

**OVERVIEW:** Whether for food, economic livelihoods or critical habitat, billions of people and marine species depend on the world's oceans to live – making the impact of climate change on oceans a pressing threat that cannot be ignored. Bloomberg Philanthropies is applying its mission of ensuring better, longer lives for the greatest number of people to help protect ocean ecosystems for the 3+ billion people who depend on oceans to live.

**ABOUT VO:** Bloomberg's **Vibrant Oceans Initiative** works with world-class partners to ensure ocean ecosystems survive and thrive despite the growing threat of climate change. Launched in 2014 with an initial commitment of \$53 million in three countries - Brazil, Chile, and the Philippines - Vibrant Oceans partners with coastal communities, nonprofit organizations, local and national governments, policy makers, and academic groups to advance evidence-based conservation practices and implement data-driven fisheries management policies around the world.

**In October 2018, Bloomberg Philanthropies is launching Phase II of Vibrant Oceans -- making an \$86 million investment to expand into 10 priority countries -- Australia, the Bahamas, Chile, Fiji, French Polynesia, Indonesia, the Philippines, Tanzania, Peru and the United States. Bloomberg selected these countries because they are home to priority coral geographies, are top fishing nations, or are countries where fish is a major food source - or all three.**

With this new investment in Vibrant Oceans, Bloomberg will draw on best practices and new science and data to protect more marine environments and ensure better, longer lives for those in their surrounding coastal communities.

**PRIORITIES:** Bloomberg Philanthropies works to implement data-driven solutions that address long-term impacts of climate change. Vibrant Oceans by focusing on the two most immediate *near-term* threats to marine environments and coastal communities:

1. **Overfishing and Destructive Fishing Practices:** Fish is the main source of protein for more than one billion people around the world but is increasingly threatened by overfishing, destructive fishing practices, and rising global demand. To help secure this critical global food source, it is necessary to end marine ecosystem destruction and halt practices that result in declining fish populations.
2. **Pollution:** Pollution brings excess nutrients and sediment into waters, reducing water quality, lowering the level of oxygen, and/or causing algal blooms and "dead zones," which make it more difficult for fish -- and coral reefs -- to thrive. To protect the vital ocean ecosystems that billions of people depend on, rising pollution must be curbed.

**APPROACH:** Working with local, national and global partners, Vibrant Oceans employs three main approaches:

1. **National Policy Reform:** Working with partners in priority countries, selected based on research identifying key coral geographies or as top fishing nations, to reform and enforce local and national policies that help stop overfishing and save key marine habitat from pollution and destructive fishing practices.
2. **Local Conservation and Fisheries Management:** Partnering with organizations, coastal communities and local governments to manage small-scale fisheries, protect marine areas, and prevent marine pollution. Empowering local communities with direct control over their resources is a proven way to enhance conservation and safeguard sources of income and nutrition, as well as ensure long-term resilience of coastal ecosystems.
3. **Data-Driven Strategy and Global Transparency:** Following the data and gathering real, measurable results provides a full understanding of the challenges facing fisheries and coral reefs and the science-based strategies to solve them. Vibrant Oceans leverages data in three primary ways:
  - a. To base campaign, conservation and advocacy efforts upon, e.g. science-based policies for fish catch limits or the design of marine protected areas.
  - b. To inform in-country conservation and global investment strategies, e.g. identifying key coral geographies most likely to withstand the effects of climate change and potentially help repopulate other reefs.
  - c. To support global transparency in the fishing sector by providing data to citizens and governments through the implementation and use of data and technology platforms like Global Fishing Watch.

**PARTNERS:** One of the key priorities of Vibrant Oceans is to form and foster partnerships among leading ocean conservation groups, advocates, funders, business leaders, scientists and governments, providing us the opportunity to work with experts in the field and on the ground to maximize impact.

**Current partners for Vibrant Oceans Phase II include: Rare, Oceana, Global Fishing Watch, Oceans5, Wildlife Conservation Society, OceanX Media, and the Commonwealth Secretariat.** Additional partners will be announced over the coming months.

**GOALS:** Building on the successes of Phase I, Vibrant Oceans will focus on the following goals for Phase II:

1. Promote adoption of high-impact, science-based fisheries and marine protection policies in at least 10 countries.
2. Protect at least 50 reef geographies, representing 75% of coral species, that are projected to be less vulnerable to long-term climate impacts and can repopulate other reefs over time.
3. Support at least 20 countries to achieve fishing activity transparency in their national waters.

**KEY STRATEGIES & EXAMPLES OF PROGRESS TO DATE:**

1. **Promote transparency with data and technology platforms** → [Global Fishing Watch](#) is a free online platform that allows users to view information about worldwide fishing activity by tracking tens of thousands of commercial fishing vessels. Making fishing data transparent helps expose bad actors who fish illegally and allows citizens and governments everywhere join the fight for healthier seas.
2. **Advance science-based policy** → In Phase I, Vibrant Oceans worked with Oceana and Rare to help reform policies on small-scale and industrial fishing practices and marine area protection in top fishing nations -- Brazil, Chile, and the Philippines. In many of these key areas, VO saw a 390% growth in coastal fish populations. These efforts also supported the recovery of the Chilean Jackfish Mackerel fish population.
3. **Provide key research and data** → In 2017, Vibrant Oceans, partnering with The Tiffany & Co. Foundation and Paul G. Allen Philanthropies, set out to identify a global portfolio of the coral reefs least vulnerable to the impact of climate change and able to help repopulate neighboring reefs. Led by the University of Queensland, the [50 Reefs](#) research identified a greater number of reefs than initially anticipated. Phase II of the Vibrant Oceans Initiative will now include targeted coral reef conservation informed by these findings.
4. **Support local leadership to advance local and national policy** → In the Philippines, Oceana photographed huge boats and nets where they weren't supposed to be in the Tañon Strait. A national media campaign led to government crackdown and investment in police boats. Oceana has filed dozens of legal cases against offenders and Rare organized mayors around the Tañon Strait who together convinced the federal and state government to fund enforcement in their municipalities.
5. **Drive global understanding and action** → Bloomberg recently announced a partnership with the Dalio Foundation's OceanX Media to increase ocean understanding and protection. As two of the largest funders of ocean protection and exploration in the world, Bloomberg Philanthropies and OceanX Media supported an expedition to highlight the Northeast Canyon and Seamounts National Marine Monument and advocate for global marine conservation.

**Through the Vibrant Oceans Initiative, Bloomberg is protecting critical ocean resources for the health and livelihood of over 3 billion people around the world -- helping ensure better, longer lives, for the greatest number of people.**

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