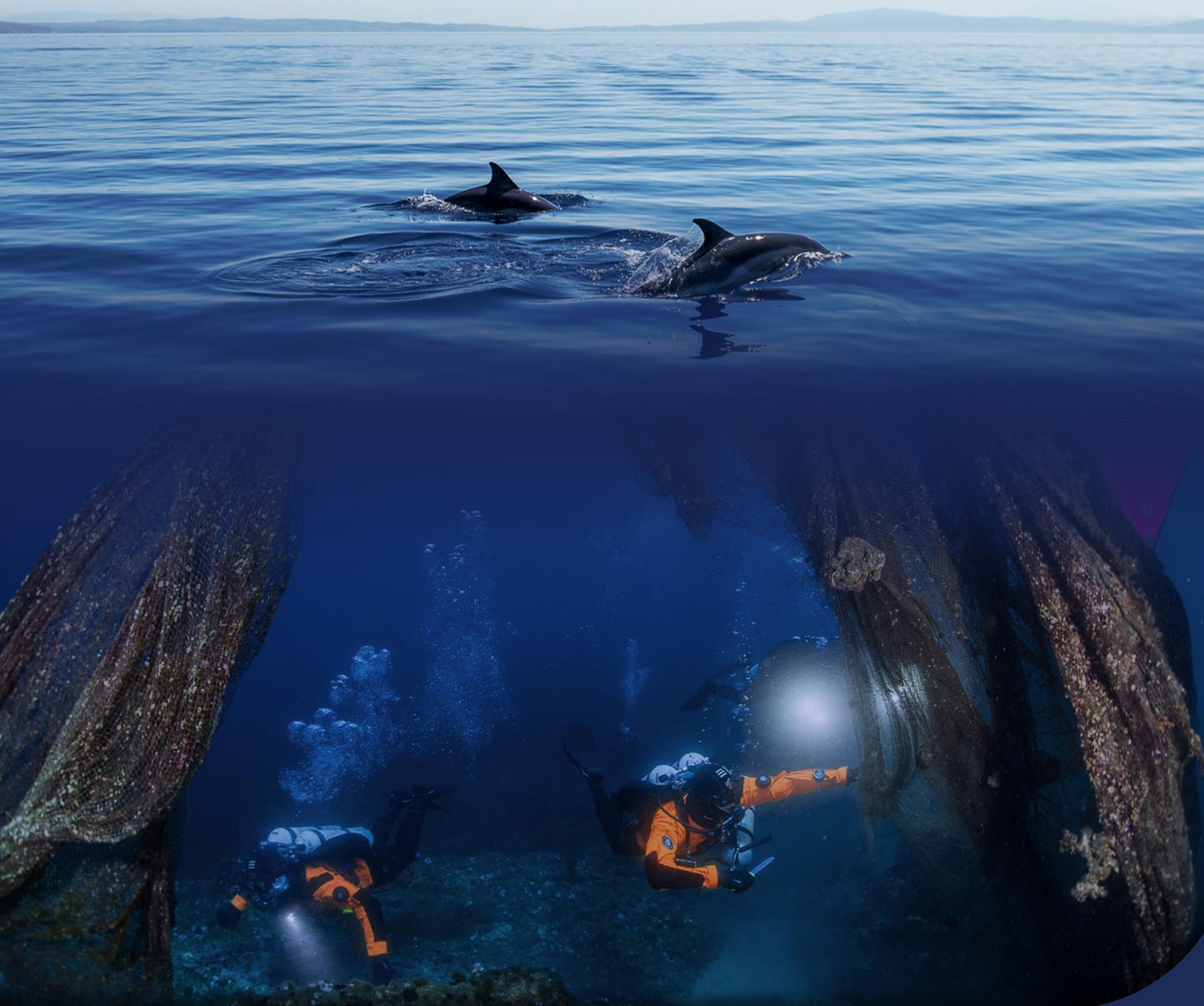




Activity & Communications Report 2019





Mission Statement

The Healthy Seas initiative was founded in 2013 to tackle the ghost fishing phenomenon which is responsible for the needless death of marine animals. Through cleanups with volunteer divers and by working with stakeholders of the fishing sector toward marine litter prevention, Healthy Seas collects waste nets and ensures they become a valuable resource.

Nylon fishing nets are regenerated together with other nylon waste by Aquafil into ECONYL® yarn while the other types of plastics are also reused or recycled. Founded on the principles of circular economy, Healthy Seas champions the three pillars of sustainability and strives to make a positive and long-lasting impact to the marine environment, as well as the development of society, through education and awareness raising.

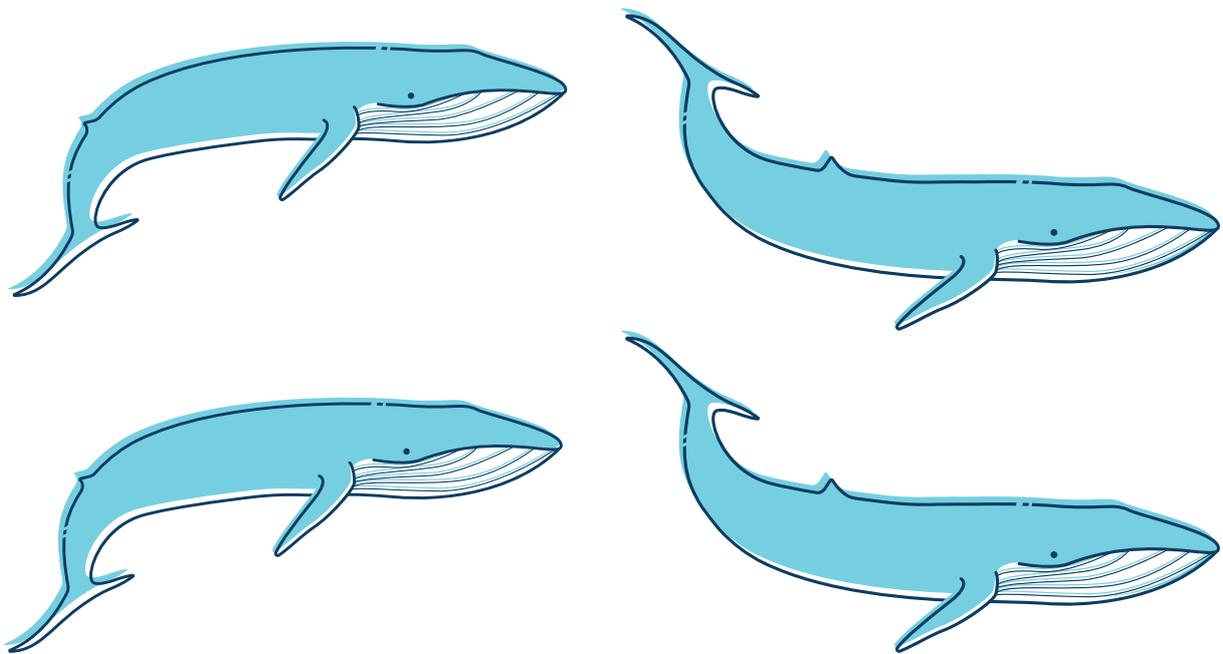
Founded by



Total Figures

Since our founding in 2013
we have collected

510 tons of fishing nets



This amount is the equivalent in weight to

4 blue whales
the biggest mammals on Earth

2019 Results



738
school children
engaged

620 fishermen
& fish farmers
involved



57,200 kg
fishing nets collected
working with divers
and fishermen



170
volunteer divers



and the Award goes to...



Green Carpet Fashion Awards

On September 22nd, 2019, Healthy Seas was presented with the award for Circular Economy at the 3rd Annual Green Carpet Fashion Awards that closed Milan Fashion Week at the historic Teatro Alla Scala.



“The Healthy Seas Initiative deserves to be celebrated for its selfless work to help clean up our oceans, through a dedicated team of volunteers. Importantly, we are championing the collaboration of non-profit and for-profit organisations, to help move us towards this essential goal. The Circular Economy is a topic of growing significance, and the need to preserve our environment through waste recovery and regeneration is pressing. By working with Aquafil, they are helping to close the loop on the urgent waste crisis that we are facing. We honour the fact that such a committed group of people are playing a part in this essential task.”

Carlo Capasa (Camera Nazionale della Moda Italiana) & Livia Firth (Eco-Age)



Cleanups

4 regions = 1 goal

We work in regions important for biodiversity and tourism, seas that are heavily fished and at the same time hold shipwrecks and other objects where waste fishing nets tend to accumulate.



North Sea

Netherlands

65 volunteer divers
16 days at sea
Collected: 3500 Kgs

United Kingdom

56 volunteer divers
14 days at sea
Collected: 1000 kgs

Partners:



**DUIKTEAM
ZEESTER**

Partner:





Mediterranean Sea

Italy

8 volunteer divers

10 days

Collected: 5000 kgs*

(*waste nets by fishermen and ghost nets combined)

Partners:



Greece

11 volunteer divers

9 days

Collected: 3000 kgs

Partner:



Adriatic Sea

15 volunteer divers

11 days

Collected: 600 kgs

Partner:



PILOT PROJECT



Pacific Ocean

15 volunteer divers

9 days

Collected: 100 kgs

Partner:



Cleanups



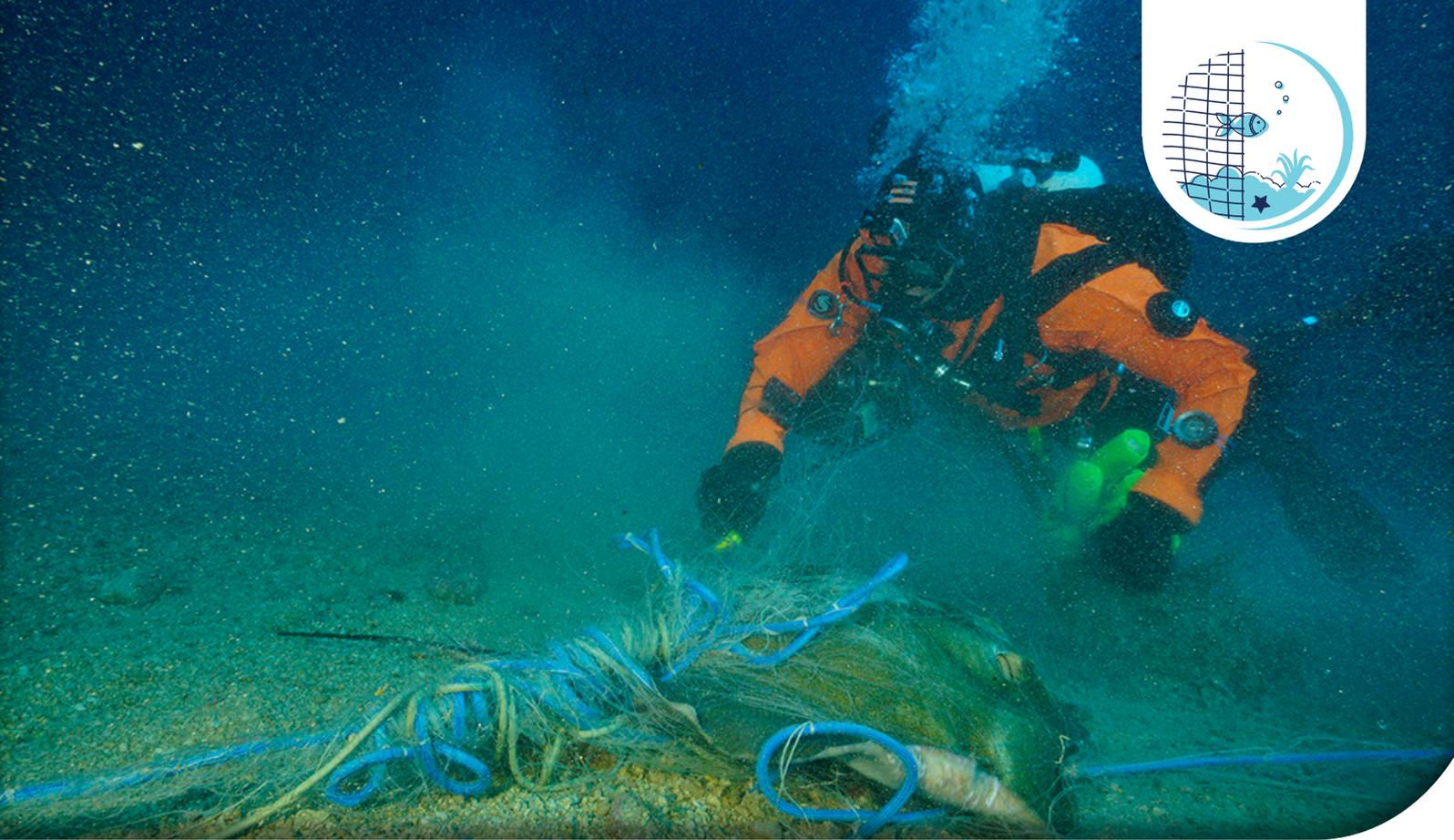
Pilot Project: Pacific Ocean



In the summer of 2019, Healthy Seas expanded its activities to the Pacific Ocean when National Geographic produced a documentary for Prada and presented our first diving project together with our partner, Ghost Fishing New Zealand.

The recovered fishing nets are regenerated together with other nylon waste by Aquafil into ECONYL® yarn, used to weave Prada's regenerated nylon fabric and create the new Prada Re-Nylon capsule collection.





Animal rescues

During our activities in 2019 in the Netherlands, UK, Italy, Croatia, Greece and New Zealand, volunteer divers saved many animals, either directly, by cutting them free, or indirectly, by getting rid of the ghost nets that could eventually trap them.

It's not always easy to measure the impact of one's efforts, but the following photos tell a story we are proud of and are committed to continuing in 2020!



During our mission in the Adriatic Sea, volunteers rescued a stingray which, had we been there a day later, would have been attacked and eaten. Getting too close to this animal requires extreme caution and could prove fatal for the diver.





Education

Throughout 2019, we aimed to incorporate an educational element in all our major diving missions and also carry out stand-alone programmes in the Netherlands, Belgium and Greece.

738 children = 4 countries



Belgium
220
children



Netherlands
300
children



Greece
65
children



Italy
153
children

Education Highlights



Aeolian Islands, Italy

With support from the Aeolian Islands Preservation Fund, school children from the surrounding areas participated in a first-of-its-kind education programme and had the opportunity to watch the divers work and also help clean the nets and release animals.

Athens, Greece

The Stavros Niarchos Foundation Cultural Center, a world-class cultural, educational and recreational urban complex, hosted our education programme “Attention Fishing Net” during the summer months.



Belgium & Netherlands

Together with the Herpetofauna Foundation we carried out 1 month-long education programmes in Belgium and the Netherlands to teach students about the problems faced by reptiles and also how to prevent them, while also discussing topics like sustainability, recycling, pollution prevention, and ghost nets.



Prevention

Now cooperating with
620 fishermen and fish farmers



The Netherlands

40 ships / 120 fishermen

Collected: 20,000 kgs



We are proud to cooperate with the fishermen of Den Oever that joined Healthy Seas at the very start of our initiative in 2013. To this day they continue being great ambassadors for clean and healthy seas in the Netherlands.

Partner:



Italy NEW

Collected: 5000 kgs*

(*waste nets by fishermen and ghost nets combined)

In 2019, Healthy Seas established a collection point on the island of Salina (provided by the Municipality of Malfa), as well as cooperation with 2 fishermen communities in Lipari and Salina.



Partners:



Prevention



Greece

170 fishing boats

approximately 400 fishermen

4 fish farming companies involved

In 2019 we increased the number of fishing communities we work with, thanks to our continued cooperation with DIOPAS S.A and Enaleia fishing school. Together with Enaleia, we set up a Healthy Seas collection point for fishermen to leave their end-of-life nets as well as the ghost nets they catch in their active nets.



We currently collect nets from:

Keratsini, Piraeus, Mikrolimano, Salamina, Lavrio, Chalkida, Kimi and Patra fishermen communities through Enaleia.

Collected: 25,000 kgs

Partners:



Contributing to positive social impact in Greece

Thanks to our partner Enaleia, unemployed young people in Greece are educated about sustainable fisheries and fishing tourism and in the framework of our cooperation they are taught about responsible handling of waste fishing nets, recycling and circular economy.



© BMBF / Virginia Chiodi Latini

Exhibitions & Other Events

Healthy Seas was part in following events:

- Green Carpet Fashion Awards, Italy
- GGGI Annual Meeting, Panama
- Breitling Summit, Switzerland
- Dive Shows Birmingham
- DUIKVAKER - Dive Show, the Netherlands
- BOOT – Dive Show, Germany
- Artic Frontier Summit, Norway
- Fisheries for Clean Seas Symposium, Rotterdam
- “Out to Sea? The Plastic Garbage Project”
International Travelling Exhibition
 - Korpoström, Finland
 - Taipei, Taiwan, Montevideo, Uruguay
- Oceans Plastics Lab International Travelling
Exhibition
 - Brussels, Belgium
 - Lisbon, Portugal
- “Ghost nets, fishers and circular economy”, Stavros
Niarchos Foundation Cultural Center, Athens, Greece



Main Events

Besides our regular activities, in 2019 we carried out 3 main events in areas of unique ecological significance.



#WrecksAndNets

On our first trip back to the Adriatic Sea since 2014, we made it count! It was our longest mission until now, lasting 9 days. Thanks to the 12 volunteer divers from the Netherlands, Greece, Italy, Croatia, Germany and Poland, 1000 meters of ghost fishing nets were recovered from Kvarner Bay and many animals were rescued.



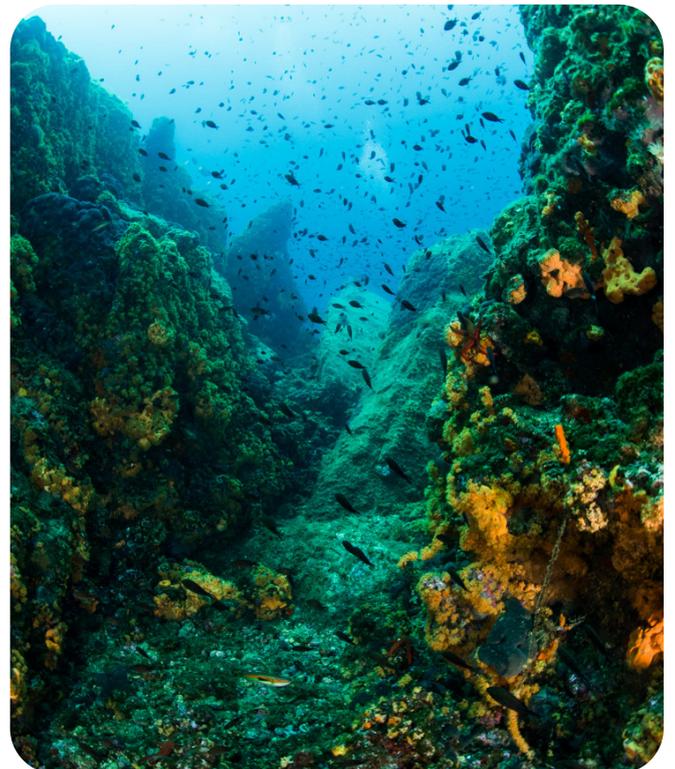


#LessGhostNetsMoreSeaHorses

In May 2019, for the second consecutive year, we returned to Stratoni, a small fishing town in Northern Greece, to finish cleaning up a spot inhabited by rich marine biodiversity and which was polluted with an estimated 3 tons of ghost nets. The volunteer divers successfully removed all of it!

#SustainableTomorrow

Together with Ghost Fishing, the Aeolian Islands Preservation Fund and Blue Marine Foundation we carried out a 6-day long mission in the Aeolian Archipelago to celebrate World Oceans Day! The event resulted in cleaning up 5 tons of ghost nets from the seabed while over 150 school children were also involved in interactive educational programs.



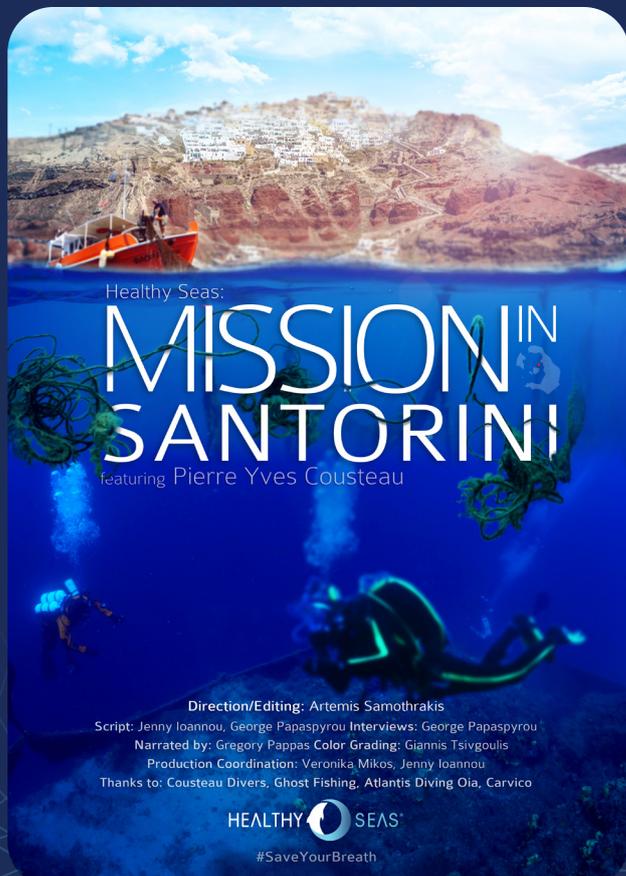
Funded by



Special Projects

Healthy Seas: Mission in Santorini By Director Artemis Samothrakis

The 22-minute documentary about the big World Oceans Day event we organised in 2018 in Santorini is now completed and ready to travel the festival circuit.



[Watch the trailer](#)

The film will be shown at public and private screenings and festivals. For more information or to request a screening, contact info@healthyseas.org

Breitling partnered with Healthy Seas

The Swiss luxury watch manufacturer Breitling partnered with us to support our diving project in Croatia in August 2019 and produced a stunning video showcasing our journey from waste to wear.



[Watch the video](#)



The brand's interest in Healthy Seas was motivated by the launch of its second edition Superocean watch, which features a NATO strap made of ECONYL® yarn, in collaboration with Outerknown and Kelly Slater. In October, our team was invited to the Breitling Summit in Zurich where we met Georges Kern, CEO, who spoke to us about the company's commitment to sustainability.

Communication Highlights

24
own videos

6
videos made
about us
by business
(partners)

26
blog posts



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CREATE



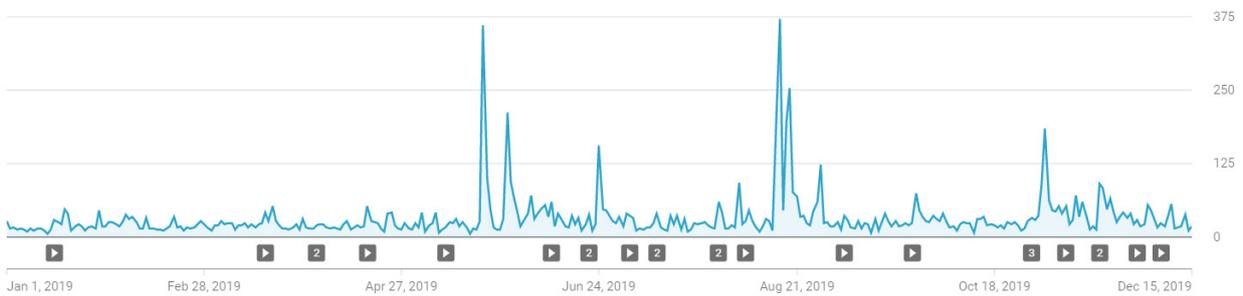
Channel analytics

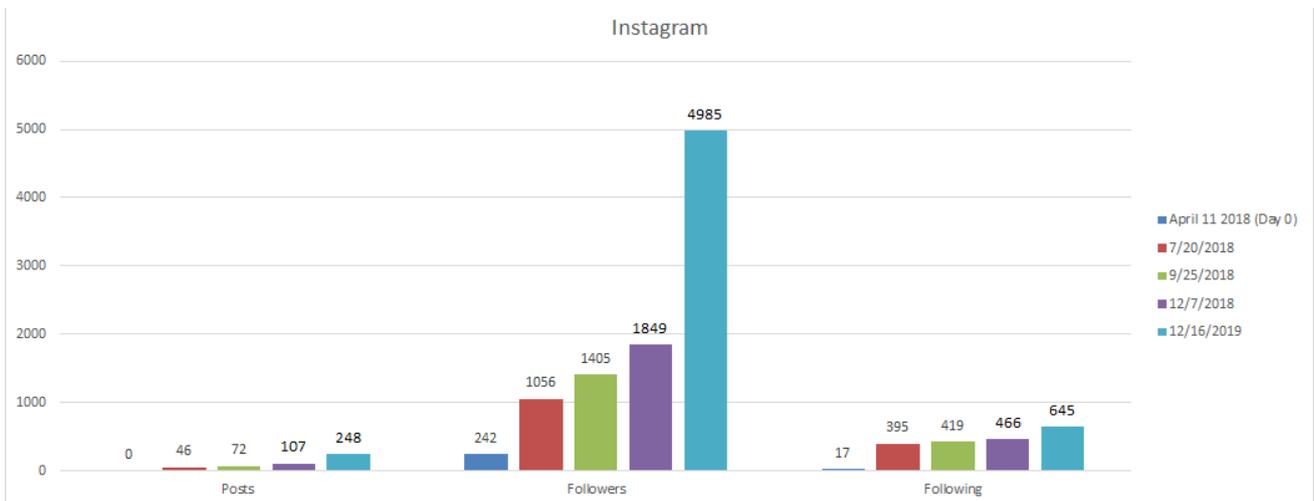
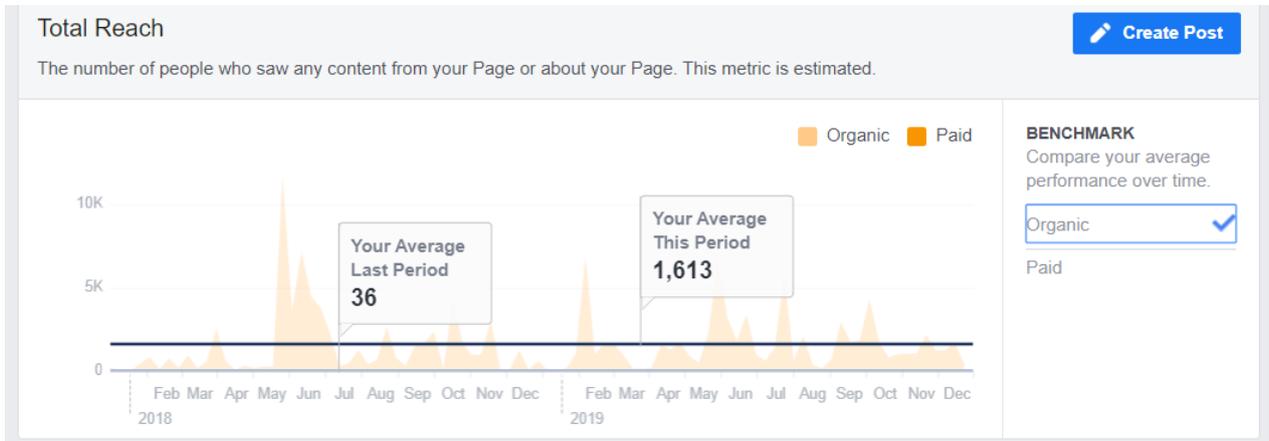
Jan 1 - Dec 15, 2019

Overview Reach Engagement Audience

Views	Watch time (hours)	Subscribers
11.0K	257.2	+64
↑ 32%	↑ 14%	↑ 23%

Updated Dec 15, 2019, 10:00 AM





Google Analytics

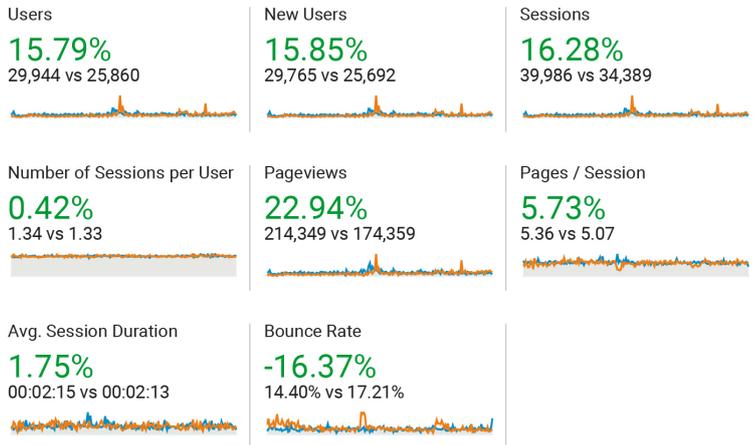
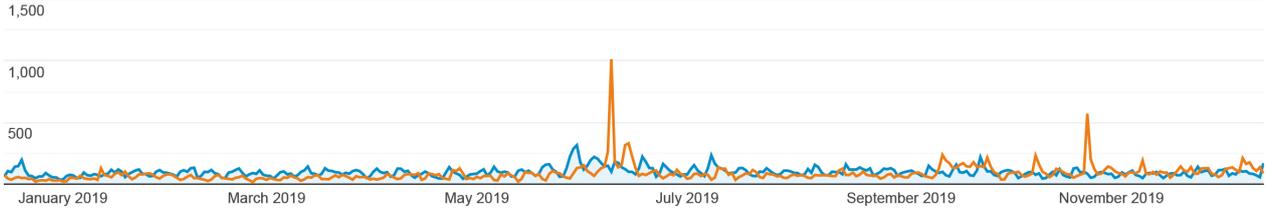
Audience Overview

All Users
+0.00% Users

Dec 15, 2018 - Dec 15, 2019
Compare to: Dec 14, 2017 - Dec 14, 2018

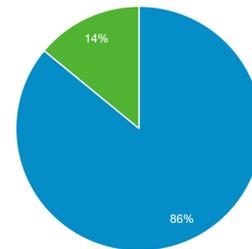
Overview

Dec 15, 2018 - Dec 15, 2019: ● Users
Dec 14, 2017 - Dec 14, 2018: ● Users

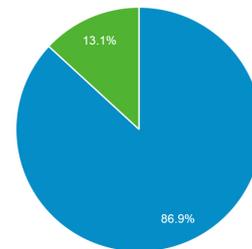


■ New Visitor ■ Returning Visitor

Dec 15, 2018 - Dec 15, 2019



Dec 14, 2017 - Dec 14, 2018



In Summary

Our website and social media channels saw an overall increase in followers and reach in 2019 in comparison to the previous year.

214,349
website
pageviews
in 2019

+ 1,258
Facebook
followers
(10,220 Dec 2019
vs 8,971 Dec 2018)

+170%
Instagram
followers
(4,985 Dec 2019
vs 1,849 Dec 2018)

Significant Press

Meet the volunteers removing deadly ghost nets from the ocean
National Geographic

NATIONAL GEOGRAPHIC

PARTNER CONTENT FOR PRADA

ENVIRONMENT | VIDEO

Meet the volunteers removing deadly ghost nets from the ocean

Sustainability is one of fashion's most pressing issues - and luxury Italian brand Prada is taking note. The Prada Re-Nylon project is connecting with upcycling initiatives around the world to turn harmful waste - from old carpets to fishing nets - into iconic Prada pieces by using ECONYL Regenerated nylon.



Divers dredge up two tonnes of disused nets from Greek seabed
Reuters

Discover Thomson Reuters

REUTERS

Business Markets World Politics TV More

Divers dredge up two tonnes of disused nets from Greek seabed

1 MIN READ



Glamour and Sustainability: Inside The Green Carpet Fashion Awards That Closed Milan's Fashion Week
Vogue

VOGUE

FASHION BEAUTY CULTURE LIVING RUNWAY VIDEO GIFT GUIDES HOLIDAY SHOP VOGUEWORLD

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PARTIES

Glamour and Sustainability: Inside The Green Carpet Fashion Awards That Closed Milan's Fashion Week

BY TIZIANA CARDINI
September 23, 2019



Watch: Divers remove two tonnes of plastic fishing nets from sea bed
Euronews

English

euronews.

Europe World Business Sport Culture Living Sci-tech Travel Video

PROGRAMMES

BREAKING NEWS - Car bomb in Mogadishu, Somalia capital kills at least 60

Home News World Watch: Divers remove two tonnes of plastic fishing nets from sea bed

GREECE

Watch: Divers remove two tonnes of plastic fishing nets from sea bed

COMMENTS

By Euronews with Reuters • last updated 28/05/2019



Workplace by facebook

Only 3% of employees feel connected to the C-suite. We'll help you reach the other 97%

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Seahorses saved from discarded fishing nets in Greece
The Times

THE TIMES

Log in

Seahorses saved from discarded fishing nets in Greece

Anthee Carassava, Athens
May 30 2019, 12:01am
The Times



A diver attaching floats to one of the abandoned fishing nets
ALEX KORNINOU/GHOST FISHING GREECE/REUTERS

Two tonnes of abandoned plastic fishing nets have been removed from the Mediterranean sea bed by Greek and Dutch divers working to save a colony of seahorses.

Ces plongeurs ont ramassé 2 tonnes de filets de pêche polluants en Grèce
Huffpost

HUFFPOST

POLITIQUE INTERNATIONAL ÉCONOMIE LIFE CULTURE LE BON CHOIX LE HUFFPLAY

Facebook Twitter Pinterest LinkedIn RSS

Ces plongeurs ont ramassé 2 tonnes de filets de pêche polluants en Grèce

Récupérés dans la région côtière de Stratoní en Grèce, ces filets seront ensuite recyclés en fil pour créer des vêtements.

Par Morgane Guillou



DES FILETS FANTÔMES

Significant Press

Taucher bergen tonnenweise Plastiknetze Spiegel

SPIEGEL ONLINE SPIEGEL  [Anmelden](#)

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VIDEO Schlagzeilen | DAX 13.337,11 | Abo

Nachrichten > Video > Panorama > Griechenland: Taucher bergen alte Plastik-Fischernetze

Vor Griechenland
Taucher bergen tonnenweise Plastiknetze

30.05.2019, 12:17 Uhr - Tonnenschwere Fischernetze entfernte die Organisation "Healthy Seas" vor Griechenland vom Grund des Meeres. Das kam auch einer Seepferdchen-Kolonie zugute. Das Video.

Mehr zu: [Recycling](#) | [Klimaschutz](#) | [Verschmutzung](#)



4,000 pounds of plastic fishing nets were removed from the ocean and will be recycled into yarn BuzzFeed News

 **BuzzFeed News** 
@BuzzFeedNews

4,000 pounds of plastic fishing nets were removed from the ocean and will be recycled into yarn



Eolie: cinque tonnellate di reti rimosse dai fondali La Repubblica

MENÙ | CERCA **la Repubblica**    

Palermo

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informazione pubblicitaria

IL Calore DEI SALDI 



Eolie: cinque tonnellate di reti rimosse dai fondali



Müllhalde Ozean: kleines Plastik, großes Problem Die Stiftung

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Home > Praxis & Projekte > Müllhalde Ozean: kleines Plastik, großes Problem

16.12.2019 | Von Alexandra Jarchau

Müllhalde Ozean: kleines Plastik, großes Problem

2050 könnte laut WWF mehr Plastik in unseren Meeren schwimmen als Fische. Doch nicht nur sichtbarer Müll verschmutzt die Ozeane und beeinträchtigt die Meereslebewesen. Was können Stiftungen gegen Geisternetze, Mülltrudel und Mikroplastik tun?



Suche ... 

STIFTER TV 

DIE NÄCHSTEN TERMINE

- Start CAS Global Social Entrepreneurship 02.01.2020

Healthy Seas project coordinator interview Euronews

Facebook Watch

 **Healthy Seas** - Abonné(e)
30 mai, 10:01 · 1h

Our very own Veronika Mikos was invited to speak about #HealthySeas on Euronews English. Her dedication to marine conservation is the driving force behind our environmental initiative. 
Econji brand Ghost Fishing Healthy Seas Socks NOFIR - bringing value to marine waste #fromwastetowear



AMSTERDAM
EURONEWS NOW **VERONIKA MIKOS**
PROJECT COORDINATOR, HEALTHY SEAS

Reti recuperate (circulation: 1.8 million/ readership: 2.6 million) Cooperazione

 **coop**
cooperazione

Cooperazione

SOCIETÀ MARI PULITI

Reti recuperate

Le reti da pesca alla deriva minacciano l'ecosistema marino. Grazie ad alcuni volenterosi sub, diventano una preziosa risorsa per produrre i calzini, ora in vendita anche da Coop.

TESTO [MARTIN WINKEL](#) FOTO

JOHN WHEELER/GHOST FISHING, MAD, IMAD FARHAT/GHOST FISHING, MAD

19 AGOSTO 2019







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zu Hause

OVS



Milliken



DESSO



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out of the ocean

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ACTIVE

LETZ SUSHI
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SWIM

LANIUS

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SWIMWEAR

SHAPES IN THE SAND
AUSTRALIA
SUSTAINABLY SHAPING SWIMWEAR

Holiday Romance

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PORTO CERVO

selvaggi

RE-ATHLETE

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LAROCK
SUSTAINABLE LUXURY / MADE IN LA

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The Other Bag

Molidae Design

Free Flow

Bower

Dansez

Menestho

Elle Evans Swimwear

Io Swimwear



Thank you for your attention!

www.healthyseas.org

