



**BLUE  
MARINE**  
FOUNDATION

OCEAN IMPACT

**My love of the ocean and desire to protect it first brought me to Blue Marine four years ago, and the charity's reputation as a small organisation with a big bite preceded it.**

In the course of my role as a Blue Marine Ambassador I've seen first-hand the real difference it makes, from restoration of oyster reef in the Solent, to raising ambitions of world leaders for marine protection on a global stage.

It's been fifteen years since the charity was born from a film based on a book about overfishing. Long before *Seaspiracy*, and even before Attenborough's *Blue Planet* series, *The End Of The Line* truly began the public education of one of the most deadly threats to face our ocean – and one which was out of sight, out of mind. Indeed, precious little was known back then about the ocean's role in climate stability, or that its health was so intimately intertwined with the very survival of our planet.

Since then, Blue Marine has been relentless in its efforts, and had a hand in securing commitments to protect over 4.5 million square kilometres of ocean. Now working in 27 countries across 66 projects, and through a network of well over 200 global partners, the charity's global reach and influence is truly awe-inspiring.

The message of *OCEAN WITH DAVID ATTENBOROUGH* is one of hope, and it's that hope that so clearly runs through the veins of Blue Marine's dedicated, driven and determined staff, driving towards the charity's mission – a healthy ocean for people and planet. A world in which this mission fails is truly not worth contemplating.

**HRH Princess Eugenie**





# OUR PROJECTS



The places where Blue Marine works with local partners to make a difference.



We are midway through the 'ocean decade' – yet at a time when multilateral cooperation is most needed, it is at a new low. But for us at Blue Marine, the worse the political backdrop gets, the harder we fight and the more we dial up the urgency of our response. What unites us at Blue Marine is the knowledge that the health of the ocean will ultimately determine whether we secure a liveable future for humanity.

And we are tackling this vital work with a combination of ingenuity, determination and cooperation. Thanks to our wonderful supporters, and partners, and above all our brilliant team, we are able to bring you stories of hope, achievement and regeneration of life in the ocean.



**Clare Brook**  
CEO





# Blue Marine's Purpose



## Mission

To ensure the effective protection of at least 30 per cent of the ocean by 2030 and the sustainable management of the whole ocean.

To support the livelihoods in coastal communities through the recovery of marine biodiversity.

## Vision

A healthy ocean, abundant with life, that supports people and climate.

## Values

We are brave, innovative and pioneering.

We are compassionate, supportive and responsible.

We operate in a spirit of fairness.

We work without bias, with integrity, accountability and transparency.

We show respect for all people we encounter.

We collaborate – with other organisations, NGOs and local communities.

Photo: George Duffield



# Blue Marine's Strategy

**Blue Marine acts as a catalyst, working alongside small-scale fishers, local organisations and governments to deliver effective marine conservation.**

Connection and community are vital to our work. By respecting and fostering a strong sense of attachment between local communities and their marine environments, we encourage people to work together and take care of the sea. Our projects aim to benefit those who depend on them most, while building an increased sense of community ownership. Through this approach, we seek to pave the way for fair and equitable conservation that ensures all voices are heard.

## Our goals

Blue Marine has three strategic goals, which we believe are the most effective way to achieve our mission.



### Secure effective protection of the ocean

We secure effectively managed marine protected areas that are closed to destructive fishing and other damaging activities.



### Tackle overfishing and support sustainable, equitable use of the ocean

We tackle overfishing and other damaging activities. We support low-impact fishing and encourage a transition to fishing which benefits local economies and coastal communities without destroying the ocean.



### Restore vital ecosystems

We restore marine habitats to revive and protect vulnerable and threatened species.



PROJECTS

66

over

200

partners

Working across

27

COUNTRIES

5

CONTINENTS

28

MARINE PROTECTED  
AREAS

Photo Francesa Page

All Blue Marine projects support the UN's Sustainable Development Goals

- 1 NO POVERTY
- 4 QUALITY EDUCATION
- 5 GENDER EQUALITY
- 6 CLEAN WATER AND SANITATION
- 8 DECENT WORK AND ECONOMIC GROWTH
- 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
- 10 REDUCED INEQUALITIES
- 12 RESPONSIBLE CONSUMPTION AND PRODUCTION
- 13 CLIMATE ACTION
- 14 LIFE BELOW WATER
- 15 LIFE ON LAND
- 16 PEACE, JUSTICE AND STRONG INSTITUTIONS
- 17 PARTNERSHIPS FOR THE GOALS



# Strategies for change

OCEAN IMPACT

In addition to our project locations across the world, Blue Marine has developed eight specialist units.

These act as global strategies for change, unlocking ocean conservation.

BLUE

CLIMATE  
ECONOMICS  
EDUCATION  
INVESTIGATIONS  
LEGAL  
MEDIA  
POLICY  
SCIENCE



# Through the years

## 2010

With support from the Bertarelli Foundation, Blue Marine brokers a deal to enable the creation of what is then the largest marine protected area (MPA) in the world, around Chagos in the Indian Ocean.

## 2012

Lyme Bay Fisheries and Conservation Reserve project launches on the south coast of the UK, helping fishers to earn more from their catch while fishing more sustainably.

## 2015

Blue Marine and the Great Blue Oceans coalition secure a UK government manifesto commitment to create a 'Blue Belt' around all 14 UK overseas territories. This is hailed by one MP as 'the greatest conservation commitment by any government ever'.

The GB Oceans coalition, of which Blue Marine is an active part, secures a UK government commitment to create the world's largest marine reserve around Pitcairn Island in the Pacific.

## 2016

September: the UK government commits to protecting four million sq km of the Blue Belt, fulfilling its manifesto commitment in 2015, campaigned for by Blue Marine and the GB Oceans coalition.

Blue Marine, working with local partners in Azerbaijan, initiates a ban on the import of gill-nets and a programme of gill-net clearance, to enable critically endangered sturgeon to breed in the wild.

## 2017

Blue Marine spearheads a social media campaign to encourage the public to tweet and email their MPs, resulting in 285 MPs from eight political parties signing up to the Blue Belt Charter by the end of 2018.

Broodstock oysters in Blue Marine's Solent Oyster Restoration Project spawn, releasing millions of larvae into the Solent.

## 2018

The UK Government announces a target of 30 per cent of the world's oceans protected by 2030, aligning with Blue Marine's longterm strategy.

Azerbaijan declares the first MPA in the Caspian Sea, the largest inland body of water in the world, which aims to protect six significant marine species on the brink of extinction.

## 2019

Following Blue Marine's #StopElectricFishing campaign, undertaken in collaboration with Bloom Association, the European Parliament's Committee on Fisheries votes to ban electric-pulse fishing in EU waters.

With support from Blue Marine, 100 per cent of the waters around Ascension Island are designated a marine reserve, creating what is at the time the largest fully protected marine reserve in the Atlantic, an area almost the size of France.

## 2020

Blue Marine secures a £2 million donation from long-term supporter Peter Lürssen to establish an endowment fund for the Ascension Island community, in support of their vision to establish an MPA.

The community on fellow overseas territory Tristan da Cunha designates 687,000 sq km of their territorial waters as a no-take zone.

Following pressure from Blue Marine, the UK government announces an immediate ban on all electric-pulse trawling and fishing in its waters.

## 2021

Destructive bottom-trawling is banned in four offshore areas of the UK, including the country's largest domestic offshore MPA, the Dogger Bank, following the threat of legal action by Blue Marine.

A bylaw, supported by Sir David Attenborough and Blue Marine through the Help Our Kelp coalition, protects 300 sq km of seabed off the Sussex coast from damaging trawl-fishing.

The Scottish government announces an emergency MPA to protect the critically endangered flapper-skate egg site near the Isle of Skye, after pressure from a campaign supported by Blue Marine.

After a campaign of almost seven years by Blue Marine and our partners, the government of the Maldives designates six new MPAs, encompassing coral reefs, mangroves and seagrass meadows.

## 2022

Legal action by Blue Marine and others secures a ban in the Dogger Bank that doubles the amount of sea around England closed to trawling and dredging.

Blue Marine investigations in the Indian Ocean reveal evidence of unauthorised fishing by EU tuna fleets in the waters of four countries, including India and Somalia.

In partnership with the University of Exeter and Convex Group Limited, we launch the Convex Seascape Survey, a \$15 million five-year research project to quantify the carbon stored in continental shelves.

## 2023

The UK government u-turns and supports a moratorium on deep-sea mining, following a Blue Marine media and policy campaign. Blue Marine forms part of a ten-partner collaboration to launch the Solent Seascape Project, the first whole ecosystem restoration project in the UK.

The Jersey government announces plans to secure 27 per cent of its waters, supported by Blue Marine research and campaigning.

Following an initiative spearheaded by local fishers, Blue Marine helps secure support from the Greek state for its first permanent no-fishing reserves and seasonal fishing closure on the island of Amorgos.

In partnership with Dutch Caribbean Nature Alliance, Blue Marine advocates increased marine protection across the island territories to the Dutch and Island Governments. At the Our Ocean conference in Panama, one of the island's – Aruba – commits to creating an MPA across its entire Exclusive Economic Zone, covering 25,199 sq km.

## 2024

An additional 166,000 sq. km of ocean at South Georgia and the South Sandwich Islands are fully protected from fishing thanks to campaigning from Blue Marine, in partnership with Pew Trusts and the Great Blue Ocean coalition.

The Dominican Republic becomes the first Caribbean nation to protect over 30 per cent of its waters, following financial and scientific support from Blue Marine.

In Greece, Blue Marine leads efforts to secure a government pledge to expand marine protected areas to 32%, including a ban on bottom-trawling.

Blue Marine is involved in three major legal cases: challenging UK fisheries law, protecting marine areas in the Netherlands, and supporting the UK in international arbitration against overfishing.

Less than a month after it forms, an alliance led by Blue Marine stops the reopening of longline fishing in the Maldives, ensuring it remains one of the few countries in the world to practise pole and line tuna fishing throughout its waters.



HELPED SECURE COMMITMENTS TO PROTECT OVER

4.5m **SQ KM**

WITH OVER 3.3 MILLION SQ  
KM OF OCEAN ALREADY  
PROTECTED ACROSS

28 **MPAS**

OF WHICH

12  
ARE HIGHLY PROTECTED, COVERING OVER  
**2.7M** **SQ KM**

25

MPAS WITH NEW  
OR IMPROVED  
MANAGEMENT  
MEASURES

SIGNIFICANT POLICY AND MANAGEMENT WINS, INCLUDING:

NEW FULLY  
PROTECTED  
AREAS  
UNDERWAY IN  
GREECE

6

NEW MPAS  
IN THE  
MALDIVES

6

£2,000,000

SECURED TO SUPPORT ASCENSION ISLAND'S

445,000 **SQ KM**  
**MPA**

600 **HA**

PROTECTED FOR THE ENDANGERED  
FLAPPER SKATE IN SCOTLAND

Photo Matt Jarvis



# The Bottom Line

Words by **Jo Coumbe**, Communications Director



**The UK claims to be a world leader in its marine protection - but all is not as it might initially appear.**

Of the UK's 6.8 million square kilometres of ocean, six million are in the Overseas Territories. Blue Marine has helped secure a commitment to protect over 4.4m sq km of these Overseas Territories, and some 3.3m sq km of protection is already in effect. These marine protected areas (MPAs) are now sanctuaries for life, and are some of the most highly protected marine reserves in the world.

But the 800K sq km of UK domestic waters are under pressure like never before. Some 38 per cent of our domestic waters are nominally protected, but only eight per cent from the most destructive of fishing methods – that of bottom trawling.



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Most people would, understandably, imagine that a marine protected area is just that – protected. But that isn't the case. An Oceana report found that domestic offshore MPAs alone endured over 33,000 hours of bottom trawling in 2023.

So why is bottom trawling so devastating? The technique employs dragging weighted nets along the seabed to catch fish. Firstly, it's impossible to target the catch, which means the nets indiscriminately snare anything and everything in its way. This leads to vast quantities of "bycatch," marine life that wasn't supposed to be caught, which is more-often-than-not ditched dead or dying back into the ocean.

Added to that the destruction to ocean floor habitats, like seagrass and kelp, habitats that provide food and shelter for juvenile fish – literally the homes of marine life. These habitats, and the seabed itself, are also carbon stores, drawing down and holding carbon out of the atmosphere, mitigating climate change.

Hard to imagine, isn't it? How can you explain a process equivalent to bulldozing an ancient woodland? The fact it takes place at sea means the practice is out of sight, out of mind – but the result affects every one of us.

The filmmakers of OCEAN WITH DAVID ATTENBOROUGH, produced by Silverback Films and Open Planet Studios, have captured the destruction of bottom trawling like never before. The public's eyes will be open to the fact that our domestic waters need far better protection than just a line on a map. This is our chance to demand change from our decision makers, and that's #TheBottomLine.

Join the campaign, part of the global Revive Our Ocean legacy, by scanning the QR code, and help us create lasting change that saves the sea for generations.



**Jo Coumbe**  
Communications  
Director





# Future generations' premiere legacy

Words by **Victoria Turner**, Education Lead

300

**Educational barriers exist on a global scale, where under-represented minorities do not have equal access to quality education or important career enhancing opportunities.**

Access to the marine environment is also unequal due to differing locational proximity and barriers such as physical or mental health, or socioeconomic barriers. To address these issues Blue Education combines online, globally distributed education with on the ground delivery to encourage ocean stewardship across all age groups and enhance career opportunities for young people.

Blue Education seeks to engage young people from diverse backgrounds and amplify the voices that need to be heard, both to work towards equity in the sector and to mobilise conservation outcomes. The Future Generations' Premiere of OCEAN WITH DAVID ATTENBOROUGH is an invaluable opportunity to scale up our reach to a broader audience and give them an insight into what is really going in our oceans and the importance of conservation work to push for its protection.

With over 300 schools applying from across the UK, the schools' ballot demonstrates the nationwide desire for ocean-based learning in mainstream education. All the schools who applied have agreed to be part our continued education plan, regardless of success in receiving the free tickets.



**Victoria Turner**  
Education Lead

With over 300 schools applying from across the UK, it demonstrates the nationwide desire for ocean-based learning in mainstream education.

## IMPACT MEASURABLES

- **Sign-up to Blue Marine's School Network** – Blue Education created an 'OCEAN schools' network'. This will give schools access to our long-term education programme and will also allow us to identify and reach out to schools that boost our socio-economic-equity objectives.
- **Indicators of change surveys** – designed by our impact team to collect qualitative and quantitative data on pre and post OCEAN film attitudes, knowledge and perceptions and ideas on what they can do to take action for the ocean.
- **Interaction with OCEAN Education Programme** – the OCEAN Education Programme will be informed by the feedback surveys once we have identified trends in specific knowledge gaps and key responses to the film.



In summary, Blue Education's ability to host the Future Generations' Premiere has allowed us to secure a robust database of over 300 school contacts to inform the content and roll out of our OCEAN Education Programme to thousands of young people across the UK. Working in collaboration with OCEAN partners Pristine Seas and REVIYE Our Ocean, Blue Education has been given a unique opportunity to develop the legacy OCEAN Education Programme. The programme will provide valuable insights into how OCEAN is received by young people and how it can best be utilised to develop and enrich ocean learning, ocean understanding and inspire a future generation of ocean stewards. In so doing we are in the privileged position of securing a lasting legacy for OCEAN WITH DAVID ATTENBOROUGH.

If you would like to join our OCEAN Education Network, please email [victoria@bluemarinefoundation.com](mailto:victoria@bluemarinefoundation.com)



# Testing the principles of law

Words by **Charles Clover**, Cofounder and Senior Advisor

**Blue Marine took the UK government to court in March for overfishing.**

We challenged the government on determining for setting the majority of fishing opportunities for the UK fishing fleet at a level that exceeds scientific advice, and without any appropriate socio-economic justification. We believe this is unlawful under post-Brexit UK fisheries law.

Despite 800 pages of evidence being put to the judge, we lost the case.

Blue Marine has now reviewed the judgment with its legal team, Richard Buxton Solicitors and David Wolfe KC, and considers that it is weak, full of contradictions and should be appealed.

The judgment condones perverse decisions such as the granting fishermen a quota equivalent to the entire spawning population of the Celtic Sea cod even though the scientific advice was for a zero catch.

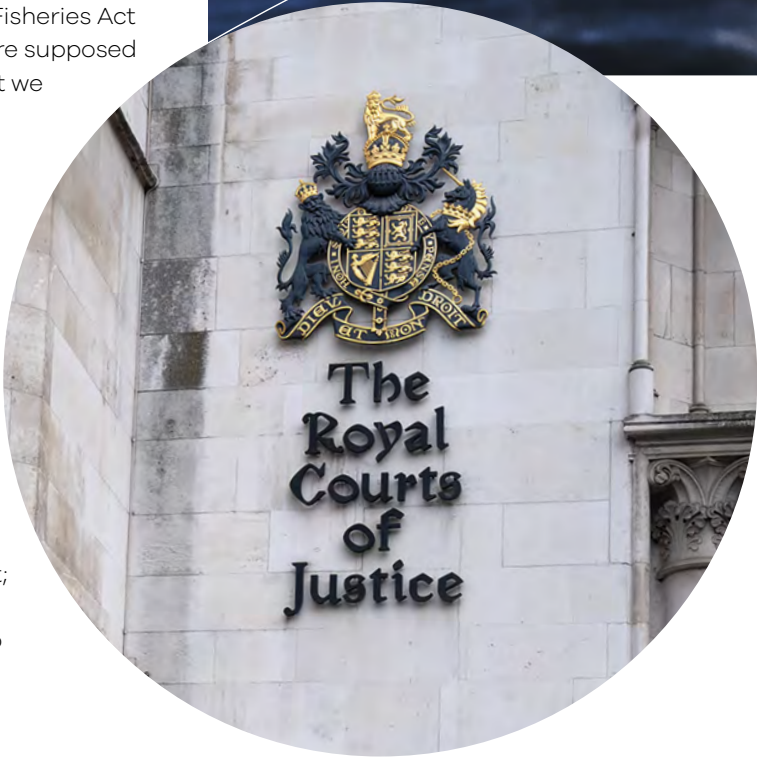
Charles Clover, cofounder of Blue Marine, said: "Either the Fisheries Act 2020 is a very bad law or it is not being applied. Ministers are supposed to balance out a series of excellent objectives in the Act but we don't believe this is being done properly."

Dr Tom Appleby, head of legal affairs at Blue Marine said: "This year fishing quotas for 54% of species failed the government's own metrics for sustainability. These sorts of decisions, taken year on year, have collapsed cod, whiting and now pollack and are pushing mackerel, one of our last staple stocks, in the same direction."

"We have lost nearly 30 per cent of the jobs in the fishing industry since 2016, as a direct result of decisions like these. Fishing jobs in the UK are now down from 8,900 to 6,500."

"Blue Marine is a charity and must act in the public interest; our role is to protect both the environment and the fishing communities who depend upon it. Without fish there are no fishermen.

"We have no doubt that it is our duty is to appeal."



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54%



**"This year fishing quotas for 54% of species failed the government's own metrics for sustainability. These sorts of decisions, taken year on year, have collapsed cod, whiting and now pollack and are pushing mackerel, one of our last staple stocks, in the same direction."**



**Charles Clover**  
Cofounder and Senior Advisor





HELENA BONHAM CARTER

"We all have a responsibility to try and return our world to the next generation in the state we inherited it, not worse. It would be a sad thing if in our dotage we'd be describing tuna fish to our grandchildren like we do a dodo today."



THEO JAMES

"Becoming a Blue Marine Ambassador gives me an incredible opportunity to contribute to the urgent work needed to protect our ocean. I've always been fascinated by the sea. Over time, this has grown into a passion for ocean conservation and I'm grateful to be able to turn this passion into a meaningful commitment."

"I'm eager to ensure future generations – including my children – can enjoy a healthy ocean, and that means safeguarding it now."



STEPHEN FRY

"Blue Marine is a life raft. Blue Marine knows that while it isn't too late to save ourselves by saving the oceans, the ticking of the clock is getting louder and louder. Without hysteria or hectoring, Blue Marine gets on with doing effective work that makes a difference – they deserve our support, applause and assistance."

"Our ocean needs you. Please join Blue Marine to help protect it for future generations."



HRH PRINCESS EUGENIE

"I have had the privilege of witnessing the impactful work that Blue Marine carries out, and it is inspiring. They are not just raising awareness about the crisis facing the ocean; they are actively creating solutions that make a real difference."









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