

2022

Activity report



BLUESEEDS



BlueSeeds connects conservation practitioners with the economic world.



We are focused on helping conservation practitioners fill their financing gap and make their everyday work at protecting our natural heritage more effective. To do so, we develop custom-made financing and management solutions, and then help managers implement those solutions in the field. These solutions are deployed in different fields of activity:



Our team is multidisciplinary with skills in economics, finance, biology, management, international relations and pedagogy. The mix of these skills allows us to develop new conservation models.

2022 in figures

11 team members

within BlueSeeds, dedicated to improve the daily work of conservation practitioners

13 projects

implemented or developed in Europe, in the Mediterranean Basin and in Africa

35 partners

2,1 M€ budget

BlueSeeds received in 2022 from philanthropic donors for conservation activities

32 protected areas collaborated with us

including

54 managers trained

in business planning in West Africa

4 MPAs accompanied

in the implementation of local self-financing mechanisms

3 areas that adopted BlueMooring

our mooring management tool

2 revolving funds

created to prefinance small-scale conservation projects

13 countries

where BlueSeeds deployed conservation projects with partners

What a journey since the creation of BlueSeeds in 2020! Our activities and ambitions have broadened both geographically and thematically. We developed partnerships in the Mediterranean alongside the Together for the Med network, in Europe and in West Africa, allowing us to imagine innovative, promising, and effective processes and solutions to boost change at a local level.

BlueSeeds has since grown by structuring its offer through diverse complementary vehicles: we brought support to channel finance to the ground by creating along with the WWF a pre-financing facility for artisanal fishers, we trained MPA managers on financial and organizational management, helped create sustainable business with positive impact on the environment with our Blue Business Incubators. We've explored new paths and solutions such as preserving blue carbon sinks to generate bankable carbon credits to develop conservation projects for mangrove ecosystems. We've analyzed and responded to the needs of mooring zone project initiators in the Mediterranean, aiming to tackle the degradation by anchoring of the most important and iconic habitat of the Mediterranean, *Posidonia oceanica*. Finally, we act as secretariat to coordinate coastal and marine activities with 46 partners all around the Mediterranean Basin.

All our ideas, answers, support programs come from the field and our conversations with actors. We offer tailor-made solutions aligned with the needs and aspirations of the communities where we work: this way of acting continues to be the source of our inspiration and our credibility as a conservation partner.

Of course, none of what we achieved since 2020 (and even before!) would have been possible without the generous support, the guidance, the trust and inspiration of the MAVA Foundation and its fantastic team. Their work has changed the face of conservation in the Mediterranean region, and

their mentoring and support—filled by their commitment to our cause—will be missed. Thanks to their legacy, we are ready to move forward!

As I look into the future of marine conservation, I see that the percentage of protected areas is more than ever the only “protection currency” and I fear that this will jeopardize all other important aspects, protection effectiveness in the first instance. I think political declarations and MPA designation are very important but they are only the beginning and not the end. That is why we at BlueSeeds think that all great efforts of advocacy and policy campaigning should be complemented with support for sound conservation on the ground, management effectiveness, replication of solutions for better conservation and, above all, long-lasting efforts of protection.

Some of our best and most exciting results from 2022 are detailed in the following sections of this report. So, have a good time reading it, and I hope it will be inspiring for new partners and donors to join our journey.

Sincerely,



Thomas Binet

President
and Founder



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PART 1

Sustainable financing for conservation

Amongst the many obstacles preventing marine conservation from being effective, the sustainable financing of activities holds a central place.

Financial limitations, which have been known for many years—insufficient funding sources, lack of diversification and autonomy of the actors on the financial management, project-based approach limiting the funding of recurrent operating costs—are not yet fully addressed. Marine conservation finance is also often defined too narrowly, focusing solely on economic flows. However, implementing effective and sustainable financing strategies requires to consider a broader set of parameters.

It is necessary to work together with the different levels of marine conservation stakeholders to strengthen financial strategies, reduce the financing gap and increase efficiency of marine conservation activities.

To do so, BlueSeeds works to empower managers through support programs, develop sustainable alternative revenues for both conservation projects and socio-economic actors, and strengthens non-area-based conservation activities.

BlueSeeds' MPA project manager
Guillaume Le Port with experts visiting
the locations of the future Vjosa Wild
River National Park in Albania

© E.C.O. Institute of Ecology / Anna Kovarovic



Sustainable financing for conservation

Creating innovative financing mechanisms for conservation

Promoting marine conservation as a lever for local and sustainable economic development and building the capacity of local populations to become active in the protection of ecosystems are ways of increasing the effectiveness of marine conservation.

Local actors, whether they are small-scale fishers or small blue business initiators, often face two main barriers

to developing sustainable and impactful practices: the lack of initial funding to start their transformation process and the need for business development skills.

Therefore, BlueSeeds develops sustainable funds that combine financial and technical support to foster the ecological transition of these stakeholders.

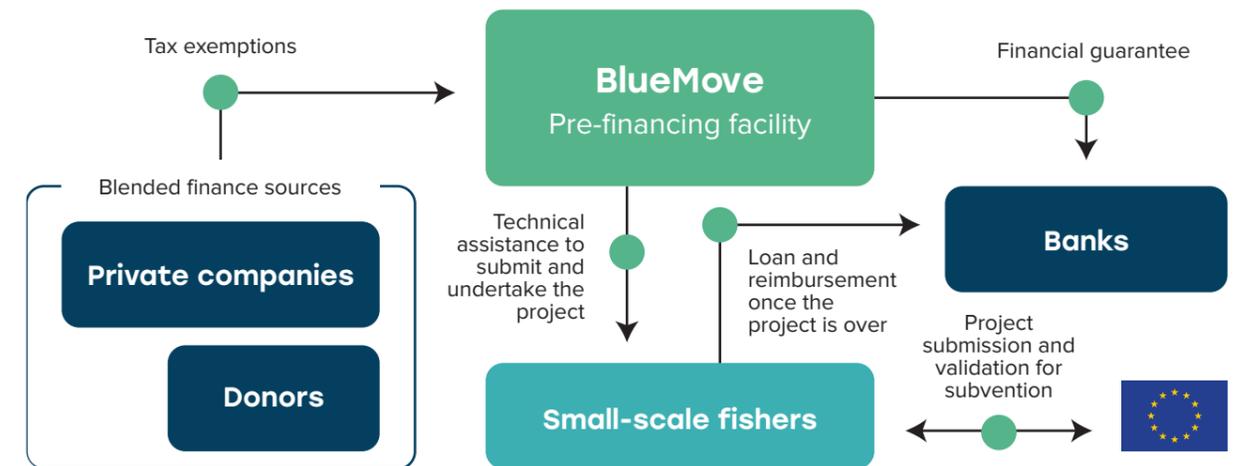
Creating BlueMove, a revolving fund to foster sustainable fishing

In collaboration with:



In a Mediterranean context of industrial overfishing, low-impact European small-scale fishers can play an active role in transforming the Mediterranean way of fishing, thanks to EU funding support through the European Maritime, Fisheries and Aquaculture Fund (EMFAF).

However, they too often have limited access to these financial services. The difficulties they encounter in accessing EMFAF funding are the lack of upfront capital necessary to get subsidised, the difficult access to bank credits, and a strong need for technical assistance to deal with the EMFAF procedures.



BlueMove has been created to support European small-scale fishers in overcoming those difficulties. It supports fishers in two ways:

Financial support to operate their sustainable transformation with EMFAF funding

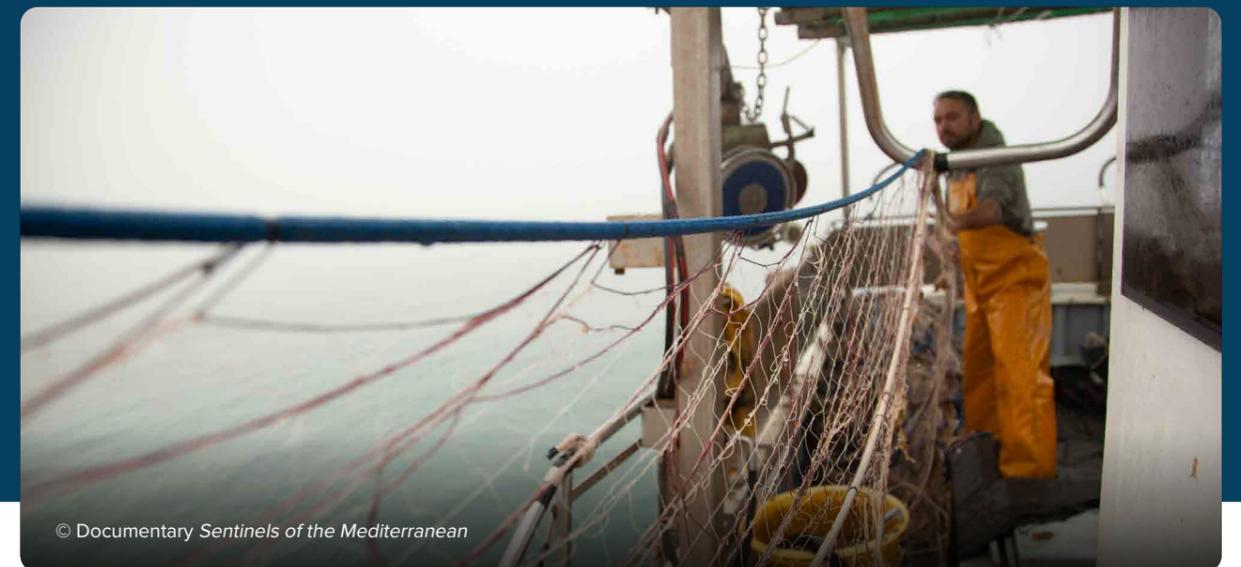
As EMFAF projects require upfront cash flow, BlueMove guarantees bank loans to fishers to carry out their project before the actual post-project receipt of EMFAF subsidy.

Upon receipt of the subsidy, fishers reimburse their loans and BlueMove can then guarantee a new round of loans.

Technical support to overcome administrative obstacles

Apart from the financial issue, the various administrative procedures (i.e., the drafting of the project, follow-up, reporting, relations with the bank, etc.) are additional obstacles for the SSF in applying to EMFAF.

BlueMove also provides the needed technical assistance to fishers to unlock those obstacles, through a network of technical assistants in the countries of interest.



© Documentary *Sentinels of the Mediterranean*

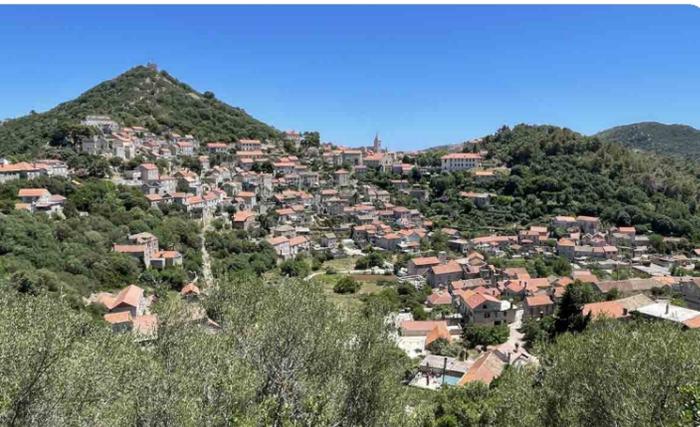
Microfinancing blue entrepreneurship in isolated communities

In collaboration with:



In 2019, WWF-Adria was working on the Croatian island of Lastovo on a project on sustainable small-scale fishing and called on BlueSeeds' expertise to answer the following question: How to reduce the fishing effort while maintaining the income of the fishermen?

BlueSeeds carried out a broader diagnosis of the island to understand the challenges the community was facing. It suffered from a loss of population and economic dynamism caused by rural exodus, resource and waste management problems and unregulated tourism.



Following this diagnosis, the idea of a Blue Business Incubator was born. The aim is to encourage the development of environmentally friendly microbusinesses as a means of engaging the local population in protecting local marine and coastal biodiversity.

One of the solutions proposed within the BBI was the creation of a revolving fund. The objective of this fund is to provide financial support to entrepreneurs in the form of low-interest micro-credits.

The launch of this fund can be summarised in 4 steps:

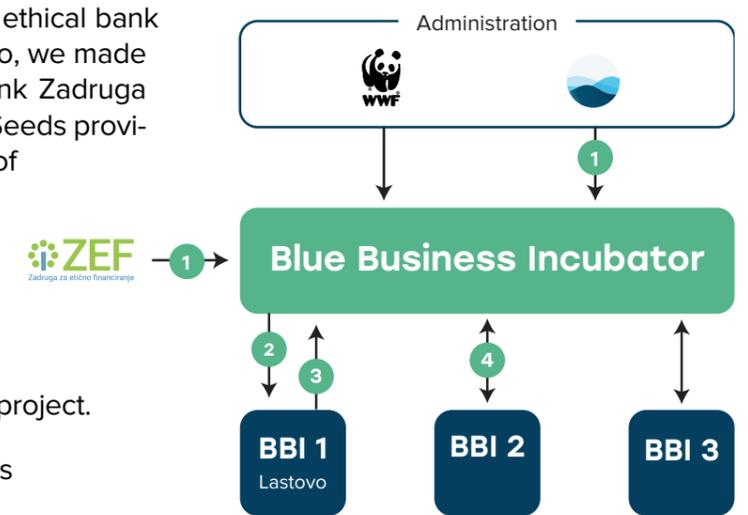


1 An agreement is made with an ethical bank to manage the fund. For Lastovo, we made an agreement with the Croatian bank Zadruga za etično financiranje. ZEF and BlueSeeds provided an initial capital for the launch of the fund.

2 The loans are granted to entrepreneurs who express interest in a micro-credit. They commit themselves to invest this money to improve the sustainability of their project.

3 Entrepreneurs repay their loans with minimum interest rates.

4 The money repaid is used to finance other entrepreneurs on the island or other incubators if the project is replicated, thus providing a long-term approach to conservation.



In addition to providing financial assistance, we offer entrepreneurs personalised support for their funding applications. Three experts in agriculture, fisheries and waste management were recruited to help them access national and European subsidies.

Lastovo entrepreneurs willing to receive financial support:

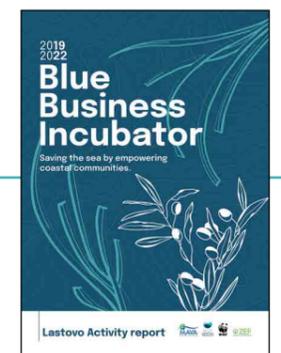


The micro-credits granted to entrepreneurs help them improve the sustainability of their project (e.g. the purchase of more sustainable tools and machinery).

In the long term, the Blue Business Incubator will allow the creation of new jobs and the assurance of a stable income for the entrepreneurs while reducing anthropic pressures on the environment.

Take a further look

Get more information on what we have accomplished on the island of Lastovo, in Croatia. Ask us for the activity report!



What's next for our financing mechanisms?

BlueSeeds is convinced of the usefulness of sustainable funds to support marine conservation efforts. Numerous initiatives for direct financing of MPAs already exist, but financing the transformation of socio-economic actors gravitating around protected areas is a complementary lever that must also be supported.

Our BlueMove pre-financing facility for sustainable fishing will launch its first guarantee cycle in 2023, which will support 100 fishermen over its first two years of operation. The obtention of Article 238 bis 4 of the French General Tax Code in early 2023 will allow companies to obtain tax exemption for their donation to BlueMove: these donations will strengthen the fund's management team and increase the number of supported fishers.

The initial capital incorporated in our first Blue Business Incubator in Lastovo reached

€14,000 and will be divided amongst the entrepreneurs who expressed interest in a micro-credit. The objective for 2023 will be to support entrepreneurs in handling their spendings and their loan and to guarantee the sustainability of their project.

The year 2023 will also be dedicated to the search for new partners in order to replicate the BBI in other regions of the world (Mediterranean, West Africa and the Caribbean) to cover the management costs of the revolving fund in the long term, and increase the amount of the fund and finance other entrepreneurs.

In the future, BlueSeeds will work to ensure that these two financing facilities become references amongst financial tools that empower local populations and stakeholders willing to contribute, at their level, to conservation efforts.



Sustainable financing for conservation

Engaging in blue carbon finance

Blue carbon is the carbon stored in coastal and marine ecosystems such as mangroves, salt marshes and seagrass meadows. They represent significant carbon sinks that sequester carbon for thousands of years and provide a wide range of ecosystem services that support coastal livelihoods and adaptation to climate change. However, despite their importance, these habitats are disappearing due to different human threats.

In the face of insufficient public funding to protect these vital habitats, conservationists are seeking innovative initiatives for public-private sector collaboration. Following the 1997 Kyoto Protocol, the carbon market is one way to pay for avoided emission by human activities or to increase carbon stocks. However, developing blue carbon finance projects is challenging, as it necessitates time, a high level of expertise and an initial financial investment. Thus, to date, there are very few marine projects benefitting from this mechanism. Furthermore, there has been recent questioning of the integrity of the science underlying terrestrial certified carbon projects, calling for a rigorous examination of methodologies used.

In this context, the goal of BlueSeeds is to explore the feasibility of blue carbon finance projects, researching their strengths and limitations, focusing in particular on two ecosystems: seagrass meadows and mangroves. The ultimate purpose is to develop ethical, robust, effective and replicable blue carbon projects that will provide long-term benefits to ecosystems and local human communities.

Developing an independent blue carbon methodology

In collaboration with:



In the Mediterranean, endemic seagrass meadows of *Posidonia oceanica* offer numerous services to biodiversity, water quality or to the support of fisheries. It is also one of the ecosystems that stores the most carbon in the world for thousands of years, and serves an important role in climate adaptation and mitigation. Due to the high density of human activity and environmental degradation in the Mediterranean Sea, *Posidonia* is under immense pressure.

Over the past 50 years, up to 50% of *Posidonia*'s surface area has been lost in the whole Mediterranean Basin, and the remaining meadows have seen their shoot density thinned by 50% over the last 20 years and have become more fragmented. Drivers of *Posidonia* degradation are linked to artificial coasts, submarine pipelines, aquatic farms, military activities and anchoring.

Anchoring, in particular, has been identified as one of the single most damaging factors. Boat anchoring can damage seagrass as anchors fall, drag, and are lifted from the seafloor by leisure boats and cruise ships, which can create scars 1-2 meters wide and up to 300 m in length. Repeated anchoring is oftentimes the case as boaters usually concentrate in popular anchoring sites. A study of 1800 km of Mediterranean coastline revealed that 30% of habitats between 0–80 m exhibited significant anchoring pressure.

In collaboration with the Centre for Advanced Studies of Blanes (belonging to the Spanish Council for Scientific Research), BlueSeeds studied the feasibility of developing an eco-mooring project financed by blue carbon to conserve meadows of *Posidonia oceanica* degraded by anchorage from boaters.



In the field

Fernando J. Ruiz, our blue carbon project manager and Biosfera, an environmental company specialised in working underwater, spent 7 months in the bay of Guillola, located in the Cap de Creus Natural Park in Catalonia, Spain.

They collected two types of data: *Posidonia* meadows' inorganic and organic carbon located above-ground and underground (sediment) in relationship to water depth, and anchorage damage on *Posidonia* meadows.

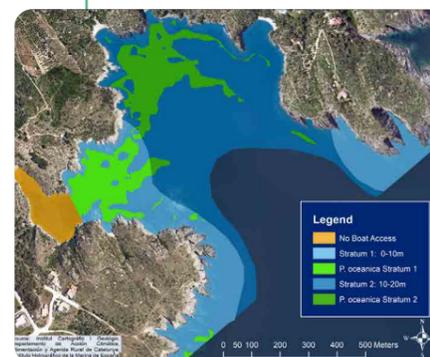
Carbon stocks were found to vary according to depth and bottom habitat. Accordingly, the bay of Guillola was stratified into homogeneous areas based on depth and benthic habitats to estimate the bay's total organic carbon stock.

From this estimate, a preliminary result for the net organic carbon loss resulting from anchoring was determined using a novel modelling approach and an innovative study of anchorage pressure and damage. Indeed, anchorage damage had never been properly quantified in the Mediterranean Sea with the idea of inferring carbon stock loss due to anchoring activity.

Measuring such variables is complex, hard work, and necessitates long hours diving to sample vegetation and sediment cores, and study anchor damage, and further long hours in the lab to measure carbon stored in core samples. Fernando then spent another 3 months analysing the data and modelling the financial solvency of an eco-mooring project for conserving *Posidonia* funded by carbon credits.



Fernando J. Ruiz measuring carbon content of sediment cores retrieved in *Posidonia* meadows



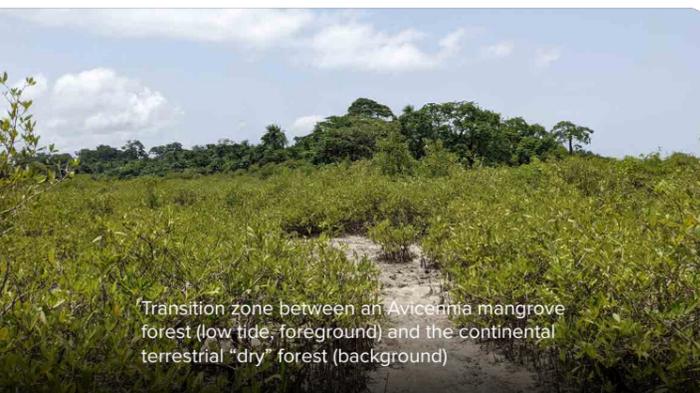
Results indicate that a blue carbon financing eco-mooring project in the bay of Guillola could be feasible in terms of emissions reduction potential and conservation outcomes, but is unlikely to be financially feasible on its own in the current blue carbon certification landscape. Co-financing could be an additional solution to fund this type of conservation project.

The specificity of conditions at each site also suggest that further research is needed at more sites across the Mediterranean before any generalisations can be made.

Finally, the important certification costs are a strong limitation to the solvency of such mechanisms and suggest that new, more cost-effective certification solutions need to be developed.

Protecting West African mangroves through blue carbon finance

In collaboration with:



Transition zone between an *Avicennia* mangrove forest (low tide, foreground) and the continental terrestrial “dry” forest (background)

West Africa’s mangroves are declining, with about 25% lost in the region between 1980 and 2006, or at an average annual rate of 2–7% in terms of carbon sink. The Atlantic coast of Africa has the highest population densities on the continent and most of West African industries. This, coupled with rapid growth, high poverty, low development, weak administration in rural areas and open access to coastal resources is a challenging context for mangrove conservation.

Yet, mangroves provide sustainable benefits to coastal communities, including supporting fisheries and protecting coasts from flooding and erosion. In addition, they store up to 10 times more carbon (blue carbon) in the soil than temperate or tropical forests, thus constituting a major carbon sink at the global scale. The protection of these ecosystems is therefore a priority in the face of climate change and for the sustainable development of the African continent.

Poverty, however, is an important obstacle to conservation projects in the region, calling for the development of innovative and durable conservation funding mechanisms. Because mangroves provide carbon storage for which the international community is willing to pay, there is a need to develop an assistance programme for conservationists in West Africa that will help them fund the conservation of mangroves using carbon credits.

In this context, BlueSeeds and the IUCN have been developing a new project called WAM for “West African Mangrove carbon project”, that will assist managers of marine protected areas or other active stakeholders in West Africa—NGOs or communities—in implementing projects that capture global funding for mangrove conservation, in payment for the carbon sequestration function of these ecosystems.



In the field



Members of ODZH and of the Mata de Uco community explain how mangrove can struggle to grow back naturally on abandoned rice paddies

From the 3rd to the 13th of September, our science officer Timothée Cook travelled to Guinea Bissau to explore possibilities to set up a pilot project for funding the conservation and restoration of mangrove using carbon credits. There, one of the main threats to mangrove ecosystems is rice cultivation. Thus, future projects must ensure that communities benefit from food security.

Here, Timothée met with bissau-guinean NGOs, communities and institutions. During visits in the field, he was able to witness first-hand the intimate relationship that binds communities to the mangrove, and to better understand threats to this ecosystem. His meeting with the Institute of Biodiversity and Protected Areas (IBAP) was the opportunity to understand the national strategies for protecting mangrove forests inside national parks in Guinea Bissau.

The outcome of this exploratory visit was very positive for the WAM project. Discussions suggested a willingness amongst local actors to support BlueSeeds’ “carbocentric approach” to mangrove conservation.

This project will be developed in and around marine and coastal protected areas in West African countries that have significant mangrove habitat (from Senegal to Nigeria).

WAM will overcome one of the main barriers to implementing such projects, which is that conservationists lack the technical and financial skills for selling approved carbon credits on the carbon market. WAM will support the capacity of protected area managers, institutions, NGOs and communities in West African countries to implement carbon finance projects, the protection of mangroves from degradation, and the restoration of degraded mangroves.

The activities of the WAM project will include:

- Develop blueprints for blue carbon projects in West Africa to access blue carbon finance.
- Ensure long-term implementation of conservation activities through reinforced programs of capacity buildings (trainings, monitoring and reporting of blue carbon projects) addressed to all stakeholders (NGOs, MPAs, local communities).
- Provide access to low-cost high quality geographical data.
- Provide financial assistance to develop project design descriptions to certify carbon credit projects to access Blue Carbon markets.



Timothée Cook visiting mangrove rice paddies of the Mata de Uco community

What's next for our blue carbon projects?

The recent developments of the Posidonia and WAM projects have been key on informing BlueSeeds on the development of its future blue carbon activities.

The field work on carbon stocks and anchorage damage in Posidonia meadows in Spain has shed light on the current challenges in implementing effective projects for conserving Posidonia based on funding through the carbon market.

The next step for BlueSeeds will be to expand its research on the feasibility of this financing mechanism for Posidonia, and other Mediterranean blue carbon ecosystems, by researching knowledge gaps about blue carbon opportunities in the region.

Concerning the WAM project, the encouraging outcome of the field mission in West Africa suggests that Guinea Bissau is a suitable candidate for implementing a pilot project.

In partnership with IUCN West Africa, BlueSeeds will, over the course of the year 2023, update data and knowledge for developing this project in Guinea Bissau, select local partners, define the project's logical framework to make it sustainable, implement activities on the ground and empower the local Institute of Biodiversity and Protected Areas on carbon finance and project management.

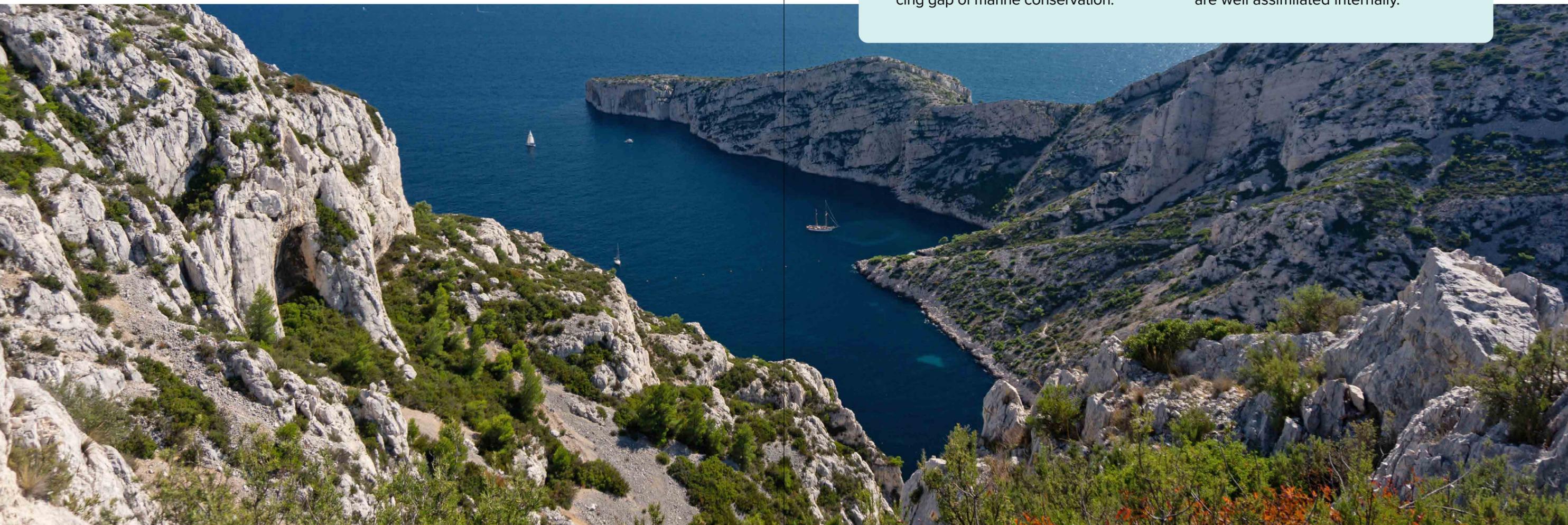


Sustainable financing for conservation

Improving financial planning for conservation

The financing gap existing in marine protected areas cannot be solved solely by providing additional funds. The fine assessment of real needs, strategic planning of the use of funds, the distribution of needs by categories and activities according to management plans, as well as monitoring and reporting to financial partners are all skills and activities that must be strengthened to allow a long-term reduction of the financing gap of marine conservation.

Supporting the capacity building of management teams is at the heart of BlueSeeds' work since its creation. We believe it is necessary that all marine conservation stakeholders are able, in the long term, to manage their funding without depending on external consultants. To do so, it is necessary to provide them with easy-to-use tools as well as with tailor-made trainings, to make sure that capacities and skills are well assimilated internally.



Proposing sustainable financing solutions for marine protected areas

→ Optimising finance for the Vjosa National Park, Europe's first Wild River National Park

In collaboration with:



With the support of:



The Greco-Albanian river Vjosa is one of the last great wild river in Europe, and forms an ecosystem with considerable biodiversity of national and global importance.

The Albanian government committed to establish a Vjosa Wild River National Park (IUCN Category II) that would protect the entire course of the river from the Greek border to the Adriatic Sea, including its free-flowing tributaries. Patagonia and the IUCN both supported the Albanian government in the process. On the 15th of March, 2023, the Vjosa Wild River National Park was officially declared.



In the field

A working group composed of experts in protected areas, communication and stakeholders' involvement was created to prepare the official establishment of the park.

On September 23-28, BlueSeeds and these experts gathered to exchange on the objectives and the timeline of the study to understand the conservation issues, and to meet the actors involved (ministries, national and regional agencies of protected areas, municipalities and economic actors).



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BlueSeeds was able to set up a work schedule with experts dealing with governance and sustainable financing to understand conservation financing schemes and opportunities in Albania.

As the expert in charge of financing, BlueSeeds proposed the most suitable and relevant funding schemes to support the implementation and the sustainable management of conservation activities in the park.

→ Strengthening national and regional financing strategies for West African MPAs

In collaboration with:



The RAMPAO, the regional network of marine protected areas in West Africa, has identified the lack of financial strategy and business planning capacity as one of the barriers to sustainably funding marine protected areas in the region.

Baastel, a consulting firm in management consulting and research in international development, partnered with BlueSeeds to address this issue by developing business plans for all of the MPAs in Mauritania, Senegal, Guinea-Bissau, Guinea and the Gambia and training the management teams of these MPAs in the development and implementation of business plans.

The training work, for which BlueSeeds worked in Mauritania, Guinea and Guinea-Bissau, allowed us to:

- Train not only MPA managers, but also terrestrial conservation stakeholders in the countries of interest,
- Support managers without management plans to identify their management priorities through the business planning exercise,
- Build long-term capacities (each manager left the training with a completed business plan, the tool and the user's manual, as well as video tutorials).

BlueSeeds consolidated all the business plans in the 5 countries of interest. We could then assess the overall financing gap for marine conservation in West Africa.

This work will allow not only to adapt, at local levels, relevant and adapted financing orientations by MPA managers, but also for the RAMPAO to implement a regional financing strategy for marine conservation in Western Africa.



Trainers Timothée Cook and Guillaume Le Port with representatives of all the Guinean protected areas in Coyah, Guinea, 2021



Guillaume Le Port delivering training in business planning to protected site managers in Coyah, Guinea in 2021

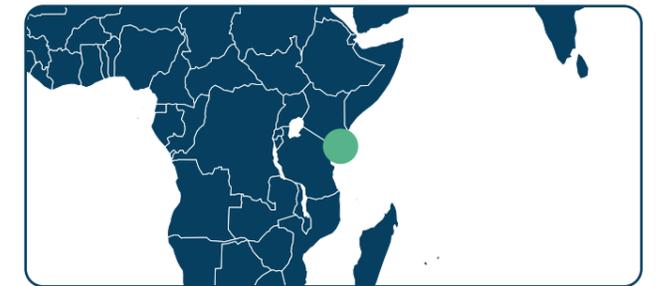


Timothée Cook delivering training in business planning to protected site managers in Coyah, Guinea in 2021



→ Optimising finance for the Kenya-Tanzanian transboundary marine protected area

In collaboration with:



Several protected areas have been implemented in Tanzania and Kenya as part of their respective national environment protection planning to preserve biodiversity. At the border between the two countries, the Kisite-Mpunguti Marine Protected Area (KMMPA) in Kenya and the Tanga Marine Reserve System in Tanzania are important conservation sites.

The Wildlife Conservation Society (WCS) is currently leading a project to address challenges in both sites by supporting improved management and sustainable funding. With its partner Hamerkop, BlueSeeds conducted a cost analysis of both sites' funding needs for the next 5 years, prerequisite to developing a relevant business plan and fundraising strategy.

Several protected areas have been implemented in Tanzania and Kenya as part of their respective national environment protection planning to preserve biodiversity. At the border between the two countries, the Kisite-Mpunguti Marine Protected Area (KMMPA) in Kenya and the Tanga Marine Reserve System in Tanzania are important conservation sites.



→ Studying the feasibility to implement self-financing mechanisms in marine protected areas

With the support of:



Since the publication of the study on the Mediterranean MPAs' financing gap (Binet *et al.*, 2015), one of the main objectives of BlueSeeds has been to reduce this gap.



To do so, we have been involved in a multi-partner Mediterranean project funded by the MAVA Foundation between 2020 and 2022, entitled “Empowering the legacy of MAVA Mediterranean Partnership: Scaling up co-managed and financially sustainable No-Take Zones/Marine Protected Areas”, in which BlueSeeds oversaw sustainable financing issues.

Among the activities implemented to address this regional need of reducing the financing gap, BlueSeeds wishes to promote the development of local financing mechanisms to diversify the revenue portfolio of marine conservation stakeholders. The establishment of these mechanisms, in order to be sustainable, should not be done *ex nihilo* by external consultants, but must be accompanied by an increase in skills and empowerment of local actors. To this end, BlueSeeds has developed support programs so that managers are able to develop and implement their own financing mechanisms.

These support programs offer a step-by-step methodology for implementing financing mechanisms, such as visitor and concession fees. At each step, BlueSeeds provides a set of tools and support necessary to move to the next step. We accompany the managers throughout each stage, giving them autonomy and encouraging them to develop their skills.



In 2022, BlueSeeds accompanied 4 sites in the implementation of visitor fees:



The first three stages have been completed, revealing the legal and political limits of the approach, which allowed us to optimize the second version of the support programs. This support program approach will be replicated from 2023 onwards by BlueSeeds for other project themes (e.g. the setting up of MPAs and the development of blue carbon projects).

In the field

The Turkish association Akdeniz Koruma Derneği is a central player in marine conservation in the country. For several years, BlueSeeds has been working with the NGO on common topics.

In 2022, AKD was accompanied by BlueSeeds to evaluate the implementation of a funding mechanism in the Gökova Bay MPA. On August 15-18, our MPA project manager Guillaume Le Port visited the site to review the sco-



ping phase and to discuss follow-up.

This mission was also an opportunity for AKD to present to BlueSeeds their project to promote the invasive lionfish species for local consumption, and also to discuss a future partnership on common projects (the development of an ecotourism offer in the MPAs and entrepreneurial work in local communities).

Helping conservation practitioners on fundraising

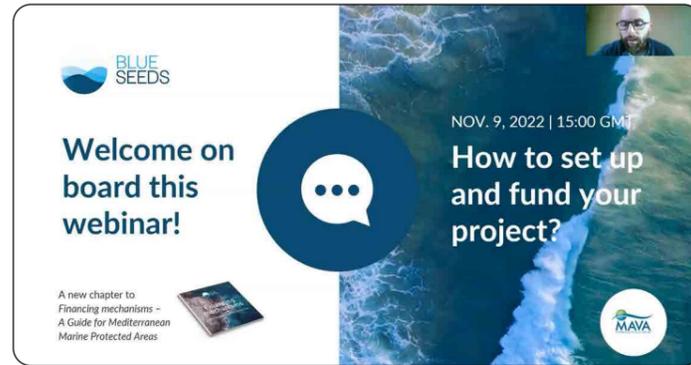
With the support of:



In 2020, BlueSeeds developed a practical guide presenting local self-financing mechanisms adapted to marine protected areas and made it available to all conservation practitioners to fulfil its mission to help MPA managers reduce their financing gap. This guide introduces MPA managers to developing a robust financial strategy through cost and revenue planning, financing gap identification, cost rationalisation and analysis of potential financing sources.

Following this introduction, the reader is referred to practical step-by-step methodologies for setting up self-financing mechanisms in MPAs, such as visitor and concession fees with private operators.

In 2022, BlueSeeds decided to add a new chapter to its guide and organised a webinar on the subject: “How to set up and fund your conservation project?”, a chapter which tackles the question of project funding for marine protected areas and conservation practitioners to finance specific conservation activities.



During this webinar, the floor was shared between members of the BlueSeeds team and fundraising experts. More than 120 practitioners, including protected area managers, NGO representatives and consultants attended the webinar.



The new chapter provides managers with:

- A step-by-step roadmap to help MPA managers navigate the fundraising process from project inception to project closure,
- Practical tools including a donor directory and updates on opened calls for proposals,
- Expert advices to enable readers better grasp donors' expectations and to align their project objectives in consequence.

Take a further look

Download our guide on financing mechanisms for marine protected areas and its new chapter on project funding.



What's next in our mission to improve protected areas' financing?

Reducing the financing gap for marine conservation and diversifying the funding sources available to managers and project leaders will remain at the heart of BlueSeeds' strategy.

The work carried out in 2022 to build managers' skills on financial issues but also replicate sustainable financial strategies for marine conservation has been pivotal: it has operationalized the vision that BlueSeeds has been developing since 2018 and prepares the transition to scale planned from 2023. Indeed, based on the progress made in 2022, in 2023 BlueSeeds aims to:

- Continue to build the capacities of managers and project leaders, trying as much as possible to ensure that the skills acquired are sustained in the structures,
- Continue to explore new tools and technical solutions that could help conservation practitioners save time on their funding strategy, and improve our existing tools, such as the update of the call for project and funder directories,
- Replicate the support programs and apply this approach to other areas of interest for sustainable conservation finance (e.g., blue carbon, mooring management),
- Expand to other territories outside of the Mediterranean.

PART 2

Effective management of conservation

Marine conservation challenges are multiple and very well known: the lack of political willingness on environmental and conservation issues, the lack of knowledge and data, the lack of capacities on the ground to implement projects, the increasing degradation of the marine ecosystems due to anthropic pressures and climate change, the lack of sufficient funding but also the complexity of legal frameworks...

Most efforts to solve these problems are aligned with the 30x30 target concerning protected areas. What about the 70% remaining? BlueSeeds chose to work where there are needs to find solutions for achieving the social, economic, and environmental transition required to protect the seas.

BlueSeeds is working on multiple fronts to foster effectiveness in conservation management. We focus especially on impact and impact measurement of conservation activities by developing a standardised process, for the finance and management projects that we shaped from the ground with local stakeholders, whom we also trained. Through our financing mechanisms and innovative tools, we uncovered the need of revising some legal frameworks to enable conditions to reach sustainable development at a local level. We help to create blue businesses to work on social acceptability when establishing protecting areas, and to simplify the way of managing and collecting socio-economic data of those areas.

Field trip following the training on MPA management effectiveness BlueSeeds delivered to Mediterranean MPA managers in Gökova, Turkey in 2021

© Akdeniz Koruma Derneği / Yankı Tandırcıoğlu



Effective management of conservation

Developing eco-mooring in the Mediterranean

On the Mediterranean coast, the strong development of yachting and leisure boating generates positive dynamics for the communities, but these activities also have a significant impact on the ecosystems. In particular, anchoring contributes to the destruction of seagrass meadows such as *Posidonia oceanica* and *Cymodocea* which are essential for the preservation of biodiversity and the mitigation of climate change.

In this context, the development of mooring buoy infrastructures and the empowerment of protected area managers on mooring management appear to be the best solutions to avoid anchoring and reduce the pressure on the marine environment.

Our past collaboration with MPA managers led us to develop technical solutions to facilitate their work. As collecting mooring fees is a time-consuming activity for rangers, and raising awareness amongst boaters is also a laborious task, BlueSeeds, through its mooring management tool BlueMooring, helps them through both these tasks.

However, the problem lies not only in the management of mooring infrastructures, but also in their implementation. There are many economic and administrative obstacles to the development of eco-mooring zones in France and other Mediterranean countries. BlueSeeds is working to remove these barriers through the creation of economic models so that these infrastructures become more accessible and widespread.

BlueSeeds wants to maximize its impact by influencing positively national and local willingness to protect *Posidonia oceanica* and propose to managers a clear business model for long term exploitation. To do so, in 2022, BlueSeeds conducted a study on 6 Mediterranean countries (Italy, France, Croatia, Greece, Spain and Tunisia) to better understand the different consumer markets, the legal frameworks and costs of implementation and management of mooring zones. Part of our work was also aimed at researching and introducing a new financing mechanism based on blue carbon credits.

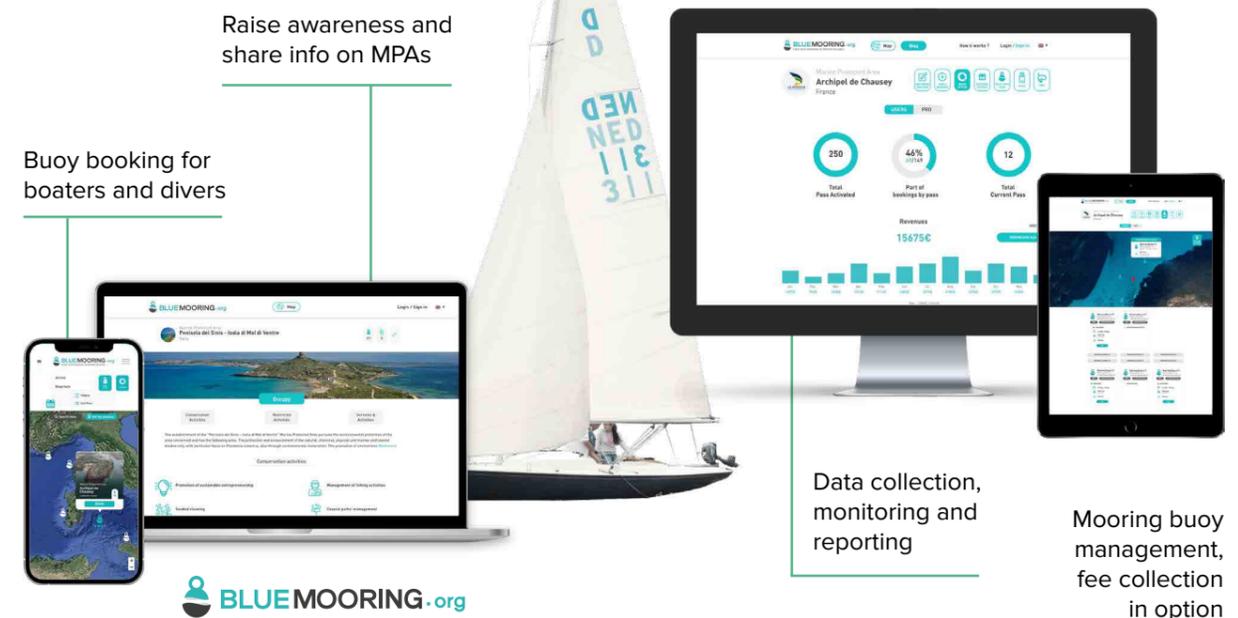


MPAs adopted our mooring management tool BlueMooring



In 2021, BlueSeeds launched BlueMooring, a web app allowing MPA managers to manage their moorings, collect fees and communicate more effectively with visitors.

This tool is coupled with a platform that allows boaters and ecotourism professionals (such as diving clubs) to book their mooring in a few clicks, before their arrival or upon arrival by scanning a QR code affixed on the buoy.



Marine protected areas located in different parts of Europe and with different needs have chosen to adopt BlueMooring to manage their moorings. Here is a focus on three users:



MPA of the Chausey Islands, France

The SyMEL (Syndicat Mixte Espaces Littoraux de la Manche) manages mooring areas in the Chausey archipelago. They chose the solution BlueMooring to be able to report data on visits, and to communicate to visitors crucial information such as regulations, restrictions and navigation rules.



MPA of the Penisola del Sinis, Italy

The MPA chose to meet the boaters' demand on administrative simplification and digital innovation, and thus adopted BlueMooring, a platform allowing the online payment of mooring fees.



Communauté de Communes du Golfe de St-Tropez, France

In the Gulf of Saint-Tropez, buoys are available and only dedicated to scuba diving.

The management team was looking for a tool to collect real time data on the activities in their buoy parks, and to facilitate the collection of field information.

The MPA managers who partnered with us benefit from a tool providing them with real-time information and records on visits they can incorporate in their environmental monitoring and share with authorities. BlueMooring automates payments and enables rangers to spend less time dealing with moorings, and more time on conservation activities.

In the field

From the 23rd to the 25th of November, our BlueMooring project manager Yousr Ben Fadhel was invited to present BlueMooring at the Turkish Ministry of Environment, Urbanization and Climate Change's workshop "Our Common Future: The Sea".



The objective of this workshop was to gather academics, researchers, public institutions, the private sector, non-governmental organizations, associations and international participants in order to discuss measures, implementation and case studies of different mooring buoys models.

Yoursr shared the promising results of BlueMooring with the panel managing boating activities in marine protected areas.

Finally, with BlueMooring, MPA managers benefit from a new communication channel with boaters to raise their awareness and inform on vulnerable ecosystems and species, such as *Posidonia oceanica* meadows, and on regulations in force inside the MPA.

BlueMooring offers compelling results

The marine protected area of the Penisola del Sinis – Isola di Mal di Ventre is known for its innovative initiatives for biodiversity conservation and visitors' commodities. It has several unique characteristics, including 95% of its marine surface covered with *Posidonia oceanica* meadows.

In 2003, the first buoy field appeared in the MPA. In 2020, the management body decided to implement mooring fees collection. BlueMooring has been the MPA's novelty for the 2022 summer season in order to digitalize and facilitate the process of fee collection.

In the field

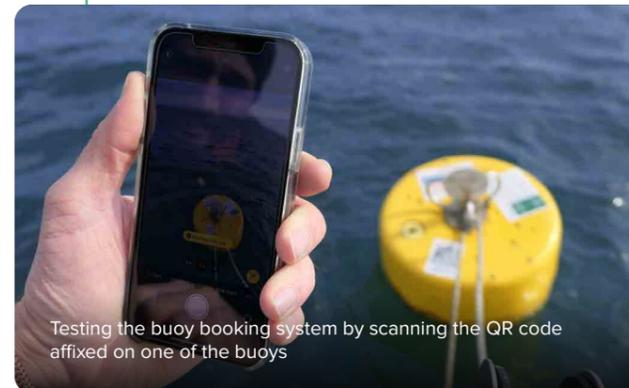
BlueMooring team members Yousr Ben Fadhel and Louis Vercauteren went on a field mission in Cabras, Italy on February 22-25 for the official launch of BlueMooring in the marine protected area of the Penisola del Sinis – Isola di Mal di Ventre.



Yoursr and Louis initiating the director of the MPA to the functioning of BlueMooring



The objective of this mission was to finalize the implementation of the new mooring management system BlueMooring on the field, with the presence of the marine protected area manager and the representatives of the MEDSEA Foundation.



Testing the buoy booking system by scanning the QR code affixed on one of the buoys



The MPA team giving Yousr and Louis a tour of the MPA with a representative of the MEDSEA Foundation

After a first successful 2022 season with BlueMooring implemented onsite, the MPA of the Penisola del Sinis - Isola di Mal di Ventre benefited from:

+50%

increase in daily bookings compared to when the MPA did not have an automatic fee collection system

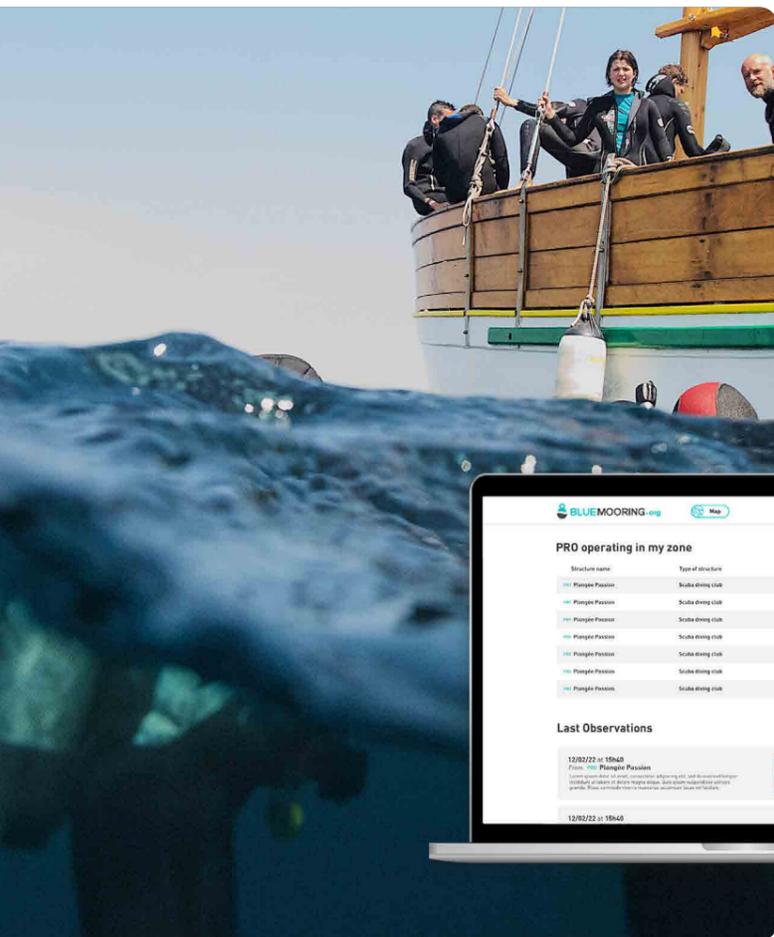
Collection of multiple data on visits

including boat types, nationalities, number of visitors per boat, most frequented areas and others

“We are very satisfied with this initiative and to be in some way a reference also for other Mediterranean MPAs. [...] With this new platform, we are making an important qualitative step” said Massimo Marras, director of the MPA.

This increase in mooring fees represents additional revenue for the marine protected area. In addition, the collection of insightful data on visits will help the MPA strengthen environmental monitoring activities and make improvements to its mooring infrastructure. The Sinis MPA chose to renew BlueMooring for the upcoming 2023 season.

BlueMooring keeps evolving



Since the end of 2021, BlueSeeds has been developing new features for BlueMooring.

These features facilitate the management of moorings dedicated to ecotourism professionals and optimize the follow-up of buoy maintenance through a notification system.

A special interface has been developed to fit the needs of professional users of buoys, such as diving clubs operating in the area.

It allows them to report their activity in real time and to send field observations directly to the site manager.

In the field

BlueSeeds has been working on strategies to implement eco-mooring infrastructures in the Mediterranean for several years.

In 2019 and 2020, BlueSeeds had supported WWF Turkey on a study related to the sustainable financing of the Kaş-Kekova SEPA (Special Environmental Protection Area). During this work had, the need emerged to develop an action plan for the implementation of eco-moorings in the SEPA, in order to reduce anchoring pressures.



Special Environmental Protection Area of Kaş Kekova, Turkey



Kaş, Turkey

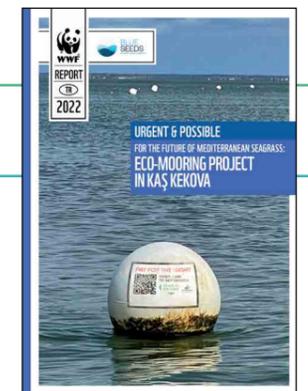
BlueSeeds drafted a report proposing different recommendations and steps to follow for this process.

On August 19-21, the mission of MPA project manager Guillaume Le Port in Turkey allowed to finalise this report and resume the work on the issues of eco-moorings in the Kaş-Kekova SEPA.

The report was updated and published in 2022 by WWF Turkey.

Take a further look

Ask us for our report *Urgent & Possible - For the Future of Mediterranean Seagrass: Eco-Mooring Project in Kaş Kekova* (WWF Turkey, 2022).



What's next in our work to develop eco-moorings in the Med?

BlueSeeds' goal is to prove and promote that well managed eco-mooring zones might have a great value not only for ecosystem resilience, but also for the socio-economic development of local communities.

To enhance the implementation and management of eco-mooring areas, BlueSeeds is working on a new generation of "regenerative" eco-moorings gathering multiple benefits to protect and manage in and around the area on a long-term perspective:

- Encourage passive restoration and allow access to local communities to climate credits for mitigation and adaptation,
- Generate new revenue (fees and carbon credits),
- Develop new opportunities for local markets by developing a "maritime marketplace",
- Regulate unregulated activities in exceptional coastal landscapes that suffer from popularity and overtourism,
- Raising awareness through communication materials, educational and recreational activities.



Our comprehensive approach will enable us to set a framework to upscale our solutions by developing a new business model, combining philanthropy for non-profit activities, mooring fees, payment for local goods and services and carbon credits for heavy investment (including materials and studies) and management.

Regarding BlueMooring, our mooring management tool has been entirely developed in collaboration with MPA managers and buoy fields managers in order to best meet their specific needs. Now that BlueMooring confirmed its proof of concept at pilot sites, BlueSeeds' main objective is to implement this replicable initiative on other marine areas and as a main and essential component of viability for our future regenerative eco-moorings.

Insightful data collection, time-saving functionalities, the possibility to communicate effectively with boaters and the flexibility offered by this tool—which is adaptable to any existing mooring area without any new infrastructure needed—will be the keys of success for BlueMooring.



Effective management of conservation

Ensuring collaboration in the conservation world

Stakeholders engagement and fostering collaboration are crucial to ensuring the effectiveness of marine conservation activities. For actors whose lives depend upon nature but whose primary mission is not to protect it, it is important to show them that the sustainable use of natural resources can bring them long-term benefits.

BlueSeeds mainly acts as an intermediary connecting conservation stakeholders with the economic world. This work also extends to the smooth running of the conservation projects that we carry out: with our partners, we work to connect or reconnect actors of influence in conservation who usually

do not communicate or are in conflict.

BlueSeeds is the secretary of Together for the Med, a network of 46 member organisations specialised in marine conservation inside which we have successfully established a true spirit of cooperation and sustainable funding prospects.

Through its blue entrepreneurship incubator, BlueSeeds works with partners on problems of social acceptability of MPAs, raising awareness on sustainability amongst small-scale fishers and inside their community, and strengthening collaboration between small business holders for the benefit of the environment.



© MedBycatch / Doğa Derneği

Promoting the 46-partner network Together for the Med

With the support of:



Together for the Med partners at the final evaluation of the MAVA Foundation's M4-M5 OAP projects in Sardinia, Italy

Together for the Med is a partnership of 46 organisations—composed of NGOs, international organisations, research centres, private companies, networks and foundations—committed to reducing fishing pressures on the Mediterranean biodiversity.

The partners have been working to create marine protected areas and ensuring their effective management, bring fisheries sustainability, protect seagrass meadows and coralligenous habitats, reduce depredation and accidental bycatches of vulnerable species and raise awareness on seafood consumption, amongst other subjects.



© Documentary *Sentinels of the Mediterranean*

In 2017, the MAVA Foundation brought financial support to marine conservation projects aimed at reducing fishing impacts and pressures on marine habitats and species in the Mediterranean Basin. Such a large-scale funding was a first in marine conservation in the region. When the end of this support was planned for October 2022 and announced two years before, the foundation made sure to accompany project managers through a soft transition phase and transferred network coordination to BlueSeeds and the IUCN Centre for Mediterranean Cooperation in 2020, the year the partnership was born.

Acting as the secretariat manager of the partnership, BlueSeeds has worked to ensure better communication between members and a strong advocacy for their activities to ensure sustainable funding for their conservation projects.

We have been working on sharing knowledge, expertise, and results between partners, and promote and communicate success stories to the general public.



Together for the Med partners at the UN Ocean Conference in Lisbon, Portugal

Take a further look

Watch the documentary *Sentinels of the Mediterranean*

Download the 2017-2022 impact report of the Together for the Med network on www.togetherforthemed.org



© Documentary *Sentinels of the Mediterranean*

BlueSeeds has been coordinating fundraising and collaborative project development for the marine conservation projects involved in the partnership. This coordination has included creating synergies and collaboration with other related initiatives and coalitions, like the Med Sea Alliance and the Marine Turtle Partnership.

As an example, BlueSeeds organised steering committees, communication and fundraising taskforces gathering partners, but also side events at international events such as the UN Ocean Conference in Portugal or the MAVA Donors' Fair in Tunisia.

In the field

In July 2022, MAVA held a Donors' Fair in Tunis to connect funders working in the Mediterranean with representatives of the partnerships of the MAVA Mediterranean programme. The event reunited around 40 participants from around the Mediterranean Basin. Each partnership held a dedicated session to present its work to date as well as future plans to the audience.

Together for the Med was represented onsite by Maire-Aude Sévin, director of operations for BlueSeeds, and two members of the network, the WWF MMI and the SPA/RAC. They met donors and presented to them the new collaborative projects Together for the Med was looking to finance. For this event, BlueSeeds prepared a brochure, web infographics to showcase the common results of the partnership and one-pagers to promote the projects requiring additional funds.



Connecting community members with our Blue Business Incubator

In collaboration with:



[Get more context on the Blue Business Incubator](#)

PAGE 14

In 2019, BlueSeeds carried out a social, environmental and economic diagnosis on the Croatian island of Lastovo within the framework of a sustainable fishing project WWF Adria was working on at the time.

This diagnosis highlighted a lack of communication between the various stakeholders on the island: the nature park was not accepted by the inhabitants, and particularly the fishermen, who saw the park's objectives as contrary to their interests. There was also little cooperation, with individual initiatives prevailing over collective ones.

In 2022, in collaboration with WWF Adria, BlueSeeds placed particular emphasis on re-establishing dialogue between all stakeholders, in order to create new opportunities for cooperation and to strengthen synergies between actors.

As soon as BlueSeeds arrived on the island in 2019, we realised the importance of being transparent about our project, strengthening the dialogue between stakeholders and gaining the trust of the inhabitants. We therefore paid particular attention to stakeholder engagement: on the one hand, we organised community meetings to publicly share our

objectives and vision, but also and above all, we intensified informal meetings with residents and entrepreneurs: it is indeed around a good meal that the most virtuous discussions take place!



Thus, the year 2022 was rich in exchanges between the island's stakeholders and our partners ZEF and WWF Adria, but always with the final vision of greater sustainability for the island. These discussions allowed us to be regularly informed by the BBI entrepreneurs of the evolution and next steps of their project.

In parallel, numerous meetings were held with the members of the fishermen's and farmers' cooperative. The creation of this cooperative in 2021 is one of the most tangible results of BBI and WWF Adria's small-scale fishing project. The aim of these meetings was to discuss the structure of the cooperative and the strategy for the coming months and years.

In the field



ZEF, WWF Adria and BlueSeeds with an entrepreneur of the island of Lastovo, Croatia

To finalise this first Blue Business Incubator, members of the BlueSeeds team travelled twice to Croatia to exchange with our partners and entrepreneurs eligible to receive loans to start their blue businesses.

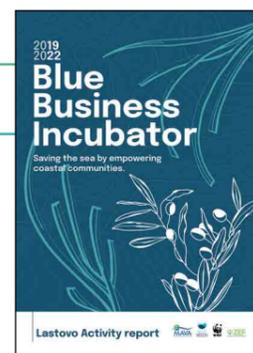
The first mission took place in March, in Zagreb at the offices of WWF Adria and ZEF. Since the MAVA Foundation's fundings for the Blue Business Incubator in Lastovo were to end in October 2022, the objective of this mission was to have strategic discussions on the finalisation of our first BBI and on launching a more ambitious second phase, extended to the whole Adriatic region.

The second mission took place in Lastovo in September. The objectives were to finalise the documents for the launch of the revolving fund and prepare the first loans; discuss with the entrepreneurs and gather content for the writing of an impact report; and finalise a concept note for the launch of a second Blue Business Incubator.



Take a further look

Get more information on what we have accomplished on the island of Lastovo, in Croatia. Ask us for the activity report!

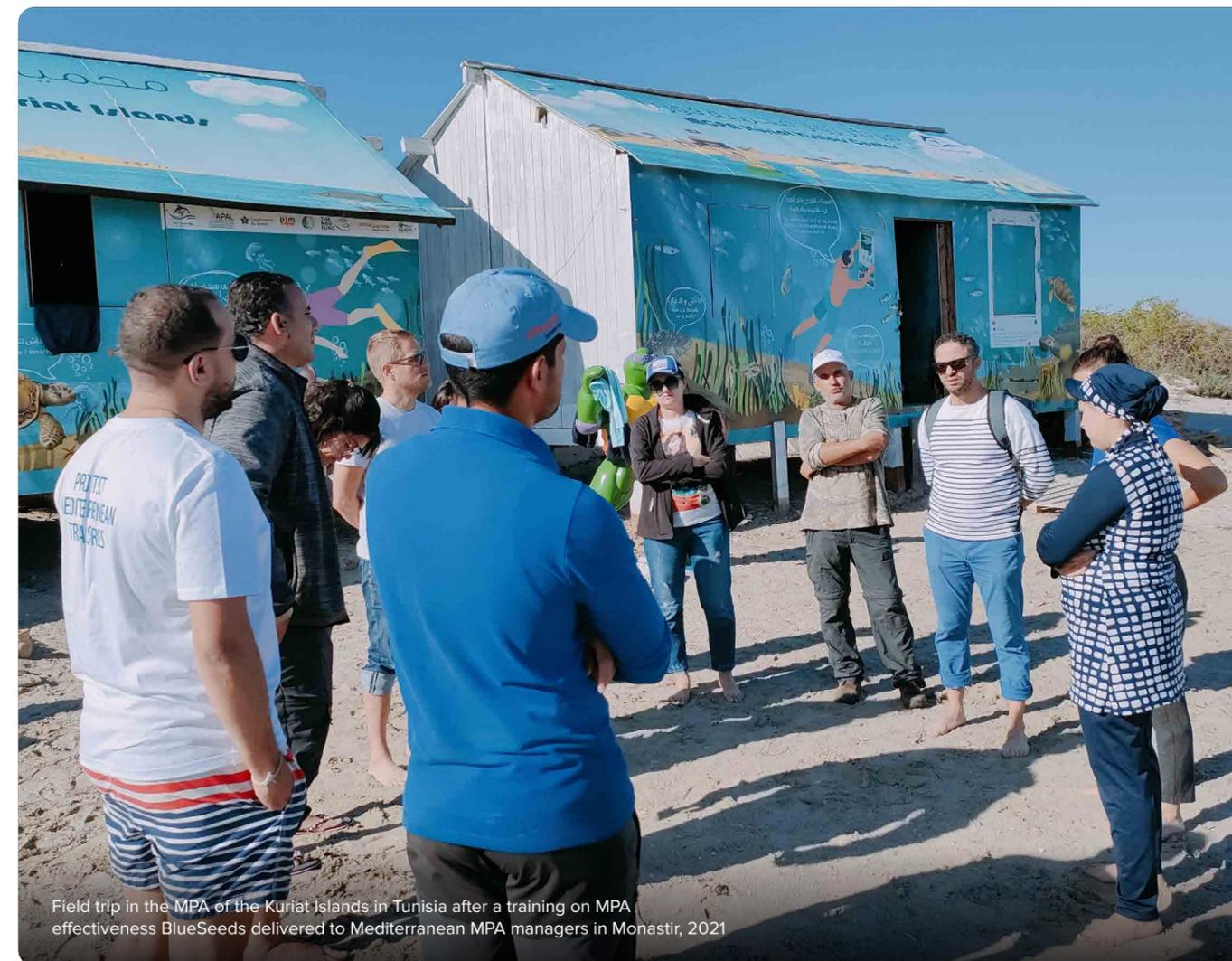


What's next on our work to foster collaboration between conservation stakeholders?

Through the Together for the Med secretariat, BlueSeeds and its partners will focus on increasing the coverage and effectiveness of MPAs and highly protected areas in the Mediterranean and strengthening relationships with small scale fishers.

The partnership will also be able to work in depth on other topics such as entrepreneurship and food chain assessment of marine resources, depredation and bycatch, law and regulation in close collaboration and under the umbrella of the FAO' General Fisheries Commission for the Mediterranean (GFCM) and the SPA-RAC, depending on the opportunities that arise with new donors interested in supporting the process.

Regarding our Blue Business Incubator, the Lastovo pilot site has proven the high replicability potential. We therefore hope to create new BBIs in the Adriatic but also launch new ones in other Mediterranean coastal communities and beyond. Our focus for 2023 will be on fundraising with the aim of establishing long-term relationships with donors to sustainably finance the project.



Field trip in the MPA of the Kuriat Islands in Tunisia after a training on MPA effectiveness BlueSeeds delivered to Mediterranean MPA managers in Monastir, 2021



Effective management of conservation

Studying the effectiveness of marine protected areas with experts

Positive impacts of MPAs are conservation of biodiversity, socio-economic development, and human well-being. MPA effectiveness is defined by a set of human activities that contribute to maintaining a functional and effective—meaning impactful—MPA over the long term. However, assessing the effectiveness and sustainability of an MPA is one of the main challenges of conservation projects. Since it is human activities that

contribute to a fully functional MPA, the evaluation of an MPA involves the evaluation of its operational management.

MPA management effectiveness is one of the areas of expertise of BlueSeeds. Yet, because of the complexity of environmental systems and of human behaviours, it is also a field where solutions can only be found through a multidisciplinary approach.

With the support of:



In this context, and within the “Co-Managed MPA / No-Take Zone” project funded by the MAVA Foundation, BlueSeeds organised a two-day workshop with international specialists on MPA management effectiveness on the 29th and 30th of March 2022. The objective of the workshop was two-fold:

1. Identify barriers to the effectiveness and sustainability of MPAs,
2. Propose concrete and operational solutions to lift those barriers.

The workshop was a time for sharing experiences, reviewing assessment tools and an opportunity to take stock of current management practices from several angles: environment, finance, innovation, management and partnerships, themes which are the five pillars of the BlueDiagnosis, BlueSeeds’ self-assessment tool for evaluating management effectiveness in MPAs.



There were many proposals for increasing management operability, several of which will need to be developed by BlueSeeds into new solutions applicable in the field. We thank our participants for these rich discussions on conservation efficiency, which has become a topical issue.



This workshop was key in confirming that BlueSeeds’ approach to supporting MPA managers is essential and that it has a decisive role to play in bringing innovative solutions to MPA managers. Beyond increasing the total area covered by MPAs, BlueSeeds encourages better management of MPAs, for greater efficiency and sustainability.

Take a further look

Get more information on the outcomes and conclusions reached at this workshop. Ask us for the report!



Events we took part in



February 7-11

Together for the Med's 4th Steering Committee & Fundraising Workshop

Malaga, Spain

As secretariat manager of the partnership Together for the Med, BlueSeeds invited partners to work on a fundraising strategy to anticipate the end of the MAVA Foundation's financing scheduled for October 2022.



February 16

Workshop on "High Seas Marine Protected Areas: Vast, Remote and Costly?"

Virtual event

BlueSeeds was invited to share knowledge on conservation finance that could lead to progress in building an effective management plan for future high-sea marine protected areas.



April 16-18

BlueMooring at the Arcachon Yachting Festival

Arcachon, France

BlueSeeds presented the buoy booking features of its mooring management tool BlueMooring to boaters and other attendees.



May 1-6

CCNet Conservation Coach Training

Tour du Valat, France

BlueSeeds' science officer Timothée Cook received a one-week training to become a coach to initiate conservation project managers to the Open Standards for the Practice of Conservation.



June 14-17

Final event of the Interreg Med projects MPA Engage and MPA NETWORKS

Session on "Financing, Investing in Healthy Marine Ecosystems for a Sustainable and Resilient Future"

Virtual intervention

BlueSeeds was invited to this session to share its feedback on the training on business planning we delivered to Mediterranean MPA managers for the MedPAN with the support of the Interreg MPA NETWORKS programme.



June 26

BlueMooring at the event O'DYSSEY – La journée des océans

Paris, France

BlueSeeds presented the buoy booking features of its mooring management tool BlueMooring to visitors and raised awareness on marine protected areas.



February 15

Blue Belt Programme's roundtable on "Exploring Sustainable Financing Mechanisms for Marine Protection and Management"

Virtual event

BlueSeeds was invited by the UK Government to share its experience and financing solutions with government officials of the British Overseas Territories.



March 29-30

Workshop on the "Management Effectiveness of Marine Protected Areas"

Marseille, France

BlueSeeds gathered MPA experts to identify obstacles to the effectiveness and sustainability of MPAs and propose concrete levers to overcome them.



April 6

Webinar on "BlueMooring: A Sustainable Solution for Managing MPA Moorings and Financing Marine Conservation Activities"

Virtual event

BlueSeeds presented BlueMooring, its mooring management tool for MPAs to conservation practitioners from different regions of the world.



2022 UN Ocean Conference

Lisbon, Portugal

June 30

Ocean & Climate Platform's side-event: "From Science to Action: Ocean of Solutions to Tackle the Climate & Biodiversity Crises"

BlueSeeds was invited as speaker to talk about the crucial role of marine protected areas in mitigating climate change and the funding gap they face to meet their goals.



June 30

Together for the Med's side-event: "From User Conflicts to Sustainable Fishing and Marine Conservation: Mediterranean Success Stories"

As secretariat managers of the partnership Together for the Med, BlueSeeds and the IUCN Centre for Mediterranean Cooperation organised this side-event to address the topics of sustainable fishing and the effectiveness of MPAs. We discussed the levers of success for marine conservation activities and synergies between conservation practitioners in the Mediterranean Sea.



July 4-5

Donors' Fair on MAVA's Mediterranean Partnerships

Tunis, Tunisia

As secretary, BlueSeeds promoted the 50-partner coalition Together for the Med to donors and philanthropic organisations invited by the MAVA Foundation.

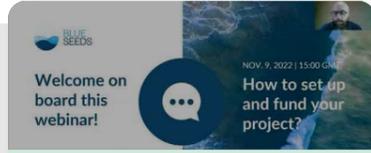


October 18

BlueMooring at the Forum Mouillage Méditerranée

Marseille, France

BlueSeeds presented BlueMooring, its mooring management tool to public and private actors initiating mooring infrastructure projects on the French Mediterranean coast.



November 9

Webinar on "How to set up and fund your conservation project?"

Virtual event

For the release of the new chapter of its Guide on financing mechanisms for MPAs, BlueSeeds organised a webinar "How to set up and fund your conservation project?".



November 23-24

Workshop on "Conservation and Management of Coastal and Marine Ecosystems - Implementation of Mooring Buoys Models"

Muğla, Turkey

BlueSeeds was invited to present BlueMooring, its mooring management tool to experts, researchers, governments officials and NGOs gathered to work on a Turkish roadmap on the protection of *Posidonia oceanica* meadows and the installation of mooring infrastructures.



UN Biodiversity Conference (COP15)

Montreal, Canada



December 14

Talks for Nature on "Together for the Med: Conciliation of Uses, Fisheries and Marine Biodiversity Protection" at the Mediterranean Corner

Virtual intervention

As secretariat managers of the partnership Together for the Med, BlueSeeds and the IUCN Mediterranean Centre of Cooperation presented the coalition's missions and activities to the attendees of the conference.



Sep. 27 - Oct. 2

BlueMooring at the yachting festival Grand Pavois

La Rochelle, France

BlueSeeds presented the buoy booking features of its mooring management tool BlueMooring to visitors and raised awareness on marine protected areas.



October 25-27

Regional Experience-Sharing Workshop on MPA Management Effectiveness

Session "Making the Case for Increased Investments in Mediterranean MPAs"

Petrovac, Montenegro

BlueSeeds presented its support programmes to establish financing mechanisms in marine protected areas and future projects to MPA managers, researchers, donors and NGO representatives.



October 28

2022 Route du Rhum yacht race

Conferences "Océan Engagé !" on "Financing a healthy ocean"

Saint-Malo, France

BlueSeeds was invited to present financing solutions to protect marine habitats, including its pre-financing facility BlueMove supporting sustainable small-scale fisheries, its mooring management tool BlueMooring and blue carbon financing mechanisms.



November 2-4

The Mediterranean leading the way - A cooperative framework to strengthen area-based nature conservation actions

Session on "Viable Ways to Create Enabling Environment for Nature Positive Economy in the Mediterranean: Identifying Needs and Ways for Investing in Biodiversity Conservation"

Brussel, Belgium

BlueSeeds was invited to talk about challenges surrounding conservation finance, with a focus on legal restrictions MPA managers face when diversifying their revenues and implementing local financing mechanisms. New financing opportunities were tackled, such as blended and blue carbon finance.



December 6

Screening of the documentary "Sentinels of the Mediterranean"

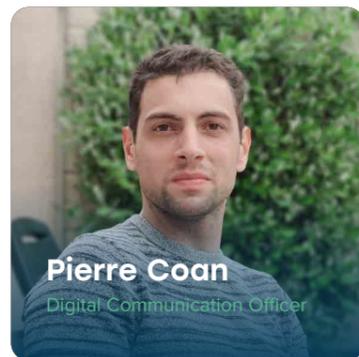
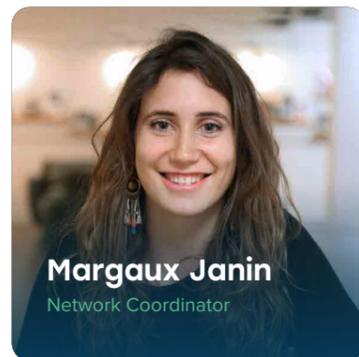
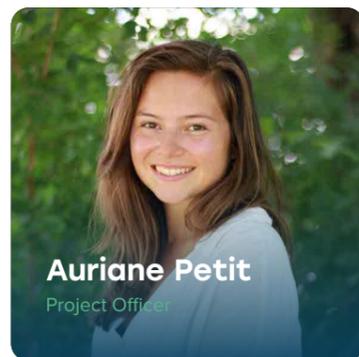
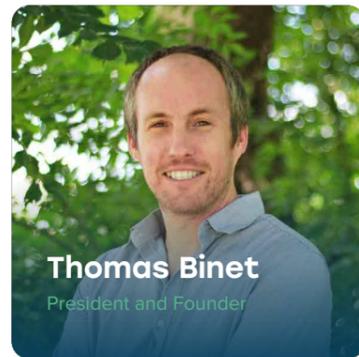
Bordeaux, France

In collaboration with Darwin Evolution and as secretariat manager of the partnership Together for the Med, BlueSeeds organised a screening of the documentary *Sentinels of the Mediterranean* we produced to promote the field work of the coalition members.

Our partners



Our team



Thank you

We thank Adèle, Louis, Agathe, Fernando and Lea, our former colleagues who contributed to BlueSeeds' mission and have now moved on to new adventures!

We welcomed new recruits!

Marie-Aude Sévin

Marie-Aude joined BlueSeeds to run the operations and the team.

She has 17 years of expertise in marine conservation for the French Biodiversity Agency and at the IUCN as Mediterranean Marine Programme Coordinator. She holds a MSc in Management from ESSEC Business School and BSc in Ecology at Paris-Saclay University.

Maxime de Lisle

Maxime joined BlueSeeds to build future projects and manage existing ones.

Maxime has 12 years of experience in strategy and project development, as Head of Growth in a start-up (x33 of revenue in 3,5 years) and Iraq Country Manager in a strategy consulting firm. He holds a MSc in Strategy from ESSEC Business School and BSc in Finance at Paris Dauphine University.



Contact us

You wish to collaborate with us on a conservation project?
Contact us by email at contact@bluseeds.org.

**Follow our
activities on:**



BlueSeeds
Darwin Eco-système
87 Quai des Queyries
33100 Bordeaux
France

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