



ocean alive

**OCEAN ALIVE IS THE FIRST PORTUGUESE
MARINE COOPERATIVE DEDICATED TO
OCEAN CONSERVATION BY PROMOTING
MARINE EDUCATION AND BEHAVIOURAL
CHANGES IN COASTAL COMMUNITIES.**

DISTINCTIONS:



3rd PLACE IN 2018 EDITION



WINNER OF THE
2017 EDITION



YVES ROCHER
FONDATION
SOUS L'ÉGIDE DE L'INSTITUT DE FRANCE

WINNER OF THE 2017
TERRES DES FEMMES AWARD



Elevator Pitch
Bolsa Empreendedorismo
#UEmprende

FINALIST OF THE
2017 EDITION



WINNER OF THE 2016 EDITION

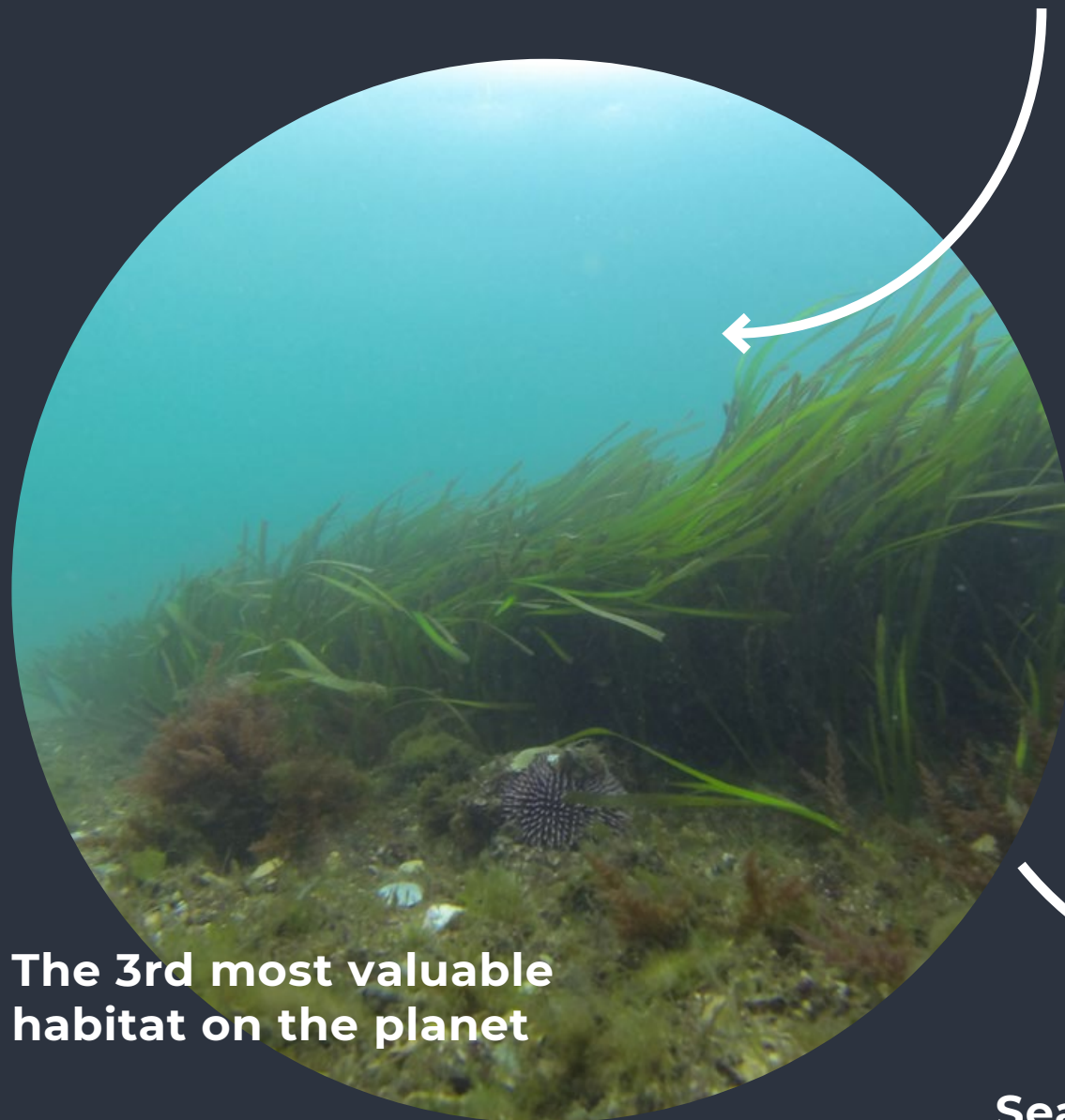


**THE
ARIANE DE ROTHSCHILD
FELLOWSHIP**

FELLOW SINCE 2015

PROBLEM

DEGRADATION OF SEAGRASS BEDS
DECLINING! 2 football fields per hour



The 3rd most valuable
habitat on the planet

Seagrass beds are
the birth habitat of
the fish and shellfish
caught by the local
fishing community



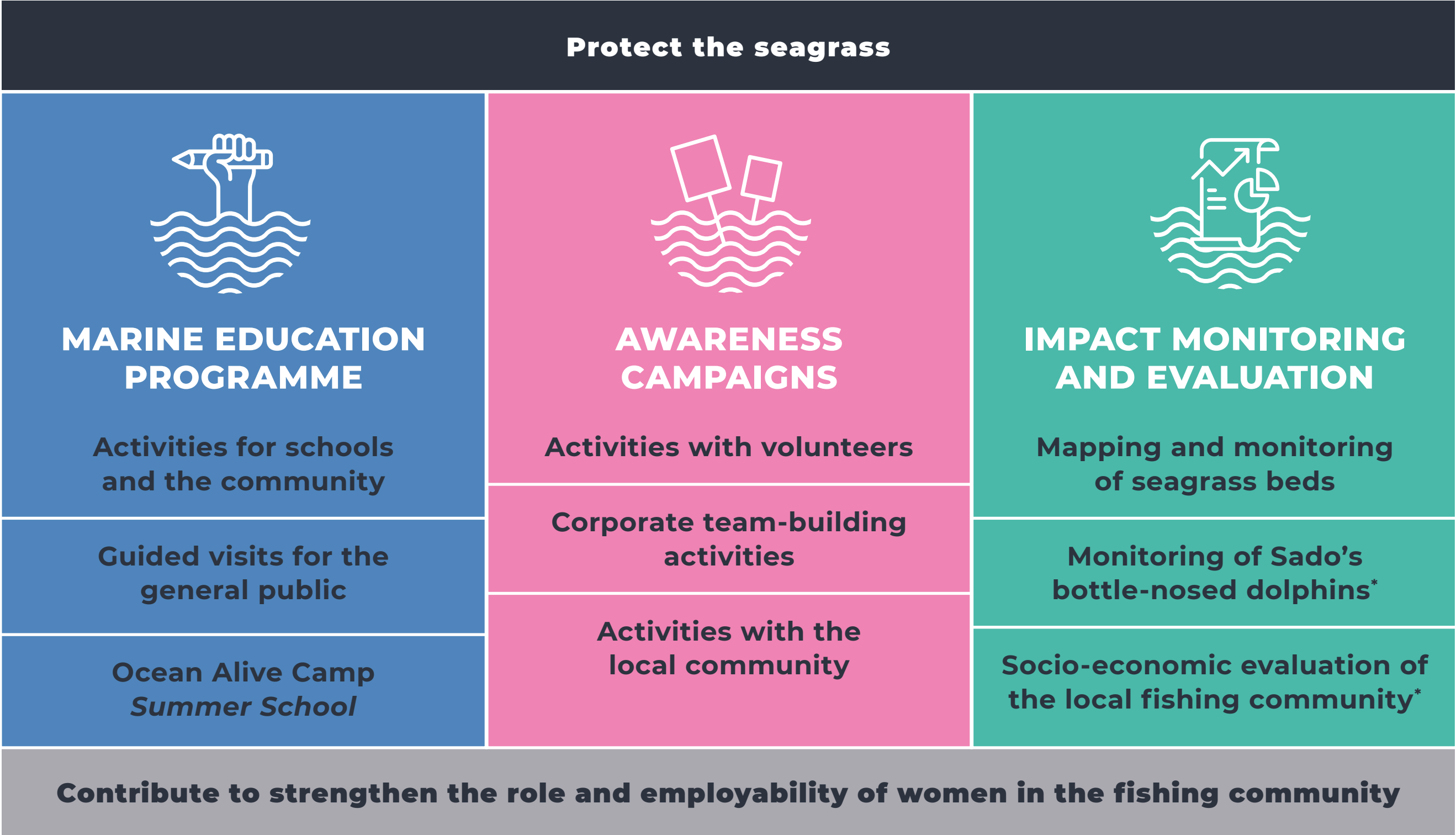
Unemployment &
underappreciation
of women from
the Sado estuary
fishing community

VALUE PROPOSITION

Protect the seagrass of the Sado estuary through the promotion of an education programme and awareness campaigns, involving scientists and the coastal community

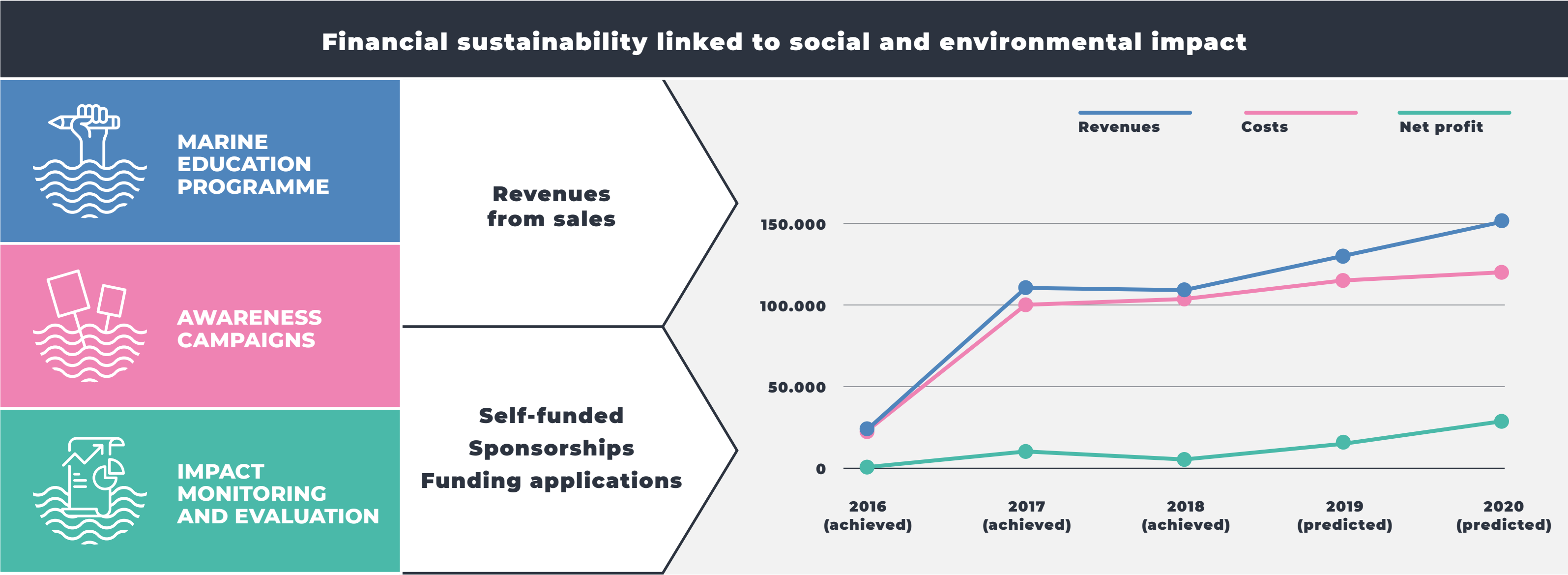
In the Sado estuary there are about 30ha of seagrass, which provide services that everyone benefits from, which have an estimated worth of at least half a million euros per year

WHAT WE DO



*to begin in 2019

BUSINESS MODEL



WE PROMOTE THE IMPORTANCE OF SEAGRASS BEDS

5.117 STUDENTS

1.180 TEACHERS

**1.412 GENERAL PUBLIC
AND CORPORATE
COLLABORATORS**

WE CLEAN THE SADO ESTUARY

3.252 VOLUNTEERS

47 TONS OF LITTER

**53.580 PLASTIC SALT
PACKAGES PICKED UP**

WE CHANGE BEHAVIOURS TOGETHER WITH THE FISHING COMMUNITY

15 KEEPERS OF THE SEA

**5.083 MEMBERS OF THE
FISHING COMMUNITY
REACHED**

IMPACT*

PROTECTING THE SEAGRASS

ECONOMIC	ENVIRONMENTAL	SOCIAL
<p>+5.000 € /year year of direct revenues to the Keepers of the Sea</p>	<p>830 kg /ha/year of stored blue carbon</p> <p>25.000€ /ha/year cost of replacement of ecologic services**</p>	<p>28.050 € /year cost of replacement of waste collection if it was not picked up by volunteers</p> <p>Change of behaviours (not quantifiable)</p>
<p>New professions for the women of the fishing community which provide additional income to the fishing activity and unemployment subsidies</p> <p>Responsible fishing certification</p>	<p>Elimination of the three causes of seagrass degradation:</p> <ul style="list-style-type: none"> • shellfishing litter • anchors that damage the seagrass • destructive fishing practices 	<p>Change of behaviours focused on:</p> <ul style="list-style-type: none"> • marine plastic problem • role of the seagrass beds in the ecosys

*the values are based in real data from scientific research, from the income granted to the Keepers of the Sea and from waste collected by volunteers in the 2018 Shellfishing Without Litter campaign

**evaluated only according to their value related to nutrient recycling and coastal protection; there are several other services not quantified, such as: oxygen production and water purification

RESIDENT TEAM

RAQUEL GASPAR



**PhD, marine biologist,
co-founder of Ocean Alive**

SÍLVIA TAVARES



**Msc, marine biologist, coordinator of
Ocean Alive' marine education programme**

A photograph showing two women from behind as they walk along a long wooden pier. The woman in the foreground is wearing a brown jacket, a straw hat with a blue ribbon, a floral skirt, and tall black rubber boots. The woman further ahead is wearing a blue jacket, a straw hat, and blue jeans. To the left of the pier, several small blue fishing boats are docked at a wooden structure. The background shows a vast, flat landscape under a cloudy sky.

KEEPERS OF THE SEA: WOMEN FROM THE FISHING COMMUNITY, LEADERS IN THE PROTECTION OF THE OCEAN

15
**Keepers of
the Sea**

KEEPERS OF THE SEA

ENVIRONMENTAL IMPACT

Conservation of seagrass beds as the habitat that supports several commercial and iconic species (e.g. bottle-nosed dolphins and seahorses)

- > Change behaviours to eliminate the three threats that come from the fishing and leisure community:
 1. Litter from shellfishing and fishing activities
 2. Anchors that damage the seagrass
 3. Destructive fishing practices

SOCIAL IMPACT

Benefit the women from the local fishing community

- > Creation of new professions: marine education guides, awareness agents and seagrass monitors.
- > Active role in the fight against climate change and promotion of sustainability.
- > Promotion of policies that value environmental best practices through the creation of a sustainable fishing certification.

VIDEO ABOUT THE KEEPERS OF THE SEA INITIATIVE



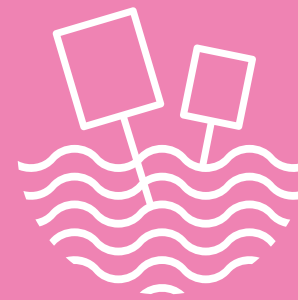
NEW PROFESSIONS

FOR THE WOMEN OF THE LOCAL FISHING COMMUNITY



MARINE EDUCATION GUIDES

Promote the seagrass
in marine education activities



AWARENESS AGENTS

Have an active role in promoting
the awareness of their peers



SEAGRASS MONITORS

Cooperate with scientists
in mapping and monitoring
the seagrass



Marine education guides



Sandra Lázaro

**> Faralhão community
fisherwoman**

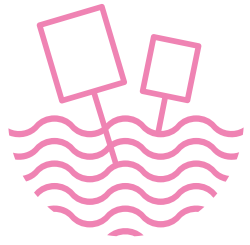
“It is a great honour to take part in this project, to be a Keeper of the Sea, and to explain to all children that they must preserve and love the Sado estuary. Therefore, I teach them what the value that the river has while bringing an additional income to my family.”



Minda

**> Carrasqueira community
fisherwoman**

“When I’m working as a marine education guide I feel that people value what I do. I enjoy doing it and appreciate having the chance of talking to everyone that visits us”



Awareness agents



Dina Santos

> Aquaculture maintenance worker

"Now, my husband, when he goes to the sea, he brings the litter that he finds and tells his friends not to throw it away. I want to be part of this change!"



Marta Dias

> Professional shellfishing woman

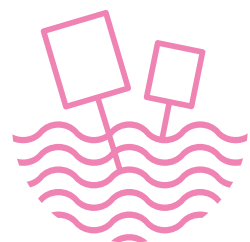
"When I was little I used to live in a small shed right by the Sado estuary and we used to throw away (to the sea) even the domestic garbage. I'm a shellfisher and used to throw the plastic salt packages to the sea. Today I'm a Keeper of the Sea and awareness agent and we are successfully changing people's mentality!"



Inês Santos

> Student

"I knew that litter caused harm to the sea. With Ocean Alive I got to know the specific effects that the litter causes in marine life and when I talk about it with my peers, I'm able to get them aware about this subject. The people that are closest to me are proud and think of me as a different example from other people of my age."



Awareness agents



Cidália Nunes

> Fisherwoman of the Possanco community

“Never in my life have I imagined to be part of something like this (Shellfishing Without Litter campaign). It’s good. In fact, it’s great. It gives us boldness.”



Helena Nunes

> Student from the Possanco community

“To be part of Ocean Alive has changed and significantly improved my life. To be able to make a difference in a world dominated by indifference is, and always will be, a great reason for pride and satisfaction.”



Fátima Ricardo

> Fisherwoman of the Carrasqueira community

“I used to throw a bottle of water to the sea and not bring it back. Today, if I find one, I pick it up. I see that other people here are doing the same.”



Seagrass monitors



Claudia Martins

> Fisherwoman of the Carrasqueira community

“I believe that this project, by benefiting the seagrass, benefits us, the fisherwoman”



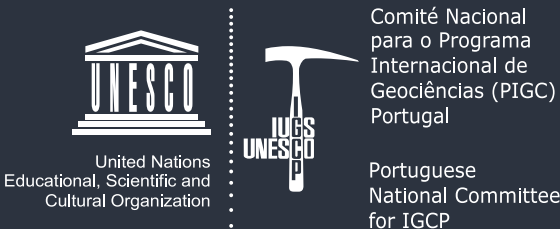
Helena Bravo

> Fisherwoman of the Carrasqueira community

“When I was younger, we used to throw the fishing nets and other litter to the sea. But we don’t do that anymore, we collect everything and bring it back to shore. People feel closer to the environment. I see that most of them, when they find litter in the ground, they pick it up.”

PARTNERSHIPS, SUPPORTS AND AWARDS

Institutional partner



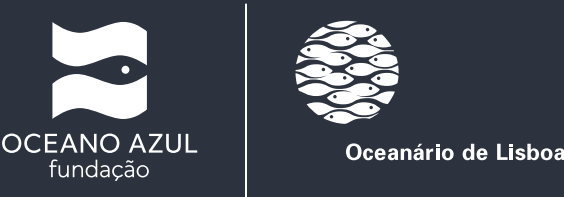
Legal partner



Marine education programme partner



Sponsors



Mentorship



Distinctions



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FELLOW
SINCE 2015*

*Awards attributed to Raquel Gaspar, co-founder of Ocean Alive



Ocean Alive
Cooperativa para a educação
criativa marinha, CRL

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