



THE OCEAN FOUNDATION

Covering 71% of the earth, the ocean connects us all. When it comes to preserving our blue planet, we at The Ocean Foundation believe every person brings a skill, knowledge, and passion to the table. Known as the community foundation for the ocean, we strive to grow and strengthen the global marine conservation community.

Our 71% Initiative allows us to make the most of the wealth of expertise and experience already at our fingertips. Because of the 71% Initiative, The Ocean Foundation is able to better lead and support the people and programs that aim to combat primary ocean threats and advance innovative problem-solving.

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## The 71% Initiative

*The Ocean Foundation's 71% Initiative supports our leadership at the front lines of marine conservation efforts by enabling us to focus our time, talent, and resources on three critical areas: Community and Capacity Building, Fostering Collaboration, and Expanding Ocean Literacy.*

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## Building the Capacity of our Community

*We enable coastal and ocean conservation programs in all sectors to realize their missions by providing strategic planning, executive coaching, and expert guidance. This includes:*

- Responding to requests to provide pro bono expertise at workshops and other gatherings where there is an opportunity to help the field learn and collaborate
- Serving as a member of the board of Confluence Philanthropy, as well as the Ocean Studies Board of the National Academies of Sciences, Engineering, and Medicine
- Providing corporate sustainability counseling for companies such as JetBlue and the Tropicalia Resort
- Working with the International Fund for Animal Welfare to broaden its marine wildlife program, focusing on curbing wildlife crime and trafficking
- Advising the National Oceanic & Atmospheric Administration on underwater maritime heritage and other international legal issues
- Serving as an advisor to the Rockefeller Ocean Strategy (an unprecedented ocean-centric investment fund)



## Fostering Collaboration

*We facilitate and promote communication among key ocean stakeholder communities to instigate change and improve global ocean governance and conservation practices, including:*

- Connecting researchers, grassroots organizations, and other committed people to each other for shared learning, exchange of strategies, and mutual reinforcement
- Serving on the Sargasso Sea Commission and leading the drafting of a stewardship plan for the Sargasso Sea, the first-ever stewardship plan for an area of the high seas, i.e. outside any government's jurisdiction
- Moderating panels, hosting workshops, and providing sponsorship at events such as the Southern California Marine Mammal Workshop; Capitol Hill Ocean Week; the Economist World Ocean Summit and other events.
- Gathering shareholders, industry leaders, experts, and NGOs invested in the welfare and sustainability of our global aquaculture and wild fisheries at The Ocean Foundation's annual SeaWeb Seafood Summit
- Participating in the Biodiversity Funders Group and its initiatives
- Serving in the Pool of Experts for the United Nations World Ocean Assessment

## Expanding Ocean Literacy

*We identify priority action areas, monitor emerging issues, and assess potential solutions to share through a global information-exchange network. We help to shape conversation through active and transparent sharing of best practices, research findings, and innovative initiatives.*

- Overseeing the Ocean pH Research Integration and Collaboration in Africa (ApHRICA) project to help expand global ocean acidification monitoring that allows countries to craft their own response while contributing to our collective understanding of this dire threat
- Examining the intersection of human rights and the ocean and developing free resources for the community to access through our website.
- Helping define the new blue economy through workshops and papers written by Mark J. Spalding, as a Senior Fellow at the Center for the Blue Economy, at the Middlebury Institute of International Studies
- Designing and fully implementing SeaGrass Grow, the first-ever blue carbon offset program
- Housing Senior Fellows dedicated to conducting research on relevant, pressing issues to share with the broader community as needed.



*TOF President, Mark J. Spalding participates on an ocean discussion panel at Capitol Hill Ocean Week.*



*TOF's International Ocean Acidification Program hosted a training workshop in Mauritius.*