we have set up two snorkel trails as part of a network proposed for Jersey’s coastline, brimming with around 3,200 species of mesmerising marine life waiting to be discovered by locals and visitors.

The aim of Jersey Snorkel Trails is to connect people to the sea, providing an opportunity for all generations to spark an interest in and appreciation

for our ocean. Children— as the next generation of ocean stewards— are the key to the future of our seas. Over the last three summers, we have delivered an educational outreach programme to 75 per cent of Jersey’s primary schools. To date, around 840 pupils of ages nine to 11 have been given these underwater experiences.

During this summer, we visited 14 primary school classes to teach the pupils all about Jersey’s marine environment, including marine protected areas and some of the exciting species they might spot on their snorkel. A particular highlight was experiencing their uncontrollable excitement as they learnt how many of the ‘tropical’ looking species shown in the lessons were in fact local to Jersey’s waters.

Each class had a snorkelling lesson in a pool, led by the experienced staff of Bouley Bay Dive Centre. This helped improve the children’s confidence in the water, while also introducing them to safe and responsible snorkelling practices. To finish the week, the pupils were led around one of the snorkel trails at either Portelet Bay or Bouley Bay, putting their new skills and knowledge into practice. It’s incredibly rewarding to not only see these young children develop a passion and knowledge for our marine environment, but to see their confidence in the sea, where some were initially terrified, yet not wanting to leave the sea by the end.

Watch the Jersey Snorkel Trails film [here](#).

Find out more about the Jersey Snorkel Trails [here](#).

WATCH THE FILMS

FIND OUT MORE

Discovering beneath the waves

Photo: Trinity School

Exploring Jersey’s marine life in the classroom

Photo: Jersey College Prep

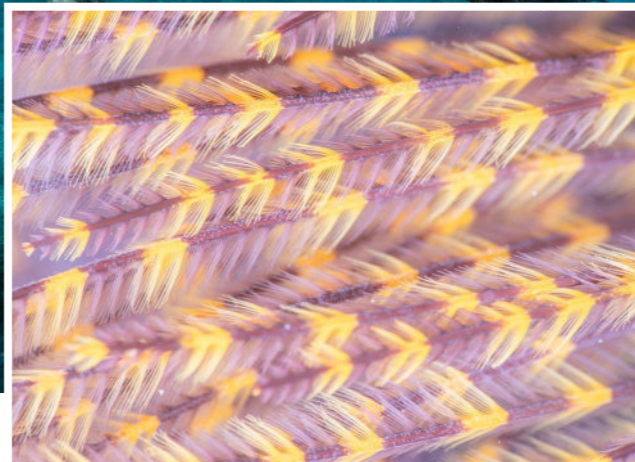
Learning to snorkel

Photo: Trinity School

Investigating a ray’s egg case

Photo: Grouville School

# Artist spotlight Jenny Stock



Jenny Stock won British Underwater Photographer of the Year 2024 and was the first woman on record to win it since its conception in 1968. She views photography as a medium that pulls at people's heartstrings. Some of her happiest moments have been underwater and she loves sharing these moments with other people through her photography.

Check out Jenny Stock's portfolio [here](#).

*"It is a privilege for any human being to enter the water and see the incredible world that lies beneath. Within the waves a colossal variety of weird and wonderful creatures live, many of which will never be known to the people who only stay topside."*

JENNY STOCK

SEE WEBSITE

Mother's Love,  
Vava'u Tonga

Photo: Jenny Stock

Special Nudibranch,  
Lembah, Indonesia

Photo: Jenny Stock

Dreaming of a  
Feather Duster Worm,  
Edithburgh South  
Australia

Photo: Jenny Stock

Repeating Patterns,  
Raja Ampat

Photo: Jenny Stock

## Meet the team

Each month we like to introduce you to a member of the Blue Marine team. This month we'd like you to meet **Adrian Gahan** our Government Affairs Adviser.

**Q** If you were a marine animal, what would you be?

**A** I would like to be an orca – all the fun features of a dolphin with all the serious features of the apex ocean animal.

**Q** Where is your favourite place?

**A** Perhaps controversially for Blue Marine, my favourite place is on land not the sea; walking or cycling along verdant country lanes with high hedges full of wildflowers and green foliage during the summer in Ireland where I grew up.

**Q** Why do you care about the ocean?

**A** Because it's not able to look after itself with eight billion of us around.

**Q** What's one fact you wish everyone knew about the ocean?

**A** That even if you live nowhere near it, never get in it or even think of it, you are still dependent on the ocean as a global thermostat and producer of half our oxygen.

**Q** What is your favourite quote?

**A** "If you can't ride two horses at once you shouldn't be in the circus". Essential advice for anyone working in or around politics.

**Q** What do you consider your greatest achievement?

**A** My greatest achievement was being part of the original small group that lobbied the UK Government to set up the Blue Belt Programme, which has since grown to become the largest marine conservation programme in the world, protecting 4.3 million sq km of ocean around the world in partnership with ten of the UK Overseas Territories. We are currently working hard to ensure that the Blue Belt continues to grow under the new UK Government.

**Q** Why Blue Marine?

**A** Because we get stuff done.

**Q** What are you reading at the moment?

**A** I have just finished reading Empireworld by Sathnam Sanghera. Anyone who works in the conservation sector in the UK should read it to better understand how NGOs and our work can often be seen in the developing world, rather than how we see ourselves.

**What is your favourite thing about your job?**

**A** I have been around Blue Marine long enough to remember when we were a tiny staff in a small office, so it gives me enormous pleasure to see Blue Marine now, booming with more than 60 people and delivering great things for the ocean at a rate and scale we couldn't have imagined seven years ago when I started.



BLUE MARINE  
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# THANK YOU

for your  
support!

To learn more about marine  
conservation at Blue Marine  
please contact:

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To stay up to date with the latest  
news and events follow the  
Blue Marine on social media.

[@bluemarinefoundation](https://www.instagram.com/bluemarinefoundation)



Great Barrier Reef

**Photo:** Matt  
Curnock

