

# PRISTINE SEAS

## PRISTINE SEAS: Our last best chance to protect 30% of the ocean for the benefit of humanity

### THE PROBLEM



Overfishing and global warming are depleting ocean life and bringing the ocean to a tipping point



Coral reefs and other critical habitats are being annihilated by ocean warming and acidification



90% of the large fish in the ocean are gone



Percentage of overexploited fish stocks



Loss of ocean biodiversity threatens the wellbeing of humanity and poses huge economic risks

### OUR SOLUTION



Marine protected areas (MPAs) restore ocean biodiversity and its benefits to people



MPAs help replenish fish stocks and improve food security



Average increase of fish biomass in fully protected MPAs



MPAs help capture carbon and provide climate resilience



Global science-based target for ocean surface to protect by 2030

# 30 × 30

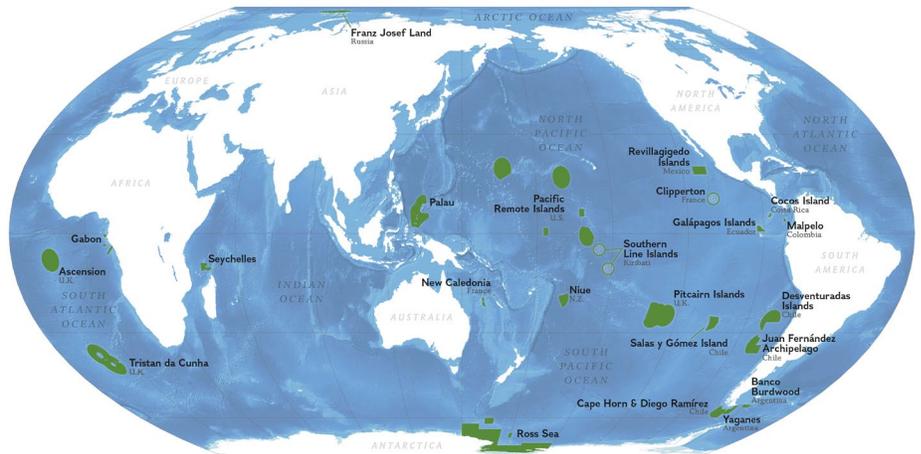
### OBJECTIVE

Help protect 30% of the global ocean by 2030 to restore its biodiversity, boost fisheries worldwide, and secure ocean carbon stocks to help mitigate climate change

## OUR TRACK RECORD

23 MPAs covering 6.5 million square km (twice the size of India) since 2008

Over 200 scientific publications in peer-reviewed journals, 28 documentary films, and many short-format videos, print articles and social media since 2008



● Marine protected areas

## OUR PROJECT

Over the next decade we will work with local communities, governments, and a worldwide network of partners to establish 40 new MPAs and reach the critical threshold of 30% ocean protection by 2030, using a combination of:



Groundbreaking research to identify global ocean conservation priorities



Research to assess the state of ocean ecosystems and local communities and economies, and expected benefits from protection



A global awareness campaign about the ocean crisis and the benefits of ocean protection to people



A novel education program for the leaders of today and tomorrow to create and manage their MPAs effectively



Development of conservation markets to help people capture the benefits from MPAs, including a new ocean carbon market

**Building upon our proven model**, we will expand our coalition of world-class research, media, education, sustainable financing, policy, and technology partners. Our project will harness the persuasive power and global reach of National Geographic to change the face of ocean conservation by catalyzing a global movement of young people focused on ocean protection. We will achieve these goals while working alongside local communities so that they understand and accrue the benefits of ocean protection through new conservation markets.

## IMPACT OF YOUR PHILANTHROPIC INVESTMENT

### \$5M

- Three places protected (including expeditions, research, films and policy work) or
- Local education programs implemented in 6 locations

### \$10M

- Six places protected (including expeditions, research, films and policy work) or
- Develop a new ocean carbon market to help mitigate climate change

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