HEALTHY SEAS®

a journey from waste to wear

2013

LAUNCH OF THE INITIATIVE
18th March 2013

KICKOFF EVENT with international press
Slovenia, 4th and 5th October 2013

OUR RESULTS ARE MAKING A SEA OF DIFFERENCE

Marine Protection | Action against waste fishing nets

Our non-profit activities include the recovery of fishing nets by volunteer divers and their storage in special facilities, in addition to educational and prevention programs.

FISHING NET RECOVERY

We run pilot projects in three regions where our divers recover ghost nets from the bottom of the sea.

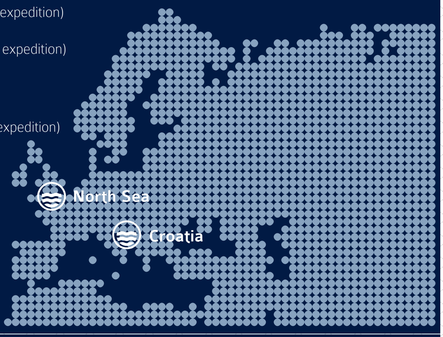
North Sea - pilot

- 10 diving trips (1 day expedition)
- 3 diving trips (1 week expedition)

Croatia - pilot

- 1 diving trip (1 week expedition)

- 60 volunteer divers
- 20 tons of nets recovered



PREVENTION

We identify preventive measures through collaboration with various stakeholders involved, such as the fishing industry, fish farms, salvage companies and others.

- Collaboration with PAN Salvage, a Dutch salvage company - Dutch waters 6,000 kg of fishing nets recovered in one day - RECORD
- Fonda Fish Farm is the first fish farm to enter the initiative and help us in stating the rules for other sustainable fish farms to join the project

AWARENESS RAISING

We work on raising public awareness of the ecological and economic importance of healthy seas.

- International Conference on Prevention and Management of Marine Litter in European Seas Berlin, 10-12 April 2013
- Meeting about Healthy Seas at European Commission, DG Environment, Brussels, 28 May 2013
- Policy report about the prevention, removal and recycling of marine litter and fishing gear
- Provide input to the European Commission's Consultation on the establishment of a quantitative reduction headline target for marine litter
- Sustainable Battle in the Netherlands, more than 2,400 euro donated with public votes
- Talk at Cattolica University, Milan for CSR Manager Network, November 2013

Products | New sustainable textiles

In the final step beautiful and sustainable textile products are created. They continue to tell the powerful story of the journey from waste to wear.

Healthy Seas socks were created for promotional purpose

NEW PARTNERS

- **Koru Swimwear** (USA) gives its 1% for the planet to Healthy Seas
- **Fonda Fish Farm** (Slovenia) is the first fish farm to join the initiative
- **Nofir** (Norway) with its system for collecting discarded equipment from the fishing industry joins in
- **Interface**, a global leader in the design and production of carpet tiles joins in

Discover more and stay up-to-date on:

www.healthyseas.org

Facebook: Healthy Seas
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ECNC Group AQUAFIL Group STARSOCK