From the ocean’s point of view
Letter from the Founder

Unsustainable development, with the abuse of the natural resources, continues not only to deteriorate the environment, but will hinder Human development. The dependency between humans and the planet is, thus, becoming clear in the eyes of all.

When we look into environmental sustainability, we have to look onto the seas and oceans. They are an important life support of the planet and they are under greater threat than most people, including our decision-makers, realize.

Due to the exhaustion of terrestrial natural resources and the development of sophisticated under-water technologies, we will be witnessing a global race to the oceans. Our economies will move further offshore, with increasing deterioration of the marine environment.

This is why we are committed to contribute to the vision that a healthy ocean must be able to coexist with human development. We support this vision through the Oceano Azul Foundation, an organization exclusively dedicated to ocean sustainability.

We must address complex challenges such as further understand the links between the ocean and climate change, dedicate resources to save key marine species, address the challenge of marine pollution from plastics, or make the case for sustainable marine protein production, and much more. Together with a global network of partners, we will do our best to pursue this objective.

The biggest challenge to our generation is to make sure that we leave to our children a more sustainable and resilient world than the one we currently have. The Oceans are a key feature of that legacy.

If you share this vision, join us in this tremendous challenge!

The XXI
° century will be the century of the oceans.

José Soares dos Santos
Sociedade Francisco Manuel dos Santos
Delivered to the Portuguese Government in the acquisition of Oceanário de Lisboa, the key asset of Oceano Azul Foundation, as well as committed by the Founder in the Oceano Azul Foundation

*56.5 M€*
* Plus the results of Oceanário de Lisboa over the next 30 years (est. 2.5M€ per year)

*1,200,000*
People reached annually through Oceanário de Lisboa

*40*
Renowned national and International partners

* >500,000 *
Children aged 5 to 9 targeted by the Oceano Azul Foundation to be educated in Portugal on ocean sustainability over the next five years

* New international champion of the oceans – the Oceano Azul Foundation – strengthening leadership in marine affairs

*04 Oceano Azul Foundation

From the ocean’s point of view 05
A new initiative for a new paradigm: to look at the planet’s sustainability from the ocean’s point of view

Inspiring society to care for the ocean
Aiming at bequeathing a clean and productive ocean to future generations

Our vision
A healthy ocean is essential for human development

Our mission
Contribute to a healthy and productive ocean to the benefit of our Planet
Caring for the ocean

BECAUSE…

✅ it’s a living, fragile ecosystem

✅ it provides oxygen to the planet, regulates the weather and mitigates global warming by absorbing CO₂ and heat from the atmosphere

✅ it greatly contributes to the world economy (energy, shipping for international trade and food supplier for a growing population)

YET…

❌ it faces multiple threats due to over-exploitation, pollution, CO₂ emissions, destruction of coastal ecosystems and the spreading of invasive species

Foundation built upon 3 pillars

OCEAN LITERACY
Prepare a blue generation through educational programs for school children and increase public awareness on the challenge of ocean sustainability, aiming at giving a voice to the ocean

OCEAN CONSERVATION
Protect, value and promote our blue natural capital, supporting marine protected areas and other sustainable uses of the ocean

CAPACITY BUILDING
Promote integrated ocean governance, based upon ethical values and rooted in scientific knowledge; support an environmental-friendly, innovative blue economy
The Oceano Azul Foundation is based in Portugal – a large maritime nation – but aims for a global outreach.

Act as a catalyst to raise the role of Portugal as an ocean country that protects its blue natural capital and promotes the sustainable development of the ocean through an engaged society.

Focus on capacity building activities for a new ocean governance within Europe.

Become a renowned partner at the global level, promoting ocean conservation and sustainability programs in cooperation with public and private institutions (e.g. UN, NGOs and other Foundations), including Small Island Developing States (SIDS).

Transatlantic cooperation involving north and south America and countries in Africa.

Portuguese Maritime Area.
The Foundation is oriented by a set of values

- **Respect**
  for nature, marine life and the planet

- **Solidarity**
  with future generations, who should be entitled to benefit from the ocean’s natural capital

- **Knowledge**
  and scientific research to support decision-making

- **Innovation**
  to ensure higher levels of development through sustainable uses of the ocean

- **Creativity**
  and critical thinking focused on solutions (problem solving approach)

- **Excellence**
  in cooperation and networking

- **Ethics**
  on working relationships, management processes and ocean stewardship

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**Structure and Governance**

- **Board of Trustees**
  The Board of Trustees is responsible for the strategic guidance of the Foundation

- **Audit Committee**
  The Audit Committee is composed of senior experts on audit and finance monitoring, and has reinforced statutory powers

- **Executive Committee**
  The Executive Committee is responsible for implementing the Board of Directors’ decisions and will be supported by Program Managers

- **Board of Directors**
  The Board of Directors is responsible for managing the Foundation and for implementing its strategic guidelines

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**From the ocean’s point of view**

Board of Trustees

José Soares dos Santos
Chairman

Princess Laurentien van Oranje-Nassau
President of Fauna and Flora International, has worked on sustainability and climate change issues for over a decade. Was a Special Advisor to WWF and is currently a Special Advisor to “Rewilding Europe” and a Fellow of the European Climate Foundation. Established the Missing Chapter Foundation that promotes youth empowerment and inter-generational dialogue between children and business leaders. An expert in literacy through the Reading & Writing Foundation she set up and as UNESCO Special Envoy on Literacy for Development. Has written several (children’s) books, including the Mr Finney series on environmental issues, with translations into 8 languages. Also a founding board member of the Ocean Foundation. President of Fauna and Flora International, has worked on sustainability and climate change issues for over a decade. Was a Special Advisor to WWF and is currently a Special Advisor to “Rewilding Europe” and a Fellow of the European Climate Foundation. Established the Missing Chapter Foundation that promotes youth empowerment and inter-generational dialogue between children and business leaders. An expert in literacy through the Reading & Writing Foundation she set up and as UNESCO Special Envoy on Literacy for Development. Has written several (children’s) books, including the Mr Finney series on environmental issues, with translations into 8 languages.

Jane Lubchenco
Former administrator of NOAA; Distinguished University Professor and Adviser in Marine Studies; Former U.S. Science Envoy for the Ocean. A world renowned environmental scientist who has vast experience in the worlds of science, academia, and government. Nominated by President Obama in December 2008 as part of his “Science Dream Team.” She is a marine ecologist and environmental scientist by training, with expertise in oceans, climate change, and interactions between the environment and human well-being.

Kristian Parker
Vice-Chair of the Board of Trustees of the Oak Foundation and a member of its founding family. Directed the Oak Foundation’s environment program since its inception in 1998 and has worked fulltime for the program since 2003. The Oak Foundation’s environment program dedicates a majority of its resources to two of the world’s biggest challenges: climate change and collapsing fishing stocks. Kristian is also a founding board member of OceansFive and a member of the Board of Oceana and ClimateWorks.

Nuno Vieira Matias
Navy Chief of Staff from 1997 to 2002. Former Naval Deputy–Chief of Staff, Superintendent of Material Services, Naval Commander and Commander-in-Chief of the Iberian Atlantic Area. Was a member of the Ocean Strategic Commission and Chairman of the Marine Academy. Vice-President of the Board of the Lisbon Geographical Society; member of the Academy of Sciences of Lisbon; emeritus member of the Portuguese Academy of History; member of the National Council of Education; and member of the European Security Research Advisory Board of the European Union. Invited professor at the Institute of Political Studies from Universidade Católica Portuguesa and author of several papers and articles on maritime strategy, national security and economy of the sea.

Julie Packard
Executive director of the Monterey Bay Aquarium, trustee of the David and Lucile Packard Foundation, and Chair of the Board of the Monterey Bay Aquarium Research Institute (MBARI), a world leader in deep-ocean science and technology. Member of the Pew Oceans Commission and member of the joint Oceans Commission Initiative.

Vrianto Soromenho-Marques
Teaches Philosophy in the Departments of Philosophy and European Studies at the University of Lisbon, where he is Full Professor. Correspondent member of the Lisbon Academy of Sciences and from the Marine Academy. Was the scientific coordinator of the Gulbenkian Environment Program (2007-2011). Wrote numerous works on Philosophy, Environment and International Relations matters.
José Soares dos Santos  
Chairman

R. Andreas Kraemer  
Executive Committee

Josão Falcato Pereira  
Executive Committee

Emanuel Gonçalves  
Executive Committee

Heather Koldewey  
Special Advisors of the Board of Directors

Peter Heffernan  
Special Advisors of the Board of Directors

Board of Directors

Tiago Pitta e Cunha  
CEO

Emanuel Gonçalves  
Executive Committee

R. Andreas Kraemer  
Executive Committee

Josão Falcato Pereira  
Executive Committee

Heather Koldewey  
Special Advisors of the Board of Directors

Peter Heffernan  
Special Advisors of the Board of Directors
With an initial budget of 5.5 M€, the Foundation aims to build partnerships that will position it among the world’s most relevant contributors to ocean sustainability.
Oceanário de Lisboa

The Oceano Azul Foundation’s
window to the ocean
The Foundation manages the Oceanário de Lisboa – one of the best ocean windows in the world

Excellence
State-of-the-art aquarium and infrastructure, with qualified and dedicated biologists

Biodiversity
Composed of more than 30 aquariums with 8,000 marine organisms, between animals and plants, of over 500 different species

Success
With over 21 million visitors since 1998, it’s one of the most visited attractions in Portugal

Recognition
Rated as the best aquarium in the world by the website TripAdvisor (2015)

And it is already improving it, building better infrastructures, anticipating in many years the estimated investments and enhancing its activities of Blue Literacy and Conservation. In 2016:

- **109,000** Children reached by Educational Programs
- **1.6 M€** Invested in infrastructures and surrounding areas
- **1.26 M** Visitors: The best year ever
Promote an emotional link with the oceans, by showing the beauty of the underwater world to the general public

Communicate with more than 1.2 million people every year (visitors)

Increase its recognition process and potentiate the awareness of its initiatives

Benefit from highly experienced staff in Biology (>30 biologists), education, conservation, communication and marketing

Be part of an already wide network of universities, NGOs, governmental bodies and others

Have access to infrastructures and other resources, thus becoming more efficient

Acquire immediate expertise for its Ocean Literacy Pillar, benefiting from the Oceanário de Lisboa’s educational program, that presently reaches more than 100,000 children and adults every year
The Oceano Azul Foundation

From the ocean’s point of view
The Oceano Azul Foundation has four main goals:

- Be an international champion on ocean sustainability
- Become a leading institution on ocean literacy
- Increase the excellence of Oceanário de Lisboa
- Consolidate and expand its international network of partners
Partnerships and networking
From the ocean’s point of view

And many ocean leaders from renowned international entities

Camilla Bausch
Maria Damanaki
Jacqueline Délia Brémond
Pierre Erwes
Billiana Cicin-Sain
Bernard Fautrier
Manuel Cira
Øyvind Fylling-Jensen
Fiona Crouch
Steve Gaines
Larry Crowder
Kristina Gjerde

Portuguese entities
From the ocean’s point of view