



GLOBAL OCEAN
for those who care



PUBLIC INFORMATION PACK

Global Ocean

Global Ocean is a London-based marine conservation charity established in 2006.

We focus on informing the public about **plastic pollution and marine debris** and teaching children about the importance of a healthy ocean.

Our objective is to heighten public awareness about the plight of the seas and to change the social attitude towards marine conservation.



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Registered charity in England & Wales No. 1112899

www.globalocean.org.uk

#PlasticPoison

To do this, Global Ocean aims to:

- Be the voice on plastic pollution in our oceans
- Fund small projects with big impacts worldwide
- Protect marine species and their habitats
- Generate an affinity to the marine world, to encourage individuals to positively contribute to marine stewardship
- Highlight the importance of individual and collective responsibility for our marine resources, to safeguard them for future generations
- Facilitate relationships between marine conservation bodies to guarantee long-term sustainability of the oceans and their resources

To achieve these aims, Global Ocean develops key campaigns around current marine issues. By raising awareness and taking simple yet effective steps, such as events and online petitions, we allow the general public to contribute and make a real difference to marine protection.

To help generate public support for marine conservation, Global Ocean also works in close connection with the arts, providing a platform to relay our messages. Our work includes educational outreach workshops located in schools, as well as in museums, galleries and at festivals. Previous workshops have been located in the National Geographic Store, the London Design Museum and the Mayor's Thames Festival, followed by installations in local libraries during Summer 2012.

Global Ocean's current direct campaigns focus on Plastic Pollution in the UK and India, and key Elasmobranch species in the United Arab Emirates.



Global Ocean
at the 127 MCZ March
on Westminster UK
(February, 2013)

Plastic Pollution
Clean Up Kit
in Kerala, India
(Winter, 2012)



Participant at a
Global Ocean
Plastic Workshop
at Supernormal
Festival,
Oxfordshire UK
(August, 2012)

Image Credit: Atiq-Ur-Rehman/Gulf News Archives

Image Credit: Atiq-Ur-Rehman/Gulf News Archives



GLOBAL WARNING

With a life-long love of the coasts, **Melanie Salmon** has worked for many of the world's leading environmental organisations. In 2006, she founded Global Coasts as a privately funded charitable foundation with a remit to educate children about the importance of marine life and to raise funds for marine conservation programs globally. She co-wrote a book about marine life called *The World We Live In*, for UNEP, and is currently spending her time developing initiatives to empower coastal communities to conserve a healthy, living ocean rich in biodiversity. She is currently raising awareness about the plight of seabirds, rays and sharks in the Gulf and developing community led eco-tourism and beach cleanup programmes in India related to the effects of plastic debris on human and marine health.

—HUGH MARRAS MCCORMACK

will be taking place at a public meeting on the 1st August to discuss their conservation in the Gulf initiative.



plastic debris. I've also realized that over population is having an intense impact on local environments and that some places are sadly no longer in their health. Also I've learned that most people are trying to please and do their best and that most democratic governments are in problems through focusing on re-elections instead of developing a sustainable long term vision for the future.

Where are you going on holiday in this year?
This summer I'm going to south of France and maybe Ibiza. It'll get some time I shall spend a few days in Dubai in Morocco improving my kite-surfing skills and am assisted by fly to Vietnam and explore coast of Adria in a jeep.

Are you a big collector of holiday souvenirs and if so, what do you usually bring back home from a new destination?
I'm a boss collector and in Egypt bring the delicate perfume bottles for my bedro and in Istanbul the brightly-colored leeks. In Dubai I've got my mind set on going to the Gold and Diamond Park to create my own jewelry collection, and of course, I'll sip the spiced at the spice souk.

How do you overcome jet lag?
I take a few drops of some essential oil if it's around, otherwise a bed somewhere drifting in a consciousness whilst listening documentaries.

What do you never leave home without?
A mixture of excitement, hope and gratitude.

There was an Indian man called Deepak...

and how he is as he was one of the bright

marked and pronounced people have a
mark.

At the moment I like going to Dubai Oceanic Yacht Club although I'm not a member.

Yashkari is a good hang out too and see

aptive. Pavilion at Jameelah Beach Hotel. 100

Global Ocean

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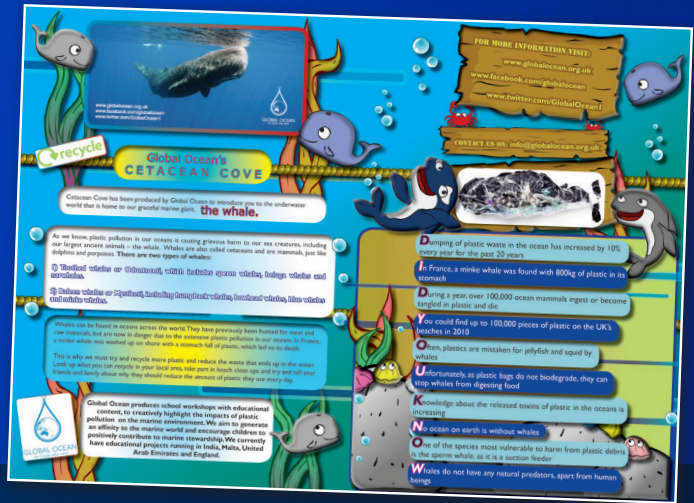
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Melanie Salmon, Global Ocean's Managing Director, was interviewed by the Dubai Voyager about her travels and what she has learnt from them. The article focused on Melanie's time in Dubai and future Global Ocean projects in the region. This magazine is available for free in Dubai International Airport's Duty Free Guide. It has a monthly circulation of 5,000.

Sea Urchins

Issue 3, 2012

Global Ocean has been supporting Sea Urchins children's magazine since its first issue in 2012. Each issue is full of fun facts, exciting pictures, cool creatures and games galore! Sea Urchins also supports Global Ocean's work on plastic pollution by providing children with exciting and creative ways of recycling and reusing plastic, as well as keeping them informed of essential plastic facts. Sea Urchins is also available as an App!



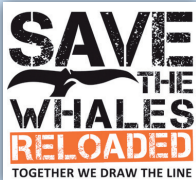
Getting Noticed

THE HINDU

Nov 12, 2012

A number of articles in The Hindu newspaper have focused on stories regarding plastic pollution in Kerala. These have included facts on plastic pollution upsetting the marine ecosystem and affecting local fishermen's livelihoods, promoting sea pollution workshops with support from the Kochi Corporation and local mayor, and holding a symposium on plastic pollution and management with the Centre for Marine Fisheries Research Institute (CMFRI).

October 2012



Global Ocean joined 75 leading environmental and animal protection groups and businesses in a new global community formed to protect whales and dolphins across the world's oceans. The alliance was announced in October 2012, orchestrated by Planet Whale and supported by Bill Oddie and Jean Michel Cousteau. The alliance has announced three sites to initially target for immediate action; The Southern Ocean Whale Sanctuary, New Zealand's Coastal Waters and Loro Paque, Tenerife.

THE BIG ISSUE

July 16, 2012



Global Ocean supports marine conservation programmes including raising awareness about the plight of sharks, rays and sawfish in the Gulf: <http://www.facebook.com/EPGUAE>.

We also educate about the effects of plastic on human and marine health.

Visit www.globalocean.org.uk for more information.



A page-long advert supporting Global Ocean's work on plastic pollution and the plight of elasmobranchs in the Gulf. The Big Issue supports homeless people by providing an income to vendors of the magazine. The Big Issue Foundation supports over 2,500 people across the country.

DorsetECHO

July 21, 2012

An article reported on Global Ocean's workshop held in a Weymouth primary school ahead of the Olympic sailing events. Global Ocean was joined by local sailor, Steve White, who helped children understand the impact of litter on the ocean, and how to judge how far away the coastline is by the amount of rubbish in the water. The Olympic-themed workshop enabled children to create boats out of plastic, while raising awareness on the impact of debris on marine environments.

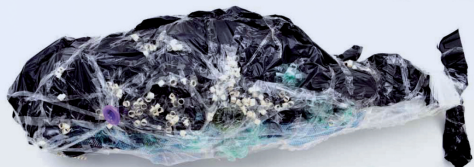
GLOBAL OCEAN SCHOOL WORKSHOPS

Global Ocean's Eco-Arts Plastic Workshops aim to:

- Educate participants on the issue of plastic pollution, such as how plastic gets into the marine environment and its subsequent impacts on marine life as well as our own health.
- Transform this apparent "rubbish" into a resource by turning it into art, promoting creativity and highlighting the need to REDUCE, REUSE and RECYCLE.
- Provide ways in which individuals can get involved and make a difference to the world's oceans.

Professional arts educators teach children how to turn everyday, disposable plastic items into sculptures of fish and other marine life, whilst a marine biologist is on hand to explain how vital a healthy ocean is to sustaining life on Earth.

Projects can be adapted to the specific needs of the school and can range in duration from an hour to day sessions. We usually work with a single class or year group but we have devised workshops which work with a number of different classes or as a whole school presentation. Follow up work can also be organised through further workshops or activities provided through the Global Ocean website.



Our Wider Impacts

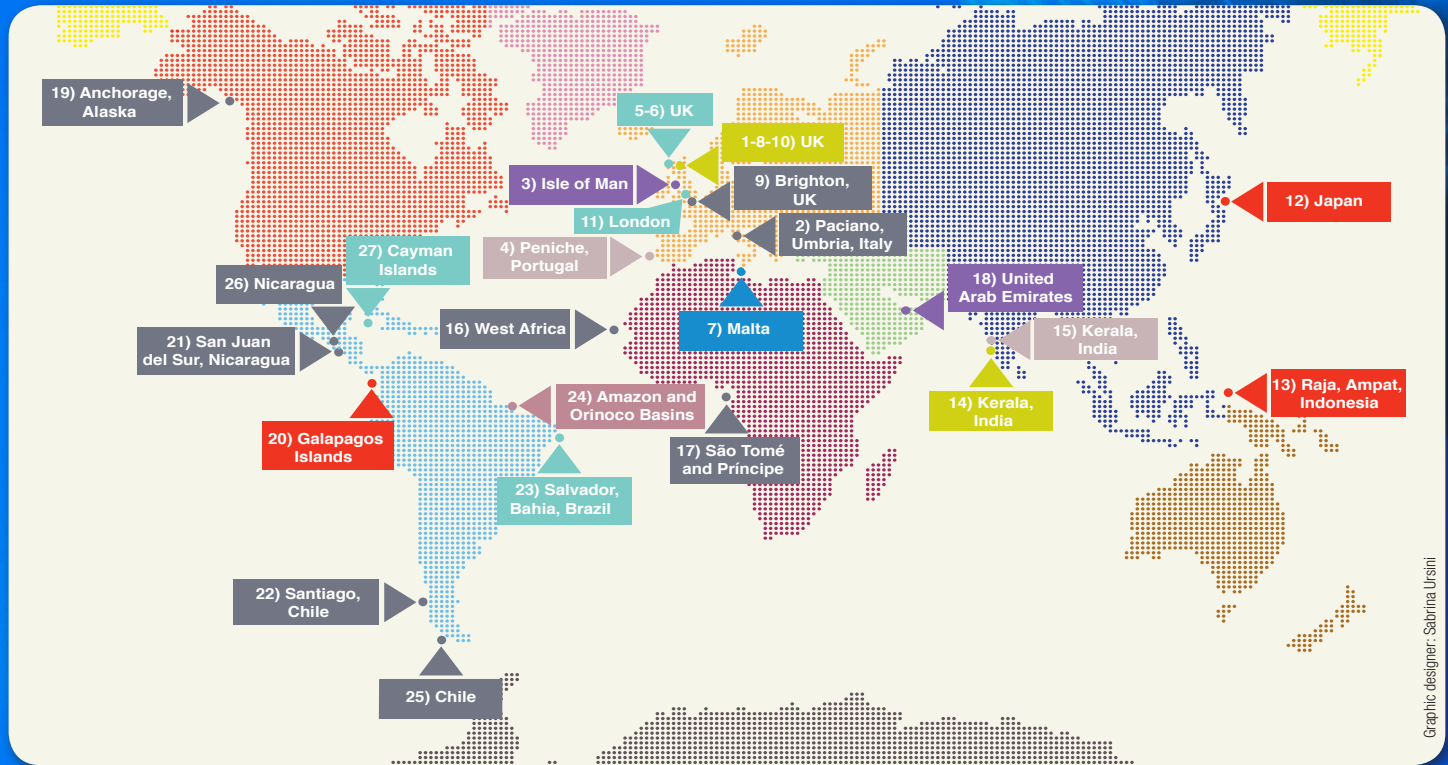
Global Ocean has been raising awareness in the United Arab Emirates by organising a number of key film screenings alongside the EDA (Emirates Diving Association), Community Cinemas and Vox Cinema. Each screening was followed by a Q&A session with key members of the local conservation community, including award-winning filmmaker, Jonathan Ali Khan, and Lead Scientist of the Gulf Elasmobranch Project, Rima Jabado.



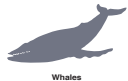
In October 2012, Global Ocean attended Whalefest in Brighton in an effort to raise awareness of the impacts of plastic pollution on cetaceans worldwide. We created an installation experience made entirely out of recycled plastic that gave the public a virtual whale watching experience, while highlighting the sheer extent of the plastic that is polluting our oceans. The result was a high impact visual experience, coupled with a distasteful smell produced by the plastics. The aim of this installation was to highlight how the amount of plastic in our oceans could lead to our ocean being completely made out of plastic.



Global Ocean Projects



Graphic designer: Sabrina Ursini



EUROPE

1. 2006-2012 - Running school workshops to promote creatively recycling plastics in the UK.
2. 2006-2008 - Funded the meeting of Whale experts including Dr. Sidney Holt in Paciano, Umbria, Italy, to discuss the impacts of Whaling and how this can be resolved.
3. 2008 - 2 satellite tags were put on basking sharks found around the waters of the Isle of Man.
4. 2009 - Sponsorship of the Baleal Surf Fest, which focussed heavily on the education of beach clean-ups in Peniche, Portugal.
5. 2009-2011 - Surfers Against Sewage (SAS) provided children with educational talks in a range of difference institutions (including the Eden Project).
6. 2009-2012 - Funding a coordinator for Seasearch UK, run by the Marine Conservation Society, which uses the help of volunteer divers to research UK

marine habitats in order to establish 127 new Marine Conservation Zones.

7. 2010 - A 25 minute version of the documentary 'The End of The Line' was funded in Malta on the exploitation of tuna stocks.

8. 2012 - Supernormal Festival - An arts based festival used to promote creative recycling at a series of workshops run for children.

9. 2012 - Support of the Save the Whales: Reloaded Campaign, a world whale conference in Brighton, UK.

10. 2012 - Attendance at Whalefest providing an educational installation piece named 'Cetacean Cove', educating visitors on the potential future of oceans full of plastic.

11. 2012 - Financial and content support for Sea Urchins Magazine; a fun, exciting and education ocean magazine for children.

ASIA

12. 2010 - Production of a YouTube video displaying the impacts of harpooning on Dall's porpoises by the Environmental Investigation Agency in Japan.

13. 2012 - A new patrol boat was provided for the Misool Basefin Foundation in Raja Ampat, Indonesia for deterring poachers and community outreach.

14. 2012 - Work with the Kerala's Government to raise awareness on plastic pollution in the waterways and promoting plastic free week and information events.

15. 2012 - Successful beach clean up week across Kerala to reduce plastic waste along the waterways with support from Kerala's government and local mayor. This was also introduced at the Kerala Biennale by UK singer M.I.A.

AFRICA

16. 2007 - Scientist Koen van Waerebeek (West Africa) funded to re-establish links and continue research on cetaceans.

17. 2007-2010 - Support for NGO Marapa to research and encourage eco-tourism and whale watching in São Tomé and Príncipe.

MIDDLE EAST

18. 2012 - Raising awareness amongst the local population through school assemblies and events, as the UAE is the 4th largest exporter of shark fins in the world, despite being home to 30 different species of Elasmobranch, 16 of which are protected.

NORTH AMERICA

19. 2007 - Sponsoring Tropico Verde, an anti-whaling NGO based in Guatemala, to attend the 59th Annual meeting of the International Whaling Commission out in Alaska.

SOUTH AMERICA

20. 2005 - Funding the provision of 2 sniffer dogs at the Galapagos airport to detect the illegal exportation of shark fins.

21. 2007 - Funding of Fundacion Cethus, a whale watching organisation in San Juan del Sur, Nicaragua (Central America), that took 30-40 participants out to sea to learn about the cetaceans found in local waters.

22. 2008 - Funding 'The status of whale watching activity in Latin America', a report by Erich Hoyt, which was presented at the 2008 IWC Annual Meeting in Santiago.

23. 2008 - Environmental Awareness Raising Workshops in 6 schools located along the seashore in Salvador, Bahia, Brazil.

24. 2008 - 2 full-time conservationists were funded to work under the management of Fernando Trujillo in the Amazon and Orinoco basins, Latin America to help conserve river dolphins in the Latin American region.

25. 2008 - Supported the Centro de Conservacion Cetacean (CCC) campaign to establish a whale sanctuary in Chile.

26. 2008 - Supporting Ballena Azul, an anti-whaling activist from Nicaragua, to participate in the International Whaling Committee's 60th Annual Meeting.

27. 2008 - Research by the Central Caribbean Marine Institute (CCMI) offering a base for research of coral biology around local reefs and education for children, students and coral scientists.

See For Yourself...



Children refuse Single Use Plastics in Kerala (October, 2012)



Eco-Arts Plastic Workshop at the Lord Mayor's Thames Festival (Summer, 2010)



Sadie Frost promoting the 'Primrose Hill Not Plastic Hill' campaign (November, 2011)



Shark and Plastic Pollution designs for India Merchandise



Fatemah with celebrity chef Hugh Fearnley-Whittingstall and Samantha Hewitt from Sea Urchins (February, 2013)



Mike Levett's holiday graphic (Christmas, 2012)



Students in India conducting a Beach Clean Up (Winter, 2012)



Year 3 of Southill Primary School, Weymouth, during the Olympic-themed workshop (Summer, 2012)



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