

# 2019-2020 ANNUAL REPORT



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# WELCOME



Dear Oceanogamies,

I invite you to remember that we live on a blue planet, with an ocean that unites us covering 72% of the Earth's surface and more than 95% of the biosphere. The health of the ocean is essential for the well-being of society and the ecosystem. More than 3 billion people depend on these resources and 40% of the oceans are affected by human activities. However, it is important to always maintain optimism in order to act. A recent study (Duarte et al 2020) suggests that marine life in the ocean could recover on a large scale, but only if decisive and urgent action is taken in the next three decades.

The United Nations has proclaimed a Decade of Ocean Sciences for Sustainable Development with an aim to bring together actors from around the world to work on a common framework that ensures that ocean science contributes to the United Nation's Sustainable Development Goals (SDG). Aiming to protect marine and coastal ecosystems, the SDG 14 for example will do so by creating and correcting the management of marine protected areas and by reducing the impacts produced by pollution. Currently, out of the recommended 30% of total ocean protection for 2030, only 6.4% is actually protected. This is why Oceanogami supports the 30x30 objective, to protect 30% of the ocean in 2030 in an efficient way. Businesses do not currently prioritize SDG 14, which gives us the mission to further connect the private sector with ocean conservation.

The 2020 Annual Report demonstrates the small steps Oceanogami has taken to meet the company's goals as well as to build ocean responsibility. We especially dedicate this report to the organizations and teams that have supported us since the beginning.

As a chess player, I think it has helped me define Oceanogami's strategy and vision. Like the pieces on a board, the team members have different values that complement each other and only by working as a team can they achieve their goals. Our team is the heart of Oceanogami and without their passion and teamwork, Oceanogami could not have achieved its goals. Our dedicated supporters give us the current to continue moving through the ocean.



Patricia Martí Puig, Ph.D.  
Founder & CEO

**OCEANOGAMI**  
Build your Ocean Responsibility

# WHO ARE WE?

"Oceano" is the Spanish term for ocean and "Gami" (Japanese: 神, [ka<sup>+</sup>mi]) refers to the spirits, landscape elements and forces of nature. For our team, oceano + gami means working together to connect people and the oceans.

At Oceanogami, we believe in the concept of a "Blue Society", a vision of a society in which people benefit from the ocean while preserving its environmental integrity. Therefore, we adopt a multidisciplinary vision in which cultural, social and economic needs are integrated with environmental objectives to create truly sustainable solutions. Moreover, we believe in the importance of education, outreach and in the development of skills among stakeholders who participate at any level in the management of the marine environment. Our core values consist of sustainability, education, community and collaboration.



Oceanogami is an international consulting and social enterprise specialized in ocean sustainability. We act as a liaison between different sectors for a marine environmental co-responsibility. We develop several skill-training programs for marine conservation, both in person and virtual. These programs can be accessed by the general public, the corporate environment, people at risk of social exclusion and the technical-scientific individuals. Our main task is to connect companies and other organizations that want to improve their responsibility for the oceans, their knowledge, capacities and skills for ocean conservation. We focus on corporations and entities that want to make a change to be more responsible with the environment, particularly with the marine environment. We focus on helping companies meet Sustainable Development Goal 14 and related, as SDG 14 is key to achieving the 17 SDGs of the 2030 Agenda.

# OUR GOALS

## Corporate Sustainability for UN's Sustainable Development Goal 14 (SDG 14)

The United Nations has proclaimed a Decade of Ocean Sciences for Sustainable Development (2021-2030) with the aim to bring together players from around the world working on a common framework that ensures that ocean science contributes to the SDGs. Corporations play a key role in this regard, through the reduction of carbon emissions and pollution, not only on oceans and seas, but also on activities carried out on land. This includes the conjunction between marine debris and nutrient pollution that positively impact islandic developing countries and the promotion of sustainable fishing practices to adjust the island's actions to international law. It is necessary to ensure a healthy marine environment for many ocean -related companies to continue to operate for the long term. However, investments in innovation towards new ocean solutions will render significant business opportunities.

The following chart depicts the 17 SDGs denoted by the United Nations. SDG 14, referred as Life Below Water encompasses the following: protect marine and coastal ecosystems; reduce marine pollution and ocean acidification; end unsustainable and illegal fishing practices; promote scientific research in marine technology; foster growth of island states in development and artisanal fishermen; promote and strengthen international law related to the ocean.



# OUR GOALS

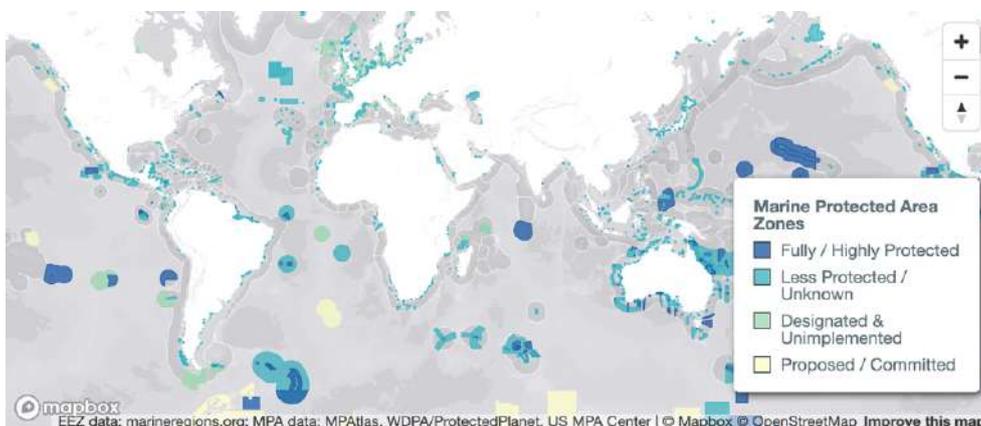
Companies must work together along with society if we want to achieve a healthy marine environment. Below are some of the contributions they can make:

- Reduce carbon emissions and pollution
- Positively impact Island Developing Countries
- Promote sustainable fishing practices
- Invest in marine conservation projects

Globally, the market value of marine and coastal resources and related industries is estimated at 3 trillion annually or 5% of the global GDP. For example, Spanish SMEs play a central role in economic development where they comprise more than 50% of GDP. Despite this important role, 78% of Spanish SMEs do not know the 2030 Agenda or do so superficially and SDG 14 is considered the least priority of the 17 SDGs.

## Ensuring efficient management of the marine environment

The oceans have a surface area of 361,000,000 km<sup>2</sup> and a volume of 1,300,000,000 km<sup>3</sup>, occupying more than 72% of the Earth's surface. Currently, 3 billion people depend on marine resources for their livelihoods. 40% of the world's oceans are affected by human activities (such as climate change and plastic, where more than 14 million tons a year reach the sea) and 60% of fish stocks are exploited (FAO). Furthermore, only 6.4% of the ocean is protected (15,561 areas and Km<sup>2</sup>: 22,856,822). In Catalonia, for instance, only 2.7% of the sea is protected. Target 11 (CBD 2010) suggests that at least 10% of marine and coastal areas are efficiently conserved. In 2014 the World Parks Congress increased its recommendation to 30% of highly protected oceans in 2030. Thus, Oceanogami aims to contribute to the creation of new marine protected areas as well as to help them become efficiently managed.



Protected marine areas (MPA atlas)

# OUR GOALS

## Connecting research with citizens

Since the birth of Oceanogami, our team has been actively engaged in citizen science projects. Together with specialists in the field, we design and coordinate programs in which citizens take the initiative and contribute to science and research in the marine environment.

In this way, we intend to increase the scientific culture in society and awareness about the marine environment, both at the level of knowledge of marine biodiversity and the impacts of marine litter.

## How we meet our objectives

In Oceanogami, along with you, we want to help this cause. For this, we follow the Think Global Act Local philosophy, which we use in all the projects (below) we participate in to meet our objectives.

OBJECTIVES	ACTIONS	PROJECTS	INDICATORS
Help companies realize targets to meet SDG 14	Work with companies and other organizations to meet all SDG, particularly, SDG 14	Ocean Responsibility	<ul style="list-style-type: none"> <li>• Sensitized organizations</li> <li>• Number of people reached</li> </ul>
Guarantee efficient management in the marine environment	Work with stakeholders on territory management focusing on the Mediterranean	Marine Environment Management	<ul style="list-style-type: none"> <li>• MPAs or future marine management areas</li> <li>• Formations in MPAs</li> </ul>
Connect research with citizens	Work with citizens to sensitize them to take action, focusing on marine debris	Citizen Science projects	<ul style="list-style-type: none"> <li>• People involved</li> <li>• Campaigns</li> <li>• Collected data</li> </ul>

# OCEANOLOGAMI IN NUMBERS

En nuestros proyectos así hemos contribuido a los océanos:

YEARS	2019-2020
SENSITIZED ORGANIZATIONS	15
COMPLETED PROJECTS	24
APPLIED SDG	5
MARINE MANAGEMENT AREAS	2
KM OF PLASTIC COLLECTED	2900
PERFORMANCE AREA (KM)	2403
SENSITIZED PEOPLE	5603

50% of the population lives on a strip of maritime coastline. The World Wildlife Fund (WWF) attempted to calculate the monetary value of the world's seas and estimated a value of \$ 24 trillion. The report adds that the goods and services that the oceans provide each year generate revenues of USD 2.5 trillion. In other words, if the oceans were an economy, it would be the seventh largest on the planet. This evaluation includes the income obtained by industries such as fishing, tourism and shipping, as well as an assessment of the protection provided by corals and mangroves to the coasts.

More than 40% of the world's oceans are affected by human activities, mainly from plastic. It is estimated that more than 14 million tons reach the sea each year. In addition to its slow degradation, non-renewable energy is used to make it, further contributing to climate change. For every kilogram of plastic that is manufactured from scratch, about 3.5 kg of CO2 is emitted into the atmosphere. According to the report of the International Center for Environmental Law, plastic production currently accounts for 3.8% of carbon emissions and it is estimated that by 2050 it will be responsible for 13%.

We want to be conservative with these estimates and modest with our actions, since for Oceanogami we value the quality that large and small actions have when participating in conjunction with other organizations. Think global, act local.

# PROGRESSIVE PROJECTS

## Ocean Responsibility

Oceanogami dedicates itself to connect companies and organizations that want to improve their responsibility, knowledge, capabilities and skills for ocean conservation. Our main focus consists of helping these organizations meet SDG 14 and related, as it is a key to achieve the 17 SDGs of the 2030 agenda. Similarly, we work with NGOs and government agencies. We perform this by engaging the public, finding solutions and developing capabilities for a sustainable use of the marine environment. Our current projects include consulting services, awareness campaigns, workshops, and marine environmental educational activities. At present, we have proudly conducted various awareness-raising campaigns and workshops.

### Corporate responsibility and responsible marine tourism

Aside of working with organizations, we also aim to raise awareness regarding marine litter and plastic pollution to ecotourism. Our goal is to raise awareness about marine litter and plastic pollution. We seek to help promote marine environmental responsibility and biodiversity, as well as find appropriate solutions for responsible tourism and businesses. To accomplish this, we build a joint responsibility between companies and tourists, further giving value to the environment and marine biodiversity.

For example, in Barcelona, together with Anèl·lides, serveis environmentals marins, we offer the following activities to the public:

SUP Yoga, Eco Snorkel, Zero Waste, Ocean SUP Clean Up, Recycling Workshop and Sustainable Walks. These fun and engaging citizen science activities leave participants with new knowledge on the current problems facing marine ecosystems that they can then share with others.



*Eco-Snorkel Activity*

# PROGRESS PROJECTS

## Ocean Responsibility

In **Marine Corporate Responsibility** projects we offer activities such as SUP Yoga, Eco Snorkel, Zero Waste, Ocean SUP Clean Up, Recycling Workshops and Sustainable Walks, to employees. These activities improve team skills in the company and bring awareness.

Additionally, we offer in-person trainings and webinars on the following topics:

- What are SDGs and how to apply them in your company
- Marine environmental impacts & solutions for the company
- Marine debris and solutions
- Marine citizen science: how we can contribute to science at sea
- Climate change and blue carbon
- Blue economy and Blue New Deal
- Marine Protected Areas and Blue Society



*Charla formativa*

For example, in 2019-2020 with the company **Spontex**, we held workshops that encompassed sustainability in the company and the office, and Sustainable Development Goals (especially number 14). We concluded with an activity to collect plastics in the Besos River.

In these trainings, we built goals, objectives and actions in conjunction with employees and management, and reached the following results:

- Carry out activities to reduce the extraction of natural resources, foment the reutilization and reduction of waste and replanted natural resources.
- Reduce single-use waste by 60% by 2021
- Incorporate sustainability practices and carry out training on how to recycle Spontex products.
- Participate in sustainable activities proposed in the city.
- Collaborate in climate change mitigation measures, such as promoting the use of hybrid vehicles, water-saving measures, encouraging sustainable mobility.

# RSC-MAR

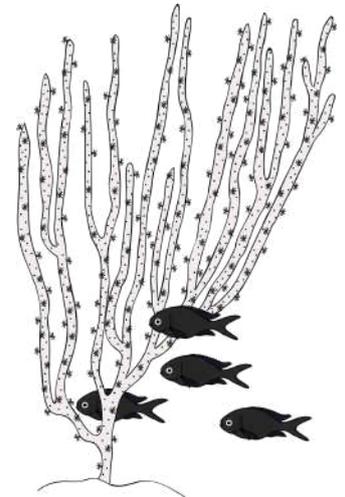
## Marine Corporate Responsibility in Barcelona

The objectives of these projects consist of:

- Raise awareness of marine litter and plastic pollution
- Promote environmental responsibility and care for Barcelona's marine biodiversity in the corporate sector.
- Design appropriate social solutions for corporate and tourism responsibility in the marine environment.
- Support the corporate and tourism sector towards the achievement of Sustainable Development Goal 14.

We help to **build** a **corresponsibility** between the company and its employees, with respects to **the environment** and **marine biodiversity** of Barcelona

in collaboration with

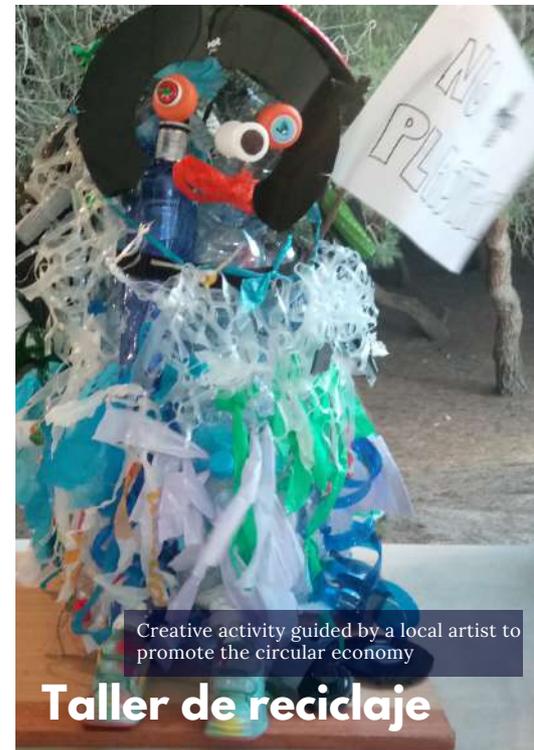


### ACTIVITIES:

#### Ocean SUP Cleanup



Paddle-boarding activity guided by paddle instructor and expert in marine biology while collecting plastic waste



Creative activity guided by a local artist to promote the circular economy

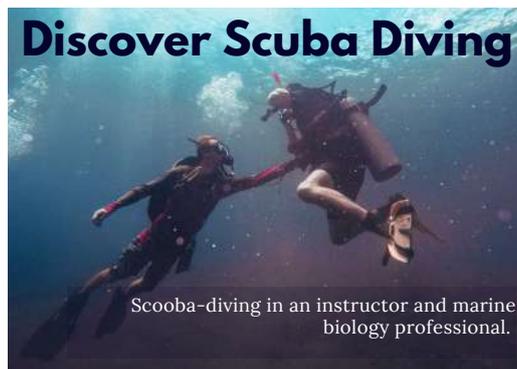
#### Taller de reciclaje

#### Ocean SUP Yoga



Hatha Yoga on the paddle board, guided by instructor and professional in marine biology, promoting the physical and spiritual connection with the ocean.

#### Discover Scuba Diving



Scooba-diving in an instructor and marine biology professional.

#### Tour de Eco-Snorkel



Learn about the marine biodiversity of Barcelona with an expert in marine biology

#### Residuo Zero



Awareness campaign and plastic collection, accompanied by an enlightening discussion

#### Paseos Sostenibles



Tour the Port of BCN or Poble Nou and learn about its amazing history

# PROGRESSIVE PROJECTS

## Protected Marine Areas

Management of oceans and Marine Protected Areas provide a refuge from the pressures that humans exert on the marine ecosystem, and it enhances the environmental health of coastal and marine ecosystems by providing benefits for society. With our projects, Oceanogami supports the efficient management of the ocean and Marine Management Areas and their ecosystem services, taking into account social, cultural and environmental values.

We assist in the different processes of the Marine Management Areas or Marine Protected Areas starting from the development of project proposals, the participation of interested parties, their management plan and implementation. We support the co-management of marine areas, where sustainable fishing and tourism are integrated into the management plan. Our goal is to support local communities and conserve the marine environment. For example, we helped the Blue Marine Foundation in the first steps to propose the co-management of Cabo de Cope, in Murcia, Spain.



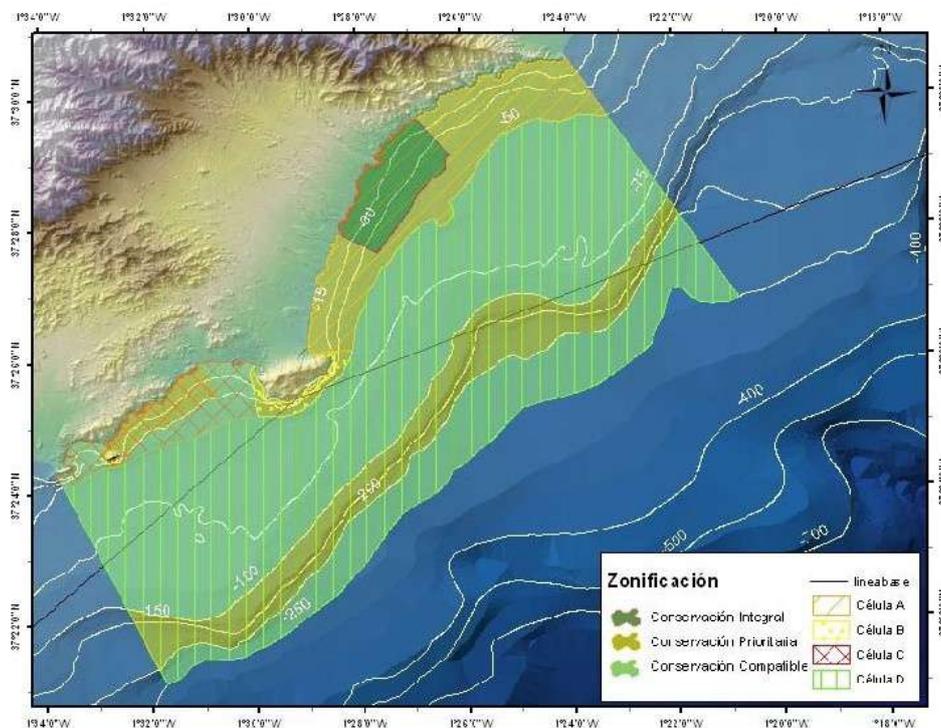
*Proposal for a Marine Protected Area in Cabo de Cope*

# PROGRESS PROJECTS

## Protected Marine Areas

The proposed area, articulated by the promontory of Cabo Cope, is located at the bottom of the Bay of Mazarrón, an area of approximately 500-1,000 square kilometers that contains a truly unique marine environment. The intricate coastal terrestrial geology, which consists of high cliffs and flat coastal plains, leads to wide rocky reefs and seagrass meadows that are close to shore. They gently slope into the steep Mazarrón Escarpment drop (160 km). Here, the Algero-Balear basin reaches depths of more than 2,000 meters just 6 km from the shore, which also forms part of the closest deep waters in all of Spain. These varied benthic habitats are home to a large number of marine species, including grouper, common dentex, brown croaker (in protected areas), bluefin tuna, swordfish, squid, red shrimp, sunfish, sea turtles, whales and dolphins (sperm, hump, pilot, striped, bottlenose and common dolphin). All these marine animals contribute to the unique and special qualities of the Bahía de Mazarrón. To retain the value of this vibrant resource, which has provided economic benefits to the local area for centuries, the local government has taken a preventive and progressive approach to fishing.

The Co-managed Cabo Cope Area Fishing proposal, or CCMFA draws up the roadmap to create a co-managed and sustainable fishery. The roadmap contains zoned areas with varying levels of protection that extend from Águilas, (including Cabo Cope) to Puntas de Calnegre.



The proposed managed area

# PROGRESS PROJECTS

## Citizen Science Participation

Since the birth of Oceanogami, our team has been actively engaged in awareness raising campaigns and citizen science projects. Together with specialists in the field, we design and coordinate programs in which citizens can take the initiative and contribute to science, research and conservation of the marine environment. For example, every year we co-organize the **Biomathon** on the coast of Barcelona and Catalonia. Here, citizens help us monitor marine biodiversity, while they participate in the coordinating volunteers for the Ultra Clean Marathon. In 2019 we had 28 participants where we all collected over 50 kg of marine debris. Even though we had to reduce physical citizen participation projects this year due to covid-19, we were able to deliver numerous projects online.

In 2020, one of the citizen science projects we participated in consisted of the coordination of a volunteer service for the custody of a sea turtle nest in Barcelona. This project like others we have engaged in (**Urbamar and Posidònia Activa**) work with monitoring biodiversity. **Surfing for Science** and the **International Coastal Cleaning Project of the European Environment Association** in contrast, specializes in marine litter.

Below you can see a visual summary of both the Turtle Nest Stewardship Campaign and the citizen science campaigns on marine litter.

### Turtle Nest Stewardship Campaign

On July 14, 2020, a loggerhead turtle (*Caretta caretta*) nested on the beach of Mar Bella in Barcelona, laying a total of 66 eggs. The CRAM Foundation was in charge of setting up a tent and putting up night surveillance as a means to protect the nest during the incubation days and guarantee its success. Several organizations along with Oceanogami volunteered to cover custody shifts so the nest was never left unattended. Members of the Oceanogami team, along with 14 volunteers participated. All the volunteers completed an online training given by the CRAM on the Loggerhead Turtle and learned ways to act in event they ever encountered a turtle nest.



Photos: CRAM

# PROGRESS REPORTS

## Citizen Science Participation

Every year, more than 14 million tons of plastic reach the sea. One of the ways citizens can help is by carrying out scientific studies that show where the debris comes from. It's essential for society to act upon it, and with citizen science, it is now possible to involve society in this cause whilst enhancing the scientific culture.

### **Marine debris**

On designated dates, Oceanogami organizes awareness campaigns to collect waste on the beach using a citizen science protocol. In 2020 we participated for the Temporal Gloria (February 2020), and in the World Cleanup Day (September 2020). Internally, we also created a campaign to train the Oceanogami Team in the dynamization of these campaigns.

### **Surfing for Science**

Surfing for Science is one of our Citizen science projects that deals with monitoring floating microplastics on the surface of coastal waters. It began in October 2020, and includes fun weekly paddlesurf and kayak activities along different beaches in Catalonia. Oceanogami jointly participates with the Barcelona Municipal Nautical Base and Anèl·lides, serveis environmentals marins on the Mar Bella beach.



World Beach Clean-up Day 2020



Surfing for Science Project on the beach of Mar Bella

# PROGRESS PROJECTS

## 2021 Vision

By 2021, we aspire to successfully promote several marine management projects while helping companies become more responsible with the marine environment. We wish to encourage more companies to contribute more to SDG 14 and not let it become the last of their priorities. Furthermore, we want to continue our focus on the tourism sector and encourage its responsibility towards the marine environment. We plan to organize more educational and training programs as a way to help marine areas become more efficient and provide more support to institutions in the identification of new protection areas. We also plan to open our online store. This will help support our marine conservation projects. Last but not least, we plan to organize a new citizen science project that takes place aboard a sailboat. This experience will include a professional training program to help with every need. Oceanogami strives to promote citizen participation and create a future league of marine conservation leaders.

### Your Contribution

How do you contribute to the protection of marine protected areas? Let us know by answering this survey!

Subscribe to the Oceanogami [newsletter](#)!



#OceanResponsibility  
#ResponsabilidadOceanica

# OUR TEAM

## Team and Collaborators

Ana Belén Yanez • Ana María Hernández • Ana Verónica García • Andrea Cabrito  
Darija Dumancic • David Cabana • Daniel Boada • Èlia Vives • Fatine Amrani Joutey  
Ginebra Doménech • Gustavo González • Hector Miller • Iwona Tascino  
Laura Guénot • Lucía Millán • Lucie Machin • Mariana Pereira • Núria Trilla • Paula Cardozo  
Patricia Martí-Puig • Saga Sundblad • Roberto García • Teresa Muñoz • Vivian Telleria



# CLIENTS, PARTNERS AND SPONSORS

## Clients



## Partners



## Sponsors



BIOSPHERE  
committed entity



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PER A DONES PROFESSIONALS  
DIRECTIVES I EMPRENEDORES





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