



Two challenging years — 2020 and 2021 — have been constrictive to our mobility as the pandemic limited access to places where **Mission Blue** would normally be exploring underwater, giving talks, and attending national and international meetings. However, being anchored to a desk for much of this time made possible the exploration of new ways of communicating globally with internet technologies, and planning ambitious projects for 2022 and beyond.

We also made important organizational changes to prepare for our next phase of growth. We retained **Carl Gustaf Lundin** as Managing Director/CEO, a former director at **IUCN**. We also welcomed **Dona Bertarelli** and **Vassar Sydell** as 2 new influential Board Members. This additional capacity in management and financial oversight aligns with Mission Blue's long-term strategy for growth and fiscal security.

Mission Blue has expanded the vast global network of **Hope Spots** to 140 sites, in 69 countries, engaging local champions and communities. All Hope Spots now feature **ESRI**-based story maps with publicly accessible images, data, and stories. With support from **Rolex** and more than 250 partners, the 58 million square kilometers embraced as Hope Spots are either fully protected or are marine protected areas in the making. Our important work has realized a network of hope for the widely embraced goal of half of the natural world protected by 2050, and at least 30% by 2030.



DD BROV

Sylvia A Earle



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HUMPBACKS, REUNION ISLAND © FRANÇOIS BAELEN



OUR MISSION

"To ignite public support for a network of Hope Spots, marine protected areas. that are large enough to restore the health of the ocean."

DR. SYLVIA EARLE

Since its founding in 2010, Mission Blue has built a global network of 140 Hope Spots in 69 countries covering approx. 58 million square kilometers of the ocean. We invested early on in expeditions and infrastructure to nominate, designate and support Hope Spots. We have also utilized an extensive array of digital and social media tools to amplify Dr. Earle's vision and motivate greater action in support of the ocean.

- The communities we empower worldwide receive the benefit of a global platform to give voice to their goals and achievements in ocean conservation.
- Collectively with the ocean community, our goal is to reach at least 30% protection by 2030, in alignment with the United Nations target. All of our work with Hope Spots puts this objective at the forefront.

World leaders and heads of state continue to meet a management plan for a park designated by a views with major media outlets and at more than 1,000 conferences, she has emphasized the urgent need for ocean protection for the future of humanity. She is the foremost ocean ambassador of our time.

Hope Spots - 'Wish-Act-Protect'

The momentum behind Hope Spots continues to grow, both at the grassroots level and in government and scientific circles. The fact that the public supports and takes action at the local level is important evidence of Dr. Earle's vision. The Hope Spots program focuses on grassroots engagement, and Mission Blue is proud to share the passion and action happening in these blue pockets of hope around the world.

In 2020, 12 new Hope Spots were established with 9 additional in 2021, approaching 58 million square kilometers of the planet's ocean.

Despite the ongoing Covid-19 pandemic, 2020 and 2021 were successful years for champion engagement and action in Hope Spots. Champions and Partners around the globe were committed and actively working on a variety of initiatives to expand ocean protection and conservation in each Hope Spot. In many cases, Hope Spots are the first step towards any marine protection. The goal can include developing

with Dr. Earle to discuss ocean protection and enlist government. Other times the intent might propose their support for Hope Spots. In hundreds of inter-support for established protected areas despite the challenge of regular changes in government administration. Not only do Hope Spots continue to captivate local groups and NGOs, they also attract the attention of ocean science experts around the world. Ocean threats have never been greater and Mission Blue is inspiring community action in Hope Spots around the world.

> Updates and successes from our Hope Spots are shared continuously with our online community, including via our Hope Spots in Action newsletters.





New Hope Spots 2020

Salish Sea, Washington and British Columbia <u>Moheli, Comoros Archipelago</u> Gold Coast Bay, Australia Little Cayman, Cayman Islands Ombai-Wetar Strait, Timor-Leste Gotland, Sweden Aeolian Islands, Italy Kangaroo Island North Coast, Australia Cocos Island, Costa Rica Coiba and Cordillera de Coiba, Panama Galápagos Islands, Ecuador Great Barrier Reef, Australia

New Hope Spots 2021

Cagarras Islands, Brazil Inhambane Seascape, Mozambique Laamu Atoll, Maldives Fish Rock, Australia Wotho Atoll, Marshall Islands Biological Marine Corridor of OSA, Costa Rica Tubbataha Reefs Natural Park, Philippines Saint Barthelemy, Caribbean (France) Kahalu'u Bay, Hawaii Fogo Island, Canada

ESRI Partnership

During the virtual ESRI-Conference in November of This latest opus from Dr. Earle explores the power and 2021, Mission Blue and ESRI officially announced their significance of the world's ocean, and its impact on partnership. Each Hope Spot with its spatial data is our lives. She illustrates the life force that defines and entered into the database with all relevant informa- sustains our planet in a book that will be cherished tion, featured in a StoryMap, and displayed on the Hope Spot Map page on mission-blue.org

Any Hope Spot can now be accessed by the public to see its location as well as all of the photos, video, and data Mission Blue has collected about the area.

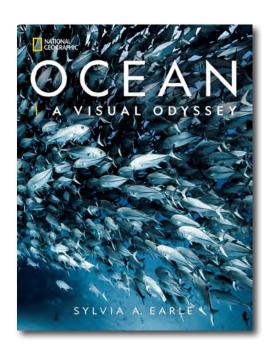
> "The good news is, nature is resilient and places that have been protected in the last 10 years show a remarkable capacity to improve."

> > DR. SYLVIA EARLE

Ocean: A Visual Odyssey

for generations.

A generous grant from Terra Carta Partners made it possible for National Geographic and Nardi Media to launch and promote Dr. Earle's new book to a broad audience in the US, Europe and beyond.





HIGHLIGHTS 2020

2020 began like any other year, with Dr. Earle travel- In January, Dr. Earle traveled to Switzerland to speak Hope Spot work continued with "business as usual" ing the globe to advance awareness around urgency for ocean protection along with solutions to prevent World Economic Forum. A month later, Dr. Earle and an irreversible global environmental crisis.

on behalf of the ocean to world leaders at the Dayos a BBC film crew were in the Seychelles to celebrate a Marine Protected Area that encompasses fully 30% of their territorial waters.



DR. EARLE MEETS WITH FORMER PRESIDENT JAMES MICHEL IN THE SEYCHELLES © KIP EVANS

In March, after speaking at the Embrace Ambition Summit held by the Tory Burch Foundation at Lincoln Center in New York City, Mission Blue shifted gears with the rest of the world, with Dr. Earle and the team working remotely. We were able to achieve this fairly seamlessly, pivoting to zoom meetings and webinars rather than in-person meetings. Conferences and summits were either postponed or held online, and Mission Blue continued to participate as a major contributor to global ocean policy.

recruiting Hope Spot champions, preparing nominations and launching new Hope Spots. The outreach team kept their focus on Hope Spots with social media and launched virtual expeditions to Galápagos and Palau.



ILENA ZANELLA, HOPE SPOT CHAMPION FOR GOLFO DULCE. CELEBRATES THE AWARD FROM WHITLEY CONSERVATION

Max Bello, Mission Blue's Advisor for Global Policy, brought policy work into the fold of Mission Blue and advocated Hope Spots to governments, NGO's, donors — building constituencies — to advance protection efforts in several Hope Spots.



HIGHLIGHTS 2021

virtual keynote at the Madrid Protocol Meeting on Antarctica.

As world leaders, NGOs and stakeholders gathered in Glasgow for the UN Climate Conference, Dr. Earle stressed that industrial fishing on the high seas must be banned to have a chance of preserving the ocean, by far the Earth's "largest carbon-capturing, and oxygengenerating system."

2021 saw Mission Blue and others venture out to At events attended by Al Gore, John Kerry, Vanessa In a historic move immediately following, the Presiparticipate in international summits, conferences, and Nakate, Stella McCartney, and young climate activists, dents of Columbia, Costa Rica, and Panama joined events. Particularly noteworthy were: the UN Climate Dr. Earle said stopping industrial fishing in interna- Ecuador in protecting an unprecedented swimway for Conference in Glasgow; the hybrid IUCN World Con-tional waters is as important as curbing fossil fuel use. migratory species in their offshore waters. servation Congress in Marseille, France; & Dr. Earle's "It's the No.1 priority, because we have the chance, in a stroke, to safeguard the blue heart of the planet."

> The Climate Conference delivered even more good news when President Guillermo Lasso announced Ecuador's commitment to expanding protections for the waters surrounding the Galápagos Islands. Along with Max Bello who has led our involvement, After a year's delay, the hybrid IUCN World Conser-Mission Blue was invited to attend the official signing ceremony in the Galápagos in January 2022.



vation Congress was held in Marseille, France in September of 2021. The focus was on the biodiversity and climate crises, post-COVID recovery, and the role and rights of indigenous peoples and youth in conservation.

- During the Assembly, IUCN's over 1,500 Members debated and voted on 39 Motions, including a hard-won Climate Crisis Commission supported by Mission Blue.
- Razan Al Mubarak was elected, the first woman from the Arab world to head IUCN and the second woman to lead the 73-year-old conservation organization.



MCCARTNEY, JOHN KERRY, AL GORE, VANESSA NAKATE, DR. SYLVIA EARLE © CARL GUSTAV LUNDIN





HIGHLIGHTS 2021 CONTINUED

A major achievement in 2021 was the culmination of a long-term collaborative effort to secure significant protection for the waters of the Eastern Tropical Pacific, where Dr. Earle has conducted exploration, research, and conservation activities since 1965.

We were delighted to hear some extraordinary news from the Coiba and Cordillera de Coiba Hope Spot, in the Eastern Tropical Pacific earlier in the year. On June 8th, 2021, Laurentino Cortizo, President of Panama, and Milciades Concepción, Minister of Environment signed the decree protecting the Coiba Ridge, a move that will triple the Cordillera de Coiba marine protected area. With this act, Panama is set to be ahead of the 30% by 2030 goals (30×30) and become a true Blue Leader — a country or more of its ocean.



More good news kept coming in. On Dec 17th, 2021, Mission Blue Webinars — the 2021's webinar series Carlos Alvarado Quesada, President of Costa Rica, began with Craig Foster of 'My Octopus Teacher' and and Andrea Meza, Minister of Environment & Energy, Dr. Earle, hosted by Elevation Barn. Other highlights signed a decree expanding the Cocos Island National this year included a webinar with the creators of Park, the heart of the **Cocos Island Hope Spot**. This move added approximately 53 thousand square kilo- and Jennifer Morris, CEO of The Nature Conservancy. meters of fully protected waters to Costa Rica's territory in the Pacific Ocean, making the total area approximately 55 thousand square kilometers.

The Eastern Tropical Pacific hosts myriad endangered or threatened marine species like the scalloped hammerhead, which, like many other animals, uses the waters between Cocos Island and the Galápagos Islands as a migratory "swimway," another Mission Blue Hope Spot. Marine animals, much like terrestrial that officially "highly and fully" protects 30 percent animals, migrate across thousands of miles territory — in this case, open ocean — and require protection throughout their journeys.

- 30% Ocean Protection by 2030, (30×30)
- Hope Spots aligned to meet United Nations SDG14 Target
- 58 million square kilometers covered by Hope Spots
- 2020 11 new Hope Spots were designated. 9 new Champions recruited for existing Hope Spots
- 2021 8 new Hope Spots launched

'Seaspiracy' and an 'Oceanside' Chat with Dr. Earle You can catch all of our webinars on Mission Blue's YouTube Channel.



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Rolex and Mission Blue — Watching Over the Planet's Blue Heart

Rolex's Perpetual Planet initiative supports those using science to understand the world's environmental challenges and who are finding ways to restore balance to our ecosystems, particularly the oceans, which are under siege from a host of pressures. Mission Blue is honored to be selected to be part of the Perpetual Planet Campaign.

We want to express our gratitude for Rolex's continuous support of the Hope Spots program. Their Perpetual Planet campaign highlights the need to safeguard the ocean and the life within it, as our survival depends on a healthy planet.

"We are deeply honored to have Rolex as a partner.

Their values, aligning exploration and protection for the natural world with prosperity for humankind, are in full harmony with ours.

With their support, we are able to achieve real impact."

DR. SYLVIA EARLE







Rolex has been a longtime supporter of Mission Blue's work and has collaborated with Mission Blue on video and print media as part of its Perpetual Planet campaign to inform a growing number of people about the ocean's plight. The partnership between Mission Blue and Rolex is today one of the pillars of Perpetual Planet. It is a joining of minds, wills, and resources in the name of a better, safer future both for humanity and the Earth we inhabit.

2022 will be Dr. Sylvia Earle's 40th anniversary as a "Rolex Testimonee." A Rolex Testimonee since 1982, Dr. Earle has been a pioneer of ocean exploration and conservation for more than four decades. Time, she explains, is a measure of life and a reminder that each individual can make a difference.

Check out the Rolex Hope Spots Video: ROLEX Supports Dr. Sylvia Earle's Mission Blue — Perpetual Planet Campaign

Sandra Bessudo and Vreni Häussermann, 2 dynamic Mission Blue Hope Spot champions, were generously supported by Rolex grants in 2020 and 2021.



SANDRA BESSUDO, MALPELO © OLIVIER BORDE

Sandra Bessudo — Malpelo Hope Spot

There are a number of species occupying the Malpelo Hope Spot that require special attention to prevent San Sebastian University, and Champion for the them from disappearing. The Malpelo Foundation provides protection for sensitive species that live on or visit the island, including sharks, so they have a safe haven without human interference. Recently, in conjunction with **Migramar**, The Foundation participated in shark movement studies to justify the expansion of marine protected areas in the Eastern Pacific Ocean. Telemetry described the movements of nine shark species at Galápagos, Malpelo, Cocos Island, and the Revillagigedo Archipelago, lending significant data leading to greater protections for these species on their migratory routes.



VRENI HÄUSSERMANN © AMBROISE TEZENAS, ROLEX

Vreni Häussermann — Chilean Fjords Hope Spot

Vreni Häussermann is a principal investigator at the Chilean Fjords and Islands Hope Spot. She generates. compiles, and communicates data to support the establishment of a network of marine protected areas in the Chilean Fjords, the world's largest fjord system.

The harsh climate and remote location protected the coastal waters from major human impacts until recently. Salmon farming, industrial and small-scale fisheries, and infrastructure projects are altering the Chilean fjord region's marine environment and presenting new challenges.





Expeditions for 2020/21 faced logistical challenges brought on by the pandemic. However, Mission Blue now has in place an ambitious expeditions plan moving forward. 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 protecting and restoring the ocean. The content created increases engagement and fosters action. Our expeditions have explored 30 Hope Spots to date, with upcoming voyages to the Galápagos, Outer Seychelles, and Antarctica.

Azores Archipelago Expedition — July 2021

As well as being able to observe first-hand the cutting edge of local marine science, the Azores expedition coincided with the announcement by the President of the Azores of a significant expansion of the Azorean marine protected area.

Dr. Earle calls the Azores a 'magnet' for life. "It really is a magical place. Launching the Azores as a Hope Spot is so logical — just ask the whales. They know how special this place is. This used to be a place where whales were killed and now people are making a living by respecting the whales and having people come out and visit them as fellow citizens of the planet."



AZORES PRESIDENT JOSE MANUEL BOLIEIRO AND DR. EARLE © CATARINA FAZENDA

made sperm whale observations with Ian Kerr and the Ocean Alliance team near Horta, Azores, and also attended official meetings with Azores President Jose Manuel Bolieiro and local scientists.

The President announced the Hope Spot designation and his commitment to expanding protection of the The whirlwind expedition ended with an inspiring waters around the Azores as a formal MPA. All of that meeting at the Lisbon Aguarium with staff and is hard to beat, but a real high point was also giving a Oceano Azul to plan expeditions along the Portuguese presentation to the community about ocean conser- coast and the Azores. vation in their home waters and beyond.



SHANNON RAKE, CHRIS PHAM, NORBERTO SERPA, DR. EARLE © CATARINA FAZENDA

Dr. Earle and the team dove with blue sharks and Dr. Earle and the team, which included Hope Spots Program Manager Shannon Rake, Managing Director & CEO Carl Gustaf Lundin, and Co-Chair John Vermilye, continued on to Lisbon and Faial where Dr. Earle gave a keynote talk at the Explorers Club Lisbon Ocean Conference with James Cameron and Ray Dalio.

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Despite the ongoing pandemic, or perhaps because of it, 2020 & 2021 were banner years for Mission Blue communications.

For two of our three key performance indicators, we set best-ever records: **Online Donations** & **Followers**. For **Engagements**, our third key performance indicator, 2021 was our second-best year on record right after 2020, a year that cross-industry saw a massive engagement spike due to worldwide lockdowns.

Beyond our work of promoting Hope Spots, running fundraising campaigns, and supporting partnerships, 2021 saw the completion of two major projects:

1. Hope Spot Information Platform

We completed the <u>Hope Spot Information Platform</u>, which is now live on our website. We are very excited about this achievement and the firm footing for growing the platform into the future.

- Mission Blue online community of 1 Million+ followers across <u>Facebook</u>, <u>Twitter</u>, and <u>Instagram</u>
- 2 million engagements per year
- Reaching 8 million people per month
- Over 2k individual social media posts on 5 channels

2. Digital Content Library

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.



PARTNERSHIPS

The Impact of Collaboration

Mission Blue has continued to broaden its partner- Our Corporate and Strategic Partnerships enable us scientific partners, and NGOs. A key strategy for channels and other sponsored media. Mission Blue is to develop creative and cost-effective ways to expand the reach and impact of Hope Spots.

Over 200 organizations have rallied around Mission Blue's vision of 30% protection of the ocean by the year 2030. From large multinationals to barebones scientific teams, the network unites a spectrum of non-profit, for-profit and public interests under the common goal of restoring the blue heart of the planet through a global network of Hope Spots.

To see a complete list of our partners, go to: mission-blue.org/partners

Corporate Partners and Strategic Partners

ships to include even more corporations, foundations, to maximize the impact of Hope Spots through their

Corporate Partners



























The Fuller Foundation, Inc. Gallifrey Foundation Giving Foundation Glazer Foundation

Hayes Foundation

Jewish Community Foundation

Joy Family Foundation

Littlefield Foundation

Supporting Foundation & NGO Partners

We leverage each other's skills and strengths for both grassroots and policy-level impact.

ACTAI Global

Paul M. Angell Family Foundation The Arthur Vining Davis Foundations

Avatar Alliance Foundation

The Baum Foundation

Bettner Family Fund

Big G Charitable Foundation **Bunting Family Foundation**

The Campbell Foundation

CodeBlue Foundation

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Dalio Philanthropies

The Dorothy Jordan Chadwick Fund

Earth Sense Foundation

EarthX

Fremarch Foundation

Galesi Family Foundation

Gulf Coast Community Foundation

Jessee Gift Fund

Lester E. Kabakoff Family Foundation

Livingston's Way Marisla Foundation McNabb Foundation Minneapolis Foundation

Oak Foundation

Patagonia PEW

Phaneros Foundation

Philip Stephenson Foundation

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Fondation Prince Albert II de Monaco

Princess Grace Foundation, USA

RE:ACTION Foundation

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Rim of Heaven Foundation

Seattle Foundation The Shoe Foundation

SunLight Time Foundation

Lynnette & Foster Freiss Foundation

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Tiffany Foundation Wanderlust Fund

Weisman Family Foundation

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Strategic Partners

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Laura Cassiani Chief Advancement Officer



Deb CastellanaDirector
Strategic Alliances



Brett Loveman
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Communications



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Max Bello Advisor, Global Ocean Policy



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Consultant



Avrah Sellar Communications Strategist



Sean MolloyDigital Content
Manager



Dan Laffoley, PhD Chair, Hope Spot Council



Shannon Rake Hope Spots Program Manager



Courtney Mattison Special Projects Consultant



Amanda Townsel Communications Consultant



Huntley PennimanCommunications
Consultant



Robin Metoxen
Office Manager
Accounting



Charlotte Vick Advisor



Today, I want to reflect,

consider, and leave you

to dwell upon:

with something powerful

Change is not only an if or a but, it is real, it is happening and it will continue to happen. So, all of us will need the courage to be bold and to be innovative in working towards a future that may not be in our lifetime, but it will be in our children's lifetime, so there is much to do.

We can all really make a difference in the world one way or another. We all have the power to destroy and the power to change and heal. I have two questions: what are you choosing to do with your life, your business, your voice, your footprint; and what difference will you be proud to have made in this time of great change?

There are a number of ways to think about the current A 'Big Thank You' to Our Individual Donors situation and our changing ocean. It is certainly a great time of transition, and for many, the last two years have been the greatest time of change in our lives.

We, in turn, must now adapt. We know protecting the oceans safeguards planetary health and human wellbeing. Today many nations are coming together to build policies to protect the ocean and to respect the systems of nature that make our life on earth possible.

"My hope is that we can build enough Hope Spots around the world to protect our changing ocean and ensure the future of this unique blue planet."

DR. SYLVIA EARLE

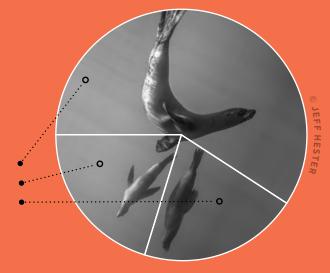
Sustainability is an important word in the 21st century. The future of our planet will depend on how well we can sustain Earth's remaining resources. Mission Blue is doing its part. We sustain our critical efforts protecting and restoring the ocean by working unceasingly with impassioned citizens and leaders around the world. Individual and dedicated donors sustain Mission Blue with their generosity. We are most grateful.

Total Assets	\$ 2,159,847	Total Liabilities and Equity	\$ 2,159,847
Total Fixed & Other Assets	\$ 10,427	Total Equity	\$ 2,063,373
		Net Income	\$ 247,893
Other Assets	\$ 1,600		\$ 77,595
Fixed Assets	\$ 8,827	Equity Opening Balance Equity	\$ 1,737,885
		Familia	
Total Current Assets	\$ 2,149,420	Total Liabilities	\$ 96,474
Accounts Receivable	\$ 14,871	Other Current Liabilities	\$ 15,394
			\$ 81,080
Current Assets		Current Liabilities	
Assets		Liabilities and Equity	
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\checkmark			
	Current Assets Checking/Savings Accounts Receivable Total Current Assets Fixed Assets Other Assets Total Fixed & Other Assets	Current Assets Checking/Savings \$ 2,134,549 Accounts Receivable \$ 14,871 Total Current Assets \$ 2,149,420 Fixed Assets \$ 8,827 Other Assets \$ 1,600 Total Fixed & Other Assets \$ 10,427	Current Assets Checking/Savings Accounts Receivable Total Current Assets Fixed Assets Other Assets S 2,149,420 Fixed Assets Other Assets \$ 3,827 Other Assets \$ 1,600 Unrestricted Net Assets Net Income Total Equity Total Equity Total Fixed & Other Assets \$ 10,427 Total Equity

Revenues and Expenses

Total Revenue	\$ 1.762.756	
Total Income	\$ 738,159	
Program Income	\$ 18,302	
Investments	\$ 35,882	
Restricted Revenue	\$ 683,975	
Total Unrestricted Revenue	\$ 1,024,597	
Individual Contributions	\$ 535,428	
Board Members	\$ 165,000	
Foundation Contributions	\$ 295,000	
Corporate Contributions	\$ 29,169	
Unrestricted Revenue		

Expenses	¢ 002 002
Hope Spot Programs	\$ 892,982
Operations	\$ 318,716
Development	\$ 303,165



Total Expenses

\$ 1,514,863

Mission Blue Financials are available at mission-blue.org/about













MISSION**BLUE**™

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