STRATEGIC VISION

Bridging art and science for the ocean.
The ocean is Earth’s life support system.
PangeaSeed is the only organization dedicated to producing art to restore the world's oceans.

Founded in 2010, we are innovators in the ocean conservation movement, leveraging the influence of contemporary art and the power of creativity to solve urgent environmental threats. Our work educates and empowers audiences globally, both coastal and landlocked, to join the movement to protect our planet and become active ocean stewards. We are a US-based and internationally engaged 501(c)(3) nonprofit.

This strategic plan details our ambitious new goal to incorporate ocean science into all of our projects and ongoing programs. Working with diverse ocean advocates, we will bring artists and scientists together to collaborate on impactful creative work that inspires ocean protection.

Our work directly contributes to the UN Decade of Ocean Science Outcome for "an inspiring and engaging ocean where society understands and values the ocean in relation to human well-being and sustainable development."
OUR VISION + MISSION

The ocean belongs to all of us. We envision a world where art and science unite to protect our oceans and create a sustainable future for all.

Our mission is to bridge art and science to advance ocean conservation. Leveraging art's emotional impact and science's evidence-based approach, we creatively communicate pressing ocean narratives. At this critical time, our work empowers people and communities globally to become stewards of our blue planet.
We're the only organization doing this kind of work at this scale

We have over ten years of experience

We're bilingual: we speak marine science and art

We're experts in producing super cool purpose-driven art

We have a global network of over 1000 artists who want to participate in the ocean conservation movement

We excel at working with a range of partners including researchers, brands, non-profits, foundations, schools, and advocacy organizations

We are actively pursuing research partnerships to grow our network of ocean scientists

We are ocean lovers
The Knowledge Gap

Scientific research informs our understanding of how a healthy or stressed ocean functions. Science offers evidence-based insights that inform policy decisions, nature-based and technical solutions, and calls to action that drive ocean conservation.

Understanding the fundamentals of ocean science empowers individuals. When people grasp the root causes of environmental issues, they are better equipped to advocate for meaningful solutions. Empowered individuals and communities, armed with scientific knowledge, are instrumental in pushing forward policy changes and sustainable practices that drive the conservation movement and safeguard our oceans for generations to come.

However, science can be inherently complex, difficult to access, sometimes mistrusted, and challenging to translate across cultures and contexts. This has led to a lack of ocean science literacy amongst the general public.

We will conserve only what we love, we will love only what we understand, and we will understand only what we are taught.

— Baba Dioum
WHY ART + OCEAN SCIENCE

Our Solution

We believe art is a powerful tool to bridge this knowledge gap. Integrating the latest scientific findings and concepts into artistic creations has the power to:

- **Promote scientific literacy**
- **Make science relatable, memorable and motivational**
- **Build community**

**Promote Scientific Literacy**

- Make science accessible to broad audiences
- Translate complex scientific ideas into digestible visualizations or experiences

**Make Science Relatable, Memorable and Motivational**

- Elicit emotions and engage viewers through storytelling
- Raise awareness and inspire people to take action on critical issues
- Encourage hope and positivity about difficult realities

**Build Community**

- Foster trust with individuals and communities, particularly those historically marginalized
- Bring the oceans to communities without coastal access
**OUR IMPACT**

**Our Artist Network**

Over **1,200** artists have joined our creative community

Representing **69** nationalities

Participating in global collaboration and cultural exchange in **20** countries

**Our Creations**

**550** murals, transforming urban spaces worldwide

**257** limited edition print editions, bringing our mission to homes

**43** short films that engage and educate audiences on our work and marine conservation issues

**Engagement**

**48** community engagement events hosted

**38** cities activated through public art installations and educational community programming

**1,350** youth engaged through schools and extracurricular activities
OUR COMMITMENT TO INTERSECTIONALITY

We commit to addressing systemic social injustices across all of our programming and projects. We recognize that not only has the environmental movement been fraught with privilege, but environmental injustices and impacts have disproportionately affected generations of Black, Indigenous, and people of color (BIPOC).

Our definition of marine science is inclusive of Traditional Ecological Knowledge and lived experiences and histories. We acknowledge that we cannot protect the environment without also protecting our people because social justice and environmental justice are inextricably linked.
OUR GOALS

Integrating these three goals into our work ensures we achieve our mission.

1. Work with diverse ocean advocates
   Everyone has a stake in the health of our oceans. Whether you're a mission-aligned business, an active researcher, a conservation initiative, (non)-governmental organization, or an empowered ocean advocate - we have created pathways to join forces and work together for a bluer future.

2. Facilitate collaboration between artists and scientists
   We are developing the world’s first network of artists and marine scientists mutually passionate about protecting our oceans. For every single one of our arts-based projects we leverage this network to create a collaboration point, ensuring that our work is grounded in sound, data-driven, ocean science.

3. Produce impactful creative work
   We deliver purpose-driven work that addresses our four Priority Ocean Challenges. Our projects scale from fine art prints, large-scale public murals, experiential installations, sculptures, youth workshops, and beyond. We are always exploring new media to give the oceans a creative voice.
We offer three main programs to achieve our goals.

**OUR PROGRAMS**

- **Impact Program**
- **Commissioned Program**
- **Printed Oceans**
Work with diverse ocean advocates

Facilitate collaboration between artists and scientists

Produce impactful creative projects

Through the Impact Program, we have an opportunity to work directly with researchers to communicate and amplify Priority Ocean Challenges through innovative creative projects.

We collaborate with researchers and artists to co-create a project that communicates their work to the desired audience.

There are endless options for what an Impact project can look like: a large scale mural that translates trends in locally sourced data to the community, a cleverly designed capacity building toolkit for stakeholders, an immersive walk-through exhibit relating ocean issues to landlocked regions, or the opportunity for a scientist to work with a skilled underwater photographer, for example.
COMMISSIONED PROGRAM

For the Commissioned Program, we work with aligned businesses, government agencies, developers, nonprofits, and more, to bring their commitment to ocean conservation to life.

We create a knowledge-exchange and collaborative touchpoint between artists and researchers according to the Priority Ocean Challenge(s) being highlighted.

Commissioned projects are equally limitless as our Impact projects, but are guided by the goals of our clients. We offer bespoke multi-platform marketing campaigns and custom branded products. These might look like public mural activations, live painting experiences, custom limited edition poster series, or a capsule merchandise collection.

GOALS

Work with diverse ocean advocates

Facilitate collaboration between artists and scientists

Produce impactful creative projects

OUTCOMES

Printed Oceans
# Printed Oceans

## GOALS

<table>
<thead>
<tr>
<th>Impact Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work with diverse ocean advocates</td>
</tr>
<tr>
<td>Facilitate collaboration between artists and scientists</td>
</tr>
<tr>
<td>Produce impactful creative projects</td>
</tr>
</tbody>
</table>

## OUTCOMES

<table>
<thead>
<tr>
<th>Commissioned Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Printed Oceans is our established and ongoing fine art print program in which we collaborate with today’s most respected, emerging, and established creative minds.</td>
</tr>
<tr>
<td>Artists focus on a chosen Priority Ocean Challenge. We provide them with resources to understand and illustrate their Challenge, including the opportunity to meet with an ocean expert.</td>
</tr>
<tr>
<td>Printed Oceans releases at minimum 24 limited edition prints a year, one per month, to shine a light on Priority Ocean Challenges. Individuals have the opportunity to purchase these prints for a purpose and bring these images into their homes, schools, offices and other personal spaces.</td>
</tr>
</tbody>
</table>
Every second breath we take comes from the ocean.
Our four Priority Ocean Challenges are overlapping and interconnected, forming a nexus of urgent threats to marine biodiversity and ecosystems, human well-being, and planetary health.

Impacts of climate change on our oceans, such as rising sea temperatures and acidification, devastate fragile coral reef ecosystems and disrupt sensitive processes that regulate the global climate.

Pollution, especially plastic pollution, contaminates marine habitats, bioaccumulates in marine species, and contributes to ecological imbalances with unknown and far-reaching consequences.

Large-scale and under-regulated fishing practices destabilize delicate food webs and rob artisanal fishing communities of livelihoods and food security.

Unsustainable coastal development destroys critical habitats, escalates erosion, and increases community vulnerability to sea level rise and extreme weather events.

The Priority Ocean Challenges are our starting point when defining our creative work’s subject matter and impact. Depending on the project’s geographic focus, we will further specify content according to the regional threats impacting the project’s location, emergent science, and stakeholder and community perspectives.
We employ our distinctive and flexible five-step process across all projects, aiming to optimize **impact** and **efficiency**. This approach not only enables us to generate original work but also caters to diverse mediums and stakeholders.

### OUR FIVE-STEP PROCESS

1. **We seek out, or are approached by,** an ocean advocate to collaborate!

2. **We choose a strategy** together based on the goals, intended impact, and audience.

3. **We curate and facilitate** a collaboration point between the artists and scientists with the depth of the collaboration being defined by the strategy.

4. **We measure the impact.** Each project we facilitate requires the collection of a unique set of evaluation metrics dependent on the goals of the project and the style of art that is produced.

5. **We produce** the final project!

<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
<th>Stakeholders</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>We seek out, or are approached by, an ocean advocate to collaborate!</td>
<td>Government agencies, Educational Orgs, Aligned businesses, Research Orgs, Individual consumers, Blue tech, Real estate Developers, Nonprofits</td>
</tr>
<tr>
<td>2</td>
<td>We choose a strategy together based on the goals, intended impact, and audience.</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>We curate and facilitate a collaboration point between the artists and scientists with the depth of the collaboration being defined by the strategy.</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>We measure the impact. Each project we facilitate requires the collection of a unique set of evaluation metrics dependent on the goals of the project and the style of art that is produced.</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>We produce the final project!</td>
<td>Painting, Licensing, Murals, Animation, Illustration, Workshops, Installation, Brand Collabs, Events, Sculpture, Social, Photo / Video</td>
</tr>
</tbody>
</table>

Measuring the impact of art is notoriously challenging. In 2024, we will leverage technology to develop a **monitoring and evaluation framework** to produce tangible insights into how our arts-based science communication strategies facilitate collaboration, raise awareness, and inspire activism for the oceans more broadly.
Unlocking funding for work at the intersection of art and science can be challenging, so we developed a diverse set of funding sources that support our operations, ongoing programming, and projects.

**Commissioned Program**
We charge a fee for our production services as these are commissioned projects with clear goals and budgets provided by the client. After covering project expenses, proceeds from the Commissioned Program are directed towards general operating expenses and into our Impact Program fund.

**Donations**
We rely on generous donations from individuals and businesses to help cover operating expenses and to support our Impact Program fund.

**Grants**
The Impact Program is mostly funded by government, foundation, or corporate grants that we apply for, often in partnership with the research collaborator(s). We also support a portion of general operating expenses through awarded grants.

**Sales**
Printed Oceans and PangeaSeed merchandise give individuals the opportunity to purchase for a purpose. All proceeds support our nonprofit operating expenses and are directed back into Printed Oceans.
AMPLIFYING OUR WORK

We curate and create original storytelling content in order to increase awareness, interest and engagement in our work as creative communicators in the ocean conservation movement.

Marketing Strategies

Storytelling & Content Creation
- Create high-quality, shareable content to educate, inspire, and emotionally connect with our audience
- Content topics can include researcher and artist profiles, scientific discoveries, ocean conservation success stories, and project highlights and outcomes

Social Media Engagement
- Leverage social media platforms (e.g., Instagram) to share engaging visual content, including artwork, illustrations, animations, and videos
- Use storytelling and hashtags to increase reach and engagement

Partnerships and Collaborations
- Forge partnerships with artists, scientists, research institutions, and other ocean conservation organizations to co-create content, projects, and events

Email Marketing
- Build and segment our email list to deliver targeted messages and updates to different audience types
- Implement personalized email campaigns for the Impact Program, Commissioned Program, and Printed Oceans

Website Optimization
- Refresh website with new strategic priorities and simplified design
- Optimize the website for user experience and search engines
- Ensure that our website clearly states what we do, who we work with, our mission and goals, and an extensive portfolio of our past work
For over 10 years we have witnessed the power of art to bring the environment into the streets, connect with viewers, and change hearts and minds. At this critical moment in time, fostering stewardship of our planet and protection of our oceans has never been more important.

Through our unique process bridging art and science, we have created pathways to work with ocean advocates of all kinds who agree that through creativity, innovation, and collaboration, we can make a difference.

Reach out to info@pangeaseed.org to learn more.