

ACTION PLAN 2024

Updated: 06/02/2024

HEALTHY  SEAS®
a journey from waste to wear

The Healthy Seas Foundation

Mission

Healthy Seas is a foundation based in the Netherlands whose mission is to remove marine litter from the seas, in particular fishing nets, for the purpose of creating healthier seas and recycling marine litter into textile products with the help of our partners.

We operate all over the world (from the US to Korea or New Zealand) and our funding comes from business partners.

Since its founding in 2013 (10years!), Healthy Seas has collected over 991 tons of fishing nets and other marine litter with the help of volunteer divers and fishers.

Beyond cleanup, our pillars encompass prevention and education.

Pillars

Healthy Seas' work is grounded in three pillars:

- Clean-ups: Volunteers from Ghost Diving and other diving partners recover nets underwater, while beach/lake/riverside clean-ups involve the public.
- Education: In collaboration with local partners, we develop educational activities for both children and adults to raise awareness about the issue of marine litter.
- Prevention: We collaborate with the fishing industry to ensure proper management of waste streams, working with harbour authorities, fishing communities or associations, and waste collection entities.

TABLE OF CONTENTS

<i>The Healthy Seas Foundation</i>	<i>1</i>
Mission	1
Pillars	1
<i>1. Purpose</i>	<i>3</i>
<i>2.Regular Activities</i>	<i>3</i>
2.1 Cleanup Actions	5
2.2 Prevention	8
2.3. Education & Awareness Raising	10
<i>3. Main Events</i>	<i>13</i>
3.1 Operation Ghost Farms, reclaiming waters	14
3.2 Operation Deep Blue Legacy	16
<i>4. Communication Activities</i>	<i>18</i>
4.1 Ongoing & Existing Assets	18
4.2 New Communication Tools and Content	19
4.3 Potential events to link up to in 2023	20
<i>5. Financing Healthy Seas</i>	<i>22</i>
5.1 Potential funding sources	22
5.2. Review and evaluation	23
5.3 Business Partners	24
<i>6.0 Core team</i>	<i>27</i>

1. Purpose

This action plan describes the activities, the milestones and the budget envisaged for Healthy Seas for the period January 1 to December 31, 2024. The action plan will be revised quarterly; this is linked to the Mission Statement (2013) which serves as the strategic basis for the actions. The progress of the project implementation, the financial implications and the level of sustainability of the project will be monitored and annually evaluated.

Results from 2023 missions will be reported in another document.

Important notes:

1. The storyline of Healthy Seas combines non-profit and business activities. The current action plan and related budget focuses exclusively on the non-profit activities such as sea clean-up actions, prevention and education. The funding Healthy Seas receives is allocated to finance these non-profit activities.
2. This is a rolling action plan and budget. The current action plan and related budget is based on the estimation according to the state of affairs on 6 February 2024.
3. When additional financial resources will be available, then the current action plan will be revised, and the activities will be extended accordingly.

2.Regular Activities

Fishing gear can be abandoned, lost, or discarded in one part of the world and end up in another due to oceanic currents and winds. These currents can carry ghost fishing gear thousands of kilometres and deposit them along coastlines. Even remote Antarctic habitats are not immune to this pollution; every ocean and sea on Earth is affected. Therefore, it is crucial to harmonize our efforts across different countries and regions.

Overview of the activities:

ACTIVITY	DESCRIPTION	RESPONSIBLE	DEADLINE
I. Cleanup Actions	Coordination - Identify key stakeholders - Identify suitable locations for cleaning up shipwrecks and other areas - Establish cooperation with local stakeholders, schools, NGOs	Diving Manager	ongoing
	Communication	Communications Manager	ongoing
	Regular clean-up actions by divers (Boat rentals, insurance, cost of gases and equipment for divers, travel costs for divers) in the North Sea, Adriatic and Mediterranean in Europe, in the Pacific Ocean and in the Red Sea	Diving Manager, Local divers	Jan-Dec
II. Prevention	Coordination - Engage fishermen, fish farms, net manufacturers	Project Manager, Local partners	ongoing
	Communication	Communications Manager	ongoing
	Storage of collected waste - Establish waste fishing net reception facilities in the target countries	Project Manager, Local partners	ongoing
III. Education and awareness raising	Coordination - Engage different stakeholder groups, local communities	Education Manager	ongoing
	Communication	Communications Manager	ongoing
	Organizing educational programmes in schools with presentations and games	Education Manager	ongoing
	Organize an educational programme to (fisheries) schools linked to the diving trips	Education Manager	ongoing
	Beach clean-ups and interactive programme for school children	Education Manager	ongoing
	Organizing and participating to exhibitions	Education Manager	ongoing

The planned geographical scope in 2024:

Active in 7 regions:

- North Sea
- Adriatic Sea
- Mediterranean Sea
- Baltic Sea
- Red Sea
- Pacific Ocean
- Atlantic Ocean

Implementing various activities in the following countries:

1. The Netherlands
2. Germany
3. Greece
4. Italy
5. Spain
6. UK
7. Croatia
8. Poland
9. Belgium
10. Switzerland
11. Slovenia
12. Ireland
13. France
14. Cyprus
15. Lebanon
16. New Zealand
17. Egypt
18. US
19. Hong Kong
20. South Korea
21. Malta
22. Portugal
23. North Macedonia
24. Albania
25. Norway – **NEW!**

2.1 Cleanup Actions

We are continuously working with about **600 volunteer divers in 7 regions** currently to organize sea cleanups, targeting shipwrecks or reefs, which are hotspots for biodiversity.

Divers will have regular trips in 2024:

- In the Netherlands (March-Oct)
- In the UK (March-Oct)
- In Germany (July-Sept)
- In Greece (April-Nov)
- In Italy (April-Nov)
- In Spain (March-Nov)

- In Croatia (all year round)
- In Poland (all year round)
- In Eastern Mediterranean (Cyprus and Lebanon, all year round)
- In New Zealand (Dec-May)
- In Egypt (all year round)
- In the US
- In Hong Kong
- In South Korea
- In Portugal
- In Malta

Stakeholders, diving partners:

- Ghost Diving, the Netherlands
- Duikteam Zeester, the Netherlands
- Ghost Diving UK, The United Kingdom
- Ghost Diving Germany
- Ghost Diving, Greece
- Odyssey Outdoor Activities, Ithaca, Greece
- Aquatic Scuba Diving Club, Kefalonia, Greece
- The Society for the Documentation of Submerged Sites – SDSS, Italy
- Ghost Diving, Spain
- Ghost Diving, Adriatic
- Ghost Diving New Zealand
- Ghost Diving, Egypt
- Ghost Diving East Med
- Ghost Diving Poland
- Ghost Diving USA
- Ghost Diving South-Korea
- Ghost Diving Hong Kong
- Ghost Diving Portugal
- Zibel, Malta
- Local fishermen
- Port authorities



Series of diving actions implemented by local teams

In Europe the volunteer divers are already experienced to organize regular clean-ups since many years.

In 2022 we launched activities in two new continents (USA and Asia) and managed to organize 188 clean-up days, meaning that the volunteer divers were active every second day!

In 2023 we strengthened our presence in these regions. Besides, we launched clean-ups in two new countries (Portugal and Malta) where local teams of volunteer technical divers are organizing the ghost net removal trips themselves. Fishing and fish farming has an important role in both countries.

Besides the trips organized by divers, the **fishers are getting more and more involved**, also in our clean-up activities, while:

- Inviting fishers' representatives to be on board.
- Getting the information from them about lost fishing nets.
- Providing a showcase for Healthy Seas.
- Stimulating fisher-to-fisher communication afterwards to promote Healthy Seas, for instance by fishers giving lectures to other fishers or by participating at fishers' festivals and events.

This way some fishers will become **Healthy Seas ambassadors** which is expected to be more effective in terms of outreach and engagement of fishers by other fishers.



2.2 Prevention

Recognising the increasing level of interest in tackling the issue of derelict fishing gear and also that the scope of existing solutions does not yet come close to tackling the scale of the problem, Healthy Seas believes that long term 'prevention' can make a difference. That's why it is crucial to engage the fishing industry, preventing that waste fishing nets will end up in marine ecosystems (with the help of fisher communities and fish farms).

We established **waste fishing net reception facilities** in selected harbours in Europe. We are currently working with **1250 fishers and fish farmers**. The collection points include:

- Den Oever and IJmuiden, in the Netherlands
- Michaniona, near Thessaloniki in Greece with [DIOPAS S.A](#)
- Lavrio, in Greece in cooperation with [Enaleia Fisheries School](#)
- Ancona, Rimini, Cattolica and Cesenatica in Italy
- Plomin and Krnica in Croatia
- Braga, Portugal

We encourage the fishers to cooperate with us and offer multiple benefits for those who decide to do so, including cost saving, improved image and promotional benefits. Fishers can be part of the solution and not the problem.



Photo: Collected waste fishing nets in Den Oever

Elevating Sustainable Fishing Practices Through Innovative Partnerships

In 2024, our [partnership with Diopas](#), a distinguished Greek expert in the fish farming industry, continues to thrive as we jointly pursue sustainable solutions for the sector. Our collaboration extends beyond the mere collection and recycling of old nets; it encompasses a shared commitment to innovation and progress. By closely aligning with Diopas's groundbreaking

initiatives, which involve partnerships with universities and research centres, we aim to promote future research in the design and materials of fishing nets. This year, our focus is to deepen our involvement in advancing sustainable fishing techniques, humane farming practices, and effective waste management and recycling strategies. Through concerted efforts and strategic support, we endeavour to contribute significantly to the evolution of the industry towards a more environmentally conscious and socially responsible future.



Photo: Diopas

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 and in the framework of our cooperation they are taught about responsible handling of waste fishing nets, recycling and circular economy.

Through this cooperation, a collection point has been set up for fishermen in Greece to give their end-of-life nets as well as the ghost nets they catch in their active nets.

29 ports and 230 fishing vessels are engaged in this cooperation so far from all over Greece.

Actively participate at fisher events, festivals

Another element of fisher engagement is identifying European, international or regional fisher events and participating there actively with a presentation or exhibition.

2.3. Education & Awareness Raising

Healthy Seas strives to make a positive and long-lasting impact to the marine environment also through education and awareness raising actions. Our educational initiatives reached unprecedented heights in 2023, with record numbers of children engaged in a myriad of projects both in schools and community settings. Through interactive sessions and outreach programs, we continue to empower the next generation with the knowledge and tools to champion the cause of marine conservation.

In 2024 we will have regular school programmes in at least 14 countries:

- The Netherlands
- Italy
- Germany
- Spain
- France
- UK
- Greece
- Poland
- Slovenia
- Croatia
- Belgium
- USA
- Korea
- Hong Kong
- Malta
- And occasional school programmes in other countries.



Photos: Hyundai Canarias





Photo: Hyundai Canarias

We have school programmes for the younger generation with interactive presentations, videos, games, ideas for creating art works from waste and the virtual reality experience. The children are learning about plastic pollution, ghost nets, biodiversity loss, sustainability, the circular economy and much more... They can also “breathe together” with our divers while trying their equipment or be part of a beach cleanup.

In 2023, DWS employees in the APAC countries were also trained by our team to join the “Surface Support Squad” in addition to their colleagues in Europe, the UK and the US who had joined the previous years. The goal of this special group of passionate professionals around the world, is to act as Healthy Seas ambassadors, organise and implement educational programmes and awareness raising

“Circularity is our opportunity”: continues successfully, embraced by teachers throughout Slovenia.

Following a successful first year of implementation together with our partner AquafilSLO we continue our collaboration with Eco-Schools in Slovenia.

Eco-Schools is an internationally established programme which has won multiple international awards for the integrated environmental education and training, aimed at promoting and increasing awareness of sustainable development among children, pupils and students through their active involvement in the local community and beyond.

In the 2023- 2024 academic year already 30 kindergartens, primary and high schools have signed up for the programme involving hundreds of students and educators around Slovenia.

activities in their communities and countries.

Throughout 2024, we aim to incorporate an educational element to our main events and also carry out standalone programmes in the above countries. We offer fishing nets and support to university students who study fashion, design etc. and they in turn engage their audiences on social media and promote Healthy Seas work in their universities and peers.

We continue to give virtual talks to university student associations, school classrooms and workplaces on the issues of marine litter, ghost fishing, alternative use of material, circular economy, green entrepreneurship, and sustainability. We support independent cleanups and help groups and individuals organise and implement these activities in their areas.

Cooperation with Enaleia Fisheries School in Greece

Enaleia, the first fisheries schools of Greece established in February 2017 entered into cooperation with us in education and awareness raising activities in order to spread the word about marine litter and the importance of clean and healthy seas. Furthermore, Enaleia is in contact with fisher communities and other relevant stakeholders in Piraeus in order to propose and agree on cooperation and to establish a waste fishing net collection point. They also integrate ghost nets, marine litter, recycling and circular economy into the education programme of fisheries students. The net collection point could also be used as a pilot for demonstration for fishers (students) about the responsible handling of waste at the end of life.



3. Main Events

Besides the regular activities, two main events are planned with tailor made communications which will capitalise on their uniqueness, the ecological significance of the location and leverage partnerships to achieve maximum reach.

3.1 Operation Ghost Farms, reclaiming waters

Location: West Coast of Greece, concrete locations are still being surveyed

Duration: Approximately 2 weeks

Timing: Target time for the underwater clean-ups is beginning of May, possibly with a second phase of activities (awareness-raising and education) later during the year, potentially in September

Background:

In 2021 and 2022, Healthy Seas together with a number of strong partners has been cleaning up an abandoned fish farm in Ithaca, Greece. So far, this has been our biggest clean-up project, both in terms of positive environmental impact and in terms of community involvement.

For the upcoming years, it is our goal to identify similar highly impacted locations for potential clean-ups like the ones we did in Ithaca in 2021-2022. Western Greece is an area that is especially impaired by the issue of abandoned fish farms, which keep catching and killing marine life, but also constitute a major source of marine litter.



As the first step, we did preparations and ran surveys from 1 March until 15 August 2023 covering 450 nautical miles in Western Greece. We have identified real hot spots, executed surveys on land, at sea and in the air (with drones).

Based on this initial survey and report, between September 2023 until now we have been working with

a team of lawyers and consultants to verify the locations and data of the report and the interest of the local municipalities, authorities, fish farming umbrella organisations and other stakeholders to be involved.

We are planning to continue the underwater surveys in early and mid-February and March 2024. There are many factors that will be affecting the choice of a concrete location, but after the surveys, we can finalize the plan for this year and choose from different alternatives.

Our initiative, in collaboration with Hyundai and partners across various sectors, aims to address the environmental challenges posed by abandoned fish farms in targeted areas of Western Greece emphasizing its significance within a broader European and international context. These 'ghost farms' have become sources of marine litter, threatening biodiversity and polluting the seas.

Our mission involves a comprehensive cleanup effort led by volunteer divers and surface volunteers, as well as education and awareness-raising elements like the facilitation of roundtable

discussions, educational programs, and stakeholder engagement involving fish farming industries, local authorities, institutions, and NGOs in Greece and beyond. By reclaiming these areas, we not only restore marine ecosystems but also create a platform for collaborative solutions, fostering awareness and responsible practices within the community and contributing to a more sustainable fish farming industry.

The project will encompass the following components:

- Two-Week Clean-up Mission (TBD): A comprehensive effort involving divers underwater and surface volunteers over a two-week period to remove marine litter and address the environmental impact of abandoned fish farms.
- Pre-Awareness Activities: Before the clean-up, activities will be initiated to generate interest and educate the public, institutions, and community stakeholders about the issues related to Ghost Farms. The goal is to build anticipation, inform about the project's objectives, and gather community support.
- Post-Awareness Activities: Following the clean-up, the project will leverage the case study and insights gained to raise awareness about the Ghost Farms issue. This includes sharing the cleaning results, disseminating best practices, and showcasing the project's impact.



All these activities (beyond the clean-up itself) could take various forms, including events, participation in talks at international gatherings (such as in Barcelona and Greece), podcasts, articles, social media posts, teaser videos, full-length videos, infographics, live coverage on social media from the site, ebooks, press coverage, and sharing by our main partner Hyundai and other stakeholders.

Through large-scale cleanup initiatives and impactful awareness campaigns and community engagement activities, Healthy

Seas is determined to confront the significant environmental challenge posed by abandoned fish farms, so-called "ghost farms".

This project aims to benefit not only the local marine ecosystem but also the well-being of the local community.

A standout aspect of the project is our overarching goal of advocating for sustainable aquaculture, endorsing eco-friendly practices within the sector, and implementing more effective waste management systems on a European scale. To propel this initiative forward, we would actively pursue the participation of the Federation of European Aquaculture Producers and other

European stakeholders and partners from key aquaculture centers (like Norway) to contribute to the discussions and awareness-building aspects of this endeavor. This collective engagement will play a pivotal role in advancing the dialogue surrounding sustainable aquaculture practices and fostering a stronger environmentally conscious approach throughout the aquaculture industry.

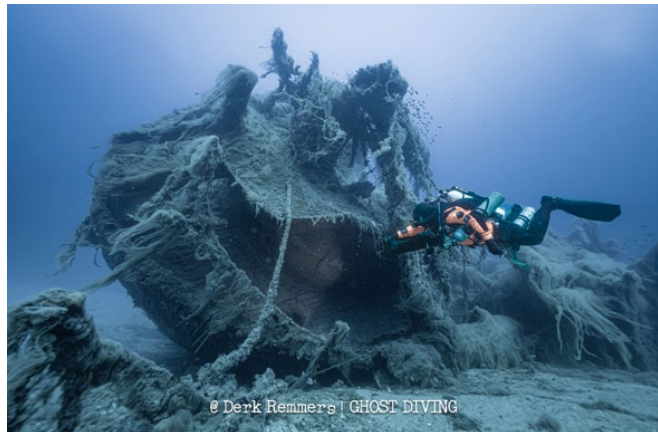
3.2 Operation Deep Blue Legacy

Timeframe: between 15th June and 3rd July for 2-4 weeks (to be confirmed)

Location: The mission will take place in Tunisian Waters, but the base of the project and harbor of departure will be Lampedusa, Italy

Background:

- During the Second World War, the central Mediterranean Sea was the scene of long and dramatic fights between the Italo-German and the British commonwealth naval and air forces.
- During these battles, dozens of ships and hundreds of aircrafts have been sunk.
- The wrecks that the volunteer divers are planning to dive have never been cleaned or even dived before.
- The wrecks are covered in enormous amounts of ghost nets, which have to be removed to stop the harming and killing of marine life, but also for another reason:
- Removing the nets, can help identify the names of the shipwrecks: This could mean that families who have lost people in those wrecks, can finally get a concrete location of the last resting place of their beloved ones.



The Project:

This ambitious project aims to uncover a historic shipwreck lying on the high seas and covered in ghost nets. These not only pose a huge threat to marine life, but also make it impossible to clearly identify the wreck and its history.

Our dedicated team of volunteer divers and explorers will free the wreck from the ghost nets, making an important contribution to cleaning up our oceans and additionally revealing the identity of the ship. As the nets are meticulously removed, a 3D model of the ship will be created, providing not only a testament to environmental protection, but also a tangible link to the maritime heritage of the past.

- The sites we are planning to tackle for our expedition, are far out on the high seas between Italian and Tunisian waters, where fishing activities are very frequent from all sides (Italy, Egypt, Tunisia, Malta)
- The working area of our mission connects multiple countries, which makes it very special – but also politically tricky.
- The mission will be challenging and require about 2-4 weeks of time, as the amount of nets is very big and the working process is quite complicated: The sites are about 10 boat-hours away from the harbor of departure

- The Ghost Diving Crew will be living and sleeping on the boat during the mission, going back to shore in between to bring back the nets that are retrieved, before they can go back to retrieve the next load (otherwise the boat would sink)

For the project we are very dependend on the weather because the crew will be setting sail towards Tunisian waters from Lampedusa, which takes around ten hours of driving towards the dive sites with the small fishing vessel *Gioel*.

The team will be operating in high sea, up to 100 miles off shore, taking turns navigating by night and spending the nights on the boat.

It is only possible for us to implement this project because we get the support and knowledge of two local fishermen, who join the team on the boat and are very experienced seamen - in particular experienced in the area of operation – with all challenges and risks.



In addition to what has been stated above, we intend to look at the scientific background of our project from different perspective– possible topics to look into and to communicate could be:

- Why this spot is valuable from the biodiversity and environmental standpoint. Geological notes, marine animals we expect, changed conditions here in the last years
- Shipwrecks – why they are a hotspot for biodiversity and need to be preserved, why ghost nets here, how hard is to work in such environments for divers
- Ghost nets – what they are, why they are in the sea, why they are dangerous, types, where they are found (coastal and beyond)
- Industry of fishing – how they are related and how they can be part of the solution
- Historical background – the battle of convoy, why so many shipwrecks, their state, the type of ships, what is normally found inside.

Communication



We have developed a strong communication strategy for this special project. We want to take our partners, friends and followers on the mission and show them the daily life, challenges and work of the team.

Unbiased and authentic video clips published on our social media platforms will provide an insider's perspective, allowing people to experience the commitment, passion and expertise behind this impactful initiative.

The centerpiece of the communication will be a final video titled "Untangling History: A Deep Dive into Ghost Nets and Forgotten Shipwrecks.". This filmic exploration will weave together stories of environmental resilience, marine biodiversity and the fascinating history of a sunken ship with a troubled past.

About SDSS, project partner

- For this project, we will cooperate with the Society for the Documentation of Submerged Sites – SDSS: It is a non-profit organization founded in 1999 and based in Italy
- Its main activity consists in the documentation, with different systems and methodologies and in collaboration with researchers and institutions, of submerged sites such as historical wrecks, archaeological sites, peculiar underwater habitats, and sites of concerns for environmental instability
- SDSS is affiliate to Global Underwater Explorers (GUE) and its teams of volunteers include highly skilled technical divers, documentarists, and explorers capable to safely and efficiently operate beyond the depth limits normally considered in scientific diving, in the range between 50 and 150 meters under the sea surface

4.Communication Activities

This year there are some activities that will absorb most of the budget as they are key:

- Rebranding, a work in progress started in 2023 and to finalize in 2024.
- New website
- The institutional video. The current HS video is very old, very long and doesn't include the larger story of Healthy Seas.
- Expand through the year the content production for the public and for partners.

4.1 Ongoing & Existing Assets

ACTIVITY	DESCRIPTION/IMPROVMENTS	DEADLINE
Questionnaire and interview requests		ongoing
Social media strategy		ongoing
Consistent use of website and social media: YouTube, Instagram, LinkedIn	Scheduled posts, articles, photos, videos, infographics. Our focus is now on Instagram, LinkedIn and YouTube to possibly develop more. Also, the content will be more focused on stories and less on missions.	ongoing
Website Maintenance	Now this has become a challenge as any modification needs to be done by a consultancy and we are in control only for the blog section.	ongoing
Newsletter	Design and distribute monthly newsletter.	ongoing
World Days	- Social media activities, communication actions on these days	ongoing

	<ul style="list-style-type: none"> - Try to launch or link some of our activities to these days - Creation of awareness raising content to share with our partners, including personalised messages 	
Production of promotional materials	Flyers, banners, gadgets, T-shirts, etc.	ongoing
Participating in the discussions of the Global Ghost Gear Initiative (GGGI)	In order to: (1) Build evidence, (2) Define best practices and inform policies, (3) Catalyse and replicate solutions.	ongoing
Active participation at relevant events	<p>With a presentation, exhibition or organization of a side event.</p> <p>We will also try to explore more events for the public and not only for institutions.</p>	ongoing
Web Shop	shop development, promotion – low priority	ongoing
Podcast	Use it to expand our audience and touch on topics we cannot touch alone + as a platform for bigger projects and partners.	Ongoing
Press releases to be published in specific and counted projects and moments	We will focus less on releasing a press release for each partnership and event and more in curating the press events in specific moments and countries.	ongoing

4.2 New Communication Tools and Content

ACTIVITY	DESCRIPTION	DEADLINE
Rebranding	Work in progress. We will decide the launch in the first months of 2024	TBD
New Website/Landing pages	<p>A very important piece of creating a Healthy Seas universe that is helpful in explaining what we do, keep people involved and having a showcase for future partners.</p> <p>Landing page would be a valuable tool to have specific pages for missions with all the content pieces from that mission so that people can follow the story there and find all the relevant content.</p>	TBD
New Institutional Video	<p>We urgently need to implement an institutional video for Healthy Seas that can substitute the current old one with the goal of:</p> <ul style="list-style-type: none"> -Having a shorter and more engaging video -Making sure that the mission of Healthy Seas is well told and we include all pillars. -Making sure we have a video that we can use on social media and different events and that really represents the foundation in a short 	TBD

	amount of time and with very powerful visuals.	
More curated content series/New content	New content series more focus on stories to substitute the communication about missions. Implementation of new content formats especially to introduce the team, expand the outreach of educational and tell a more engaging story on our collaboration with fisherman.	Ongoing
World Ghost Gear Action Day	We will start this campaign with a soft launch this year to implement with a possible landing page in 2025.	TBD

4.3 Potential events to link up to in 2023

- **World Ocean Summit**, March 11-13, Lisbon
<https://events.economist.com/world-ocean-summit/>
- **Ocean Decade Conference**, April 10-12, Barcelona
<https://oceandecade.org/events/2024-ocean-decade-conference/>
- **Our Ocean**, April 15-17, Greece
<https://ourocean2024.gov.gr/>
- **European Maritime Day**, May 30-31 Denmark

We will also investigate other kind of events that are less connected to the ocean and to institutions and more open to the public.

WORLD DAYS

This could happen either through participation or the timing of our activities in those countries, around those days.



Every other breath you take
on land comes from the sea

2024 Waves of Impact: A Calendar for Global Conservation

<div>January</div> <div>26th / Friday WORLD ENVIRONMENTAL EDUCATION</div>	<div>September</div> <div>21st / Thursday INTERNATIONAL COASTAL CLEANUP DAY</div>
<div>March</div> <div>03rd / Sunday WORLD WILDLIFE DAY 22nd / Friday WORLD WATER DAY</div>	<div>October</div> <div>04th / Wednesday WORLD ANIMAL DAY</div>
<div>April</div> <div>22nd / Monday EARTH DAY</div>	<div>November</div> <div>21st / Tuesday WORLD FISHERIES DAY</div>
<div>May</div> <div>22nd / Wednesday INTERNATIONAL BIODIVERSITY DAY</div>	<div>December</div> <div>05th / Tuesday INTERNATIONAL VOLUNTEER DAY</div>
<div>June</div> <div>05th / Wednesday WORLD ENVIRONMENT DAY 08th / Saturday WORLD OCEANS DAY</div> <div></div>	<div>As stewards of our seas, we stand at a critical juncture, facing urgent environmental challenges that demand collective action. International days dedicated to nature conservation are not just calendar entries but opportunities to amplify our commitment to sustainable practices.</div> <div>At Healthy Seas, our mission extends beyond observance; it's a relentless pursuit to turn awareness into tangible results.</div> <div>Join us on this journey to reclaim marine litter, educate, and inspire change for a healthier and more vibrant ocean today and for generations to come.</div>

5. Financing Healthy Seas

The initial budget has been allocated by the founding parties as direct funding or in-kind contribution and the opportunity is offered to other business partners and stakeholders to join. The Healthy Seas Foundation receives:

- partnership fees / donations from businesses;
- donations from the public;
- 1-10% donation from every purchase based on the sales of the products from some retailers and partners;
- contributions from the public via crowdfunding.

Further external funding sources are needed to continue and expand the activities of Healthy Seas.

The funding is allocated with a strong focus on the operations in the field in relation to the three pillars of the activities:

- Clean-up actions, working together with divers;
- Prevention, working together with fishermen;
- Education and awareness raising, together with schools, museums, aquariums, exhibitions.

5.1 Potential funding sources

A two-pronged approach is envisaged for generating sufficient funding: internal and external funding.

POTENTIAL INTERNAL FUNDING SOURCES	POTENTIAL EXTERNAL FUNDING SOURCES
Input of hours of founding partners and associate partners	EU funding schemes, for example: LIFE+, European Fisheries Fund, Eco-Innovation Fund
Financial contribution of founding partners and associate partners	National government subsidies, for example: Innovation Fund, Ministerial Funding Schemes
Sharing know-how and expertise of founding partners and associate partners	Private funds, for example: Adessium Foundation, National Postcode Lottery, The Clinton Foundation, The Ocean Foundation, Walt Disney Conservation Fund, Oak Foundation
	Funds related to species protection, for example:

	Prince Albert II of Monaco Foundation, The Nando Peretti Foundation, Save Our Species (SOS), (MCFEA), Rubicon Foundation
	Additional partners joining Healthy Seas or financing directly some of the activities, for example: Other businesses, brands, banks, tourism sector, travel agency, diving agency, Stavros Niarchos Foundation
	Crowdfunding campaign
	Donations
	1% for the Planet

The Action Plan and Budget of Healthy Seas is a rolling process which will be adjusted throughout the year when additional funding sources will become available.

5.2. Review and evaluation

The progress of the project implementation, the financial implications and the level of sustainability of the project will be monitored and regularly evaluated.

Based on this evaluation, the action plan and budget will be updated quarterly.

5.3 Business Partners

Healthy Seas has always been an open platform that welcomes new partners to join. Besides the founding partners Aquafil and Star Sock, the partnership currently includes the following business partners.

ASSOCIATE PARTNER MEMBERS:

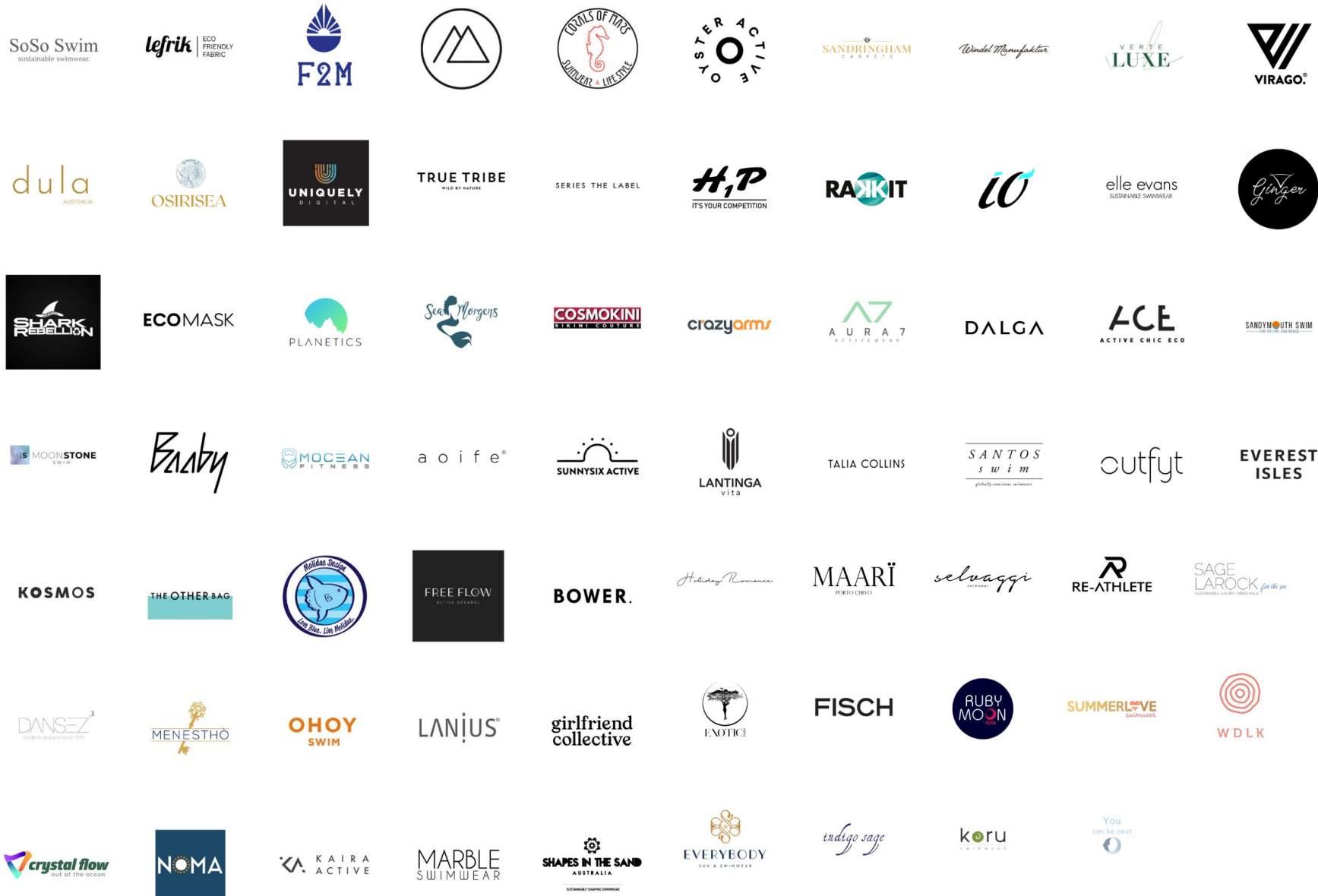


ASSOCIATE PARTNER DONORS:



SUPPORTING PARTNERS:





6.0 Core team



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