In 2022, Dr. Sylvia Earle and the Mission Blue team continued to raise awareness about the urgent need for ocean protection through the Hope Spots initiative. This included identifying and designating new Hope Spots around the world, working with local communities to develop conservation plans, and engaging with policymakers to advocate for stronger ocean protections.

A summary of the main activities for 2022 and the work plan for 2023 is provided in this document.
Highlights From 2022

Despite the lingering pandemic still affecting the beginning of the year, Mission Blue found ways to advance its overarching goal to protect 30% of the world’s ocean by 2030.

• Dr. Earle was a focal point of many ocean announcements. One example was the Galápagos Marine Park expansion in January 2022, together with President of Ecuador, Guillermo Lasso and former President Clinton.

• 2022 saw the addition of 10 new Hope Spots for a total of 147 reasons for hope, approaching 58,000,000 square kilometres of the planet’s ocean.

• Our partners at Rolex launched its campaign featuring Dr. Earle celebrating 40 years of partnership, Mission Blue and Hope Spots.

• In 2022, Rolex generously sponsored the work of two Hope Spot champions — Carla Damaso and Chris Pham — in the Azores Hope Spot.

• Dr. Earle’s book ‘OCEAN: A GLOBAL ODYSSEY’ saw a number of events in 2022 particularly at aquariums across the US.

• At the Ocean Conference in Lisbon Dr. Earle spoke at many events and took part in the announcement of the large expansion of MPAs in Colombia. Several other initiatives were launched during the week. The Mission Blue Team visited Prince Hussain Aga Khan’s exhibit at the Ismaili Centre.

• UNFCCC COP27, Climate Conference in Sharm el Sheik, was attended by John Vermilye, Carl Gustaf Lundin and Shannon Rake and saw the launch of the Great Fringing Reef Hope Spot and a commitment by Egypt to protect all their coral reefs. Read the story: HOPE SPOT ANNOUNCEMENT LEADS TO MARINE PROTECTION FOR THE GREAT FRINGING REEF OF THE RED SEA

• Galápagos Expedition, July 2022 on the ARGOS conducted a number of research projects across the archipelago. The Mission Blue organized expedition included film teams from both DEEP SEA PRODUCTION and ROLEX. A few of the recent productions are listed below. It will also be documented in a number of new films, including both shorter stories and a proposed feature under production:
  - GALÁPAGOS — 25 YEARS OF MARINE PROTECTION | DEEP SEA REPORTER
  - GALÁPAGOS — AN UNEXPECTED MEETING | DEEP SEA REPORTER
  - IMPORTANT OCEAN SCIENCE IN THE GALÁPAGOS | DEEP SEA REPORTER
  - GALÁPAGOS — THE FLIGHTLESS CORMORANT | DEEP SEA REPORTER
  - GALÁPAGOS — UNIQUE FAUNA ON FERNANDINA ISLAND | DEEP SEA REPORTER

• MISSION BLUE WEBINARS — The webinar series for 2022 included a presentation on Ocean Stories and Hope Spots in Australia.
Hope Spots Community Engagement: Wish-Act-Protect

Momentum behind Hope Spots continues to grow at the grassroots level and in government and scientific communities as well. This is a testament to the importance of Dr. Earle’s vision for the critical need to build public support through action at the grassroots level. Community engagement is at the heart of Hope Spots and our ability to share the passion and action happening at the local level fuels inspiration and hope globally.

This upcoming year we’ll focus on maximizing impact from growing our global Hope Spot community and providing them with more tools and resources.

2022 was a strong year for champion engagement and action in Hope Spots. The Champions and Partners are engaged and actively working on a variety of actions to expand ocean protection and conservation in each Hope Spot. We have a continuous supply of updates and wins from our Hope Spots that we can share with our community to show that Hope Spots work. With all the threats facing the ocean our work is now more important than ever; we are inspiring community action in Hope Spots around the world. Interest in Hope Spots continues to expand, not only with local groups and NGOs, but also within the ocean science community globally.

Hope Spots represent the first step in a process towards protection for many cases. In others it is helping to push for a management plan for a park already designated by a government or doubling down with support for protected areas considering regular changes in government administrations that inevitably take place over time.

We will continue to work with these communities over the upcoming year to develop local protection efforts including outreach, policy, science programs and ultimately government action.
2022 Expeditions Program

In July 2022, Mission Blue completed the Galápagos Islands Hope Spot Expedition with great success. Several researchers led by Dr. Earle and local Hope Spot Champion Prof. Alex Hearn met on board the MV ARGO to mark the 25th anniversary of the Galápagos Marine Reserve and to identify future challenges.

The expedition’s midpoint saw Dr. Earle dive into the DEEPSEE submersible with Ecuador’s Minister of Environment, Gustavo Manrique, and CNN anchor Amaro Gomez Pablo. Exploring the depths of the ocean provided an opportunity to gather valuable data that will assist future conservation efforts.

In addition to the DEEPSEE sub, the team also used a variety of tools and techniques, including baited remote underwater video systems (“BRUVS”) for monitoring fish populations, biologgers to measure flightless seabird foraging behavior, and underwater transects conducted via SCUBA in order to collect data on cryptic and “forgotten” species like slipper lobsters (Scyllarides astori) and bullhead horn sharks (Heterodontus quoyi). The research findings are still being analyzed and will be shared once they are published.

ROLEX and NATIONAL GEOGRAPHIC provided most of the funding for the expedition, in addition to a private donor who accompanied guests on the expedition’s sister vessel, MY PASSION, and Mission Blue Board Director Shari Sant, who was on the ARGO research team.

Deep Sea Productions (DSP) provided in-kind filmmaking support and has produced short films and blog articles from the expedition. In addition to sharing clips and stills with Mission Blue for social media and outreach, DSP plans to produce one or two documentary-length films and a series of short films. Additionally, Scubapro made a generous in-kind donation of dive gear. With ROLEX and their own expedition filmmaking team from PROUDFOOT, the Mission Blue Communications Team has released a series of blog articles, short films, and social media storytelling from the expedition.

Mission Blue participated in the Monaco Explorations Indian Ocean Expedition to the Outer Seychelles Hope Spot and Mauritius in October and November 2022. Dr. Earle and Carl Gustaf Lundin took part in planning meetings for this expedition, which hosted 130 researchers, divers, communicators, civil society actors, content creators and artists. The expedition focused on the Aldabra and Saya de Malha Bank Hope Spot, the world’s largest submerged high seas bank.

Max Bello, Policy Advisor for Mission Blue, participated in expeditions to Panama and Uruguay earlier in 2022.
Workplan 2023 Table of Contents

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Community Engagement Goals

- Continue to work with champions to gain protection in Hope Spots
- Increase the number of Hope Spots
- Recruit Hope Spot Champions for earlier designated Hope Spots
- Implement workshops for Champions to support their efforts
- Build community amongst Hope Spot Champions in sharing best practices, challenges and strategy
- Implement Wish-Act-Protect and Wins data in Hope Spot Information Platform (ESRI)
- Produce Hope Spot Summits
- Build/Manage Hope Spots Council
- Leverage Dr. Earle’s voice via videos and social media to support local efforts
- Monitor and report success for all Hope Spots in progressing from Wish-to-Act to Protect

New Programs

Thanks to generous funding from an anonymous donor, funds have been allocated Mission Blue to develop the following new initiatives:

- Chile/Patagonia
- Indonesia Projects
- Global Kelp Forest
- SeaLegacy Collaboration

Realizing Protection for Hope Spots and the Global Ocean Policy Agenda

In order to achieve key international ocean conservation goals, scientists, the conservation community, and countries around the world will advance actions, such as (30x30), which aims to protect 30% of the oceans by 2030.

Working country by country to accelerate ocean protection, this target has helped us achieve our goals around the world.

In 2023, Mission Blue will work closely with key partners including The Pew Charitable Trusts, Wyss Foundation, Blue Marine Foundation and the Minderoo Foundation to advance protection in key countries.

Additionally, Mission Blue will participate in strategic meetings and impactful initiatives to ensure marine protected areas are prioritized as a key action to address the dual crises of climate change and biodiversity loss.
Focus Points

**Dominican Republic**

Mission Blue is collaborating closely with the government of the Dominican Republic towards the creation of a network of highly and fully protected MPAs securing the protection of over 30% of Dominican Republic’s domestic marine area. The government is aiming to establish these protections by Presidential decree during the Our Ocean Conference March 2nd & 3rd, 2023 in Panama City.

Mission Blue will help facilitate work between scientists, technical institutions and government officials, focusing on two key geographical areas: (1) the southern part of Dominican Republic’s Economic Exclusive Zone (EEZ) which borders Colombia’s EEZ and (2) the northern part of Dominican Republic’s EEZ including the Banco de la Plata (Silver Bank) where existing protections could be expanded. Increased general awareness about the importance of expanding protections in the Caribbean region, would be achieved through communications outreach surrounding the various milestones throughout this project. These communications goals will be achieved through collaboration with SeaLegacy and other relevant partners.

Securing this protection would position Dominican Republic as the first country in the Caribbean to surpass 30% protection of their waters and effectively double the amount of marine area under domestic protection. Mission Blue has received the full support of the President and Dominican Republic government to collaborate on this effort.

**Baja California Sur & Sea of Cortez, Mexico**

Mission Blue continues to work with the Mexican government, The Pew Charitable Trusts, newly appointed Hope Spot champion (Revollagigedo), Mario Gomez, Beta Diversidad and relevant stakeholders to protect the Sea of Cortez in Baja California. Mission Blue has helped to facilitate a process with Mexican authorities, local groups and communities to coordinate on the proposed protections.

**Panama and Our Ocean**

Mission Blue is working with the government of Panama on the expansion of protections in its domestic Caribbean waters. Panama’s Minister of Environment has publicly committed to protecting over 50% of its waters and is working with Mission Blue’s international ocean policy expert, Max Bello to identify priority areas for protection.

Mission Blue is also working closely with the government of Panama in the development of the 2023 Our Ocean conference which will bring together Heads of State & Ministers from around the world to commit key actions to safeguard the ocean. Mission Blue will support the government of Panama to identify key speakers, facilitate communications efforts and provide expertise. It is anticipated that Panama’s government will announce these protections at the conference.
A plan is being put in place to protect Patagonia’s fjords and channels. We are looking to secure more marine protected areas in coastal and also pelagic zones, through a gap analysis, this will be given to the regional and national government.

Salmon farming should be excluded from protected areas. We will also secure protection of the kelp forest, which is the biggest continuous kelp forest on earth.

All of this through the support of the Plum foundation and other allies, working with local and national researchers, activists and community leaders as well NGOs and government officials.

What will hopefully be the final round of the High Seas Treaty negotiations will take place in February 2023. Mission Blue plans to engage with these negotiations to ensure a strong outcome for marine biodiversity in areas beyond national jurisdiction.

In particular, Mission Blue will reinforce the need for the Treaty to have a mandate to establish and manage highly and fully protected areas on The High Seas and ensure robust management of biodiversity outside these areas.

Following the successful negotiation of the post 2020 Global Biodiversity Framework at the United Nations (UN) Convention on Biological Diversity (CBD) agreed in December 2022 in Montreal, countries will be focused on delivering globally agreed targets to protect the ocean.

As one of the core partner organizations, Mission Blue will continue to work closely with Natural Resources Defense Council (NRDC) to support the leadership of Blue Leader countries in realizing a network of highly and fully protected MPAs around the world.
Communications: Putting Hope Spots On The Global Stage

2022 has been a strong year for Mission Blue communications as we continue to experience audience growth and solid engagement across our various channels:

- Newsletter Campaign
- Website
- Hope Spot Information Platform (ESRI)
- Webinars
- Facebook - Mission Blue
- Facebook - Sylvia Earle
- Twitter - Mission Blue
- Twitter - Sylvia Earle
- YouTube - Mission Blue

14 Hope Spots have been launched, thousands of pieces of content have been released, newsletters have been delivered, webinars have been held, our Hope Spot Information Platform has been kept accurate and up-to-date, partnerships have been fulfilled, content campaigns have been executed to inspire/educate, and fundraising campaigns have generated hundreds of thousands of dollars.

Through the support of the Gallifrey Foundation, a series of voices from the ocean were produced, providing a different perspective on ocean life: THE GOLIATH GROPER WITH SYLVIA EARLE

The Following Areas Are On Our Radar

New Comms Initiatives
- New Website
- Activating Dr. Earle’s Instagram
- Comms Travel / Content Creation
- Formalizing Dr. Earle Film Shoots
- Digitization of Dr. Earle’s Library
- Animated films of the Ocean Voices

Comms Support of Advancement
- Legacy Society
- Expedition Alliance
- Blue Circle
- Travel Program

Comms Support of Strategic Partnerships
- Sea Legacy
- The Antarctic and Southern Ocean Coalition
- The Ocean Race
- The Sustainable Ocean Alliance
- Call of the Sea
- Captain Planet Foundation
- Parley for the Ocean / Forests of the Sea

Comms Support of new Foundation Initiatives
- Chile / Patagonia
- Indonesia
- Kelp Forest

Digital Content
All of Mission Blue’s digital data is now housed on four redundant servers and optimized for data security as well as utilization by the communications team to create content and respond to requests. Sean allocates his time to both satisfy requests and also edit custom videos for the communications program that help launch Hope Spots and drive our campaigns.
Expeditions: Exploration, Conservation & Storytelling

Exploration is at the heart of all Mission Blue expeditions. By supporting researchers and filmmakers to explore Hope Spots, we shine a global spotlight on conservation science, policy and passionate communities who are making a difference in saving the ocean. The content created increases engagement and fosters action. Our team has explored over 30 Hope Spots to date, with upcoming expeditions to Antarctica, the Dominican Republic and the Cayman Islands.

Expeditions On The Horizon

All upcoming expeditions are listed here:

- **UPCOMING EXPEDITIONS 2023**

antarctica, Chile/Patagonia, Dominican Republic, Cayman Islands, Egypt, and Australia are some of the current expeditions we are working on.

To join or contribute to an upcoming expedition, please contact Courtney Mattison at: cmattison@mission-blue.org

Strategic Partnerships

More influential partners have stepped up to work with Mission Blue as we continue to gain momentum across the globe, from grassroots Hope Spot efforts to working with individual governments and participation at United Nations events.

- IUCN — IMPAC 5 Marine Protected Areas Congress
- United Nations Liaison, Ocean Conferences
- The Antarctic and Southern Ocean Coalition
- Camper & Nicholsons
- The Ocean Race
- The Sustainable Ocean Alliance
- Call of the Sea
- Captain Planet Foundation
- Parley for the Ocean / Forests of the Sea

Youth and Education

The youth and education sector is one of our focus areas this year and next, in particular:

- **THE SUSTAINABLE OCEAN ALLIANCE**
- **CALL OF THE SEA**

Patagonia and Kelp initiatives

Working within the parameters outlined by our anonymous donor in their Patagonia and Kelp initiatives, we anticipate engaging in impactful partnerships with:

- **PARLEY FOR THE OCEAN**
- **FORESTS OF THE SEA**

The Ocean Race

For the second time, Mission Blue has partnered with The Ocean Race, a prestigious crewed sailing race around the world with a 50-year history, departing in January of 2023.

- **THE OCEAN RACE — RACING WITH A PURPOSE**

This year the race carries an even stronger ocean conservation message, as the fleet will sail under
the banner of a Universal Declaration of Ocean Rights. Mission Blue will play a key role in gathering signatures for the declaration, which will be presented at the UN General Assembly in the fall of 2023. Dr. Earle will be invited to speak at one of the high level Ocean Race Summits held during this legendary race.

**Antarctic and Southern Ocean Coalition**

After a hiatus of several years, the Mission Blue Board approved for our full membership in the Antarctic and Southern Ocean Coalition.

- **ANTARCTIC AND SOUTHERN OCEAN COALITION**

**The Who is Who in Partnerships**

You can review a list of our featured alliance, corporate, foundation, and allied partnerships, and our full partnership list of Alliance partners:

- **MISSION BLUE ALLIED PARTNERSHIPS**
- **MISSION BLUE ALLIANCE PARTNERS**

**Advancement**

**Objectives 2023**

1. Chart the strategic direction that sustains and grows revenues from all constituents including individual donors, corporate and foundation giving, planned giving, and special events.
2. Develop and implement new fundraising programs to increase multi-year giving
3. Develop and maintain relationships with corporate and foundation partners

**KPI’s**

- Secure 2 new multi-year commitments
- Increase donations in all 5 new advancement programs
- Secure $3.2M (Jan 1st - Dec 31st, 2023)

**Income Targets**

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**3,250,000**

**3,995,002**

**Highlights 2022**

- Secured $2M from Anonymous Donor
- Secured increase of $250K annually from Rolex to a total of $750K
- Individual: 675K — increase 51% from 2021
- Total Income: 3.9M — increase 159% from 2021

**1. FOUNDATION PARTNERS**

**ROLEX: $750K annual (thru 2024)**

Rolex has been a premier partner of Mission Blue since 2015 and continues to play an integral role in a variety of areas. The Rolex Perpetual Planet campaign will run through 2024 in addition to their increased financial support. Through corporate partnerships like Rolex’s stunning Perpetual Planet Campaign, Hope Spots reach a wide audience globally. Dr. Earle and Mission Blue have been featured in all Hearst and Conde Nast magazines worldwide, as well as the BBC, CNN and NBC. Mission Blue and Hope Spots have already reached millions of people through this extraordinary campaign.

**Anonymous Donor: $2M (thru 2023)**

In the spring of 2022, an anonymous donor reached out to Mission Blue, and subsequent meetings resulted in a benchmark grant of $2,000,000. To date, meetings continue on a weekly basis to develop programs that will be supported, including initiatives for Patagonia/Chile, Indonesia, and a global kelp program.
Notably, fully half of this grant is unrestricted for Mission Blue existing programs.

National Geographic $200K Explorer-at-large-grant for Dr. Earle. Allocated to 2022 Expedition to Galápagos. With Dr. Earle’s status as an Explorer-at-large National Geographic provides an annual grant of $100K. Dr. Earle to submit a proposal for allocation.

**HOLLY JOLLY FOUNDATION: $75K (one time)**
Holly Jolly provided a 1-term grant in the amount of $75K and invited Dr. Earle to speak at their annual meeting. We plan to submit a proposal for all of the Hope Spots in Florida along with partners working on terrestrial corridors.

### 2. CORPORATE PARTNERS

**BIOtherm**
Since 2012, Biotherm Water Lovers has supported Mission Blue to help protect eight Hope Spots with donations adding up to over 900,000 Euros. In June 2018, Biotherm began directly supporting Mission Blue to conduct outreach projects and events to create awareness, foster partnerships and ignite broad public support for a global network of marine protected areas.

In 2022, Biotherm transitioned to new corporate leadership and we are evaluating how best to collaborate. Funding has been postponed until a master agreement is solidified.

- **Mission Blue Alliance Partners**
- **Highlighted Strategic Partnerships**

**ETHIQUE**
Continuing their support from 2021, Ethique again stepped up in 2022 with a $50K grant. A global brand based in Australia, their goal is to eliminate plastic waste while providing organic and sustainable personal care products.

**ESRI (in kind)**
Hope Spots are comprised of many factors, including culture, governing entities, geography, biomass of all kinds, terrain, and ocean and atmospheric conditions. To communicate the complex nature of each Hope Spot, and progress made toward conservation, Mission Blue is utilizing ESRI tools and training others to use them, too. This GIS software allows for spatial mapping and storytelling through customized Story Maps that layer information into a geographical context that can easily be shared. ESRI provides the software and support at no charge.
Individual Giving Campaigns

• Earth Day
• Dr. Earle’s Birthday
• World Oceans Day
• End of Year 2022
• Legacy Society (2x per year)
• Expedition Alliance (2x per year)
• Blue Circle (4x per year)
• Travel Program (2x per year)

Giving Programs

1. HOPE SPOT IMMERSION TRIPS
   (aka Travel Program)

These trips serve the purpose of cultivating donors, allowing them to witness the importance of Mission Blue’s Hope Spots, and to support our Hope Spot Champions.

In 2023, we are planning 2 trips:
• Q3 Cayman Islands
• Q4 Australia

2. BLUE CIRCLE

Borrowing the concept from other successful programs to garner long term donors, this is an appeal to potential donors of means who want to make a serious commitment to Mission Blue. We are inviting them to be a member of our Blue Circle by donating a minimum of $1000 per year. We will have an annual event to honor their engagement as well as invitations to attend our travel programs.

3. EXPEDITION ALLIANCE

This initiative is for patrons who wish to support the Mission Blue expedition program. While marine exploration has steadily grown since the last mid-century, it has achieved nowhere near the bounty granted to space exploration. The goal is to secure $100K from 10 donors for a 5 year-term to sponsor the expedition program. With this new model we aim to secure a sustainable fund for the expedition program.

4. MISSION BLUE COUNCIL

(Definition of) Members - think tank.... will participate in selected Mission Blue events and an annual virtual or in-person event with Dr. Earle. By invite only, no financial contribution required.

5. MISSION BLUE LEGACY SOCIETY

The Mission Blue Legacy Society is a planned giving program available through our website. A Legacy Society recognizes and honors individuals who treasure Mission Blue’s cause and have expressed their commitment to ensure our important work continues. Legacy Society members make a gift to Mission Blue in their estate plans with their accounting or investment professionals.

Donor Events 2023

• Q1 Explorers Club 2023 (Q1)
• Q1 Mission Blue Council Dinner / Reception
• Q2 The Ocean Race/Biotherm event, Newport, Rhode Island, or Aarhus, Denmark
• Q3 Travel Program, Cayman Islands
• Q3 Florida Public Event
• Q3 Monaco Yacht Show
• Q3 The Ocean Race/UN General Assembly, NYC