

Pristine Seas: Safeguarding and Restoring the Ocean's Health and Productivity

THE PROBLEM

>55%

Over half of the ocean is targeted by industrial fishing

9/10

90% of the large fish in the ocean are gone

63%

Percentage of fish stocks experiencing overfishing

1996

Year when global fish catch peaked and started to decline



Decline in ocean biodiversity threatens livelihoods in coastal communities

OUR SOLUTION



Marine protected areas (MPAs) can restore ocean life and all the benefits it provides to people



Fully protected MPAs can replenish fish stocks in nearby areas due to spill-over, improving local food security and livelihoods

600%

Average increase of fish biomass in fully protected areas relative to fished areas nearby

3-5 YEARS

Time it takes to detect significant increases in marine life within fully protected MPAs



MPAs provide resilience to catastrophic events, and mitigation of climate change via ocean carbon storage

7%

Current ocean surface in areas designated or proposed as MPAs. Less than 3% is in fully protected MPAs

2x

OBJECTIVE

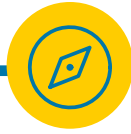
Double current ocean protection to help restore the health and productivity of the ocean, improve the livelihoods of coastal communities, and secure ocean carbon stocks

OUR PROJECT

National Geographic Pristine Seas will target 50 new locations for protection between 2021-2030 using a combination of:



Groundbreaking research to identify global ocean conservation priorities



50 Pristine Seas expeditions (5 per year)



Scientific and economic research to assess the current state of the environment, the needs for protection, and expected benefits



Production of media to engage local audiences and make the emotional case for protection



Educational programs for the leaders of tomorrow to empower local youth to manage their MPAs for the long term

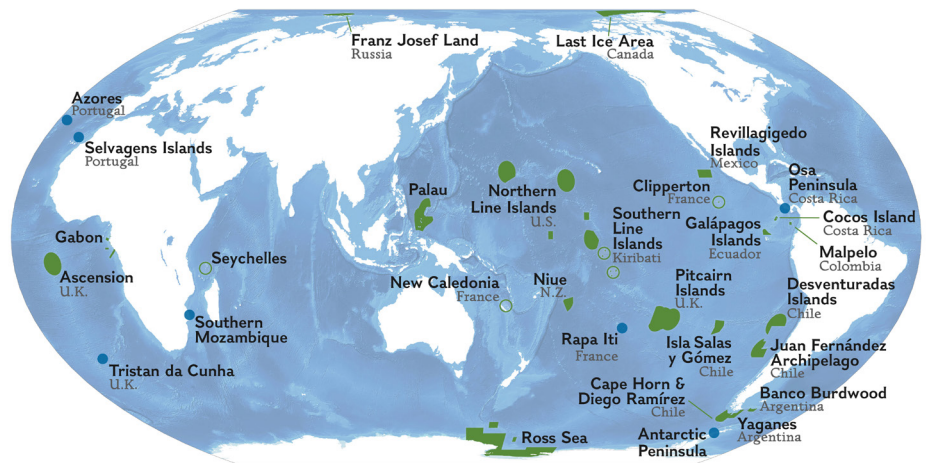
OUR SECRET SAUCE

National Geographic Pristine Seas will target 50 new locations for protection between 2021-2030 using a combination of in-house capabilities including exploration, cutting-edge technology, research, education, storytelling, and policy. This project will scale up our work from the last decade.

30 expeditions conducted in the last decade

Over 140 scientific publications in peer-reviewed journals, 28 documentary films, and many short-format videos, print articles and social media since 2008

Working with local partners and governments, National Geographic Pristine Seas has helped protect 22 areas covering 5.8 million km² (over half the size of the U.S.) since 2008



● Protected area

● Completed expedition

IMPACT OF YOUR PHILANTHROPIC INVESTMENT

\$5M

- Four places protected (including expeditions, research, films and policy work) or
- Local leadership education programs implemented in 15 locations

\$10M

- Eight places protected (including expeditions, research, films and policy work) or
- Local leadership education programs implemented in 25 locations

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