

BACK TO BLUE INITIATIVE IMPACT REPORT

OUR ACTIVITIES AND ACHIEVEMENTS: 2020 FALL - 2024 SPRING

OUR OBJECTIVE

TO SHAPE AND SUPPORT PROGRESS TOWARDS ZERO POLLUTION IN THE OCEAN, AND TOWARDS HEALTHY SEAS AS ESSENTIAL TO HUMAN WELL-BEING AND PROSPERITY.

- Frame the term 'zero pollution' as an essential ambition and goal
- Raise the status of chemical pollution as a priority for ocean health
- Catalyse and support emerging national frameworks for action on plastic pollution and ocean acidification
- Reframe the discourse around ocean pollution to include both plastics and chemicals Contribute to a clearer understanding of the connection between ocean and health

OUR GROWING PRESENCE



GLOBAL AWARENESS

- Back to Blue website engaged **400k + people** across 150+ countries
- 93% of website visitors learned something new from our content, with 96% wanting to take action after reading



INFLUENTIAL EXPERTS

- Engaged **200+** experts to build research, credibility and influence
- 2,655 other websites are referencing and linking back to Back to Blue



ACTION THROUGH COLLABORATION

• Member of **UN Ocean Decade** working group ECONOMIST

- Influencing an ambitious plastics treaty via our convening of the inaugural **Global Plastics Summit**
- The Invisible Wave used and shared by universities, **UN** and industry bodies
- Back to Blue seen as a solution-focused partner for ocean health campaigns

TESTIMONIALS



At the forefront of my mind at any one time is the Invisible Wave report. This was the heads up to the world to say yes, we have a plastics problem, but did you know we have a chemical problem that is just as pernicious?

Peter Thompson, **United Nations Envoy for the Ocean**



Thank you so much



I think you are doing an exemplary job Peter Kershaw, **GESAMP**



This is a massive piece of work. I was very impressed, and glad to see a focus on zero pollution.

Rémi Parmentier, veteran campaigner on chemical pollution



Thank you and congratulations to Economist Impact & Nippon Foundation. This is a very timely report.

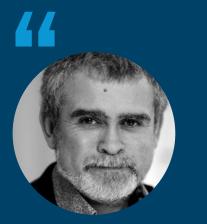
Joachim D'Eugenio, **Deputy Director General** of Environment at the **European Commission**



A huge thank you for the fabulous launch event of the Invisible Wave report. Very impressive speakers and chair! So much talent and knowledge to crack this threat. Galvanising change is the challenge and thank you for all of your work in this space. Awesome initiative - Keep going!

for this report. It's really remarkable work. I'm so happy that it's there, because it also helps me to do my job.

Maayke-Aimée Damen, **Director of Circular Economy, World Business Council for Sustainable** Development

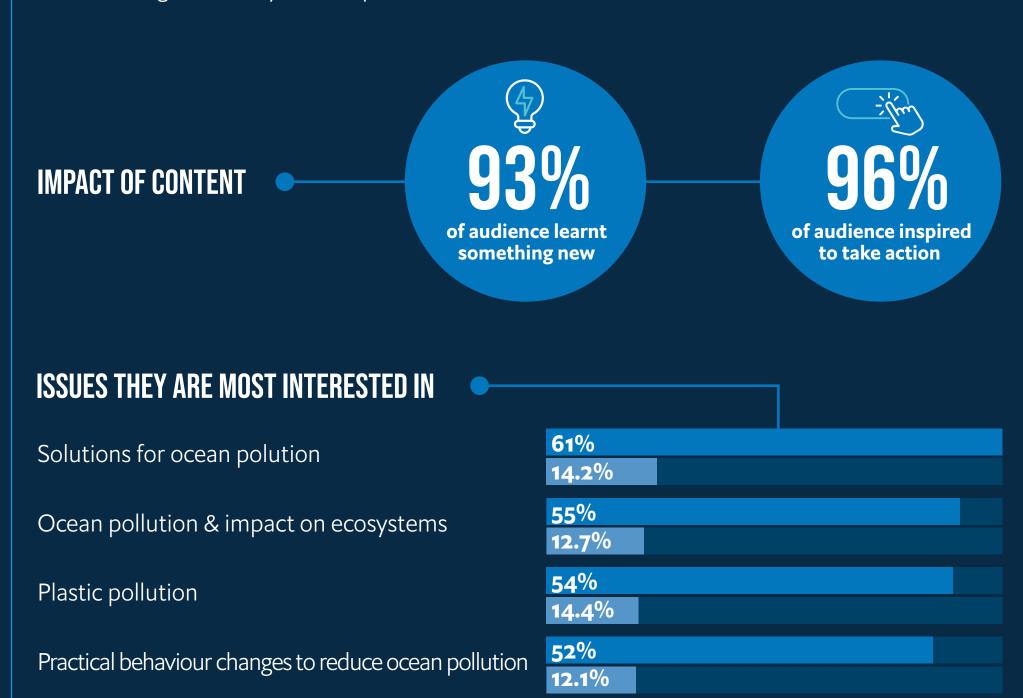


Paradigm shifting, **Alex Rogers, Director** of Science at REV Ocean

Sarah Dunlop, Director, **Plastics and Human Health, Minderoo Foundation**

WHAT OUR AUDIENCE IS SAYING

From a survey added to the Back to Blue website, gaining 702 responses from 85 countries after running the survey from September - November 2023.



48%

11.1%

43%

9.9%

% of Respondents % of answers

Microplastics

Ocean pollution & impact on human health

WHAT OUR AUDIENCE IS SAYING

Comments from Back to Blue website visitors

Keep up the good work. Incorporate the known impacts of pollution on sustainability of food from the sea	Good to know good practices or suggested measures to reduce acidification and mitigate its impacts	Very informative and reliable source for research. Hope data & information will be available to students & can easily access those information to help further our research & knowledge
Great info around microplastics & promising solutions	Keep up the great work. Continue to educate the world	Excellent site. Clear in content and striking layout/style. Very impactful

EXECUTIVE SUMMARY OF IMPACT - BY THE NUMBERS

Years 1-3 Total Actual as of Dec 15 '23	Impact measurement
427,437	Website visits
18,603	Engagement/ total time on site (hours)
4.78m+	Total video views
2,728	Media pickups
119m+	Total impressions on social
56.5m+	O Total impressions online media

WAN IFRA Asian Digital Media Awards 2022 Gold Best Branded/ Sponsored Content

International Content Marketing Awards Shortlisted

Best Purpose Led category

Anthem Awards 2021

Bronze - Best Strategy -Research/Publications Bronze - Sustainability, **Environment and Climate** Anthem Awards also published a write-up on Back to Blue.

Webby Awards 2023

Finalist/Nominee Best Practices - Ocean Acidification **Finalist/Nominee** Best Mobile Visual Design - Ocean Acidification

Festival of Media Cause Campaign Awards

'Highly commended' Planet | Long Term Project category Judges stressed they loved the long-term approach on such an important global issue.

Anthem Awards 2024

Bronze Sustainability, Environment and Climate - Research Projects/Publications category - Peak Plastics

OCEAN POLLUTION - CATALYSING GLOBAL ACTION

INFORM ENGAGE CATALYSE 2 3 Back to Blue's research Back to Blue is now Our strategy of **direct** high-level stakeholder well positioned to and storytelling raised the critical issue of engagement and catalyse real progress marine chemical **collaboration** has firmly towards closing the cemented Back to Blue as marine pollution data pollution onto the global ocean agenda. gap, a critical first step a leading global actor in the effort to understand towards achieving a and beat marine pollution. zero-pollution ocean. "I love that Back to Blue is Imperial College **m** 2021-2030 London unesco taking a solution-oriented view of pollution" GESAMP C°chemsec **Elsie Sunderland**, UN @ Cefic **Harvard University** - M. 200+ Interviews and Publications, Participants including research meetings with influential across 7 expert ocean stakeholders reports and essays workshops UN Ocean Decade, UNSG Special Envoy for the Submissions, Ocean, CEFIC, World Maritime University & others including to our are using B2B chemicals research in their work virtual hackathon PLASTIC POLLUTION - BUILDING MOMENTUM TOWARD A UN TREATY 2 3 **Plastics Management** To build on the success The inaugural Global Index (PMI) (launched of 2021, we launched **Plastics Summit** Peak Plastics in 2022; (Oct 2022) convened Sep of 2021) measured efforts made by 25 evaluating 3 policy experts, industry representatives, NGOs countries to minimise scenarios & their impacts and gov globally to discuss on helping to flatten the plastics mismanagement plastic consumption curve. solutions for the plastics or leakages across The research is being **used** the plastics lifecycle. crisis. A particular focus on The Index included by Systemiq for their SIDS was included. The key 4x country reports,







reports, Index workbook) Awards

roadmap to end plastic pollution by 2040, & referenced during UN Plastic Treaty negotiations.

(* *** 🚾 🐘

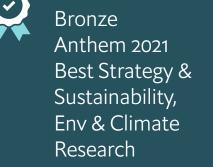
takeaways were distributed via PR and media in the



lead up to INC3 plastics



96 pieces of coverage



Media pickups

696

Award

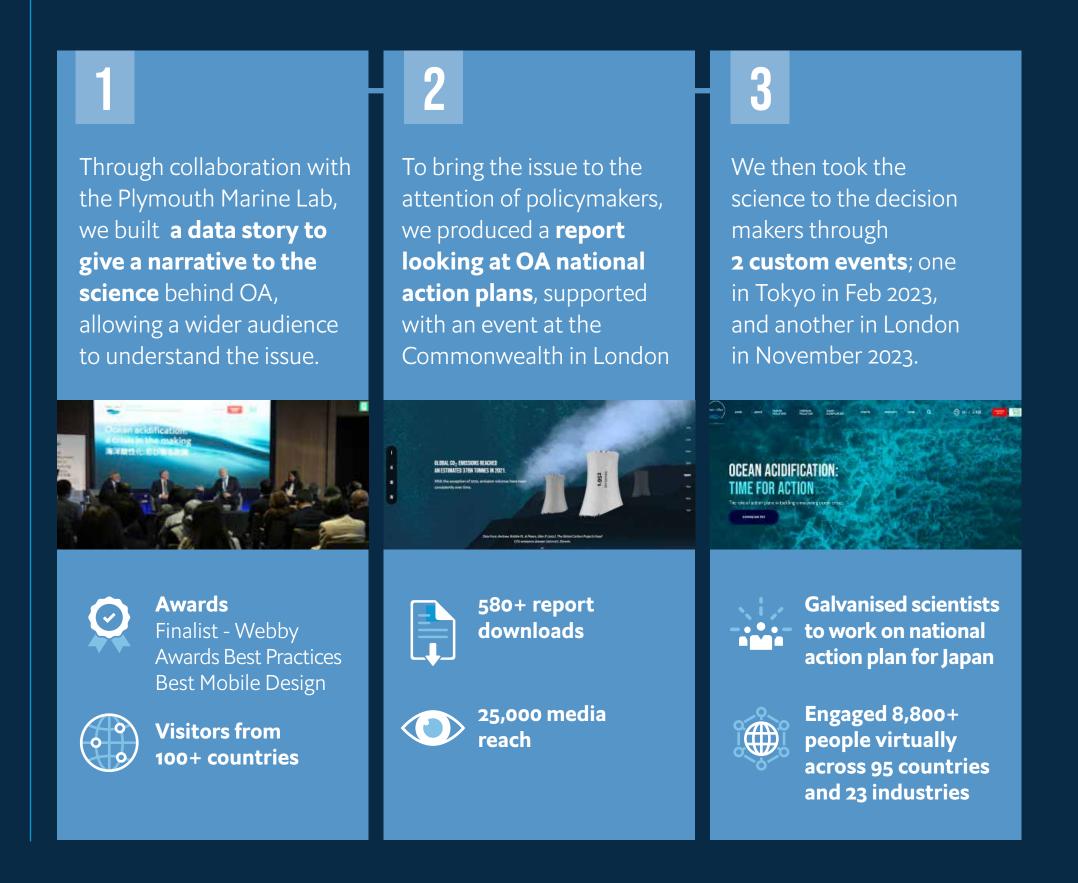
Bronze

Anthem 2024

PEAK PLASTICS:



OCEAN ACIDIFICATION - COMMUNICATING THE ISSUE



ADVISORY BOARD MEMBERS

Back to Blue has engaged some of the most influential people in the ocean conservation space to help guide and support our efforts.



It is absolutely valuable work.

Ann Dierckx, Director of Sustainability, CEFIC (The European Chemical Industry Council)



Chemical pollution ... is a symbol of our crisis in the Anthropocene where human might as started to disturb stable and residence earth system of which our oceans are an integral part. The Nippon Foundation and Economist Impact has a real opportunity to make an impactful difference to this serious matter.

Naoko ishii, Director, **Centre for the Global Commons, University** of Tokyo

An initiative of

Economist Impact and The Nippon Foundation



It is particularly exciting to see Back to Blue's work around the data endeavour. There is a lot of potential in working with local institutions to make impact, and especially exciting in the lead up to UNOC 2024

Pascal Ramy, President, Paris Peace Forum



That The Nippon Foundation is in this conversation is absolutely vital. On these vital topics, private and philanthropic foundation have to show leadership.

Kilaparti Ramakrishna, **Senior Advisor on Ocean and Climate Policy, Woods Hole** Oceanographic Institute



Together with the Nippon Foundation, Back to Blue is doing the work of the IOC. When it comes to the economics of chemical pollution, this is where Back to Blue can have an enormous impact.

Vladimir Ryabnin, **IOC executive secretary**



There's a lot of appreciation among our colleagues for the work that Back to Blue is doing. It is raising awareness of these issues. It is having an impact. The conversations that you've been having with many very diverse stakeholders in the community have been very valuable.

Elsie M. Sunderland, **Professor of environmental** science and engineering, **Department of Environmental Health,** Harvard T.H. Chan School of Public Health



Back to Blue is an initiative of Economist Impact and The Nippon Foundation, two organisations that share a common understanding of the need to improve evidence-based approaches and solutions to the pressing issues faced by the ocean, and to restoring ocean health and promoting sustainability