

THE OCEAN LIST

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By Olivia Falcon

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An emperor penguin and bowhead whale shot by Mittermeier, left, and Nicklen

CRISTINA MITTERMEIER

Co-founder and president of SeaLegacy

Cristina Mittermeier and Paul Nicklen are both photographers and marine biologists who harness the power of the lens to show the real story about what's going on underneath the ocean. In 2015 this talented duo launched SeaLegacy, a collective of highly acclaimed photographers and film-makers who share their images and films with scientists, conservationists, policymakers and selected media partners to spread their ocean-saving mission. This inspirational group of storytellers is on the front line and sees first hand the

damage that is inflicted on marine life. "When there is an emergency, like an oil spill or a hurricane, we are able to deploy a team of photographers to the site immediately so that they can document the crisis and we can share the images with partners and the media," says Mittermeier. With a social media reach of more than 70 million and *National Geographic* as a partner, this group of snappers is punching well above its weight and proving that pictures speak louder than words. sealegacy.org



Above and right: DiCaprio speaks at the UN Climate Change agreement ceremony

LEONARDO DICAPRIO

Actor and founder of the Leonardo DiCaprio Foundation

donating his megawatt celebrity and more than \$30 million to date to help advance UN climate negotiations and conserve coral reefs and endangered marine life (most notably sharks and rays), DiCaprio's commitment to and passion for protecting our planet has galvanised everyone from politicians to millennials. As a keynote speaker at the Our Ocean Conference in Washington DC last year, DiCaprio reported on his first-hand experience of the horrors of coral bleaching. "I saw this with my own eyes while filming my new documentary *Before the Flood*. Marine scientist Jeremy Jackson led me underwater in a submersible to observe the reefs off the coast of the Bahamas. What I saw took my breath away – not a fish in sight, colourless, ghost-like coral, a graveyard." DiCaprio is also focusing on using innovative solutions. Tackling the problem of overfishing, his foundation has partnered with Google, SkyTruth and Oceana to launch Global Fishing Watch, a website that invites the public to track fishing vessels, with data collected by satellites, thus making fishing practices transparent, and politicians and fisheries accountable to us all. "I am consumed by this," DiCaprio has said of his work to protect the planet. "There isn't a couple of hours a day where I'm not thinking about it." globalfishingwatch.org



Above left and below: filming *Before the Flood*

"Tackling the problem of overfishing, his foundation... has launched Global Fishing Watch"



PHOTOGRAPHS: CRISTINA MITTERMEIER; PAUL NICKLEN; GETTY IMAGES; COURTESY OF NATUREV

"The biggest threat to our oceans right now is non-action"



ADRIAN GRENIER

Actor and founder of the Lonely Whale Foundation

adly, I became connected to the ocean late in life," says Grenier, who set up the Lonely Whale Foundation in 2015 to develop a community of ocean advocates through education and interactive social media campaigns. "I grew up in New York City but never thought of myself as living near the ocean, even though I was. When I finally learnt to scuba dive, I quickly realised how much I had been missing." Grenier's new passion led him to co-produce *52: the Search for the Loneliest Whale*, a documentary that chronicles the quest to find the mysterious and solitary 52 hertz whale, a mammal scientists believe calls out at a frequency that no other whale can hear. Grenier also navigated choppy waters when he was challenged last summer by Richard Branson to swim the Strait of Messina to raise awareness for World Oceans Day. "My training for that race took me to waterways all over the world, from the dead zone off Mississippi, to the second largest shipping port in Singapore. I've seen and swum through different levels of environmental degradation of our waterways." Grenier is mindful of his own personal choices

at home, too. "My house has an open door policy to my friends and family, with one exception: no plastic bags allowed! I have also committed to saying no to plastic straws and sharing their detrimental effects on our ocean with the restaurant industry." Education is also at the core of the Lonely Whale's work. "We are particularly proud of our kindergarten to fifth grade marine science-based education initiative. We've partnered with the Academy for Global Citizenship on the southwest side of Chicago to build a unique education initiative that is rooted in empathy [co-developed with practising scientists and marine researchers, children learn about seven sea creatures and the polluting challenges they face]," he says. "The biggest threat to our oceans right now is non-action. Our oceans are resilient but only if we take collective steps towards protecting and rebuilding them. We need to protect 30 per cent of our oceans by 2030. Today, we've protected just three per cent. We have a long way to go but I'm ready for the challenge and the opportunity to engage a new community of environmental leaders." lonelywhale.org

Adrian Grenier swam the 1.9 mile Strait of Messina last September with Sir Richard Branson. Below: the logo of his foundation



Alexandra is continuing the work of her grandfather and father



"The ocean has always been a part of my life"



ALEXANDRA COUSTEAU

National Geographic Emerging Explorer, film-maker and founder of Blue Legacy International

Having led countless expeditions across six continents and produced more than 100 award-winning short films about water issues, Cousteau is dedicated to continuing the work of her renowned grandfather Jacques-Yves Cousteau and her father Philippe Cousteau Sr. In 2008 she founded Blue Legacy International with the mission of empowering people to reclaim and restore the world's water supplies, one community at a time. "The ocean has always been a part of my life. I was seven years old when my grandfather taught me to scuba dive in the South of France, but climate change, ocean acidification and overfishing mean the waters my grandfather introduced me to don't exist any more. This year I'll be filming in the Philippines, the USA and Peru, and joining Oceana for some deep-sea exploration in Canada. I have also been working on a documentary about how we can save the oceans and feed the world. Just 30 countries control 90 per cent of the world's fisheries. If we can work with them on policy solutions that will end overfishing and expand marine protected areas, we could have an enormous impact by rebuilding populations of marine life to close to their historic levels. It's ambitious and bold and I love it. We need big, hopeful solutions right now." alexandracousteau.com

"We need big, hopeful solutions right now"



Alexandra Cousteau, grand-daughter of Jacques, top, is an adviser to Oceana

S'well bottles are made from non-leaching, non-toxic 18/8 stainless steel



SARAH KAUSS

Founder of S'well water bottles

In a mission to rid the world of plastic bottles, S'well founder Sarah Kauss has turned an inspired idea – reusable bottles that keep drinks cold for 24 hours and hot for 12 – into a multimillion-dollar business that has supported many eco-friendly charities including WaterAid. With approximately nine million bottles sold globally, limited-edition designer collaborations with artists such as Gray Malin and Yoon Hyup, and celebrity fans like Tom Hanks, a S'well bottle has become the "it" accessory. "Prior to creating S'well, I learnt of the Pacific garbage patch, which is a patch of plastic waste in the ocean that's something like the size of Canada and in places one mile deep," says Kauss. "This plastic will never biodegrade. It will just become smaller bits that will eventually make their way into our food system. In creating S'well, I set out to convert the non-converted and to encourage others to stop using single-use plastic bottles. I'm so proud to have been able to turn an eco-conscious item into a fashionable one." swellbottle.com



Above: a whale shark in the Bird's Head Seascape reef system. Below: hinged bangle and, bottom, bracelet from the Tiffany 2016 Masterpieces Collection



"We hope this will inspire younger generations to become future champions of oceans"



ANISA KAMADOLI COSTA

Chairman and president, the Tiffany & Co Foundation



People often wonder if the inspiration behind the work of our foundation is our brand colour, Tiffany Blue, which recalls the beauty of the sea," says Kamadoli Costa, who heads up the Tiffany & Co Foundation, a philanthropic initiative established in 2000 that is dedicated to helping preserve the world's most treasured seascapes and landscapes. "We are, in fact, driven by something much bigger. The ocean is a critical resource for all of the world's people and yet many are still unaware of its plight." The foundation awards grants to a wide range of non-profit organisations, from Sailors for the Sea, which engages sailing communities in ocean conservation with its Clean Regattas programmes, to Oceans 5 and Pew's Global Ocean Legacy, which protect coral reefs and create new marine protected areas. The foundation also focuses on education and last year helped finance *Valen's Reef*, an underwater virtual reality film that transports viewers to Bird's Head Seascape (one of the planet's most biodiverse reefs) in Raja Ampat, Indonesia. "We hope this will inspire younger generations to become future champions of oceans," says Kamadoli Costa. "There has been noteworthy progress in the last few years, notably in the Coral Triangle in the western Pacific. My experiences always remind me that we are at a crucial tipping point with our oceans, but that it's not too late." tiffanyandcofoundation.org



Bryan Adams says the Grenadines are the Caribbean Galápagos

BRYAN ADAMS

Rock star, photographer and co-founder of the St Vincent and the Grenadines Preservation Fund

It had been working as the chair of the environmental committee on Mustique for four years, when I became aware that the issues facing the island were just a microcosm of the entire region,” says Adams, who set up the St Vincent and the Grenadines Preservation Fund in March 2015 with funding from many of Mustique’s homeowners. The singer, who has been holidaying on the island since 2002, has witnessed coral bleaching, overfishing and works to protect endangered species. “I’d say the biggest threat by far to this region is overfishing. It’s done on an industrial scale, by commercial and pirate fishermen and the knock-on effects are catastrophic for local fishermen. The lack of fish is putting the reefs under stress and causes larger predators such as tiger sharks to come into shallower water when deep-sea fish are scarce. The main thing we are focusing on with the fund is the protection of turtles and whales, and educating people that killing off these rare and beautiful creatures is killing off the ecotourism that is the backbone of the future local economy. It’s counter-intuitive to the government’s plan to develop tourism – having just spent millions developing a new airport. There needs to be a shift towards greater conservation. These islands are like the Caribbean Galápagos. They have a rich biodiversity from the seabirds, marine life and amazing leatherback turtles – there is so much to see. There are signs that there is a shift towards more conservation, and that is very encouraging.” svgpf.com



PRINCE ALBERT II OF MONACO

Founder of the Prince Albert II of Monaco Foundation and patron of Blue Marine Yacht Club

It has been just over a decade since Prince Albert II of Monaco followed in the footsteps of his great-great-grandfather and visited the Arctic, reaching the North Pole to explore the effects of global warming on the weakening ice. In the aftermath of this expedition, the Prince created his eponymous foundation, which is dedicated to environmental protection and focuses specifically on projects in the Mediterranean Basin and the polar regions and on identifying the richest and most fragile areas of biodiversity in the least developed countries. These include areas such as Cambodia, where the foundation has helped to implement new initiatives to manage fisheries. fpaz.com

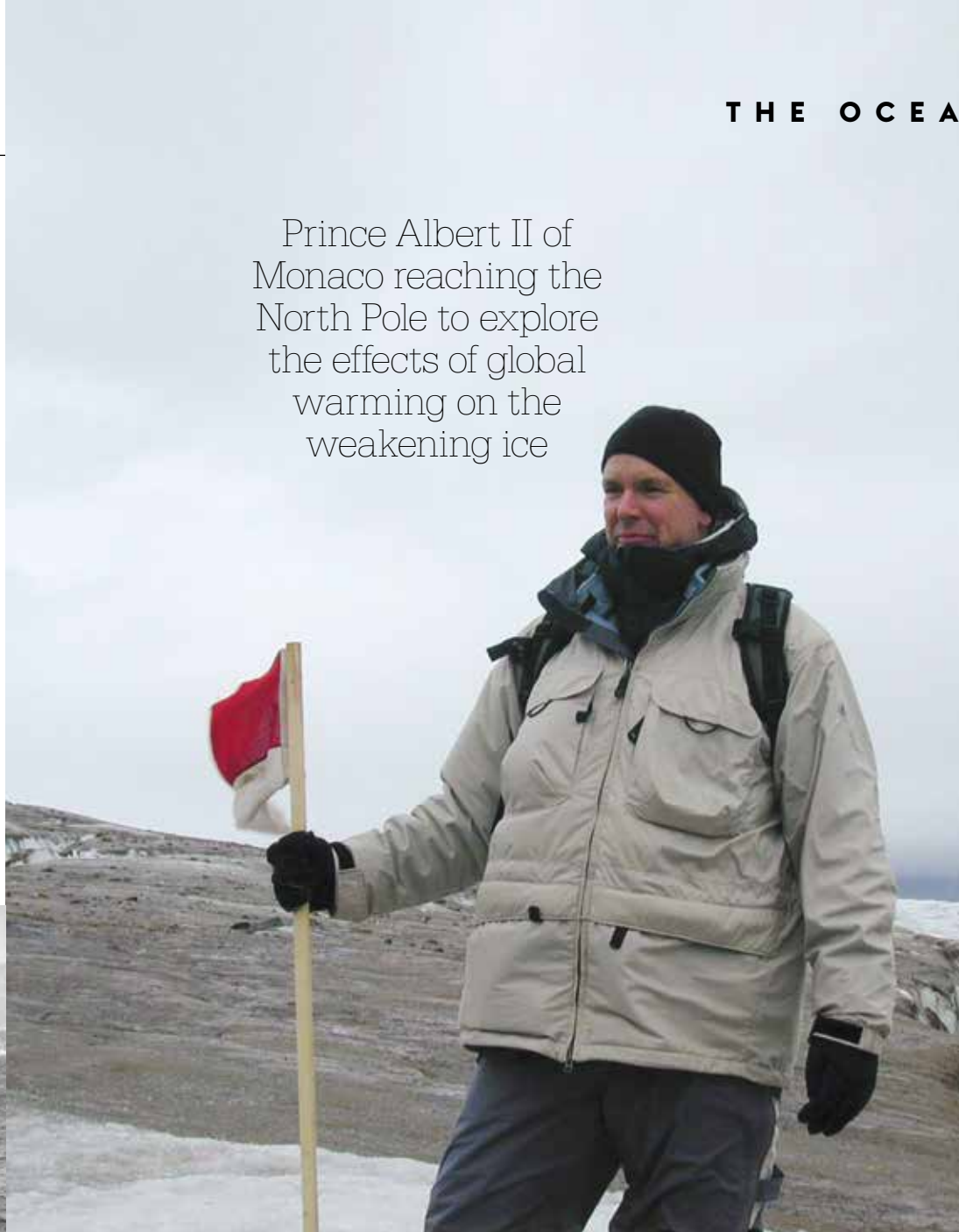


Above: with his parents in Monaco in 1960. Right: racing off Cannes



Prince Albert II reaches the North Pole in 2005. Below right: the least developed countries are a priority

Prince Albert II of Monaco reaching the North Pole to explore the effects of global warming on the weakening ice



PHOTOGRAPHS: GETTY IMAGES; CAMERA PRESS/JOHN SWANNELL; FISH LOVE

BLUE MARINE FOUNDATION

Charity dedicated to creating marine reserves and establishing sustainable models of fishing

In the six years since BLUE began its quest to protect 10 per cent of the world’s oceans by 2020, it has inspired and united governments, scientists and celebrities to take action and raise awareness of the crisis currently facing our seas. Making waves around the globe, BLUE worked alongside the Great British Oceans coalition to persuade the government to create a blue belt of protected waters around all 14 British Overseas Territories, from Bermuda to the Pitcairn Islands. It is currently working to help St Helena and Ascension Island secure marine protected areas in their waters, too.

BLUE has joined forces with inventive campaigns such as one by Fishlove, using its striking image of Helena Bonham-Carter hugging a tuna to keep the core issues of overfishing and marine protection in the limelight. Simon Le Bon supported a 1,500km charity bike ride from London to Monaco and the charity also aims to engage the privileged few via the Blue Marine Yacht Club, which encourages superyacht owners to protect the oceans by committing to a “conservation code”.

“We are excited about the year ahead and the wonderful possibilities that are opening up for us to do some great work in Antarctica after news of the landmark international agreement to create the world’s largest marine park in the Ross Sea,” says executive director Charles Clover. “We also continue to be committed to projects closer to home, where we hope to replicate the success of the sustainable fisheries programme we instigated in Lyme Bay, Dorset, in 2012 with a similar initiative in the Solent that we hope will restore the population of native oysters to the area.” bluemarinefoundation.com



Above: Bonham Carter in Fishlove’s photograph

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Xula Art
jumper,
£70



3D Super Slim
jeans, £115

"[The cause] is
in the clothes"



Wearing a
cause close
to your
heart

PHARRELL WILLIAMS

Musician, designer,
co-owner of G-Star RAW

Here's another reason Williams can make you happy: when he's not filling dance floors with feet pounding to his catchy tunes, he's turning recycled ocean plastic into some pretty nifty threads. As the co-owner and (try not to smile) Head of Imagination of G-Star RAW, the pioneering Dutch denim brand, he was pivotal in the RAW For the Oceans denim collection. This used recycled ocean plastic, integrated into a high-tech "bionic yarn" that was carefully woven into jeans. "We are not shoving it in your face," said Williams. "If you're wearing it, you're supporting our issue to be sustainable – [the cause] is in the clothes." In the three years since its launch, the project used an estimated two million reclaimed plastic bottles and almost 1,000 tonnes of plastic debris in its products. The label is following the project with a commitment to using sustainable or recycled materials. g-star.com



Garments in G-Star's
clothing line are made
using bionic yarn



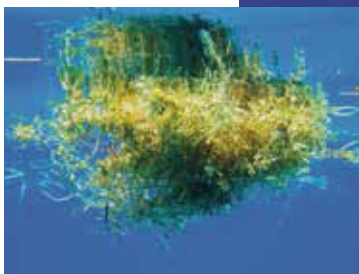
Right: baseball
cap from the
special line



Centre: in Davos
with former US Vice
President Al Gore
and Live Earth
founder Kevin Wall.
Above: touring the
RAW factory in
Amsterdam

"If you're
wearing
it, you're
supporting
our issue to
be sustainable"

“We now have reliable analyses concerning the contents of this vital element – the sea. So many possibilities will come from these discoveries”



Director of underwater photography David Hannan, above, leads the exhibition team filming the marine life of the Pacific



PHOTOGRAPHS: MAEVA BARDY; DAVID HANNAN; GETTY IMAGES; MAGGY NUGUES; HOPE FILMS



Tara leaves Lorient in May 2016 (above and right), bound for the Pacific islands, (bottom right), via Miami (top left), and Panama. Left: Agnès B's spring/summer 2017 collections



AGNÈS B

Designer and co-founder of Tara Expeditions Foundation

Since acquiring *Tara*, a 36m research schooner in 2003, Agnès B and her son, Étienne Bourgois, created Tara Expeditions. It is a project developed from their shared passion for the ocean, designed to take action, protect the environment and promote scientific research. To date, *Tara* has completed three major expeditions to the Arctic and Mediterranean as well as a round-the-world “oceans” voyage to study plankton and coral species. This year *Tara* continues with another odyssey, started last May, of nearly 54,000nm that will see her criss-crossing the Pacific from the Panama Canal to the Japanese archipelago and New Zealand to China, to study the evolution of coral reefs in response to climate change and the pressure of human activity. “Over the years, I’ve seen *Tara* sail off with her captains and sailors at the helm, carrying on board our dear scientists and artists,” says Agnès B. “We now have reliable analyses concerning the contents of this vital element – the sea. So many possibilities will come from these discoveries.” taraexpeditions.org

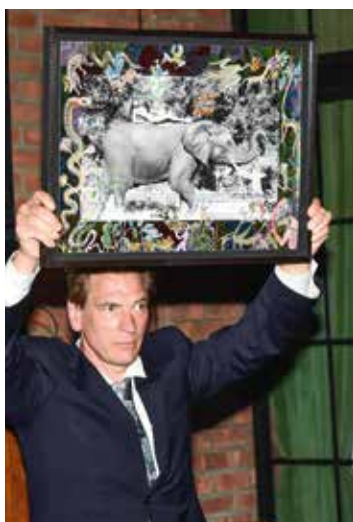
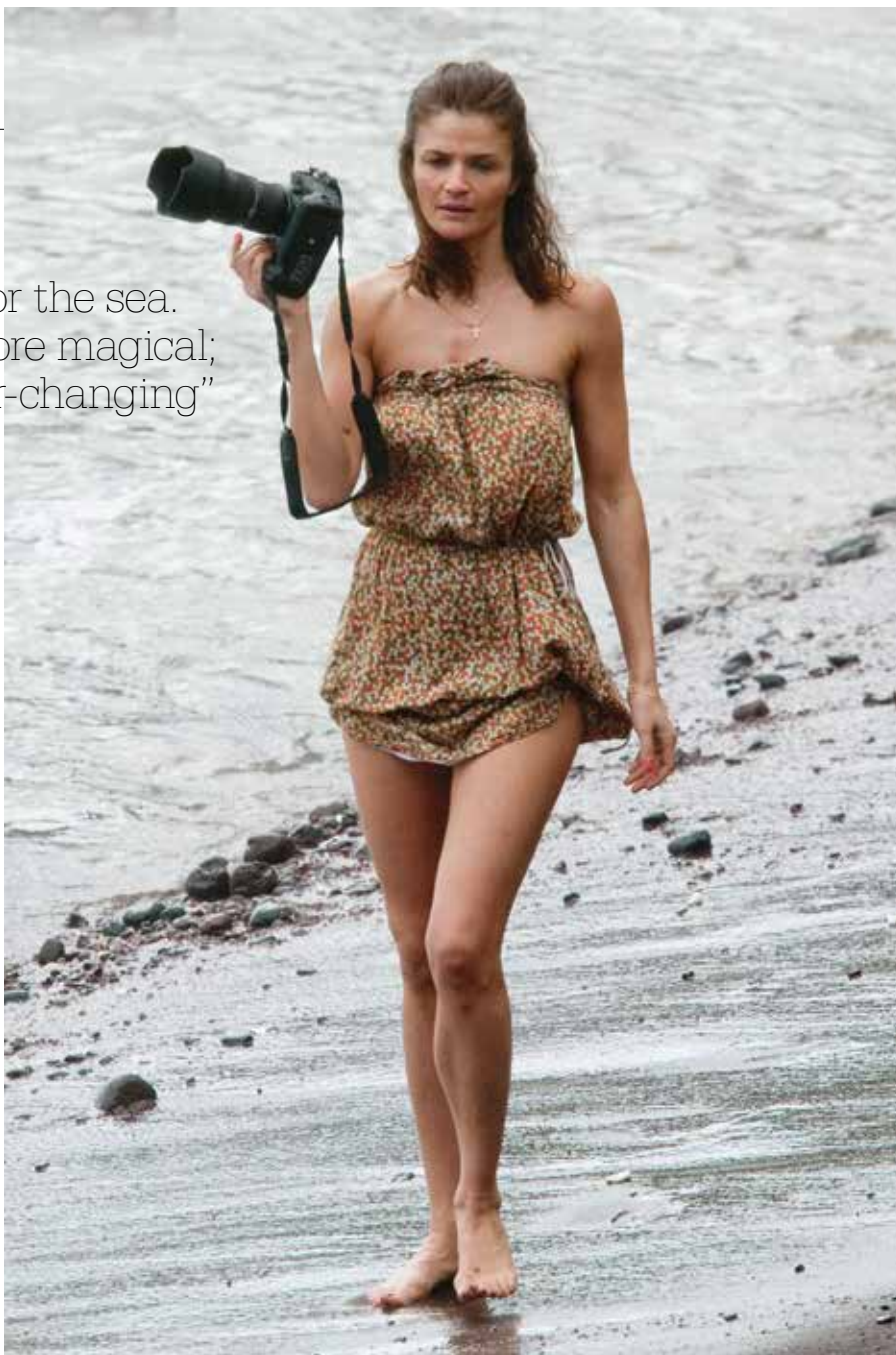


"I have huge admiration for the sea. There is hardly anything more magical; its power is infinite and ever-changing"

HELENA CHRISTENSEN

Model and environmentalist

I have wanted to be a mermaid since I was a little girl," says Christensen, who grew up in Denmark, spending summers in the family's seaside cottage. "I have huge respect and admiration for the sea. There is hardly anything more magical; its power is infinite and ever-changing. Ocean life depends on a thriving coral reef and we are destroying it. I went to an ocean conservation gathering in the Maldives a few years back at the Six Senses Water/Wo/Men Event and we went diving to see with our own eyes how the corals had turned colourless and dusty, looking like a site after a nuclear bombing. It was heartbreaking and chilling." An ardent supporter of the Turtle Conservancy's annual Turtle Ball in New York, Christensen says: "This initiative has made me realise how much our precious sea life is now hugely dependent on humans committing to conserve it." Spending much of her free time combing beaches on both sides of the Atlantic for harmful plastic rubbish, she says: "I will bring a large bag with me and pick up whatever waste I see. I curse people who enjoy nature only to leave their waste behind. Such behaviour is atrocious."



Actor Julian Sands plays auctioneer at the Turtle Ball



Christensen with her partner, Interpol singer Paul Banks, in 2015



Fashion photographer Bruce Weber



Sir Richard Branson helps raise \$700,000

PLASTIC OCEANS FOUNDATION

Educational charity

This pioneering charity was set up by TV producer Jo Ruxton and lawyer Sonjia Norman when Ruxton was making *A Plastic Ocean*. This impactful documentary film, first shown in 2016 and now on general release, is a heartfelt call to action in response to the neglectful way we dispose of plastic and the heinous effect it has on marine life and consequently human health as it enters the food chain. “I wanted the film to have a legacy,” says Ruxton. “I wanted to take it forward through education and science programmes. The film is the first of our education tools, but it’s just the beginning because there is so much work to be done.” What started as an expedition to the Pacific garbage patch in 2009 has turned into a life’s mission to change people’s behaviour within a generation. Ruxton is working with exam boards that operate in 170 countries to get this issue into the curriculum. “Once people realise what’s going on then the right minds are going to come up with solutions... it’s the most crazy situation we’ve got ourselves into and it’s the easiest one to solve.”

plasticoceans.org

The film is now on general release



David Miliband
branched out from
politics to marine
protection

DAVID MILIBAND

President and CEO of the International Rescue Committee

as co-chair of the Global Ocean Commission, which ran from 2013 to 2016, the former UK foreign secretary took on an unpaid role to highlight problems and promote the protection of the high seas – vast areas of ocean that make up 45 per cent of the world’s surface but lie beyond the jurisdiction of individual states. With plastic pollution, pirate fishing (often using slave labour linked to drugs and weapons smuggling) and the future risk of illegal dredging and geological mining at stake, “it’s the ecological equivalent of a financial crisis”, said Miliband. Working with former Costa Rican president José Maria Figueres and South Africa’s former finance minister Trevor Manuel, the commission set out practical proposals for action, most notably a call for an international ocean police force to prevent plunder and pillage on a massive scale. “We are living as if there are three or four planets instead of one and you can’t get away with that,” Miliband has said.

“We are living
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PHOTOGRAPHS: GETTY IMAGES



SANDRA MAIN

Global brand president, La Mer

in an industry that operates largely on face value, La Mer has taken a deep dive into protecting the marine habitats it relies on for its Crème de la Mer anti-ageing skincare range. Championing the sustainable harvesting of sea kelp (only the top prongs are hand picked, twice a year, to keep the plant and ecosystem intact) and partnering with world-renowned oceanographers such as National Geographic Society’s explorer-in-residence Dr Sylvia Earle, La Mer is committed to raising awareness of marine conservation. “The ocean is an integral part of La Mer’s brand heritage and we are always looking to expand our support of programmes that improve the health of it,” explains Sandra Main, its global brand president. The company also established La Mer’s Blue Heart, a philanthropic effort that raises funds with limited-edition jars of face cream (released on World Oceans Day) and has partnered with charities such as Oceana in previous years to help protect more than 16.4 million square miles of diverse ocean habitats around the world. cremedelamer.com/blueheart2016



Above: Dr Earle at
work. Below: Sandra
Main with Gwyneth
Paltrow and Estée
Lauder’s John
Demsey





“The Hudson is my river – it’s our river”

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Discover more brands helping to save the ocean
boatinternational.com/ocean-saving-brands

“How are we as a boat going to do something that is environmentally friendly and... help an island in the South Pacific?”



Dragonfly's aid work in cyclone-hit Vanuatu

RALPH LAUREN

Designer and philanthropist

Honoured by Riverkeeper for leading the Ralph Lauren Corporation with a deep commitment to protecting the environment, the fashion mogul gave \$100,000 to the New York charity. Riverkeeper has worked for 50 years to reverse the decline of the Hudson River and ensure more than nine million New Yorkers have clean, safe drinking water. Lauren landed the coveted Big Fish award at the 50th anniversary Fishermen's Ball last May. “I’m a New Yorker. I was born here. I was married here. I raised my children here. The Hudson is my river – it’s our river,” he said. riverkeeper.org



Y.CO

CLEARWATER initiative

Y.CO, the luxury yacht broker and management company, is leading the charge with its CLEARWATER initiative, which will educate crew and in turn owners and charterers on reducing the environmental impact of yacht operations to protect the oceans. “We’ve wanted to do something like this for a long time,” says Hatty Campbell, who is spearheading the programme. “We manage almost 100 yachting operations around the world and I think the idea of influencing, inspiring and working with this number of yachts and crew is exciting.” The war on plastic is the mission for 2017 as it plans to reduce the impact of plastic bottles on board the yachts it manages. Y.CO has teamed up with the creators of the documentary *A Plastic Ocean* to educate crew on the dangers of plastic and has partnered with the reusable, chic stainless steel water bottle company S’well. “But it’s going much, much deeper than that,” says Y.CO co-founder Charlie Birkett, who hopes crews will ask themselves “how are we as a boat going to do something that is environmentally friendly and, for example, help an island in the South Pacific?” It was, after all, the Y.CO-managed *Dragonfly* that provided lifesaving relief to the outer islands of Vanuatu when Cyclone Pam struck in 2015. With plans to get scientists, charities and marine biologists on board to educate crew, and an idea to create official accreditation for those crew that go the extra mile, Y.CO is at the forefront of how the industry can show a brighter way of thinking. y.co



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“We see our mission as extending far beyond the creation of the world’s finest diving watches”



€1,000 from the sale of every limited-edition Fifty Fathoms Bathyscaphe Flyback Chronograph Blancpain Ocean Commitment II is donated to marine causes

MARC HAYEK

President and CEO, Blancpain

For more than half a century, Blancpain has been intimately connected with the ocean,” says Blancpain’s president and CEO, Marc Hayek. “While our legendary Fifty Fathoms timepieces have played a central role, we see our mission as extending far beyond the creation of the world’s finest diving watches.” In 2014 the company launched its Ocean Commitment programme, which supports a large number of scientific endeavours including exploration initiatives, underwater photography and environmental forums. The company also launched a limited-edition Fifty Fathoms Bathyscaphe Ocean Commitment watch and donated the proceeds of €250,000 to a range of oceanic endeavours and charities including the 2014 Gombessa Project, a marine expedition in French Polynesia. Following the success of this project, which is now studying newly observed hunting patterns of sharks, a Fifty Fathoms Ocean Commitment II watch was launched in October 2016 and proceeds from every sale will be donated to the Ocean Commitment programme. blancpain-ocean-commitment.com

