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Annual Report  
2017-2018





“The sea is everything.”

- Jules Verne







# Annual Report 2017-2018\*

This international report reflects the combined operations of all Oceana organizations, including Oceana, Inc., and its affiliates, as well as information concerning Oceana Canada, an independent charity.

Together, the Oceana international organizations form the largest international advocacy group dedicated solely to ocean conservation. We are rebuilding abundant oceans by winning science-based policies in countries that control one-third of the world's wild fish catch.

With more than 200 victories that stop overfishing, habitat destruction, pollution and the killing of threatened species, Oceana's campaigns are delivering results. More than four million members, e-activists and social media followers support Oceana internationally.

Together, we can save the oceans and help feed the world. Oceana organizations have campaigners in North, South and Central America, Asia and Europe. To learn more, please visit [www.oceana.org](http://www.oceana.org).

\* This report features editorial content through June 30, 2018 and financial information for the calendar year 2017.

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**OCEANA** | Protecting the  
World's Oceans



# Letter From The CEO



**By the year 2050, humanity's numbers will grow to nearly 10 billion – an increase equal to adding nearly two more Chinas' worth of people. Already 795 million people are living in hunger. How are we going to feed all these people?**

The task of feeding everyone is already straining the world's resources. This fact is evident in many key metrics. 294,000 square kilometers of forests were cleared last year – an area the size of Italy – mostly for conversion of the land to food production. Aquifers are drained to irrigate vast fields of food crops. Livestock production is a chief driver of climate change, accounting for 14.5 percent of greenhouse gas emissions – roughly equivalent to the impact of the entire United States. Scientific surveys show that the biggest driver of biodiversity loss on the planet is agriculture. In effect, every animal that shares the planet with us is in a contest for shrinking terrestrial living space. Our hunger – literally, for food – is crowding out the natural places that land-based animals need for survival.

These facts forecast a bleak world in the year 2050. In a battle between hungry people and endangered species, it's easy to predict who wins. In fact, no prediction is required. History shows us the answer.

What if there were a way to help feed all those people that did not destroy terrestrial habitat, deplete fresh water aquifers or drive climate change? Suppose that opportunity also reduced cancer, obesity and heart disease?



We'd do everything we could to seize that opportunity, right?

As a contributor to Oceana, you already know the answer. An abundant ocean can feed a billion people a healthy seafood meal every day, forever. The oceans are a food resource that does not crowd out forests essential to endangered species, require fresh water irrigation or produce vast amounts of climate changing gasses. Yet data show that the total catch of wild ocean fish has been declining for more than twenty years.

Why? The simple answer: overfishing. The slightly more complicated answer would include habitat destruction and ocean pollution.

Now for some good news. Overfishing can be ended. Ocean nurseries can be protected. Ocean polluters can be stopped. Now, even better news. Many – some would say most – ocean fish are very fertile. Some lay eggs in the millions. Give these robust creatures a little bit of help, and they rebound quickly. Experience shows that many species could rebuild to high levels of abundance within a decade.

And when the oceans are full of fish, we can eat some and still leave enough in the water to reproduce and replenish the seas for next year. It's like spending the income, but not the principal, in your investment account.

The most biologically productive parts of the world's oceans are coastal. They are within exclusive economic zones that the law of the sea grants to coastal countries. That means that their fisheries, and their coastal pollution, are managed by that coastal country. International governance – with all its complexity and frequent disappointments – is not essential to rebuilding ocean abundance.

Ninety percent of the world's fisheries are located within the exclusive economic zones of just 29 countries and the European Union. Oceana now fields campaign teams in Belize, Brazil, Canada, Chile, the European Union, Mexico, Peru, the Philippines, the United Kingdom and the United States. The oceans of those places produce nearly a third of the world's ocean fish every year.



Country by country, we are making measurable progress in rebuilding global ocean abundance. We measure our progress by policy changes we win each year in these key countries. This past year was again filled with accomplishments, many of which are described for you in this annual report.

Several are historic. The Philippines protected Benham Bank, an extraordinary area of corals and fishery productivity. Belize formally protected its entire ocean from oil drilling, and in response the United Nations removed the Belizean reef from its list of endangered world heritage sites. Canada, for the first time in its long history, drafted a modern fishery law requiring science-based quotas and abundant fisheries.

But most impressively of all, Chile continued to lead the world in ocean conservation. This enormous country – its coast is 4,270 kilometers long and its ocean is five times the area of its land – has now fully protected 25 percent of its ocean, up from less than 1 percent when Oceana began its campaigns. Chile also stopped all bottom trawling in 98 percent of its ocean. Its fisheries are rebuilding. It protected the home of 80 percent of the world's Humboldt penguins from a huge industrial development. Chile's march toward modern, science-based ocean conservation was begun by President Sebastián Piñera and continued by President

Michelle Bachelet. Together, they have given their country, and the world, an extraordinary gift. They have, by rebuilding the abundance of the ninth most important fishing nation in the world, helped feed a hungry planet, protected threatened terrestrial animals against expanding agriculture, reduced aquifer depletion, improved human health and slowed climate change. What a legacy!

As a supporter of Oceana, you share this accomplishment. Your generosity makes these achievements possible. Please read this annual report with pleasure. There is much work to be done, but these pages will give you cause for optimism. Thank you for your loyalty, your encouragement and your generosity.

Sincerely,



Andrew Sharpless  
CEO





# Oceana's Approach

Oceana's mission is to win policy victories that restore the world's oceans. Why? Because doing so will make the seas — which cover two-thirds of our planet — more abundant and biodiverse. This mission matters because healthy marine ecosystems full of wildlife can also support fisheries that will feed more than a billion people in a truly sustainable way. We can preserve our natural wonders for future generations while protecting a food source — wild seafood — that requires no fresh water or arable land to produce, is responsible for minimal greenhouse gas emissions and provides cheap healthy protein to hungry people around the world.

Just 29 countries and the EU account for 90 percent of the global fish catch. We can — on a country by country basis — restore healthy oceans through responsible policymaking at the national level. Evidence from fisheries around the world has shown that, when the right measures are put in place, fish populations bounce back.

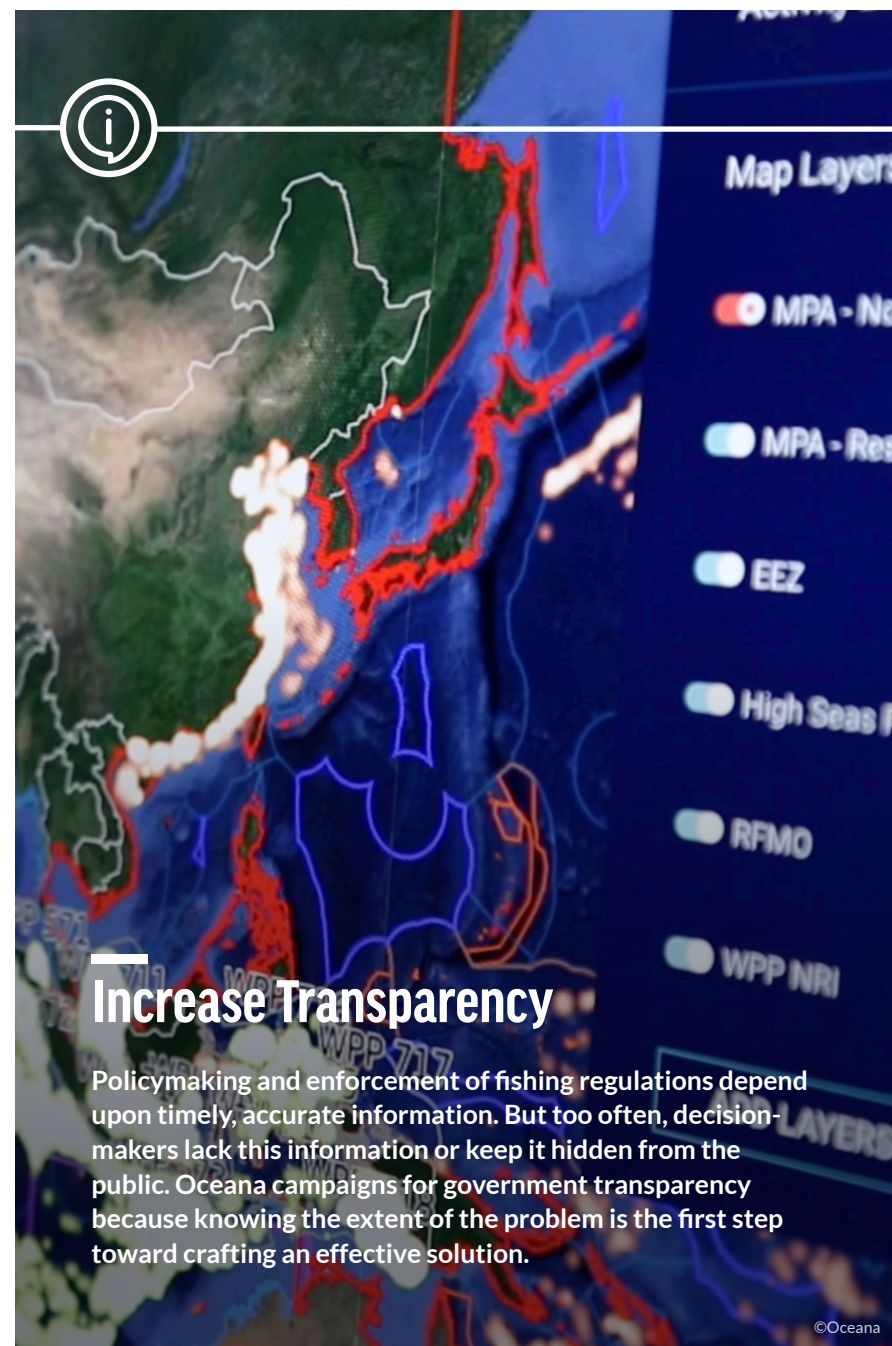
Oceana fights for policies that are based in science and rely on five proven strategies that help restore healthy oceans:



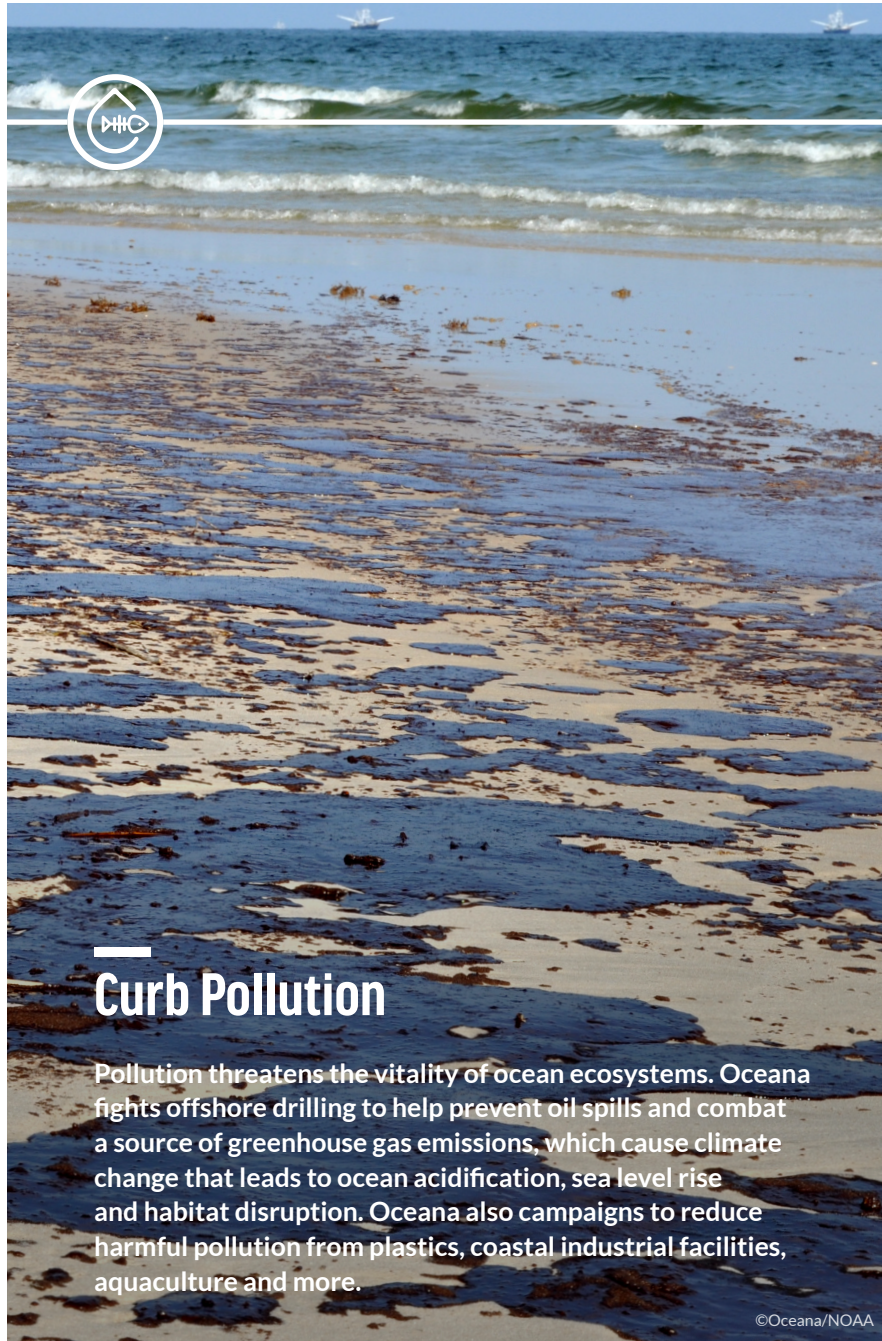












**Oceana has won more than 200 significant policy victories and protected 4.5 million square miles of ocean.**

*For a complete list of victories; visit [oceana.org/victories](https://oceana.org/victories)*



## How We Work

The good news is that we can restore the oceans to their former abundance. Since its founding, Oceana has won, together with our allies, over 200 victories and protected more than twelve million square kilometers (4.5 million square miles) of ocean. Oceana has the tools to win. We are:

### ✓ Campaign Driven:

We focus our resources on strategic, directed campaigns to achieve measurable outcomes that will protect and restore our oceans to former levels of abundance. Our campaigns are specific, targeted and designed to be won in a three- to five-year timeframe.

### ✓ Fact Based:

Our advocacy relies on scientific research to help us understand the ocean's problems and identify practical, effective solutions.

### ✓ Expedition Powered:

We recognize that identifying and documenting the oceans' most sensitive zones is a critical step to ensuring vibrant ecosystems, healthy ocean food webs and sustainable fisheries for the future. Oceana's expeditions have informed and empowered our campaigns across the globe.

### ✓ Multi-Disciplinary and Expert:

Our scientists work closely with our teams of economists, lawyers, communicators and advocates to achieve tangible results for the oceans.

### ✓ Supported By Citizens and Allies:

Oceana has a base of over four million supporters, including more than 840,000 Wavemakers. Our Ocean Council is a select group of business, policy and philanthropic leaders who represent and support Oceana's efforts on the global stage.







# 2017 - 2018 Victories

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From one of our earliest victories securing advanced wastewater treatment systems on cruise ships to reforming European Union fisheries policy to establishing a massive marine reserve in Chile, Oceana has effectively run successful campaigns around the globe for the past 16 years.

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We leverage law, science, grassroots, lobbying and strategic communications to win significant policy victories with allies around the world. Here's what we accomplished between January 2017 and June 2018:





## President Obama Protects Fish, Whales and More from Dangerous Seismic Airgun Blasting in the U.S. Atlantic Ocean

The Obama administration formally denied all pending permits to conduct seismic airgun blasting in the Atlantic Ocean. Seismic airgun blasting, an extremely loud and dangerous process used to search for potential oil and gas deposits deep below the ocean's surface, was originally proposed in an area twice the size of California, stretching from Delaware to Florida. Oceana helped mobilize more than 120 East Coast municipalities, over 1,200 elected officials and an alliance representing over 35,000 businesses and 500,000 fishing families in publicly opposing offshore drilling and/or seismic airgun blasting. These individuals and groups became involved to protect the area's nearly 1.4 million jobs and more than \$95 billion in gross domestic product from dirty offshore drilling activities. Oceana will continue to advocate for the United States' transition away from expanded offshore drilling and toward a clean energy economy, including the development of renewable energy sources such as offshore wind.







## Canada acts to make the status of fisheries more transparent to its citizens

After campaigning by Oceana and our partners, Fisheries and Oceans Canada released — for the first time — a comprehensive review of the status of Canadian fisheries. The government also announced that it will develop and implement rebuilding plans for 19 fisheries, all to be completed by March 2021. These first steps are major leaps forward for increasing fisheries management transparency and accountability in Canada.







## More Than 140,000 Square Miles of Fragile Seafloor Habitats Protected From Destructive Bottom Trawling off U.S. Pacific Coast

In a unanimous vote, the Pacific Fishery Management Council acted to protect more than 140,000 square miles of seafloor from bottom trawling, a destructive fishing practice in which heavy fishing gear is dragged across the seabed. This action will safeguard a unique variety of coral gardens, sponge beds, rocky reefs and deep-sea ecosystems that provide nurseries, food and shelter for many species — including lingcod, sablefish, flatfish, sharks, rays and more than 60 species of rockfish — important for both ocean abundance and commercial and recreational fishing. This victory for ocean diversity will more than double the area of protected seafloor in U.S. waters off California, Oregon and Washington. The fishery council's action will also restore fishing opportunities by opening some historic fishing grounds that were previously closed to bottom trawling while overfished rockfish populations recovered. This outcome comes after a decade of campaigning by Oceana and its allies and builds on previous work which secured more than 135,000 square miles of West Coast seafloor protections in 2006. Once these new measures are implemented, more than 90 percent of the U.S. West Coast's Exclusive Economic Zone (3-200 miles from shore) will be protected from bottom trawling.







## Chile Protects Juan Fernández Islands and Wildlife Found Nowhere Else on Earth

In a huge victory for Oceana, Chilean President Michelle Bachelet protected 262,000 square kilometers of ocean surrounding the Juan Fernández Islands. As documented by Oceana's expeditions, these islands, among the most biodiverse and productive ocean places are home to wildlife found nowhere else on the planet. Oceana worked closely with the local communities and small-scale fishers over several years to win protections for the sea while also preserving their own sustainable lobster and fishing efforts. Oceana also partnered with National Geographic's Pristine Seas project on this closure via joint expeditions, reports and direct advocacy. As a result of the Juan Fernández announcement and other closures resulting from campaigns by Oceana and its allies, 25 percent of Chile's ocean is now protected as no-take marine parks. This milestone has made Chile a true global leader in ocean conservation.





## Peru Agrees to Publish Vessel Tracking Data Through Global Fishing Watch to Help Fight Illegal Fishing

The government of Peru formalized its commitment to make its national vessel tracking data publicly available by signing a Memorandum of Understanding. The initial commitment, which was the result of Oceana's collaboration with the Peruvian government to increase transparency of commercial fishing in Peru's waters, was announced at the Ocean Conference hosted by the United Nations in June of 2017. The signed Memorandum will start the process to make Peru's Vessel Monitoring System (VMS) data publicly available through Global Fishing Watch, which provides the first global view of commercial fishing activity. This commitment matters because Peru, one of the most globally significant fishing nations and home to an enormous anchovy fishery (historically the world's largest), has committed to making its fishing fleet truly transparent. Peru's VMS data will add information from thousands of vessels to Global Fishing Watch, making it easier to identify, track and stop illegal fishing in Peru's oceans and empower the government to enforce its laws effectively.







## Brazil Introduces First-Ever Management Rules for Tainha, Begins Science-Based Management of Its Fisheries

The government's publishing of management rules for the tainha (mullet) fishery for the 2018 season marks a significant victory for Oceana and its allies in Brazil. For the first time, the country's critical tainha fishery will be governed by scientific management, including stock assessments and catch limits. When Oceana first arrived, Brazil collected almost no fisheries data and had no catch limits for any ocean fish, leading to overfishing and declining stocks. Oceana successfully brought together government officials, scientists and small-scale and commercial fishers to introduce some much-needed, science-based policymaking into Brazil's oceans.







## Philippines Creates Benham Bank Protected Area to Safeguard Unique Habitat, Corals and More

After campaigning by Oceana and its allies, the Philippines government created a marine protected area in Benham Bank, declaring 50,000 hectares as a strict protection zone where only scientific research will be permitted, as well as an additional 300,000 hectare Fisheries Management Area where active fishing gear will be banned. Oceana's 2016 expedition documented the stunning biodiversity and abundance in the region, and these new measures will help protect marine life, including coral reefs, whales, dolphins, sharks, rays and sea turtles. The area is also a spawning area for Pacific bluefin tuna, one of the most valuable fish on Earth.







## European Parliament Acts to End Overfishing in the North Sea

After advocacy from Oceana and its allies, members of the European Parliament voted for a robust, long-term and sustainable management plan for the North Sea. The multiannual management plan covers fish species living near the sea bottom and accounts for nearly one-third of all fish caught in EU waters, including species such as cod, haddock, whiting, sole, plaice and Norwegian lobster. The North Sea is one of Europe's most productive seas, making this an important step forward in restoring abundance to Europe's oceans.







## Belize Bans Offshore Oil Drilling, Protecting the Largest Barrier Reef in the Americas

Belize made history when it signed into law a moratorium on offshore oil exploration and drilling in the entirety of Belizean waters, which contain the second largest barrier reef system in the world (and the largest in the Western Hemisphere). This decision was the culmination of over seven years of campaigning by Oceana, its allies and the tens of thousands of Belizeans committed to stopping drilling in their barrier reef. The Belize Barrier Reef — a UNESCO World Heritage site since 1996 — is home to nearly 1,400 species and is critical to the livelihood of more than half of Belize's population due to its central role in Belizean tourism and fishing.







## Malta Expands Habitat Protections in Mediterranean

The government of Malta has announced the designation or expansion of eight marine protected areas in the Mediterranean. This announcement is the result of Oceana efforts that began in 2013, and the protections are based on the findings of two Oceana expeditions (2015 and 2016 LIFE BaHAR Expeditions). Oceana mapped out sandbanks, reefs and more than 89 marine caves through use of a Remotely Operated Vehicle (ROV) and scuba divers. After collecting and analyzing 310 hours of ROV footage and thousands of photos, we delivered a list of proposed sites for protection to the Maltese government that included seagrass meadows, bamboo coral gardens and habitat for cnidarians, sponges, a variety of other invertebrates and fish. With these new measures, 35 percent of Malta's waters are now protected. As a designation made under the Natura 2000 framework, national authorities are now responsible for drafting a management plan within six years — a key step toward ensuring the continued protection of these areas.








### Philippines' Protected Area Management Body Adopts Vessel Monitoring Requirement in the Tañon Strait to Combat Illegal Fishing

 Vessel monitoring, a key measure for effective law enforcement, will be required for all commercial fishing vessels entering the Tañon Strait. One of the Philippines' largest marine protected areas, the Tañon Strait is the country's very first protected seascape to require vessel monitoring for all transiting commercial fishing vessels. A 161-kilometer strip which connects the Visayan and Bohol Seas, the Tañon Strait lies between the islands of Cebu and Negros and hosts 63 percent of the country's coral species, plus 14 out of the country's 26 species of whales and dolphins. It is a rich fishing ground for artisanal fishers who live along its coast but is faced with pressures such as illegal commercial fishing, pollution and unplanned coastal development projects.

### New Pact Commits Nations to Rebuilding a Healthy Mediterranean Sea

 Ministers and high-level representatives from Mediterranean countries signed a historic declaration to address the fisheries crisis in the region. The ministerial declaration, Malta MedFish4Ever, will be the blueprint for cooperation and the sustainable development of fisheries for all coastal states in the Mediterranean over the next 10 years. For years, Oceana has campaigned for catch limits, better enforcement and habitat protections in order to rebuild depleted Mediterranean fish stocks. A recent study commissioned by Oceana revealed that Mediterranean catches could increase by 200 percent in some areas if managed effectively. The MedFish4Ever agreement is a critical political commitment to rebuilding Mediterranean fisheries.

### U.S. Takes Action to Protect West Coast Sardines from Overfishing for Third Consecutive Year

 The Pacific Fishery Management Council voted to keep the U.S. West Coast Pacific sardine fishery closed for the upcoming commercial season. This was because scientists estimated the sardine population in the water to be 86,586 metric tons and that there needed to be a population size equivalent to at least 150,000 metric tons to support a commercial fishery. This was the third year in a row where the commercial fishery was closed because of low sardine populations. Three years earlier, after the crash of the sardine population, Oceana led the fight and secured an emergency closure of the fishery; the fishery has not opened since. Ensuring that there are enough sardines in the water for fishing also ensures that there are enough sardines remaining in the sea to feed and support wildlife that depends on them for survival, including brown pelicans, humpback whales and sea lions. These decisions will also strengthen and speed up the rebuilding of sardine populations as ocean conditions become more favorable.

### Global Fishing Watch Becomes Independent Organization

 Global Fishing Watch uses cutting-edge technology to offer a never-before-seen view of commercial fishing activity worldwide. Founded in 2015 as a collaboration between Oceana, SkyTruth and Google, Global Fishing Watch became an independent 501c3 organization in 2017. Tony Long, who had previously directed The Pew Charitable Trusts' End Illegal Fishing Project and served for 27 years in the British Royal Navy, was hired as the organization's first permanent CEO in September 2017. Members of Oceana's leadership now serve on Global Fishing Watch's board of directors, and Oceana continues to use tools like Global Fishing Watch's mapping platform as it advocates for increased transparency at sea.



### U.S. Court Upholds Rule Requiring Traceability for At-Risk Seafood Imports



A federal court ruled in favor of upholding the Seafood Import Monitoring Program, rejecting a lawsuit that would have invalidated the rule. The program helps to reduce illegal, unreported and unregulated (IUU) fishing and seafood fraud by increasing seafood traceability. The Commerce Department program, also known as the Seafood Traceability Rule, was implemented by the US government following campaigning by Oceana. It requires seafood importers of species like tuna, grouper, swordfish, red snapper and blue crab to provide specific information before their products can enter the United States, including what kind of fish it is as well as how and where it was caught or farmed. Oceana (represented by Earthjustice), the Center for Biological Diversity and the Natural Resources Defense Council filed a joint amicus brief in support of the Seafood Traceability Rule.

### The Philippines Appoints a Special Prosecutor to Prosecute Illegal Commercial Fishing in One of the Country's Largest Marine Protected Areas



The government of the Philippines named a special prosecutor to pursue cases related to illegal fishing in the Tañon Strait, one of the largest MPAs in the Philippines. Despite its nearly two decades as a protected area, the Tañon Strait remained under constant pressure from illegal commercial fishing due to ineffective law enforcement. The appointment of a special prosecutor follows several other new enforcement measures for the Tañon Strait, including the use of vessel monitoring measures. The new special prosecutor has already received her first case.



Oceana campaigns for responsible fisheries management throughout the Philippines and is a key force in driving protection and better management for the Tañon Strait plus other municipal waters.

### Chile Protects Ocean Habitat and Wildlife, Bans Bottom Trawling in 98 Percent of Its Seas



Liesbeth van der Meer, Oceana's leader in Chile, sat next to Chile's Undersecretary of Fisheries, Pablo Berazaluce, as the country announced — in a joint statement with Oceana — that the country would ban bottom trawling in 98 percent of Chile's waters (specifically in its Exclusive Economic Zone, or EEZ). This decision puts Chile at the forefront of countries stopping this destructive fishing practice, in which large weighted nets are dragged across the ocean floor, clear-cutting and destroying ocean habitat while also netting tons of other wild life not targeted by fishermen.

### 21 Countries and the EU Protect Endangered Cold-Water Corals Throughout the Mediterranean



As a result of Oceana's advocacy, four deep-sea coral species will now be protected in the Mediterranean. The UN's Barcelona Convention, a multi-country regional sea convention, voted in favor of adding four additional coral species — cockscomb cup coral, yellow-tree coral, yellow coral and bamboo coral — to the list of endangered or threatened species in the Mediterranean Sea. This action will protect these animals and help to ensure the survival of marine life that live in and depend on these underwater coral gardens. The members of the Barcelona convention include: Algeria, Bosnia and Herzegovina, Croatia, Cyprus, Egypt, the European Union, France, Greece, Israel, Italy, Lebanon, Libya, Malta, Monaco, Montenegro, Morocco, Slovenia, Spain, Syria, Tunisia and Turkey.





### California Moves to Protect Hundreds of Forage Fish Species in State Waters



The state of California safeguarded hundreds of species of forage fish, the ocean's smallest schooling fish, from new and directed fisheries in all ocean waters of the state unless and until it can be demonstrated these tiny but critical fish, squids and krill can be caught without causing harm to the ecosystem and disrupting the ocean food web. With this decision, protections are now in place prohibiting directed fishing for these forage species in all U.S. ocean waters on the West Coast from shore out to 200 nautical miles. Along with Oceana's previous victory prohibiting a West Coast fishery for krill, now roughly 70 percent of the total weight of forage species in ocean waters off the West Coast is protected from directed fishing. Forage fish support an array of wildlife, including sea lions, whales, dolphins, birds and even bears and wolves, in addition to important species of recreational and commercial fish like tuna, salmon, swordfish, halibut and rockfish. These landmark protections are the result of over a decade of campaigning by Oceana and its allies, which include conservation groups, businesses, fishermen and policymakers.

### Legal Reform Makes EU's External Fishing Fleet More Transparent, Accountable and Sustainable



The European Commission, Parliament and Council of Fisheries Ministers announced a new regulation governing the European Union's extensive external fishing fleet. One third of total European catches are made on the high seas and in the waters of non-EU countries. Since 2008, the EU has authorized over 23,000 vessels to fish outside EU waters. The new law applies the same strict requirements to all EU vessels fishing in the waters of other nations, promoting responsible fishing around the world. The new rules also make it public for the first time which vessels fish where, including private agreements, where an EU-flagged vessel makes a direct contract with the government of a non-EU coastal state to fish in its waters. Finally, the new regulation stops so-called abusive reflagging, where a vessel repeatedly and rapidly changes its flag for the purposes of circumventing conservation measures. In total, the new law makes the EU external fleet one of the most transparent in the world. Oceana led a two-year campaign pushing for these new measures.

### Chilean Supreme Court Forces Salmon Farming Industry to Disclose Antibiotic Use



After Oceana waged a four-year legal battle, the Chilean Supreme Court ruled that the salmon farming industry in that country must disclose information about its use of antibiotics in aquaculture. Oceana fought for this measure because the industry has used alarming amounts of antibiotics, is a major cause of habitat degradation and poses risks to human health.

### Chile Rejects Major Industrial Project That Threatened Penguins, Whales and Fragile Habitat



In August 2017, following pressure from Oceana and its allies, Chile's Ministerial Committee made major national news by confirming the rejection of project Dominga, which would have built a massive port tied to new mining operations. The Andes Iron project had already been rejected by the Environmental Assessment Commission of Coquimbo in March 2017, but the mining company appealed the decision, causing the final verdict to fall on the Ministerial Committee. Dominga's environmental impact assessment was strongly questioned by scientists, Oceana and its allies because it didn't include basic required scientific information and didn't gauge the impacts that two open pit mines and a mega port would have on the marine ecosystem and the world renowned Humboldt Penguin National Reserve.







# On The Water



Around the world, Oceana's expeditions bring to life the essential underwater areas that we seek to protect. We document unique habitats and, using the photos, video and scientific data gathered on our expeditions, collaborate with local communities and partners to win the victories that protect these places.

Oceana's expeditions have helped us win recent protections in Malta, where we explored seagrass meadows, bamboo coral gardens, sandbanks, reefs and more than 89 marine caves. Our recommendations to the Maltese government led to the designation or expansion of eight marine protected areas.

In May 2018, the government of the Philippines created a marine protected area in Benham Bank after Oceana's 2016 expedition documented the stunning biodiversity and abundance in the region.

Oceana expeditions have also helped win recent victories that secured protections or improved management in Chile's Juan Fernández archipelago, the U.S. Pacific Ocean and other vibrant marine regions around the world.



Oceana has conducted more than 37 expeditions since our first voyage in 2005 – completing a record seven in 2017-2018

-  Oceana Offices
-  2017 Expeditions
-  2005-2016 Expeditions

Circle size corresponds to approximate expedition distance.







Brasilia





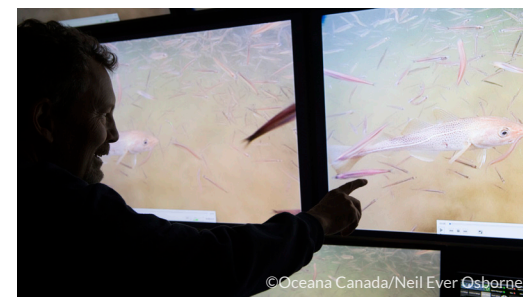
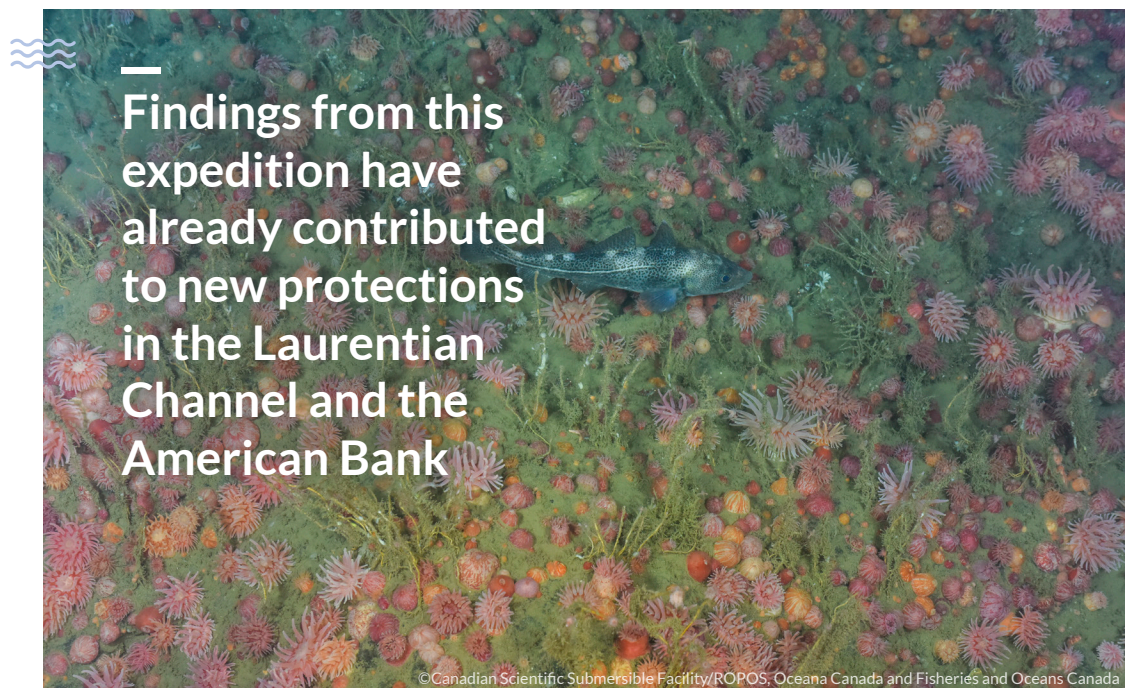
### CANADA, Gulf of St. Lawrence

In August 2017, the Gulf of St. Lawrence expedition set sail from Quebec City. Oceana Canada and the federal Department of Fisheries and Oceans, along with Oceana Senior Advisor Alexandra Cousteau, spent a week exploring four ecologically and biologically important areas off the coast of Nova Scotia and Quebec: the North and South Laurentian Channel, the American Bank and the Cape Breton Trough.

The team conducted in-depth visual exploration of the area, diving to depths of up to 400 meters using the remotely operated vehicle (ROV), ROPOS, one of the most advanced technologies available for deep-sea oceanographic exploration. With ROPOS, the team surveyed the sea floor, captured photos and videos of ocean habitat, learned about relationships between species and habitats and documented the locations of fragile habitats in need of protection. Video footage was broadcast live to the internet, providing a first-hand view of the seafloor to viewers around the world.

A team of scientists on a second research vessel recorded animals at the ocean surface, and documented sightings of seabirds, leatherback sea turtles, and marine mammals, including the endangered North Atlantic right whale.

The research conducted during the expedition has already contributed to new protection measures and management plans in the Laurentian Channel and the American Bank to protect high biodiversity and species-at-risk.







## CANADA, Central Coast of British Columbia

In March 2018, Oceana Canada, accompanied by Alexandra Cousteau, conducted an expedition in the fjords of coastal British Columbia. This expedition was undertaken in partnership with the Heiltsuk and Kitasoo/Xai'Xais First Nations, the federal Department of Fisheries and Oceans (DFO), the Central Coast Indigenous Resource Alliance (CCIRA) and Ocean Networks Canada (ONC). The areas explored were chosen for their high conservation value for species such as fragile coral and sponges. These habitats are important for rebuilding fish populations of significant food, spiritual and cultural importance for First Nations.

Building on a wealth of traditional knowledge and decades of First Nation-led science, coupled with technology and scientific expertise from DFO, Oceana Canada and ONC, the expedition focused on sites below depths of 200 meters where no scientific visual exploration had occurred. The data will help identify ecologically important areas for marine planning, protection of vulnerable species — such as rockfish — and habitats of high conservation value.



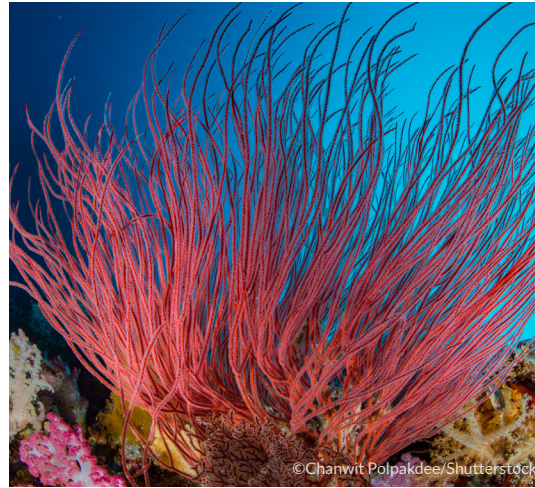




### CHILE, Easter Island

In 2017 and 2018, Oceana collaborated with the Catholic University of Coquimbo on expeditions to Easter Island. Both expeditions form part of the largest scientific project financed by the Chilean Government to obtain preliminary data on the marine fauna and ecology of these Pacific islands.

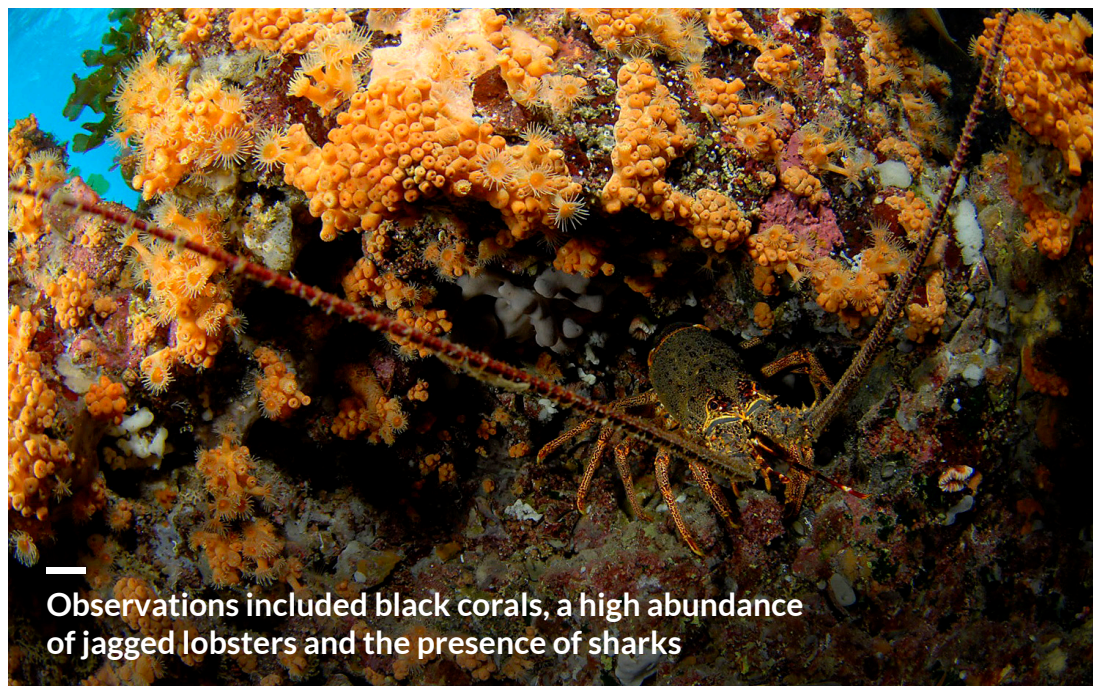
The results of this project will foster future sustainable management of the islands' natural resources and help manage existing or future marine protected areas and parks. Oceana's video footage helped identify at least six species of fish new to science as well as numerous new species of marine invertebrates, including two new species of whip corals.



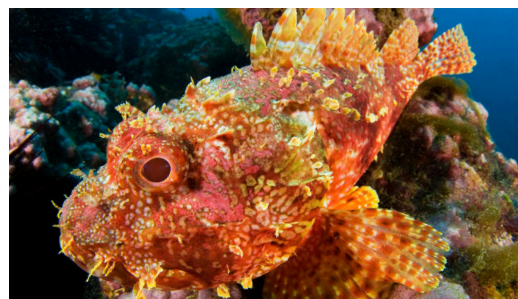
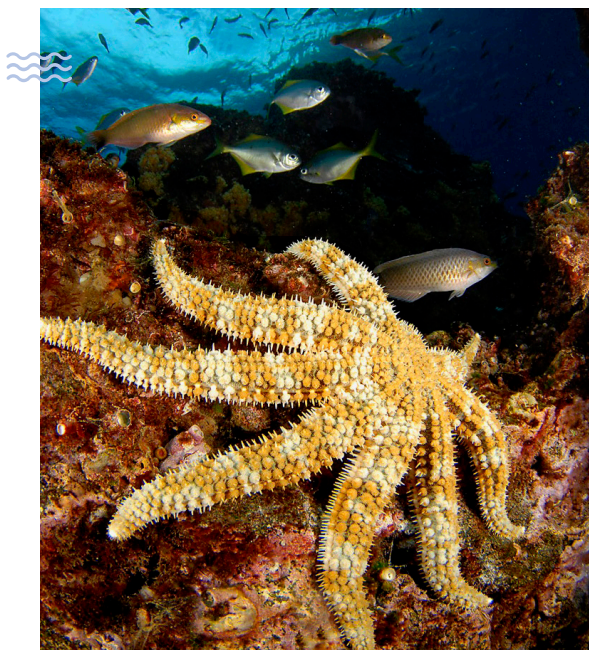
**The results of this project will help inform management of existing or future marine protected areas and parks**







Observations included black corals, a high abundance of jagged lobsters and the presence of sharks



©Oceana/Eduardo Sorensen



### CHILE, Juan Fernández – Alejandro Selkirk Island

Oceana's Chilean team undertook an expedition to explore and document the biodiversity of the Southwest Pacific seamounts. This expedition focused on the JF6 seamount, which is located between the Alexander Selkirk and Robinson Crusoe islands.

Although declared a marine park in 2016, this seamount had never before been the subject of scientific investigations. Using an ROV, Oceana's team descended 400 meters to the top of the seamount, where they identified 43 bottom-dwelling species. Among them were four new species and four fish that had not previously been found in the Juan Fernández Archipelago. Additional exciting observations included black corals, a high abundance of jagged lobsters and the presence of sharks.

This expedition also documented, for the first time, a Morwong fish feeding on algae that had become trapped in the branches of black corals. This observation was recorded at a depth of approximately 180 meters around Alexander Selkirk Island. Discovery of this food source explains why this herbivorous fish, a species endemic to the archipelago and an important resource for artisan fishermen of the archipelago, can be found at greater depths than previously expected.





CHILE,

### Pisagua area in Northern Chile

In October 2017, Oceana conducted its first expedition to northern Chile. The team took video recordings and biological samplings at four locations. These locations are being considered for future conservation efforts by scientists and the local government of the Tarapaca region, which is located close to the Peruvian border.

Oceana's 2017 expedition revealed that the bay of Pisagua, about 1,880 kilometers north of Santiago, has the most diverse and interesting marine ecosystem in the region. The bay of Pisagua is an important feeding and spawning habitat for anchoveta and was found to be rich in phytoplankton and sulfur-reducing bacteria. The presence of these bacteria is typical for some parts of the Humboldt Current System of Chile and Peru, and is considered to be an important factor for generating high biomass of small pelagic fishes such as sardines, mackerel or anchoveta.

In May 2018, the team conducted a second expedition, specifically to investigate marine life in the bay. The team successfully launched a dropcam and was able to document a high abundance of squat lobsters close to the shore.



Video recordings and biological sampling from this expedition will be used to inform future conservation efforts in the Tarpaca region





©Oceana/Claudio Almarza

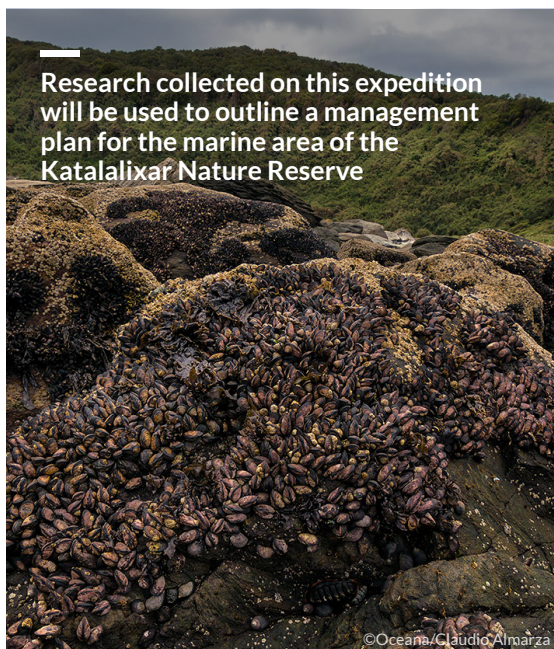


### CHILE, Katalalixar in Patagonia

A December 2017 expedition in Patagonia sought information about the geographical distribution of conservation targets. The research collected on this expedition will be used to outline a management plan for the marine area of the Katalalixar Nature Reserve. Teaming up with scientists from the Magallanes University in Punta Arenas and the National Forest Corporation, the team took biological samples and used an ROV to record video in the southeastern part of the reserve.

More than 80 species of macroalgae and 40 species of mollusks were found, marking the first time many of these species had been spotted in the southern part of South America. The team also documented high abundance of the macroalgae *Gigartina skottsbergii*, a species that is already overexploited in other parts of Patagonia.

Field experiments, carried out by the scientists on board the expedition vessel, revealed that growth of macroalgae differs significantly between each location, making it difficult to repopulate overexploited kelp forests. Oceana's video footage also documented the importance of these kelp forests as a habitat for juvenile fish and invertebrates.



Research collected on this expedition will be used to outline a management plan for the marine area of the Katalalixar Nature Reserve

©Oceana/Claudio Almarza



©Oceana



©Oceana/ Eduardo Sorensen





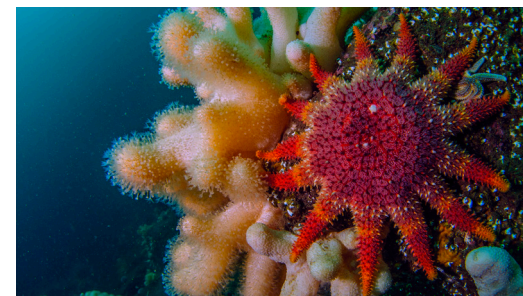
### EUROPE, North Sea

*UK, Norway, Denmark, Germany, The Netherlands*

From June to August 2017, Oceana carried out an eight-week North Sea research expedition documenting seafloor habitats and species in the waters of five countries (Denmark, Germany, Netherlands, Norway and the United Kingdom). The expedition, funded by the Dutch Postcode Lottery, gathered valuable first-hand data from 15 areas that were known or believed to be ecologically important, but from which scientific information was lacking. Sites included biodiversity hotspots, areas with threatened species and potential areas of essential fish habitat. The goal of this project was to strengthen the network of MPAs in the North Sea.

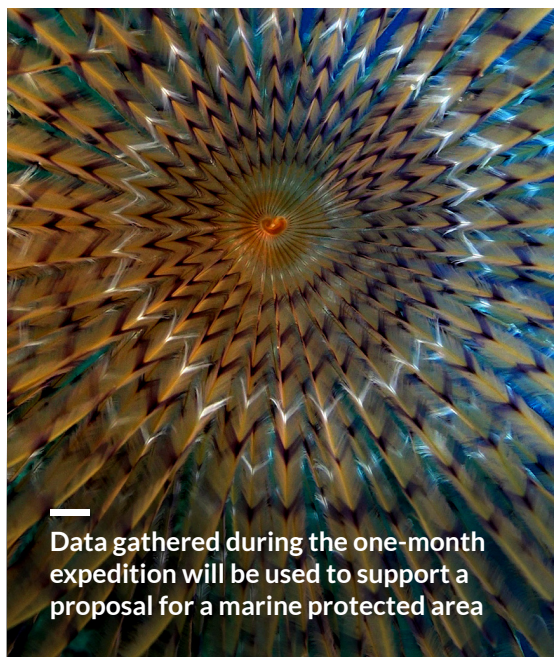
To maximize the impact and policy potential of the work, Oceana collaborated throughout the expedition with key government scientists, agencies, research institutions, and NGOs. For example, in Scottish waters, surveys carried out in collaboration with UK government scientists confirmed the presence of threatened seafloor habitats that should be protected under EU law. In the Netherlands, Oceana collaborated with the North Sea Foundation (Stichting De Noordzee) and three Dutch universities to collect data needed under the Dutch process to designate new MPAs. Surveys also led to the discovery of vulnerable habitats that should be legally protected. The expedition's findings are currently being analysed and proposals for MPA designation, extension and management will be developed by the end of 2018.

Expedition data is being analysed to inform proposals for MPA designation, extension, and management

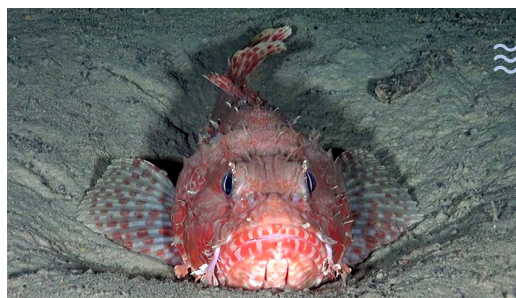


Photographs ©Oceana/Juan Cuetos





Data gathered during the one-month expedition will be used to support a proposal for a marine protected area



Photographs ©Oceana/Enrique Talledo



## EUROPE, Aeolian Islands

Oceana's one-month expedition to the Aeolian Islands unveiled stunning forests of threatened corals around the underwater volcanoes north of Sicily. Researchers explored seven areas of ecological interest and found critically endangered bamboo corals, threatened tree corals and black corals that were full of shark eggs, as well as many other habitats hosting an abundance of species. Based on these findings, Oceana will support the creation of a marine protected area in the archipelago to preserve the rich natural heritage of its waters.

The expedition was conducted on the Oceana Ranger, a research catamaran. Using an underwater robot, Oceana collected samples from the seabed and filmed and photographed at depths of up to 981 meters. Throughout the month at sea, very different environments were studied, including isolated seamounts, underwater banks and hydrothermal vents formed by volcanic activity. Data gathered during the expedition will be incorporated into a proposal for a new marine protected area that will safeguard both the biodiversity of the region and the livelihoods of local people who depend on its resources. This project was made possible thanks to the generous support of IF International Foundation, Pictet Charitable Foundation, SmileWave Fund and several individual donors.







Oceana achieves its goals by identifying the key decision-makers and then leveraging science, law, grassroots engagement, advocacy and strategic communications to win victories for the oceans.



**Science & Policy**



**Law**



**Grassroots Organizing & Advocacy**



**Strategic Communications**

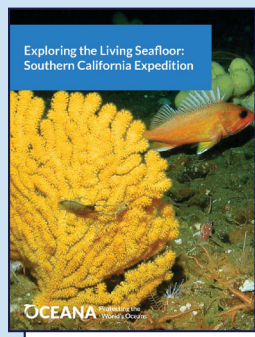






# Science & Policy Reports

Oceana wins victories for the oceans through effective campaigns based in science and research. Reports published in 2017 and through June 2018 include:



## Exploring the Living Seafloor: Southern California Expedition

This report discusses findings from a five-day research expedition in Pacific Ocean waters, focusing on five locations inside and offshore of the Channel Islands. Highlights included sightings of the cowcod rockfish—a species that was declared overfished in 2000 and not expected to recover until 2020

### Brazil

- + Understanding the Mullet Management Plan
- + Mullet SIG-SIF Data
- + Mullet Map Data

### Canada

- + Full Science Report - Collateral Damage: Bycatch of Marine Life in Canada's Commercial Fisheries
- + Collateral Damage: How to Reduce Bycatch in Canada's Commercial Fisheries
- + Fishery Audit 2017: Unlocking Canada's Potential For Abundant Oceans
- + Mystery Fish: Seafood Fraud in Canada and How to Stop it
- + Seafood Fraud and Mislabelling in Ottawa
- + Modern Slavery in Seafood Supply Chains Brief
- + Restoring Abundance in Canada's Fisheries: Presentation to the House of Commons Standing Committee on Fisheries and Oceans

### Chile

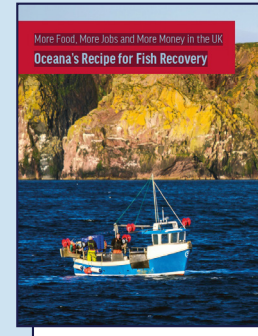
- + Observations Addendum 3 PAC Dominga Project
- + Proposal for the Creation of the Coastal Marine Protected Area of Multiple Uses in La Higuera and Isla Chañaral
- + Report on Benthic Biodiversity: Islotes Pájaros, Bajo El Toro and Chungungo Island
- + Expedition Report Juan Fernández 2017: Benthic Biodiversity in Filming of the JF6 Submarine Mountain
- + Use of Antibiotics in Chilean Salmon Farming: Causes, Effects and Associated Risks





## Public Information: Transparency in the Peruvian Fishing Sector

Oceana conducted a comparative analysis of the Fisheries Management Regulations (ROP), the main management instrument for Peruvian fisheries; interviewed experts and surveyed 202 people related to the Peruvian fishing sector.



## More Food, More Jobs and More Money in the UK: Oceana's Recipe for Fish Recovery

This study showcases the socio-economic benefits of rebuilding UK fisheries, making a political, economic and employment case for sustainable fishing. The findings conclude that if UK fisheries were managed sustainably over the next ten years, the socio-economic benefits could be significant.

### European Union

- + The Sound: Biodiversity, Threats and Transboundary Protection
- + Towards a Coherent, Well-Managed Network of EU Marie Protected Areas by 2020
- + Oceana's Recommendations on Fishing Opportunities for 2018 Baltic Sea Stocks
- + Fishing the Boundaries of Law: How the Exclusivity Clause in EU Fisheries Agreements was Undermined
- + Fishing Intensity in Mediterranean Natura 2000: How Monitoring Can Support Management & Conservation
- + The Impact of the EU IUU Regulation on Seafood Trade Flows
- + More Food, More Jobs and More Money in the UK: Oceana's Recipe for Fish Recovery

### Peru

- + Analysis of the First Anchovy Fishing Season 2017
- + Analysis of the Second Anchovy Fishing Season 2017
- + AIS and Fisheries Management- Conditions and Achievements
- + Analysis and Recommendations - Transparency in the Fisheries Sector
- + Second Season of Anchovy Fishing 2016: Landings, Capture of Juveniles and Access to Public Information

### Philippines

- + Cebuano Primer on the Amended Fisheries Code

### U.S.

- + No More Hiding at Sea: Transshipping Exposed
- + Economic Impact of Shark Diving in Florida
- + Ecological Atlas of the Bering, Chukchi and Beaufort Seas
- + Exploring the Living Seafloor: Southern California Expedition
- + Fishing for Answers: How Marine Wildlife and Commercial Fishing Overlap
- + Avoiding Detection: Global Case Studies of Possible AIS Avoidance
- + Clean Coast Economy





# Law

Oceana leverages the law to ensure that protections are enforced, species are protected and policies are effectively implemented. Our legal efforts help to win victories by ensuring that governments finalize new rules and protections, follow science-based management principles and enforce key provisions of laws. Our efforts in court make real, in-the-water change happen.



## Spain: Punishing Oil Spills and Validating NGO Involvement in Environmental Cases

In March 2011, oil discharges from two vessels took place along the Spanish Mediterranean coast. These discharges violated the law, but the Ministry of Public Works denied Oceana's request to participate as an interested person in the sanctioning procedures. Oceana filed suit on April 23, 2013. In 2017, the highest court in the Spanish judicial system affirmed Oceana's right to participate, setting an important precedent protecting the right of public interest groups to participate in environmental cases in Spain.

From January 2017 through June 2018, Oceana was involved in more than a dozen cases, fighting in court around the world to help restore and protect healthy oceans.

Our legal efforts rely on Oceana's in-house lawyers as well as outside legal help, including substantial in-kind pro bono contributions from Akin Gump Strauss Hauer & Feld, Sheppard Mullin Richter & Hampton and Jenner Block.

 Indicates an Oceana Win

## Chile: Opposing New Mining and Port Facilities at Dominga







## **United States: Fighting for Science Based Fishery Management**

The government set an irresponsible annual catch limit of 25,000 metric tons for the northern anchovy fishery in California, even though the best available science suggested this might be more than the entire anchovy population. In setting this catch limit, the Fisheries Service relied on decades-old estimates and arbitrarily rejected the more recent science. Oceana stood up for responsible management and filed a complaint in federal district court. On January 18, 2018, the Court ruled for Oceana, finding that the challenged overfishing limit, acceptable biological catch and annual catch limit were not based on the best scientific information available.



### **Reduce Bycatch**

- + United States: Protecting Whales, Sea Turtles and Other Endangered Species from West Coast Drift Gillnet Bycatch
- + United States: Protecting Dusky Sharks from Bycatch
- + United States: Northeast Trawl Fisheries Biological Opinions
- + United States: Stopping Overfishing in the Northeast Through Bycatch Monitoring and Reporting
- + United States: Protecting Endangered Sea Turtles Southeast Shrimp Trawl Fisheries
- + United States: Protecting Endangered Sea Turtles East Coast

- United States: Protecting Endangered Sea Turtles from Atlantic Sea Scallop Fishing**



### **Stop Overfishing**

- Brazil: Defending Government Efforts to Establish Sustainable Fishing**
- + United States: Defending Closures and Catch Limits in the Aleutian Islands to Protect Endangered Steller Sea Lions



### **Increase Transparency**

- United States: Fighting Seafood Fraud by Defending U.S. Seafood Import Monitoring Program**



### **Protecting Habitat**

- + Chile: Defending Special Humboldt Penguin Habitat from Destructive Mining and Shipping Development
- + Spain: Protecting the Menorca Channel and Balearic Seamounts from Bottom Trawling





# Grassroots Organizing & Advocacy

Oceana and our supporters use the power of grassroots activism to advocate for responsible ocean policies. When communities speak up, their elected officials listen.



## Belize

Following the approval of seismic testing in late 2016 in Belize, massive public outcry resulted in decisive action from the government. In August 2017, Prime Minister Dean Barrow announced plans for an indefinite moratorium on offshore oil activity after consulting with Oceana and the Belize Coalition to Save our National Heritage. The moratorium became law on December 30, 2017, and Belize became the first country in the world to completely ban offshore oil and gas development.

## United States

In the United States, Oceana's campaigners have fought against new offshore drilling and seismic airgun blasting on the East and West Coasts. Our grassroots efforts have organized an incredible number of supporters to protect our coasts from offshore oil and gas drilling and exploration. As of June 2018, more than 220 East Coast municipalities and over 1,300 local, state and federal elected officials have opposed offshore oil and gas drilling and exploration. Nearly all the governors along the East and West coasts — Republicans and Democrats alike — have expressed concerns with and/or opposition to expanded oil and gas exploration, development and production off their coasts. Along the Atlantic Coast, numerous fishing and tourism interests, including local chambers of commerce, tourism and restaurant associations and an alliance representing over 41,000 businesses and 500,000 fishing families from Florida to Maine also strongly oppose oil exploration and/or development off the East Coast.

## Chile

In February 2018, the government of Chile officially decreed the creation of the Juan Fernández Islands Marine Park and the expansion of its Marine Protected Area. Beginning in 2009, expeditions by National Geographic's Pristine Seas initiative and Oceana documented the unique biodiversity of this area. To advocate for these protections, Oceana engaged with the local community, including the approximately 150 fishing families of Juan Fernández. By amplifying their voices and working alongside Mayor Felipe Paredes, Oceana and our allies showed how the Juan Fernández fishing community was a global model for marine conservation. Our efforts demonstrated the need for a marine park that would protect these families' livelihoods as well as the irreplaceable ecosystems.

## Philippines

To enforce laws against illegal fishing in the Tañon Strait, teams at Oceana and Rare worked closely with local government officials, including the fisheries bureau, governors and local mayors, to convene the 350-member Tañon Strait Protected Area Management Board (PAMB) for the first time ever in 2015. This board had existed on paper since 1998, but had never officially met.

Oceana and Rare's teams have also leveraged the leadership of Mayor John Geesnell Yap of Tagbilaran, an alumnus of Rare's program, to create positive peer pressure and force other mayors to get involved in the fight against illegal commercial fishing.

In 2017, Oceana's team in the Philippines also rallied grassroots support — including an effort that gathered more than 26,000 signatures — to campaign successfully for Benham Bank protections.





## Advocacy

Oceana's advocates have campaigned for a bill in the U.S. Congress that would end the trade of shark fin products in the **United States**. By mid-2018, the Shark Fin Trade Elimination Act had 267 bipartisan cosponsors in the House. Companion legislation in the Senate passed out of the Commerce Committee with only one negative vote.

Oceana's teams also helped fight off legislative attacks on the Endangered Species Act, Marine Mammal Protection Act, National Environmental Policy Act and the Magnuson-Stevens Act.

In **Canada**, Oceana's advocates successfully campaigned for governmental transparency in the status of commercial fish stocks. Our teams are also working to ensure that the Fisheries Act requires science-based management and rebuilding actions in fisheries management.

The efforts of Oceana's team in **Chile** resulted in President Michelle Bachelet and other governmental officials designating new marine protected areas in the Juan Fernández archipelago and Patagonia while also advancing a proposal to ban bottom trawling in 98 percent of Chile's EEZ.

In the **Philippines**, we are advocating for vessel monitoring for all commercial vessels in Tañon Strait, responsible management of the country's sardine fishery and a ban on destructive fishing gear.

In **Peru**, Oceana is the leading voice campaigning for science-based management of the anchoveta, one of the world's largest fisheries. Our advocates are also fighting for legislation that would reduce single-use plastics.

Oceana teams in the **European Union** are successfully campaigning for responsible fishing measures, including new rules to reduce the catch of juvenile fish, a new legal framework for regulation of the EU's external fishing fleet and science-based fishing quotas.





# Strategic Communications

Oceana's campaigners design media and communications strategies that target key decision-makers, inform the public and celebrate our victories. Here are some of our press highlights from 2017-2018:

How One Country Is Restoring Its Damaged Ocean



Insurers Tighten Net On Pirate Fishing



In the Philippines, Dynamite Fishing Decimates Entire Ocean Food Chains

*The New York Times*

Fishing Boats 'Going Dark' Raise Suspicion Of Illegal Catches



Trump Administration Drops Florida From Offshore Drilling Plan

*The New York Times*

Lily Tomlin, Sam Waterston, Ted Danson Make a Splash at Oceana's SeaChange Summer Party



The Penguins that Toppled Two Ministers

**EL PAÍS**

Dozens of Canadian Fish Stocks in Critical Condition



Experts Indicate that Dominga's Environmental Assessment has Not Yet Ended

**EL MERCURIO**

Researchers Map Massive Global Footprint of Industrial Fishing



Fishing for Trouble: How Europe is Losing Money by Overfishing



Oceana Arrives in Mexico and Calls to Protect the Country's Seas



Philippine Seas, a Documentary by Atom Araullo



Bill in Congress Aims to Take Shark Fins Off the Menu Throughout the United States

*Los Angeles Times*

Trump Offshore Oil Plan Threatens Millions of Jobs

*Daily Mail*

Florida Sharks Worth More Alive Than Dead, Study Finds

*Miami Herald*



# 4.4 Million Supporters Around the World

Through June 2018, Oceana built a global supporter base of over four million friends, members, advocates and allies including:

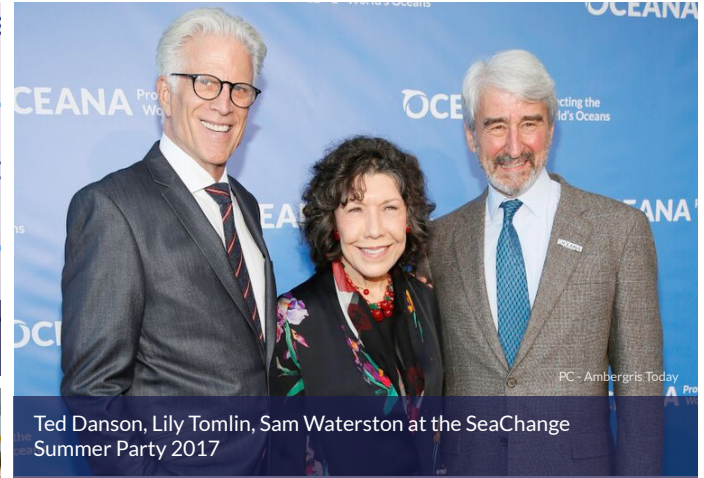
- » 840,000 Wavemakers
- » 2.44 million Facebook fans
- » 367,000 followers on Twitter
- » 610,000 followers on Instagram

Oceana supporters engaged in five million actions for ocean conservation over the course of the year.

A historic science symposium in Canada, recognizing citizen Ocean Heroes in the Philippines and Belize and the opening of “Chile, heirs of the sea” photo exhibition in Santiago are just a few of the many activities Oceana took part in this year. In 2017 and the first half of 2018, our work and communications efforts generated more than 2,000 media hits a month. Take a look at some of our top moments from around the world:



Ted Danson and Adrian Grenier at the 2017 New York Gala



Ted Danson, Lily Tomlin, Sam Waterston at the SeaChange Summer Party 2017



Launch of the Parliamentary Front in Defense of the Fishing Sector in Rio Grande do Sul



PSA shoot with Nina Dobrev in the Bahamas



Screening on the façade of the Spanish Parliament of underwater footage filmed during Oceana expeditions



Ted Danson, Andy Sharpless and Keith Addis pose during a photo shoot with Variety Magazine





San Pedro Celebrates Hands Across the Sand 2017

PC - The San Pedro Sun



@The San Pedro Sun



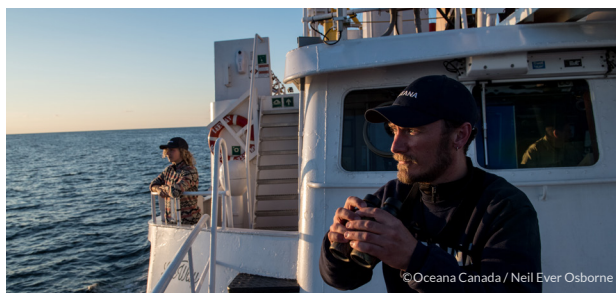
San Pedro residents protest against offshore oil in Belize

Ambergris Today



©Oceana

Campaign director Lora Snyder testifying before the House Committee on Oversight and Government Reform's Subcommittee on the Interior, Energy and Environment on November 2, 2017



©Oceana Canada / Neil Ever Osborne

Oceana Canada's Fisheries Scientist Devan Archibald and Marine Scientist Alexandra Vance, conducted pelagic surveys during the Gulf of St. Lawrence expedition in August of 2017



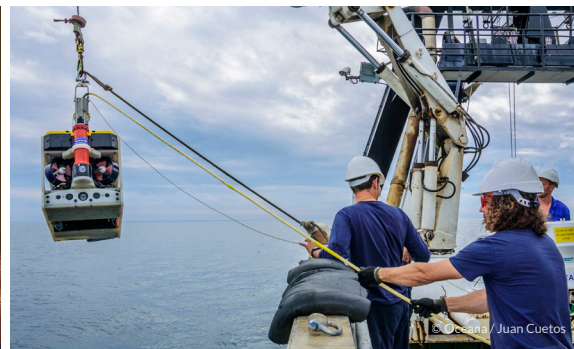
©Oceana Canada / Evermaven

Mel Innes, Hereditary Chief Heiltsuk First Nation, helped narrate the livestream footage of the seafloor



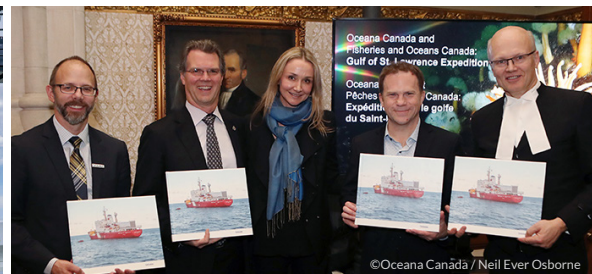
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Interview in Peru with board member César Gaviria



©Oceana / Juan Cuetos

North Sea Expedition in 2017



©Oceana Canada / Neil Ever Osborne

Oceana Canada's Executive Director Josh Laughren and Oceana Senior Advisor Alexandra Cousteau present photo books to Members of Parliament at a habitat protection campaign event in Ottawa





A Beatles-inspired image snapped from one of Oceana's campaign pushes for the Department of Environment and Natural Resources (DENR) to have Benham Bank declared as a 'no-take' zone.



Chief Policy Officer for North America Jacqueline Savitz speaking at the TEDxMidAtlantic conference



Jim Simon (President, Oceana), Roberto Seminario (Ambassador, Peru Ministry of Foreign Affairs), Hector Soldi (Vice Minister of Fisheries and Aquaculture of Peru), Maria Elena Rojas (FAO) and Patricia Majluf (Vice President for Peru, Oceana) celebrate a victory for transparency in Peru



Activist Miranda Cosgrove joins Assistant Secretary of Commerce Admiral Timothy Gallaudet, Oceana's Chief Policy Officer for North America Jacqueline Savitz, Oceana's Senior Director for Federal Policy Lara Levison and others to celebrate the anniversary of the Marine Mammal Protection Act on Capitol Hill, November 15, 2017



Oceana campaigners with Philippine Department of Environment and Natural Resources Undersecretary Jonas Leones



Board member Ted Danson speaking at an offshore drilling rally in Laguna Beach on February 3, 2018



# Support Oceana

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## Donate to Oceana

Each of us has the power to help save the oceans and feed the world. Your support allows Oceana to carry out targeted campaigns to end overfishing, limit bycatch, protect habitats, curb ocean pollution and increase the transparency of governance. Oceana wins victories that restore ocean abundance and biodiversity for generations to come. Become part of a growing base of ocean advocates by joining Oceana today.

You can provide financial contributions to Oceana via web, phone or mail. Credit card donations may be made on a sustaining basis by designating a monthly, quarterly or annual contribution. Checks may be mailed to our headquarters at the address below. Supporters who give \$1,000 or more annually receive a variety of benefits, including the Oceana magazine, invitations to special events and updates throughout the year.

Visit us at [www.oceana.org/donate](http://www.oceana.org/donate).

Oceana, Inc.  
1025 Connecticut Ave. NW, Suite 200  
Washington, DC 20036

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## Make a Gift of Appreciated Stock

Stocks held for more than one year are eligible for a tax deduction for the stock's full market value, and you also save by paying no capital gains taxes. Please visit [www.oceana.org/support](http://www.oceana.org/support) for more information.

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## Planned Gifts and Bequests

Contribute to the long-term revitalization of our oceans by making a planned gift. Support Oceana and receive tax benefits during your lifetime. For further information, please contact Nancy Golden at [ngolden@oceana.org](mailto:ngolden@oceana.org) or (202) 467-1924.

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## Adopt an Animal

Many of the world's most iconic creatures rely on healthy oceans for their habitat and food. Adopting a sea creature is the perfect gift for friends and family and supports Oceana's campaigns. Show your support for ocean conservation with an animal plush, t-shirt or other item from our gift center at <http://gift.oceana.org>.

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## Follow Oceana

Follow Oceana on social media for breaking news from all around the world and insights into our research and campaigns.



@Oceana



@Oceana



@Oceana



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## Take Action

Become a Wavemaker and join supporters from around the world who have signed up with Oceana to save our oceans from destruction. Being a Wavemaker means you won't stand by while shrimp nets drown sea turtles and airgun blasts deafen dolphins to enable offshore oil drilling. With you by our side, we can fight these and other threats.

Every day, more irreplaceable ocean places — like coral gardens and whale nurseries — are threatened by destructive fishing and pollution. Take action to help protect our oceans by visiting [www.oceana.org/take-action](http://www.oceana.org/take-action).

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## Make Every Day Earth Day

Oceana is a member of EarthShare, a federation that represents the nation's most respected environmental and conservation charities in hundreds of workplace giving campaigns. To find out how you and your workplace can support Oceana through an EarthShare campaign, call Jon Frank at (202) 467-1949.

# By the Numbers



Facebook Followers:

**2.44 Million**

Twitter Followers:

**367,000**

Instagram Followers:

**610,000**

Wavemakers:

**840,000**

\$ Raised via Online Giving

**2.62 Million**

Supporter Actions

**17 Million**



# Financial Summary

Oceana's contributors provided the support that is essential to our campaigns to preserve and rebuild ocean life. In 2017, Oceana received cash and commitments from our generous donors totaling \$53 million, of which approximately \$35 million was time- or program- restricted support and approximately \$18 million was unrestricted.

Expenses totaled \$43 million in 2017, of which \$25 million was paid from restricted funds, and \$18 million was paid from unrestricted funds. Of every dollar of expenses, approximately 75 cents were spent directly on Oceana's programs. The remainder was spent on general and administrative costs (about 17 cents) and raising funds (about 8 cents).

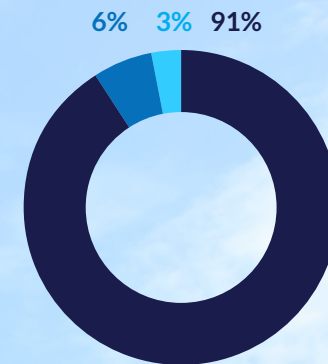
Oceana ended 2017 with \$37 million in net assets available for use in 2018 and beyond.

Financial data was derived from audited financial statements, copies of which are available upon request, and are posted on the websites for the following Oceana entities: Oceana, Inc.; Fundacion Oceana; Oceana Belize; Oceana Brasil; Oceana Philippines; and Oceana Canada. Donations to the various Oceana entities may be tax deductible.

Oceana, Inc.  
Attn: Development Department  
1025 Connecticut Ave. NW, Suite 200  
Washington, DC 20036  
info@oceana.org | 1.202.833.3900

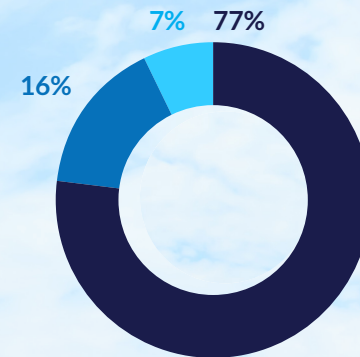
## 2017 Revenue \$52,919,276

Grants & Contribution ●  
Special Events ●  
Other Income ●



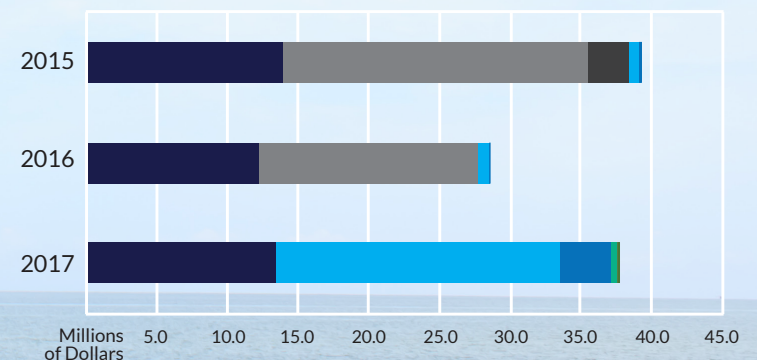
## 2017 Expenses \$42,915,171

Total Program Services ●  
General & Administrative ●  
Fundraising ●



## Oceana Consolidated Net Assets as of 12.31.17

Unrestricted ●  
Temporary restricted for 2018 ●  
Temporary restricted for 2019 ●  
Temporary restricted for 2020 ●  
Temporary restricted for 2021 ●  
Temporary restricted for 2015 ●  
Temporary restricted for 2016 ●  
Temporary restricted for 2017 ●



Several of the largest donors provide multi-year funding, often on 2-3 year cycles. The changes in net assets above reflect that funding cycle.



# 2017

	UNRESTRICTED	RESTRICTED	TOTAL
<b>Revenue and Support</b>			
Grants and Contributions	\$13,846,694	\$34,553,865	\$ 48,400,559
Special Events	2,919,225	-	2,919,225
Rental Income	-	-	-
Investment Income	92,891	344	93,235
In-Kind Revenue	1,547,765	-	1,547,765
Miscellaneous	70,379	9,157	79,536
Foreign Currency Transaction (Gains) Losses	(64,157)	(56,887)	(121,044)
Net Assets Released from Restrictions:			
Satisfaction of Time Restrictions	1,952,078	( 1,952,078 )	-
Satisfaction of Program Restrictions	22,998,515	( 22,998,515 )	-
<b>Total Revenue and Support</b>	<b>43,363,390</b>	<b>( 9,555,886 )</b>	<b>52,919,276</b>
<b>Expenses</b>			
Program Services			
United States Oceans	11,741,871	-	11,741,871
International Activities	14,958,244	-	14,958,244
Communications	2,666,855	-	2,666,855
Law	2,338,589	-	2,338,589
Marine Science	1,434,236	-	1,434,236
Oceana Advocacy Resources	12,659	-	12,659
<b>Total Program Services</b>	<b>33,152,454</b>	<b>-</b>	<b>33,152,454</b>
Supporting Services			
General and Administrative	6,689,431	-	6,689,431
Fundraising - Cost of Direct Benefit to Donors	146,461	-	146,461
Fundraising - Other	2,926,825	-	2,926,825
<b>Total Supporting Services</b>	<b>9,762,717</b>	<b>-</b>	<b>9,762,717</b>
<b>Total Expenses</b>	<b>42,915,171</b>		<b>42,915,171</b>
Change in Net Assets	448,219	9,555,886	10,004,105
<b>Net Assets (Beginning of Year)</b>	<b>\$12,322,955</b>	<b>\$16,269,327</b>	<b>\$28,592,282</b>
<b>Net Assets (End of Year)</b>	<b>\$12,771,174</b>	<b>\$25,825,213</b>	<b>\$38,596,387</b>





**More than 200 people campaign for healthy oceans in oceana offices around the globe.**

For a full list of staff, please visit [oceana.org](http://oceana.org).

## Executive Committee

**Andrew Sharpless**  
Chief Executive Officer

**James Simon**  
President

**Michael Hirshfield, Ph.D.**  
Chief Scientist & Strategy Officer

**Jacqueline Savitz**  
Chief Policy Officer,  
North America

**Matthew Littlejohn**  
Senior Vice President, Strategic  
Marketing & Communications

**Lasse Gustavsson**  
Senior Vice President &  
Executive Director, Europe

**Janelle Chanona**  
Vice President, Belize

**Joshua Laughren**  
Executive Director,  
Oceana Canada

**Patricia Majluf, Ph.D.**  
Vice President, Peru

**Liesbeth van der Meer**  
Vice President, Chile

**Gloria Estenzo Ramos, J.D.**  
Vice President, Philippines

**Ademilson Zamboni, Ph.D.**  
Vice President, Brazil

**Pedro Zapata**  
Vice President, Mexico

**Nancy Golden**  
Vice President, Development

**Christopher Sharkey**  
Chief Financial Officer

**Susan Murray**  
Deputy Vice President,  
U.S. Pacific

**Leslie Jones**  
Chief of Staff

## Board of Directors

**Simon Sidamon-Eristoff, Chair**

Sidamon-Eristoff leads the tax-exempt organizations group at Kalbian Hagerty LLP in Washington, DC. He has deep experience working with national and international nonprofit organizations, both as a board member and as a staff member. His nonprofit experience includes chairing the boards of both the Chesapeake Bay Foundation and American Friends of Georgia. He has also served as General Counsel for American Farmland Trust, and as a staff attorney for the Trust for Public Land and the Rails-to-Trails Conservancy.



### Valarie Van Cleave, Vice Chair

Van Cleave's business career encompasses work in mergers and acquisitions, sales and marketing and new business development. She has spearheaded successful fundraising efforts for political campaigns and conservation advocacy. She co-founded and co-chairs SeaChange, a record-breaking benefit for Oceana.

### María Eugenia Girón, Treasurer

María Eugenia Girón joined Oceana's board of directors in 2006, shortly after her tenure as chief executive officer of Carrera y Carrera, Spain's top jewelry manufacturer and one of the world's leading luxury brands. María Eugenia is an active lecturer, teacher and adviser at various universities and business schools. She brings to Oceana a vast knowledge of strategic planning, marketing and public relations. In 2004, María Eugenia was nominated for "Women Executive of the Year" by the Spanish Federation of Women CEOs and Professionals.

### James Sandler, Secretary

Sandler was a member of Oceana's founding board of directors and is in charge of the Sandler Foundation's environmental giving.

### Keith Addis, President

Addis is the co-founder of Industry Entertainment, a leading management and production company. He is also a longtime environmentalist. Prior to joining Oceana's board, Addis was the Chairman of the American Oceans Campaign (AOC). Under his leadership, AOC -- founded by Addis's longtime friend and client Ted Danson -- achieved victories on key marine issues including bottom trawling and offshore oil drilling. AOC merged with Oceana in 2001. Addis chaired Oceana's board of directors from 2008 to 2010.

### Gaz Alazraki

Gaz Alazraki is the writer and director of Mexico's record breaking comedy *Nosotros los Nobles* (2013) and the Co-Creator, Executive Producer and Director of *Club de Cuervos* (2015) - Netflix's first original series in Spanish. He heads Alazraki Entertainment, a Mexico City based production company focused on High Quality Entertainment for general audiences in Latin America and Hispanic USA.

### Monique Bär

Monique Bär is actively engaged in the fields of social integration, sustainability and leadership. She is founder and president of the Arcas Foundation, which focuses on work integration in Switzerland. She is co-initiator of the Swiss Circle for Responsible Leadership, is on the Board of Educa Swiss, a foundation which promotes and finances education initiatives, and a member of the Board of Forma Futura Invest AG, an independent asset manager for sustainable assets.

She holds a mandate on the Board of Equimo AG, where she furthers investments in social property, and she is on the Executive Board of Swiss Foundations, an association of Swiss grant-establishing foundations that promotes philanthropy in Switzerland. Monique has been a supervisor and coach in a variety of business organizations, as well as in the non-profit field, since the mid-nineties. She holds degrees in engineering (Dipl. Ing. ETH) and supervising and coaching (IAP, Zürich).

### Herbert M. Bedolfe, III

Bedolfe, the executive director of the Marisla Foundation, was one of Oceana's founders and chaired the board from 2002 until 2008. Under his leadership, Oceana's efforts led to many victories for the oceans including the protection of over 640 million acres of ocean habitat from destructive bottom trawling, the commitment by the world's second largest cruise line to stop dumping inadequately treated sewage and wastewater into the ocean and a decision by the European Union to shut down illegal driftnetters and thereby potentially save up to 25,000 juvenile bluefin tuna from being caught.

### Ted Danson

To most, Ted Danson is known for TV and movie acting roles, but for those in the conservation movement, he is much more famous for his work as a passionate ocean advocate and Oceana spokesman. Danson helped create the American Oceans Campaign in 1987, which eventually became part of Oceana in 2001. In the last two decades, Ted's stellar acting career has been complimented by his staunch ocean advocacy, appearing in public service announcements, appealing to donors and testifying to the government on the condition of our oceans.

### Sydney Davis

Sydney Davis is a jewelry designer, mother and activist. She is an advocate for numerous environmental and educational causes. Davis has worked to protect and improve the lives of children, a goal that cannot be achieved without safeguarding the world's oceans. Davis is a volunteer member of Women of Vision, through which she works to help impoverished women and children. She is also an active member of Oceana's Ocean Council.



### César Gaviria

Gaviria served as the President of Colombia from 1990 to 1994, and as Secretary General of the Organization of American States from 1994 until 2004. During his four-year presidential term, Colombia drafted a new, more democratic constitution.

### Loic Gouzer

Gouzer is an International Specialist and Chairman for the Post-War & Contemporary Art Department at Christie's Auction House. Joining Oceana's board of directors in 2013, he uses his position in the art world to raise money and draw attention to ocean conservation. Gouzer is also an avid freediver.

### Jena King

Jena King is a philanthropist who created the Jena and Michael King Foundation with her late husband. Since 1999, the institution has focused its endowments on children and the environment. She also oversees a donor advised fund through the Jewish Community Foundation.

In 2007, Jena was honored with Global Green's Entertainment Industry Environmental Leadership Award, given to "individuals who exhibit extraordinary leadership reflecting a deep personal commitment to the environment and encourage responsible behavior amongst the public and within the industry." Global Green's mission is to foster a global value shift toward a sustainable and secure future. With her singular devotion to creating a world in which all children may thrive, this is a mission to which Jena remains dedicated through the work of her Foundation.

Jena is also a founding member of C.O.A.C.H. for Kids, an organization providing medical assistance to underserved children. She has worked closely with the Environmental Media



Association, Kiss the Ground, Sense of Home and Healthy Child Healthy World. She also serves on the board of the NRDC.

### Sara Lowell

Sara Lowell is a long-time ocean philanthropist and board member of the Marisla Foundation. She also is the Foundation's Marine Conservation Program Director and oversees efforts to create marine protected areas, advance sustainable fisheries and protect coastal lands in California, Hawaii, Baja California, Chile and the broader Pacific. Ms. Lowell holds a Master's in Marine Affairs from the School of Marine Affairs at the University of Washington and double Bachelor of Arts degrees in Environmental Studies and Latin American History from University of California, Santa Cruz.

### Stephen P. McAllister

McAllister is a successful developer. Stephen became executive director of Greenpeace Australia in 1989 and from 1990-1991, he was deputy executive director and campaign director of Greenpeace International at its headquarters in Amsterdam. In 2005, McAllister donated the use of the Ranger catamaran to Oceana.

### Dr. Daniel Pauly

Pauly is a world renowned fisheries scientist. He currently serves as the Principal Investigator of the Sea Around Us Project at the University of British Columbia's Institute for the Oceans and Fisheries. His global, multi-year analyses of marine ecosystems have allowed him to reach startling and important conclusions – most critical among them that fish populations are declining rapidly all over the world.



### Dr. Kristian Parker

Parker was a member of Oceana's founding board of directors. He is a trustee of Oak Foundation, based in Switzerland, and oversees Oak's environment program. Parker is also a marine biologist and received his Ph.D. in environmental sciences from Duke University. He chaired Oceana's board of directors from 2010 to 2014.

### David Rockefeller, Jr.

David Rockefeller, Jr. is a lifelong sailor and conservationist and was a Founder of Sailors for the Sea, now a component of Oceana. He served on the Pew Oceans Commission and was previously the Citizen Chair of the National Park Foundation. He and his wife Susan are active in overseeing an organic and biodynamic farm in upstate New York, and they like to use the phrase "Healthy Seas, Healthy Soils" to describe their collaborative work.

### Susan Rockefeller

Rockefeller is a documentary filmmaker whose award-winning films have appeared on HBO and PBS. Rockefeller also authored the groundbreaking *Green At Work* (Island Press) that helped usher environmentally-friendly jobs into nontraditional arenas. She's also a designer of inspirational jewelry. She sits on the Program Committee of The Stone Barns for Sustainable Agriculture, the Global Leadership Council for NRDC, the Audubon's Women in Conservation and is Chairwoman of Oceana's Ocean Council. Rockefeller holds a BA from Hampshire College and a MA in education from NYU.

### Heather Stevens

Stevens and her husband founded The Waterloo Foundation, based in the UK, which she now chairs. Waterloo's environmental efforts are focused on marine work and tropical forest conservation. The Foundation has funded



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considerable work in the marine sector, including campaigns to combat illegal fishing in west Africa and to improve the fishing industry and marine life in the Pacific Coral Triangle.

### Dr. Rashid Sumaila

Sumaila is Professor and Director, Fisheries Economics Research Unit & the OceanCanada Partnership at the University of British Columbia. He specializes in bioeconomics, marine ecosystem valuation and the analysis of global issues such as fisheries subsidies, illegal fishing, climate change and oil spills.

Sumaila is deeply interested in how economics, through integration with ecology and other disciplines, can be used to help ensure that environmental resources are sustainably managed for the benefit of all generations. He has experience working in fisheries and natural resource projects in Norway, Canada and the North Atlantic region, Namibia and the Southern African region, Ghana and the West African region and Hong Kong and the South China Sea. Sumaila has published extensively, including in Science, Nature and the Journal of Environmental Economics and Management. He is winner of the 2017 Volvo Environmental Prize, 2017 Benchley Oceans Award in Science, 2016 UBC Killam Research Prize, 2013 American Fisheries Society Excellence in Public Outreach Award, 2009 Stanford Leopold Leadership Fellowship and 2008 Pew Marine Fellowship. Sumaila was named a Hokkaido University Ambassador in 2016. He has given talks at the UN Rio+20, the WTO, the White House, the Canadian Parliament, the African Union, the European Union and the British House of Lords. His research has generated a great deal of interest and has been cited by, among others, The Economist, The Boston Globe, International Herald Tribune, the Globe and Mail, the Wall Street Journal and Vancouver Sun.

### Diana Thomson

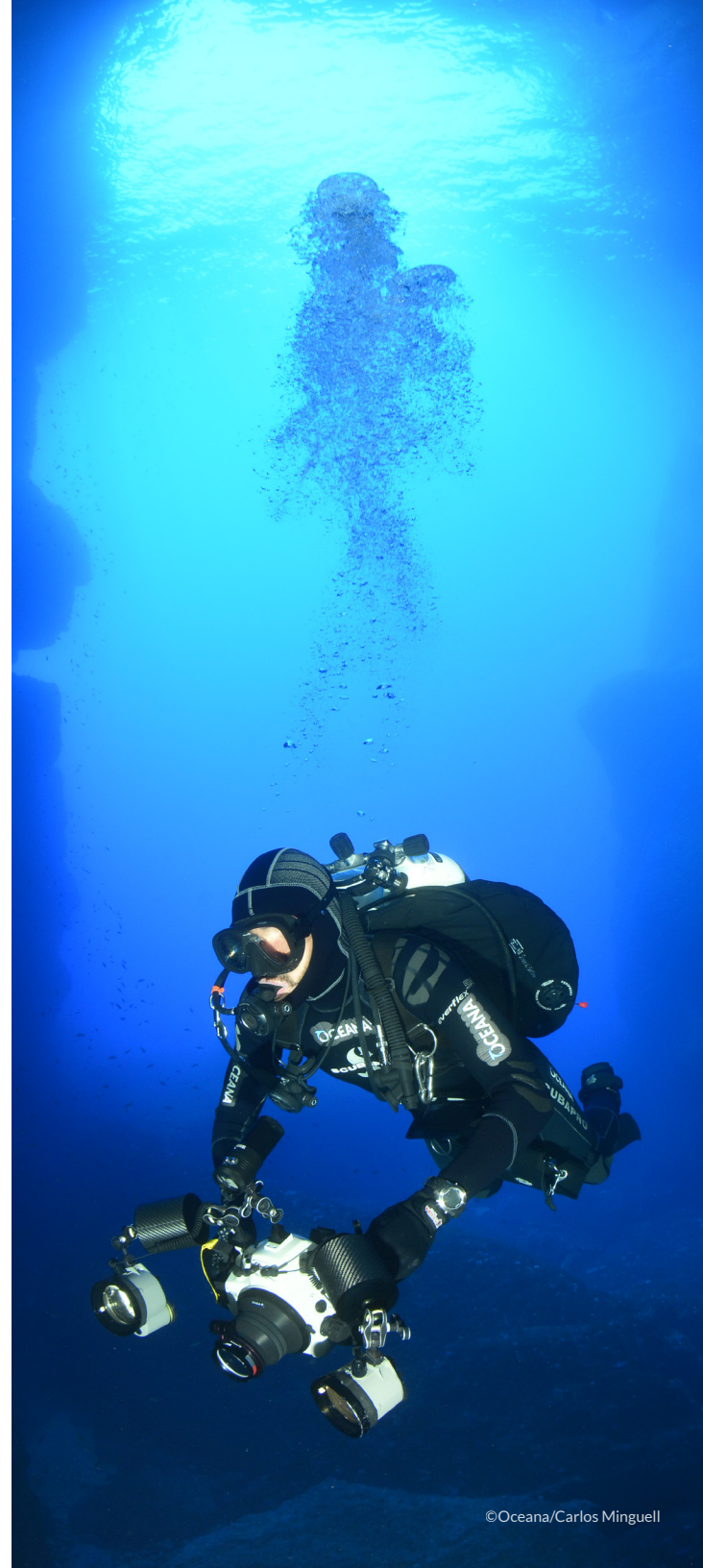
Diana Thomson is Chair of The Nikita Foundation, a Toronto-based charity she co-founded in 2012. The Nikita Foundation supports charitable initiatives in the areas of health, education and environmental protection.

### Sam Waterston

As a member of Oceana's board of directors, Waterston brings to the organization a wealth of talent and resources in support of Oceana's programming and mission. As an actor, his trophy case includes television awards such as the Emmy, Golden Globe and Screen Actors Guild and theater awards like the OBIE and Drama Desk. Other accolades include an Academy Award nomination for his role as journalist Sydney Schanberg in 1984's "The Killing Fields" and six Emmy Award nominations for his roles in "I'll Fly Away" and "Law & Order." Waterston grew up in New England, where he saw the effects of fisheries collapses on the life of seaside towns.

### Jean Weiss

Jean Weiss grew up along the bayous of the Louisiana Gulf Coast where living off the land was truly a way of life. Although her family's livelihood came from her father working offshore for over 30 years, her connection to Oceana began the day the BP Deepwater Horizon rig blew up and practically destroyed the marine life, fishing industries and way of life in her hometown. Her business career in training and development brought her to Los Angeles to work for The American Funds, a member of The Capital Group Companies. She and her husband, Tim, have spearheaded many fundraising efforts for the arts, education, healthcare and the fight against domestic violence for over 25 years.





# Ocean Council

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Susan Rockefeller,  
*Chair*

Kelly T. Hallman,  
*Vice Chair*

Dede McMahon,  
*Vice Chair*

Violaine Bernbach

Carolyn Marks Blackwood

Keely and Pierce Brosnan

Deborah Buck

Richard M. Burnes, Jr.

Amy and Gary Churgin

Vin Cipolla

Barbara Cohn

Ann Colley

Andrew Davis

Sydney Davis

Michael Dershewitz

Edward Dolman

Barbara Ettinger and Sven Huseby

Lise Evans

Christina Falco and Michael Frumkin

Kay Fernandez

Joanna and Brian Fisher

Kelsey Grammer

Carolyn Groobey

Marjorie Harris

Julie Hill

Carey Hotchkis

Hardy Jones

Angela and J. Stephen Kilcullen

Robert and Arlene Kogod

Slane Holland Lightburne

Ann Luskey

Willa and Ted Lutz

Julie Tauber McMahon

Tiffany Moller

Aaron Peirsol

Nicole Polizois

Perri and Mario Procida

Lori and John Reisenberg

Anne Alexander Rowley

Eve Kornyei Ruffato

Andrew Sabin

Jennifer Small and Adam Wolfensohn

Danielle Steakley

Sutton Stracke

Mia Thompson

Dr. David Treadway

Susan Trees

Toby Usnik

Jennifer Schwab Wangers

David Max Williamson

Raoul Witteveen



# Oceana Campaigns in Countries Responsible for One-Third of the World's Wild Fish Catch

## Global Headquarters

### Washington, D.C.

1025 Connecticut Ave. NW, 2nd Floor  
Washington, DC 20036 USA  
Phone: +1 (202) 833-3900  
Fax: +1 (202) 833-2070  
Email: [info@oceana.org](mailto:info@oceana.org)

## North America

### Juneau, AK, USA

175 South Franklin Street, Suite 418  
Juneau, Alaska 99801 USA  
Phone: +1 (907) 586-4050  
Email: [northpacific@oceana.org](mailto:northpacific@oceana.org)

### Monterey, CA, USA

99 Pacific Street, Suite 155C  
Monterey, CA 93940 USA  
Phone: +1 (831) 643-9266  
Fax: +1 (831) 643-9268  
Email: [gshester@oceana.org](mailto:gshester@oceana.org)  
[northpacific@oceana.org](mailto:northpacific@oceana.org)

### Fort Lauderdale, FL, USA

P.O. Box 24361  
Fort Lauderdale, FL 33307 USA

### New York City, NY, USA

845 3rd Avenue, 6th Floor  
New York, NY 10022 USA  
Phone: +1 (212) 371-5016  
Fax: +1 (212) 371-9388  
Email: [info@oceana.org](mailto:info@oceana.org)

### Portland, OR, USA

222 NW Davis Street  
Suite 200  
Portland, OR 97209 USA  
Phone: +1 (503) 235-0278  
Fax: +1 (503) 235-5429  
Email: [benticknap@oceana.org](mailto:benticknap@oceana.org)

### Toronto, Canada

18 King Street East, Suite 505  
Toronto, Ontario, Canada M5C 1C4  
Phone: +1 (416) 583-2350  
Email: [info@oceana.ca](mailto:info@oceana.ca)

### Mexico City, Mexico

Insurgentes Sur 1898, Piso 12, Colonia La Florida  
Ciudad de Mexico, C.P. 01020  
Teléfono: +52 (55) 9171 1072  
Email: [mexico@oceana.org](mailto:mexico@oceana.org)

### Belmopan, Belize

2358 Hibiscus Street  
P.O. Box 731  
City of Belmopan, Belize  
Central America  
Phone: +501-822-2792  
Fax: +501-822-2797  
Email: [info@oceana.org](mailto:info@oceana.org)

## Europe

### Madrid, Spain – European Headquarters

Fundacion Oceana  
Gran Via 59, 9th Floor  
28013 Madrid, Spain  
Phone: + 34 911 440 880  
Fax: + 34 911 440 890  
Email: [europa@oceana.org](mailto:europa@oceana.org)

### Brussels, Belgium

Rue Montoyer 39  
1000 Brussels, Belgium  
Tel: +32 (0)2 513 22 42  
Fax: +32 (0)2 513 22 46

### Copenhagen, Denmark

Nyhavn 16, 4 sal  
1051 Copenhagen, Denmark  
Tel: +45 33151160  
Email: [baltic@oceana.org](mailto:baltic@oceana.org)

### Geneva, Switzerland

Friends of Oceana  
Case Postale 115  
58, Avenue Louis Casaï  
1216 Cointrin  
Geneva, Switzerland  
Email: [oceana-geneva@oceana.org](mailto:oceana-geneva@oceana.org)

### London, United Kingdom

Audley House, 13 Palace St  
London, SW1E 5HX, UK  
Phone: 00 44 20 7808 7000  
Email: [oceanauk@oceana.org](mailto:oceanauk@oceana.org)



## 📍 Asia

### Manila, Philippines

P.O. Box 255, UP Post Office,  
University of the Philippines Campus,  
Diliman, Quezon City 1101  
Central America

## 📍 South America

### Brasília, Brazil

SIG Quadra 1, lote 985, sala 251  
Centro Empresarial Parque Brasília  
CEP 70610-410  
Brasília - DF, Brasil/Brazil  
Phone: +55 61 3247-1800  
Email: [Brasil@oceana.org](mailto:Brasil@oceana.org)

### Santiago, Chile

Av.Suecia 0155  
Providencia, Santiago  
CP 7500875  
Chile  
Phone: +56 2-2925-5600  
Fax: +56 2-2925-5605  
Email: [AmericadelSur@oceana.org](mailto:AmericadelSur@oceana.org)

### Lima, Perú

Av. del Ejército 250  
Oficina 302  
Lima 15074, Peru  
Phones: +51 (1) 2642656/+51 (1) 2642639  
Email: [peru@oceana.org](mailto:peru@oceana.org)  
EC4R 1BE















Oceana is the largest international advocacy organization dedicated solely to ocean conservation. Oceana is rebuilding abundant and biodiverse oceans by winning science-based policies in countries that control one third of the world's wild fish catch. With more than 200 victories that stop overfishing, habitat destruction, pollution and killing of threatened species like turtles and sharks, Oceana's campaigns are delivering results. A restored ocean means that one billion people can enjoy a healthy seafood meal, every day, forever. Together, we can save the oceans and help feed the world. Visit [www.oceana.org](http://www.oceana.org) to learn more.

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#### Editors

Alex Armstrong & Melia Manter

#### Designer

Karen Radewald