



Activity & Communications Report 2020

Turning a Year of Crisis into a Year of Healing

“2020 was undeniably a difficult year. At Healthy Seas we saw it as a unique opportunity to re-establish our relationship with nature, by highlighting the role of the ocean and its important contribution to our wellbeing.

In spite of COVID and the restrictions set in place to curb the virus, most of the Healthy Seas diving projects took place where traveling was allowed. However, to comply with safe distancing regulations, fewer divers than usual were allowed on the boats which meant that in general less ghost nets could be recovered during a cleanup action than in previous years. Due to the restrictions, it was not possible to welcome guests, partners or journalists at the diving trips either.

We were forced to think outside of the box and channel more of their efforts into digital activities in order to continue to fulfill our mission to raise awareness about the marine environment and sustainability.”



Veronika Mikos, Director

Mission Statement

The Healthy Seas initiative was founded in 2013 to tackle the ghost fishing phenomenon that is responsible for the needless death of marine animals. Through cleanups with volunteer divers and by working with stakeholders of the fishing sector toward marine litter prevention, Healthy Seas collects waste nets and ensures they become a valuable resource.

Nylon fishing nets are regenerated together with other nylon waste by Aquafil into ECONYL® yarn while the other types of plastics are also reused or recycled. Founded on the principles of circular economy, Healthy Seas champions the three pillars of sustainability and strives to make a positive and long-lasting impact to the marine environment, as well as the development of society, through education and awareness raising.

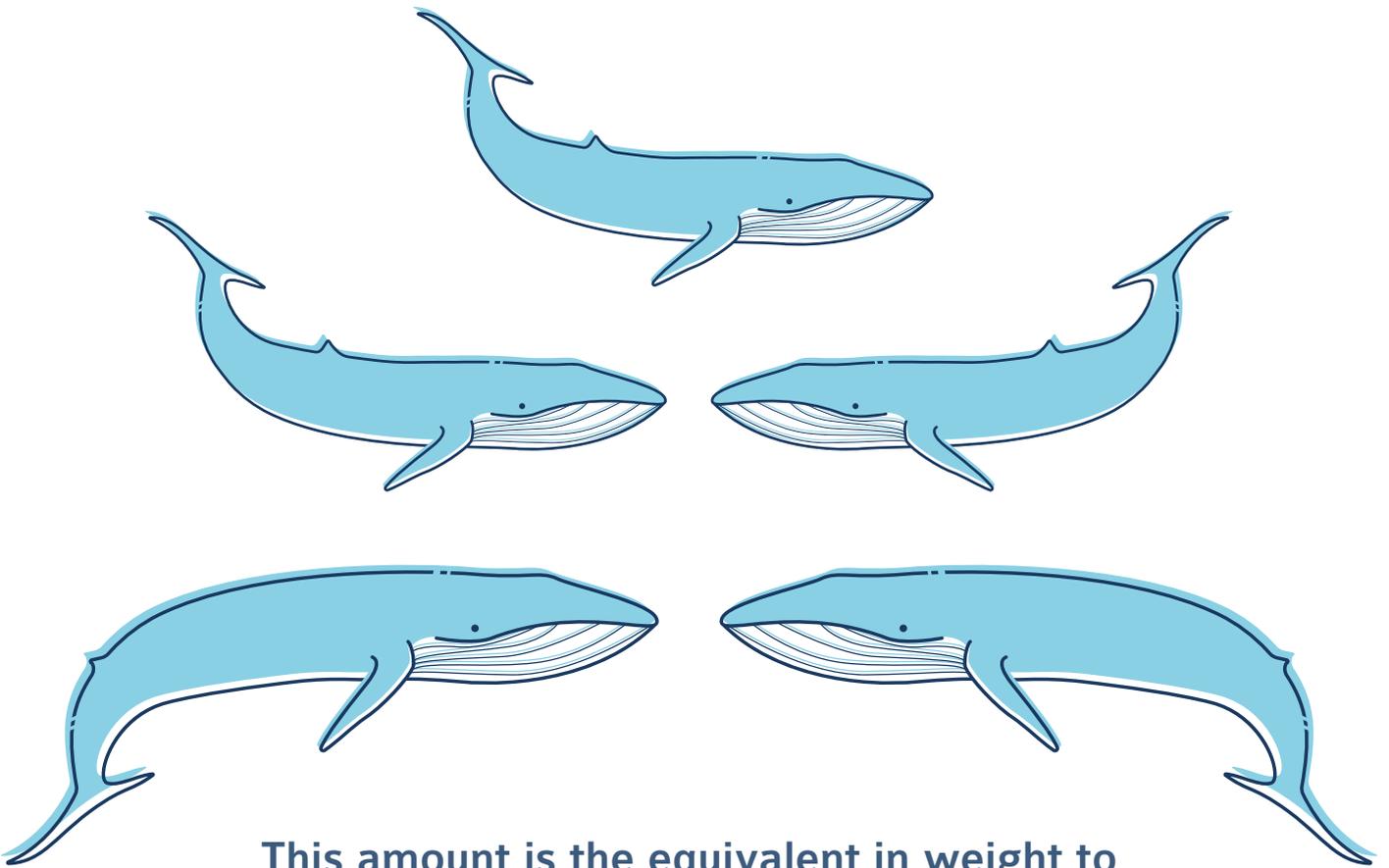
Founded by



Total Figures

Since our founding in 2013
we have collected

585 tons of fishing nets



This amount is the equivalent in weight to

5 blue whales
the biggest mammals on Earth

2020 Results

950 fishermen
& fish farmers
involved



75,000 kg
fishing nets collected
working with divers
and fishermen



200
volunteer
divers





Cleanups

4 regions = 1 goal

We work in regions important for biodiversity and tourism, seas that are heavily fished and at the same time hold shipwrecks and other objects where waste fishing nets tend to accumulate.

An underwater photograph showing a large, dark fishing net structure covered in green algae and small pinkish organisms. A bright pink flag is visible in the upper left corner. At the bottom center, a diver in an orange wetsuit and scuba gear is visible, swimming towards the net. The water is clear and blue.

2020

1 year

52 weeks

27 cleanups

It counts that volunteers
dedicated every other weekend
to Healthy Seas.



 **North Sea**

Partners:



 **Mediterranean Sea**

Partners:



 **Adriatic Sea**

Partner:



 **Pacific Ocean**

Partner:





Introducing: Ghost Diving Adriatic

A new volunteer diving team was established in the Adriatic in 2020 and immediately got to work. Following 10 underwater cleanups throughout the year we can say that the Northern Adriatic has found its new heroes.





© Leonard von Bibra

Our Vessel: The MAKO

In 2020, following a sizable donation by DWS, Heathy Seas was able to purchase its first boat that will be used by Ghost Diving volunteers to recover ghost nets from the North Sea. The boat very fittingly has taken its name from the mako shark, a species that is endangered due to unsustainable fishing practices.



Pieter Furnée, Head of DWS Benelux says:
“We really wanted to intensify the partnership with the organisation. So, we decided to not send end of the year gifts to our clients and instead donated the dedicated amount to Heathy Seas. This will ensure the organisation can plan its future recovery missions with more flexibility and independence. We are very happy with the enormous amount of positive feedback we received from our clients on this special donation. DWS has always been an advocate for tackling environmental issues. Not only plastic is killing our marine life. Ghost fishing gear is haunting our oceans at a greater scale than most people realise.”



This is Nikki. She is a student and Healthy Seas volunteer. By creating this garment, she wished to make a statement about the severe impact of litter and ghost fishing to the marine environment.

Awareness Raising & Education

Healthy Seas champions the three pillars of sustainability and strives to make a positive and long-lasting impact to the marine environment, through education and awareness-raising.

In 2020 we channelled our efforts into digital activities in order to continue to fulfill our mission to raise awareness about the marine environment and sustainability.

Quiz Time!

We saw the spread of COVID as an opportunity to help people make the connection between the health of the planet and our own health, through a fun quiz.



Over 1,7K took part!



Think Global. Act Local.

During a nationwide campaign in Greece, we enlisted the public to help us locate lost fishing gear. In just one month we received over 30 reports and “ghost divers” have already targeted some of these locations! We will be replicating the campaign in Italy soon.

In collaboration with



Supported by



Art Inspires Change

After finding out about the extent of the problem caused by ghost fishing gear, Gundega Strauberga asked for our input on her art project to raise awareness on the issue. Her plan was to reuse polypropelene ropes, discarded by professional fishermen, to create baskets and hopefully inspire communities of highly polluted areas to join her in re-imagining this ancient old craft.





Protecting Reptiles & Amphibians

In January and February 2020, together with our partner the Herpetofauna Foundation, we carried out a 3-week long programme at Al Andalous school in the Netherlands. Through interactive games and artworks, 186 little students were taught about the effect that plastic pollution and ghost nets have to many animals. Volunteer divers were also there for show and tell!

In partnership with:



Our Partners Spread the Word about Healthy Seas!

Hoàn Nguyen-Xuan, Founder of SHARK REBELLION, was invited to a virtual education workshop for 163 6th grade students of the Munich International School, to raise awareness about marine pollution and how to combat it. He didn't miss the opportunity to showcase Healthy Seas!





Prevention

Now cooperating with 950 fishermen and fish farmers

Engaging the fishing sector in prevention activities is an important part of curing the ghost gear problem.

Ghost nets can be detrimental to marine wildlife and marine ecosystems. They put pressure on the maritime industry, impair navigational safety and can deteriorate beach quality.

Ghost nets are a major issue of concern also for fishermen:

- They place significant costs on them because of lost fishing time and damage to their active nets.
- They keep fishing uncontrollably and lead to unnecessary catch of fish stocks: a financial loss for both fishermen and the fishing industry.



The Netherlands

We are proud to cooperate with the fishermen of Den Oever that joined Healthy Seas at the very start of our initiative in 2013. To this day they continue being great ambassadors for clean and healthy seas in the Netherlands.

Partners:



Italy

In 2019, Healthy Seas established a collection point on the island of Salina (provided by the Municipality of Malfa), as well as cooperation with 2 fishermen communities in Lipari and Salina. Since 2020 via the cooperation with Enaleia, 33 fishing vessels in Italy in the area of Rimini also collect their end of life nets.



Partners:





Greece

In 2020 we increased the number of fishing communities we work with, thanks to our continued cooperation with DIOPAS S.A and Enaleia fishing school.



Together with Enaleia, we set up a Healthy Seas central collection point in Lavrio for fishermen to leave their end-of-life nets as well as the ghost nets they catch in their active nets.

All these are currently collected at 23 ports utilising 196 trawler vessels all over Greece and 4 fish farming companies involved.

Partners:



ENALEIA is collecting from these harbours in Greece:

Offshore Fisherman Ports: Keratsini, Lavrio, Chalkida, Kymi, Aigina, Heraklio, Chania, Aghios Nikolaos, Patra, Kyllini, Lefkada, Kerkyra, Michaniona, Moudania, Porto Koufo, Kavala

Inshore Fisherman Ports: Mikrolimano, Nea Makri, Salamina, Xylokastro, Kefalonia, Ithaki



Contributing to positive social impact in Greece

Thanks to our partner Enaleia, unemployed young people in Greece are educated about sustainable fisheries and fishing tourism. In the framework of our cooperation they are taught about responsible handling of waste fishing nets, recycling and circular economy.



Croatia



In 2020 we began collecting old nets at 2 fishermen communities in the northern part of Croatia: Plomin and Krnica. Seventy percent (70%) of the nets are trawlers and the rest are gill nets, made of nylon and perfect for regeneration.





© Roca Barcelona Gallery, Spain

Events, Talks and Exhibitions

Healthy Seas was part of the following events

- Boot Düsseldorf, Germany
(18/01/20 – 26/01/20)
- “Out to Sea? The Plastic Garbage Project”
International Travelling Exhibition
- Roca Barcelona Gallery, Spain
(29/01/20 – 15/01/21)



- Duikvaker Expo, Netherlands (1-2/02/2020)
- ADEX Pixel Virtual Expo (Asia)
- DiveXperience, Netherlands
(03/10/2020)
- Dive Expo, Belgium
(21-22/11/2020)

Main Event

Our first mission
in the Ionian Sea
(July 22nd - 26th)



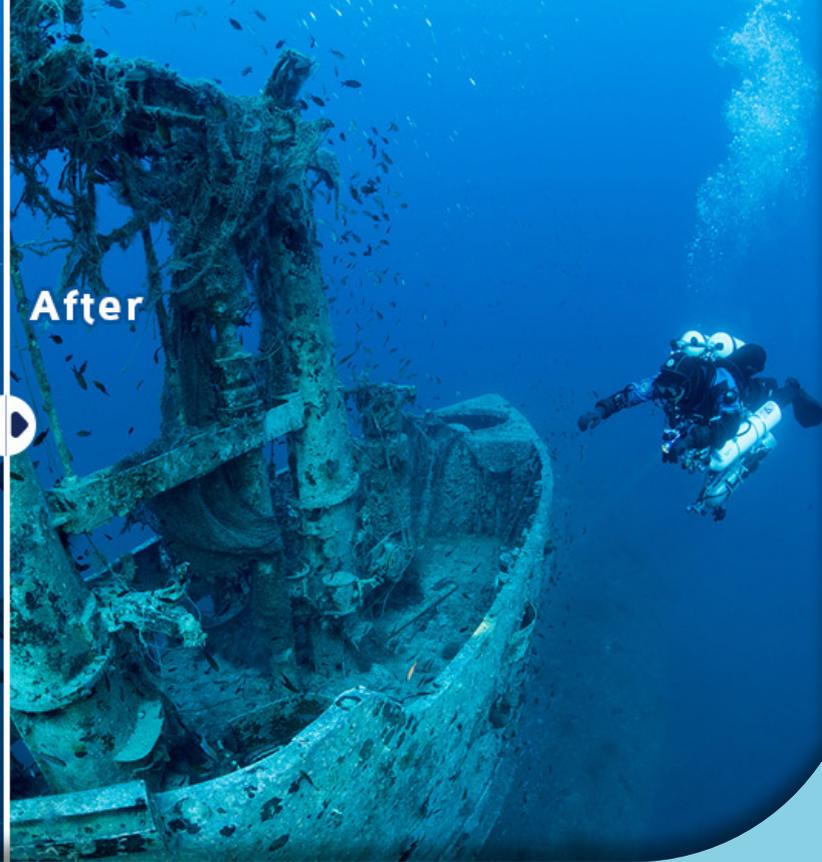
The Cleanups

The Ionian Sea is a major migratory route for Loggerhead turtles (*Caretta caretta*) that nest in the surrounding islands and mainland, and host to the Mediterranean's top 2 nesting beaches. Six volunteer divers from the Netherlands and Greece carried out 5 removal dives helping to make the area a safer habitat for sea turtles and other marine species by recovering a total of 500 kgs of lost fishing gear.





Before



After

The HMS Perseus

Three of the dives targeted the HMS Perseus resulting in clearing almost all ghost nets that were covering the submarine's conning tower and unveiling the wreck's original structure.

A large piece of fishing net that was covering the outer hull and reaching all the way to the bottom, was also removed. The difficulty level of the job was escalated by the many long lines that had been mixed up with the nets over the years.

Public Event

On July 26th, we organised an awareness raising event that included a photo exhibition as well as artistic installation that was completed in situ by the artist Micheline Divaris- Lambert. The highlight however was the educational activity for the local children that demonstrated their exemplary animal rescue abilities when we asked them to be little ghost divers.

The public event was organized within MIO-ECSDE's 'Mediterranean Action Day 2020', supported by the LIFE+ Operating Grant for NGOs and made possible thanks to the support and hospitality of Aenos National Park, the Kefalonia – Ithaca Geopark, the Kefalonia & Ithaca Port Fund, and the Municipality of Argostoli.



Special Projects

HEALTHY SEAS® WEB LAB

During the first 4 episodes we discussed marine protection and sustainability.

Hosted by environmental journalists



LUCY SIEGLE &



GELAREH DARABI

Our guests included:

TOM MUSTILL Filmmaker

DANIEL BUTZ Object Carpet

MARTINA SANTONI Aquafil

MADELEINE VON HOHENTHAL

& BENJAMIN WENKE Bracenet

SIMONA OSIO

& LORENZO GHEZZI Carvico & Jersey Lomellina

ANGELO FIGUS Fashion designer

DR ELITZA GERMANOV Marine Megafauna Foundation

GARY STOKES OceansAsia

380 attendees! **2865 views!**



Startups to save the seas. Meet the Ocean impact entrepreneurs!

On September 14th, Bracenet founders joined us to explain how they turned an impact startup to a successful global company!

[Check out the replays!](#)

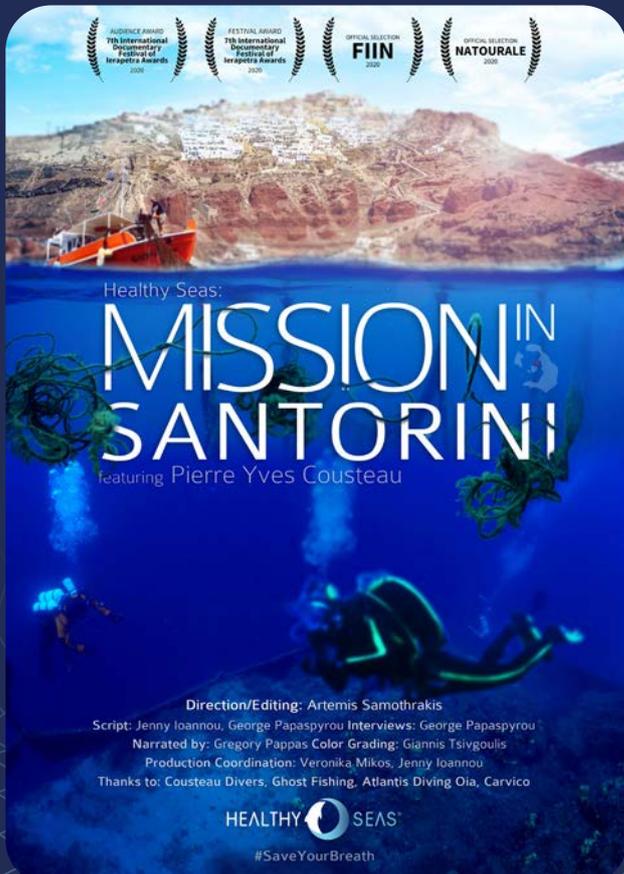


Healthy Seas: Mission in Santorini

By Director Artemis Samothrakis

The 22-minute documentary about our 2018 World Oceans Day event in Santorini won 2 awards at the international film festival of Ierapetra.

[Watch the trailer](#)



The film will be shown at public and private screenings and festivals. For more information or to request a screening, contact info@healthyseas.org

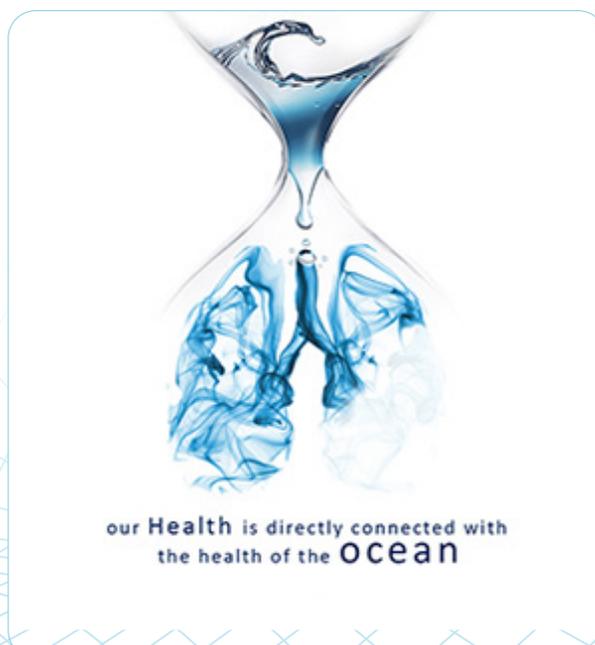
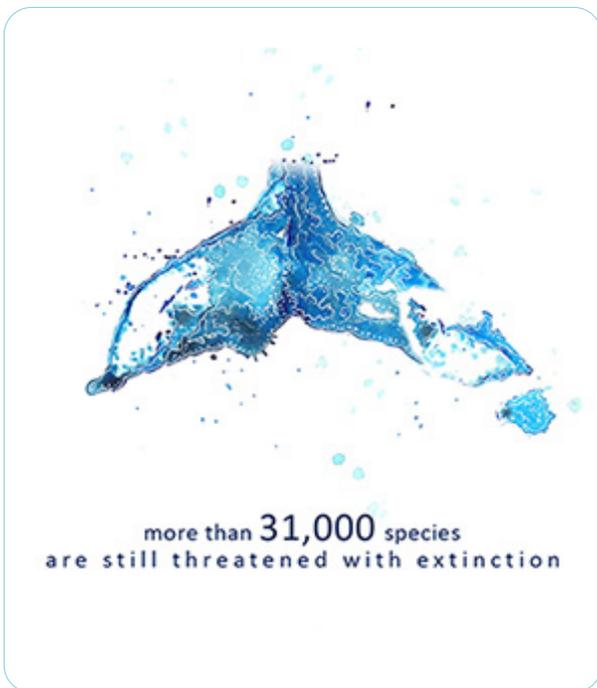
In loving memory of our friend George Papaspyrou

Communication Highlights

Campaigns

Healthy Seas. Healthy Future

To celebrate the international days for Biodiversity (May 22nd), Environment (June 5th) and Oceans (June 8th) we created 3 unique visuals and invited the public to take action by sending us their videos to help us raise awareness.



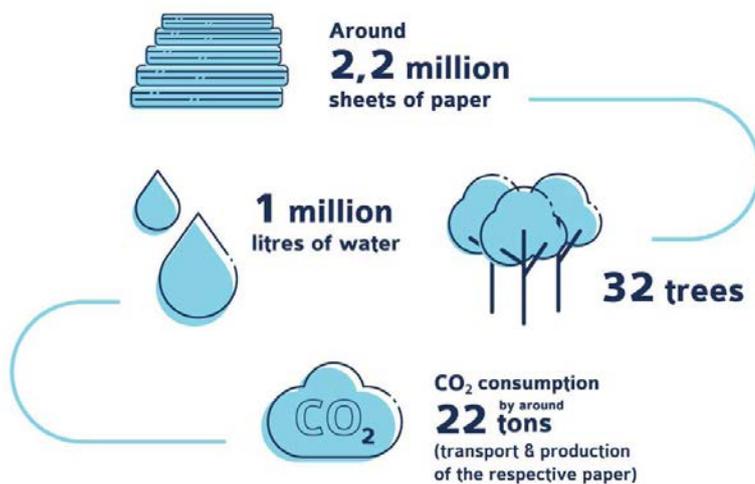
Blue Friday

As an antidote to Black Friday, November 27th, we invited our partners to take part in an Instagram campaign aiming at building awareness about sustainable consumption and circular economy.



DWS

converted **73,000** accounts
from offline to online mailboxes, saving:



A campaign to save trees and seas

In 2020, DWS successfully converted 73,000 of their customers' accounts from offline to online mailboxes and by doing so, supported Healthy Seas!

Through this campaign they were able to save*:

And it doesn't end there! An end-of-year survey determined that 49% of loyal DWS customers chose Healthy Seas to receive another **2,450 euros**.

*Based on internal calculations DWS

Online Presence

27
new videos

64
blog posts

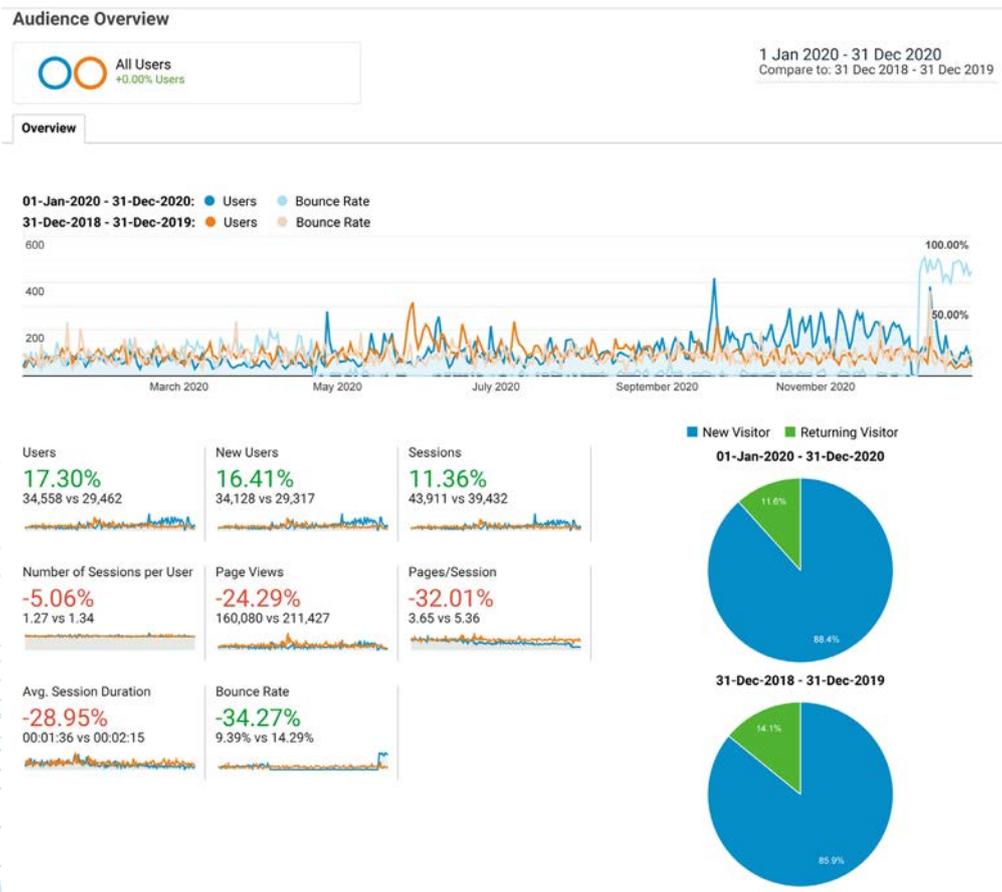
65,327
unique website views

-  + **922** Facebook followers
-  + **40%** Instagram followers
-  + **83%** YouTube views
-  **1,213** followers in one year of having launched our LinkedIn Page

New Website

In 2020 we launched our fresh, redesigned website. Through methodical optimisation, our bounce rate dropped by over **34%** compared to the previous year and we also managed to increase new visitors by over **16%**, raising awareness in new audiences.

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Significant Press

Divers haul ghost nets from submarine wreck in Greece's Ionian Sea Reuters

REUTERS

World Business Markets Breakingviews Video More

ENVIRONMENT JULY 31, 2020 / 6:48 PM / UPDATED 6 MONTHS AGO

Divers haul ghost nets from submarine wreck in Greece's Ionian Sea

By Reuters Staff 2 MIN READ

ATHENS (Reuters) - Divers removed half a tonne of abandoned fishing gear covering a British submarine that sank off the Greek island of Kefalonia in 1941 as well as other wrecks in an effort to protect the area's loggerhead sea turtles, dolphins and monk seals.



15 swimwear labels to know before summer 2020 Vogue France – 8 April 2020

VOGUE

PARIS | MAGAZINES & ARCHIVUM

MODE BEAUTÉ LIFESTYLE CULTURE DÉFILES VOGUE LOVERS FASHION WEEK HAUTE COUTURE HOROSCOPE SHOP



15 swimwear labels to know before summer 2020

Großputz auf dem Meeresgrund Euronews

Europa Welt Wirtschaft Sport Kultur Sci-Tech Reise Video Programme

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GRIECHENLAND

Großputz auf dem Meeresgrund

Von Frank Weinert • Zuletzt aktualisiert: 03/08/2020



These entrepreneurs are turning discarded fishing nets into surfboards and swimwear World Economic Forum - 20 May 2020

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Global Agenda The Ocean Restoring ocean life Entrepreneurship

These entrepreneurs are turning discarded fishing nets into surfboards and swimwear



Italian divers just rescued a whale caught in 'ghost' fishing nets World Economic Forum

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Italian divers just rescued a whale caught in 'ghost' fishing nets



Environmental Divers Clean Up the HMS Perseus GUE InDepth 2020 Vol3

INDEPTH
Get InDepth into Diving

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Environmental Divers Clean Up the HMS Perseus

The Ghost Net divers are all 8 again, this time liberating the wreck of a downed British WWII sub from their deadly nets.

Published 6 months ago on August 12, 2020
By INDEPTH



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Less than 10% of all plastic trash ever produced has been recycled. is this the breakthrough we've been waiting for?
 Ensia - May 21, 2020

ENSIA CATEGORIES SECTIONS COLLECTIONS ENDS

LESS THAN 10% OF ALL PLASTIC TRASH EVER PRODUCED HAS BEEN RECYCLED. IS THIS THE BREAKTHROUGH WE'VE BEEN WAITING FOR?

A process known as chemical recycling offers a promising way to turn used products into new ones with a minimum of waste.

Se la rete da pesca diventa un bikini
 Green&Blue

la Repubblica

Se la rete da pesca diventa un bikini

di Cristina Bellon

La ong HealthySeas recupera le reti di nylon che vengono poi rigenerate insieme ad altri scarti in un filato di alta qualità. Così la plastica viene riciclata anche per i tessuti

23 DICEMBRE 2020

Divers Haul Ghost Nets From Submarine Wreck in Greece's
 Ionian Sea
 US news

US News NEWS News Best Countries Best States Healthiest Communities Cities America 2020 The Racial Divide Photos Events The Report

Divers Haul Ghost Nets From Submarine Wreck in Greece's Ionian Sea

By Reuters, Wire Service Content July 31, 2020, at 11:47 a.m.

ADs by Google

GALLERIES

Healthy Seas i Aquafil za zdravo Jadransko more - poslovna vizija zaštite okoliša
 SloCro

Healthy Seas i Aquafil za zdravo Jadransko more - poslovna vizija zaštite okoliša

Healthy Seas partnerstvo je četiri navedenih organizacija koje se bave rješavanjem problema zastarjelih ribarskih mreža u morima, uključujući Jadransko. Jedan od partnera osnivača je Aquafil Group, koji doprinosi rješenju recikliranja priključnih otpadnih mreža u novu sirovinu.

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À la recherche des «filets fantômes», ces spectres en plastique qui hantent la mer
 RFI

Direct MONDE | Direct AFRIQUE

REPORTAGE INTERNATIONAL

À la recherche des «filets fantômes», ces spectres en plastique qui hantent la mer

Publié le : 05/09/2020 - 00:17

Audio 02:30 | Podcast

Watch as Divers Remove 'Ghost Nets' From WWII Shipwreck
 MSN

Search the web

DIVERS REMOVE 'GHOST NETS'

UP NEXT

Zoozlogia Tone To Amu

Large Fish Wave Let Amu

AI Resur Pop Sing Amu

These Ec Homes.t Amu

Naked n different Amu

Divers haul ghost nets from submarine wreck in Greece's Ionian Sea

Ekathimerini



Feature: Greek fishermen trained to fish plastic to protect fish

Xinhuanet



Elle Greece



Please just wear your masks already. Here are 9 vegan ones.

VegNews & ScubaDiver

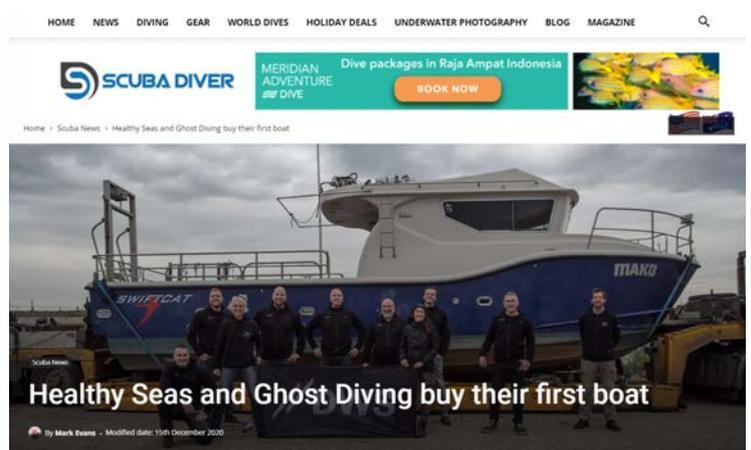


CNN Greece



Healthy Seas and Ghost Diving buy their first boat

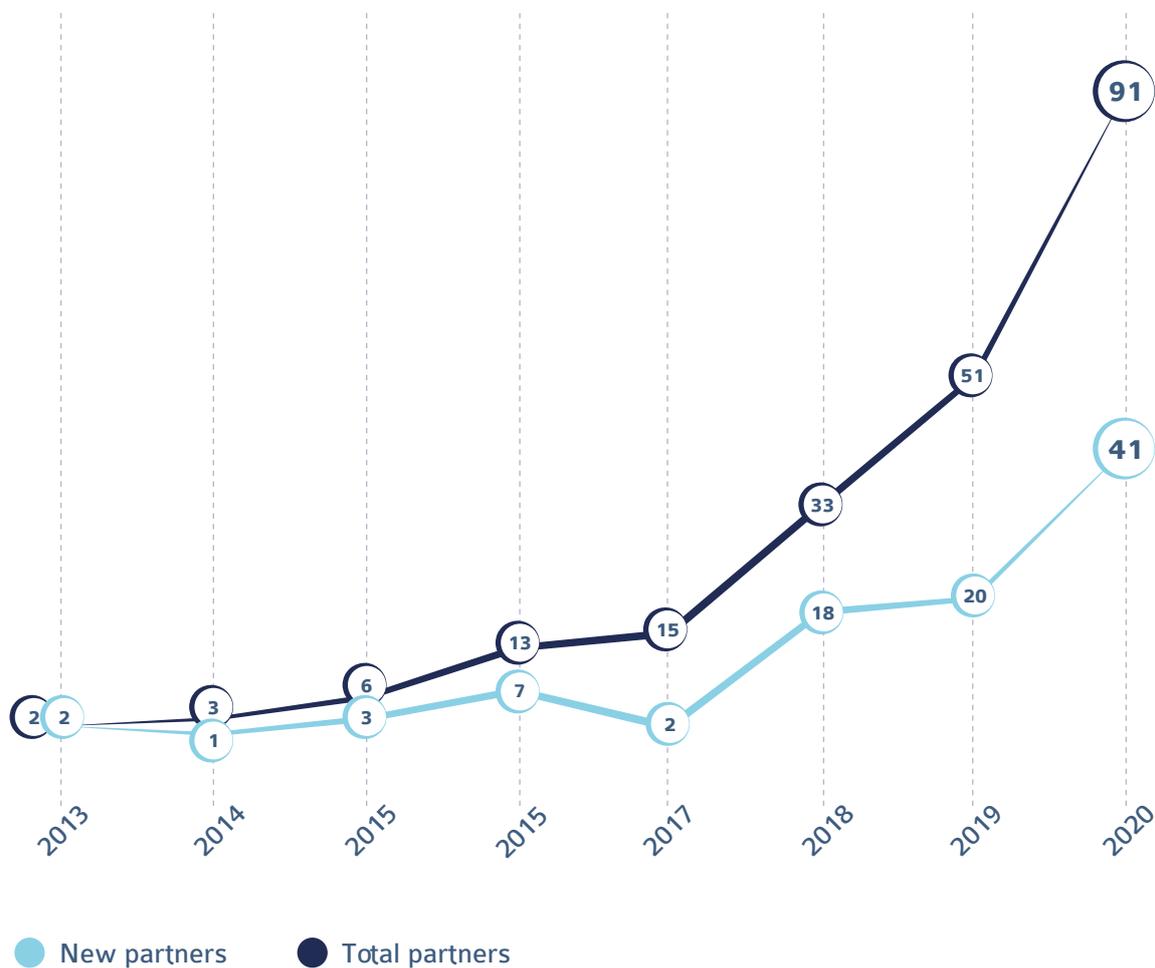
Scuba Diver





Our Partners

We are Growing!
500% increase in 3 years



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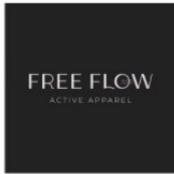
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New Partners

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Karün

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Oyster Active
Windel Manufaktur
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True Tribe
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Dive Circle

**You can be next.
Join our journey!**





Thank you for your attention!

www.healthyseas.org

