

2019

ACTIVITY REPORT

THE SEACLEANERS

2019



www.theseacleaners.org

The organization in 2019

Because the ocean is a common good for all people, it is our collective responsibility to preserve and restore it. The SeaCleaners acts with the conviction that only a global, concrete and complete approach to plastic pollution will allow an awakening of consciences and a radical evolution of uses.

OUR DREAM

The SeaCleaners' dream is of a world in which the oceans, drastically cleaned up, will have regained their original beauty and the integrity of their functions, which are essential to the planetary balance. Humanity and biodiversity depend on it.

WHO WE ARE?

The SeaCleaners is an association under the French Law of 1901, recognised as being of general interest, non-profit and exclusively privately funded. It was created in 2016 by the French-Swiss skipper Yvan Bourgnon.

OUR MISSION

Faced with a certain inertia of national and international public policies and the acceleration of plastic production and consumption, The SeaCleaners has chosen a proactive and pragmatic approach in order to



participate in the reduction of ocean pollution, notably through the design, construction and operation of one or more ocean waste collection boats.

GOVERNANCE AND FUNCTIONING OF THE ASSOCIATION

The association's current accounting is carried out internally, the preparation of the annual accounts and the balance sheet are outsourced to the Audiceco accounting company, located in Vannes. The audit of the annual accounts as well as the specific verification of the accounts provided for by the law are carried out by the Cabinet Collet & Associés, Statutory Auditors in Ploemeur.

To date, The SeaCleaners team is composed as follows:



Managing Director:

Mr Jean-François MIELCARECK



Accountant:

Mrs Mireille FIXON



President:

Mr Yvan BOURGNON



Treasurer:

Mrs Géraldine GASSELIN



SPONSORSHIP DEPARTMENT:

Marketing and Development Director:

Mr David TAIEB

Patronage and Partnerships Manager:

Mrs Caroline RESMOND



AWARENESS DEPARTMENT:

Head of Unit:

Mrs Claire MANNEVILLE

Environmental awareness coordinator:

Mrs Thémis VERNHES



COMMUNICATION DEPARTMENT:

Communication Director:

Mrs Valérie AMANT

Events Manager:

Mrs Nolwenn BROHAN

Head of communications, graphic design and web development:

Mrs Séverine COTTIN

Community and content manager :

Mr Antoine RODAT



SCIENTIFIC DEPARTMENT:

Scientific Director:

Mr Yannick LERAT



TECHNICAL DEPARTMENT:

Technical Director:

Mr Frédéric SILVERT (Manta Innovation)

Operational and Scientific Manager:

Mr Éric LE PLOMB (Manta Innovation)

Project Manager:

Mr Thierry PACINI



VOLUNTEERING DEPARTMENT:

Head of the Unit: M. Romain SORLIN

THE MANTA PROJECT IN 2019

To contribute to the de-pollution of the oceans by developing innovative technological solutions: this is the mission of MANTA innovation, the integrated design office of The SeaCleaners.



DEFINITION AND VALIDATION OF MISSIONS

This year, MANTA's four main missions have been validated. They are as follows:

- To collect and treat macro-waste thanks to its on-board factory.
- To create a scientific laboratory capable of welcoming international specialists to study the plastisphere at close quarters.
- To create an educational platform to educate the young generations who will come on board.
- Generate a circular economy in emerging countries.

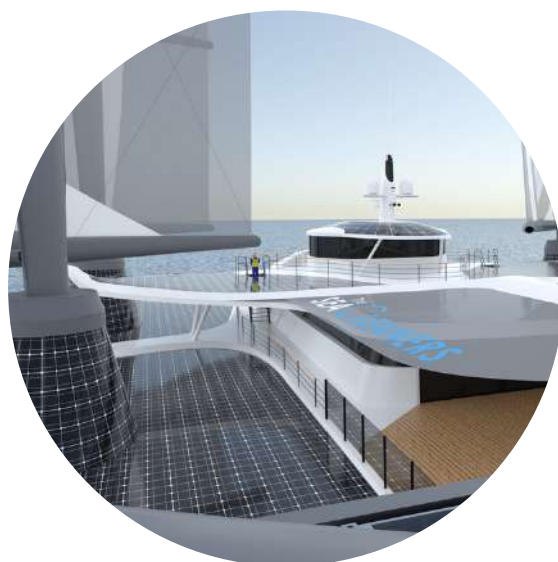
DEVELOPMENT OF THE MANTA

In 2019, seven development projects have been set up. These projects are linked to innovation concerning the various technological building blocks that will be installed on board MANTA (pyrolysis, automated rigging, photovoltaic panels, hydrogenerator, etc.).

In addition, the rewriting of the functional programme following validation of MANTA's missions has led to a redefinition of the ship's architecture. This year also saw the refurbishment of a small catamaran and a test prototype for the CLeanersLab collector mats. Test days on the buoyancy and manoeuvrability of the vessel, as well as a closed tank test with floating plastic waste, the collection mat and suction, were carried out.

The work on these various technological programmes brings together 17 external partners or subcontractors, including 3 sponsors (MTB, Groupe Brangeon and Technip-FMC) and 5 research laboratories.

To date, the MANTA project has required 4,200 internal hours and 6,325 external hours of work.



The cost of MANTA project-related actions

The sum of **1,826,131 euros** (one million eight hundred and twenty-six and one hundred and thirty-one euros) was collected and allowed the payment of the following actions:

Outsourced technical studies/project MANTA	€344,000
Awareness raising/educational actions	€17,382
Communication actions carried out in France	€176,582
Communications actions carried out abroad	€47,733
Fundraising actions	€154,522
Commissions on banking services/fund transfers	€16,701
Purchases of goods from the TSC shop	€64,702
Other purchases and external charges (rent, utility vehicles, accountant, ...)	€129,087
Taxes	€6,921
Salaries and social charges	€333,373

Financial overview of the activity in 2019

RESULT FOR THE 2019 FINANCIAL YEAR AND OPERATING COSTS (FOR THE PERIOD FROM 01/01/2019 TO 31/12/2019)

Total net assets	+ €2,151,313
Operating income	+ €1,826,131
Net accounting profit	+ €876,128

→ **€551,992** was deducted from donations to cover the association's operating expenses.

DONATIONS RECEIVED FOR THE PERIOD FROM 01/01/2019 TO 31/12/2019

Direct donations	€92,991 (HelloAsso online donations) + €56,466 (direct donations) = €156,457
Donations from corporate sponsors	€1,669,974

Support and partnership and international Development

The SeaCleaners' corporate partners support the association every day in the development of its ocean protection missions.

CORPORATE PARTNERS

Several companies have already joined The SeaCleaners adventure. They are linked to the project by a sponsorship agreement that commits them to supporting the association for up to 5 years.

To date, they include : ALLIANZ GI, ALUMAINE, ADEXGROUP, AMCOR, Atelier ROSEMOOD, BALZEO, BRAINSONIC, BRANGEON Services, DELTA TRAILERS, EcoDDS, ELCIA, ELEVEN STRATEGY, EXTERNATIC ATLANTIQUE, Fonds de Dotation Charier, FRITEC, Groupe BARBIER, INNAX, JUNE PARTNERS, LEONOR GREYL, Les Salines de Guérande, MTB MANUFACTURING, MTB RECYCLING, OBÉO, POLYMIX, PROCAL, RAMSES Keystone, HTP Pyrotechnie, SOCAPS FUND, ROQUIGNY, SUNSAIL The MOORING, OSALIA.

IN-KIND SPONSORSHIP IN 2019

This year, the association benefited from sponsorship in kind from the following companies:

- ✓ **Marigny Capital**

Provision of office space of approximately 73 m2 at 9, rue de la Paix, 75002 Paris, for 2018. The rent is valued at €3,437/month, representing in-kind sponsorship valued at **€41,350** for 2019.
- ✓ **Duo Display**

Production of various demountable stand elements and other visual marketing products for the association's presence at events. Services and delivery of the items valued at **€2,858**.
- ✓ **MTB Group**

Research and development on the entire waste sorting unit on board the Manta. Sponsorship of skills valued at **€100,876**.
- ✓ **ESRI**

Development of a Geographic Information System tool and data collection with the provision of ArcGis licences to the association.
- ✓ **Air Liquide**

Provision of a full-time project manager to develop the project.



INTERNATIONAL DEVELOPMENT

The SeaCleaners project is international in scope. An action plan has been drawn up for deployment in 2020.

A new president of The SeaCleaners Switzerland branch has also been appointed. Maurice Hoffstetter is in charge of the development of this branch. His mission is to promote the association's missions in Switzerland through fundraising, awareness-raising and action on the ground.



Awareness-raising activities

The SeaCleaners is working to combat plastic pollution in both corrective and preventive ways, in particular by educating and raising awareness among the general public, in order to raise awareness and bring about lasting changes in people's behaviour on the ground.

TRADE SHOWS AND EVENTS

This year, the association was present at 15 trade shows and targeted events:

- Salon de la Plongée, from 11 to 14 January, in Paris.
- Galathéa Festival in Hyères, from 21 to 24 March 2019, with events for 350 schoolchildren.
- Les Nauticales de la Ciotat, from 23 to 31 March in Marseille, at the Aix-Marseille-Provence metropolitan area boat show.
- The International Tennis Championships in Strasbourg on 21 May. Activities were organised for 160 schoolchildren.
- Debord de Loire, from 23 to 26 May in Nantes: an artistic and nautical event focusing on the Loire estuary.
- Le Grand Défi, on 30 May in Marseille. This is the first eco-responsible competition to collect rubbish at sea.
- The Armada, from 6 to 16 June in Rouen, an international gathering of tall ships. Activities were organised for around 300 people from all walks of life.
- La mer XXL, from 29 June to 10 July in Nantes. The Universal Maritime Exhibition. Activities were organised for 250 schoolchildren.
- The Interceltic Festival, from 2 to 11 August, in Lorient, bringing together dozens of musical groups from Celtic countries and regions.
- The PAKA Festival in La Trinité-sur-Mer, on 21 July 2019.
- The Grand Pavois in La Rochelle, from 18 to 23 September, an international afloat boat show.
- Les Voiles de St Tropez, from 29 September to 6 October: a unique gathering of modern sailboats and old rigs from around the world. Activities were organised for 150 schoolchildren.
- Biomim Expo, on 22 October in Paris. A gathering of players and stakeholders in Biomimicry and bio-inspired innovations, and approaches that draw inspiration from Nature to innovate and create the conditions for a renewed and environmentally-friendly development model.
- Cap d'Agde Autumn Boat Show, from 30 October to 3 November: a gathering of professionals from the new and second-hand boat and nautical equipment market.
- Les Mille Sabords, from 31 October to 3 November at Le Crouesty: a boat show dedicated to the second-hand boat market. Activities for around fifty people from all walks of life.
- Maker Faire, from 22 to 24 November in Paris. An event that brings together all the Makers who carry out projects that are as innovative as they are creative. Activities held for 100 schoolchildren.
- Le Nautic, from 7 to 15 December in Paris: the annual Paris Boat Show.

RAISING AWARENESS AMONG SCHOOLCHILDREN, EXTRA-CURRICULAR ACTIVITIES AND OTHER AUDIENCES



In schools:

- Marcel-Pagnol primary school in Colombes (92): pilot school. Karine Gromaire, the school's headmistress, is helping to draw up the association's educational project.
- Saint-Joseph primary school in Crac'h (56): pilot school. Patricia Degrès, the school's teacher, is helping to draw up the association's educational project.
- Saint-Gildas secondary school in Brec'h (56): half-day presentation of the association and the MANTA project to seven classes of 6th graders. A workshop was held during the technology class. It was entitled: Imagine a model of a boat to clean up the ocean. **210 pupils were involved.**
- Collège Saint-François-Xavier in Vannes (56): pilot school. **100 pupils were involved.**
- Lycée Georges-Pompidou in Castelnau-le-Lez (34): a conference was held for all students as part of the Fête de la Science.
- Lycée d'enseignement général et technologique agricole Aix Valabre à Gardanne (13): **150 pupils were made aware of the issue.**

Extra-curricular activities:

- Children Camp Summer Village (CISV) Spring 2019: a weekend gathering of young people enrolled in the CISV "Sustainable Development" summer camp in Préfailles (44) was held. The MANTA project and the association's activities were presented. Raising awareness of plastic pollution as part of CISV's MOSAIC programme on sustainable development. **50 young people were made aware of the issue.**
- Summer 2019: CISV's summer camp brought together 7 young people aged 15 to 18 in La Trinité-sur-mer (56). With them, the association carried out a survey of the population of La Trinité on sorting instructions, in order to carry out a field diagnosis. The aim is to be able to guide the Auray-Quiberon-Terre-Atlantique Community of Municipalities towards possible future awareness-raising and waste-collection actions on the beaches with residents and summer visitors.

**Estimated total number of people reached
in 2019: 2,000**

OUTLOOK FOR AWARENESS CAMPAIGNS AND DEVELOPMENT STRATEGIES IN 2020

Employees of sponsor companies:

- Creation of a Corporate Partners toolkit in conjunction with the Partnership department, aimed at our corporate patrons, with the development of awareness-raising initiatives aimed at the employees of these companies and local authorities in conjunction with the CSR departments.

Schools:

- Seeking approval as an "educational association complementary to public education".
- Support for E3D establishments (schools/establishments working towards sustainable development).
- Support for the development of educational marine areas.
- Setting up theatre-forum workshops, artistic creation and training for eco-delegates.

Extra-curricular activities:

- Monitoring the CISV (Children Camp Summer Village) partnership.
- Working towards Youth and Sport accreditation.
- Develop partnerships with leisure centres, holiday centres, sailing schools, diving schools and other water sports for actions around ocean plastic pollution and learning about everyday eco-gestures.

Events:

- Work on awareness-raising tools aimed at 15-30 year-olds at festivals.

General public:

- Development of citizen science programmes in conjunction with the Scientific Division.
- Development of waste collections in conjunction with the Volunteering Division.
- Development of summer beach awareness tours in conjunction with the Events Department.
- Development of events for 0-waste birthday parties (Tribee partnership).

Public volunteers **The SeaCleaners:**

- Creation, monitoring and development of a Volunteers kit in conjunction with the Volunteers division.
- Leadership training for the association's volunteers.

Partnerships:

As part of the development of awareness-raising with the support and/or collaboration of players in the environmental sector, as well as the public service, a partnership development plan has been initiated. In 2020, it will focus in particular on two sectors:

- Aquariums, to raise awareness among a wider audience, with the creation of a specific educational kit including various awareness-raising tools in the form of animations and games.
- Local partnerships (Parc Naturel Régional du Golfe du Morbihan, Ville et port de la Trinité-sur-mer, Compagnie des ports du Morbihan, etc.) to create educational marine areas and carry out actions aimed at yachtsmen (eco-gestures, Blue Flag charter, etc.), national and international partnerships with similar objectives.

The Scientific Hub

Created this year, the scientific centre provides a link between activities in the field and the international scientific communities working on the issue of plastic waste. It also responds to the association's need to base its projects on verified and scientifically validated knowledge.

PROMOTING THE ASSOCIATION'S MISSIONS

Yannick Lerat, Scientific Director, and Éric Le Plomb, Scientific and Operational Manager, took part in a number of events to promote the scientific aspect of the association's missions and to exchange views with specialists in the sector.

- *Open de L'international*, on 1 July in Brest (29), organised by Bretagne Commerce International. A day of information and networking for Breton entrepreneurs.
- Oceanext 2019 round table, "*Living in a clean and productive ocean*", on 5 July during the La Mer XXL event in Nantes (44). The theme was plastic depollution and the vessel needed to clean it up.
- Meeting with the Ambassadors on 30 August in Rennes (35), organised by Bretagne Commerce International.
- Meeting with Armateurs de France at the invitation of Stephenson Harwood, on 19 September at the Maison des Océans, Paris.
- Ocean Hackathon, from 11 to 13 October in Brest (29), organised by Technopôle Brest Iroise.
- ITECMER - ITECMER - International Fishing Industry Trade Fair, October 16 at the Parc des Expos de Lorient Bretagne Sud (56).
- VALORIAL'CONNECTION "*Biomimicry: from natural to industrial*". Organised by CBB Capbioteck and ADRIA, on 26 November in Lorient (56). Presentation of the MANTA ship project.

FRANCE OCEAN COMMITTEE (CFO)

The Comité France Océan is a consultation group, created in 2018 at the initiative of the Prime Minister, alongside the Minister for Ecological Transition and Solidarity with the aim of building a regular and nourished exchange between the State, its public establishments in charge of the sea and organisations for the protection of the marine environment.

This committee for consultation is led by the SG Mer and represents a real place for producing ideas and solutions, a "think tank", which feeds into the major exercises piloted by this ministry.

This work is structured around workshops, a plenary committee and a steering committee, which make it possible to structure the exchange around specific themes, to bring out proposals for concrete actions, around a regular work programme. Four priority areas of work have been selected:

- The fight against marine litter
- Protecting marine biodiversity
- The artificialization of seas and coastlines
- Removing obstacles to action

The association participates in the various work of the CFO, in the Marine Waste working group.

The Volunteering Hub

The creation of the Volunteering Department has enabled the development of a network of 70 active volunteers in different regions of France. Volunteers have been trained in field observation and events management.



In just a few months, 350 new volunteers registered on the platform created for this purpose on the association's website.

This new network of volunteers has enabled The SeaCleaners to be present and active at 15 national events and to carry out, simultaneously, five waste collection actions during World Clean Up Day in September.

The Volunteer Centre is developing its action plan, with plans to open regional branches throughout France in 2020.

Field operations

SETTING UP A NETWORK OF VOLUNTARY OBSERVERS

An observation protocol aimed at sea users has been created. By signing the Voluntary Observer protocol, boaters make an active commitment to the association in the field and participate in the study of plastics present at sea (location, density).

IDENTIFICATION OF SEA USERS

Freight vessels, cruise ships, exploration vessels, scientific vessels, boat hire companies, diving clubs, etc.: a process for identifying users of the sea has been established in order to set up observation partnerships at sea.

Awards and Accreditations

In 2019, The SeaCleaners' MANTA project received three awards:

- The CCI France-Switzerland Award in March.
- The European Leadership Award 2019 from the European Business Summit in May.
- The Prix Spécial du Jury at the 30th Trophées des CCI France-International in June.



In January 2019 the association was accredited as an "Observer Member" with the UN Environment, giving it the opportunity to be present at the 4th UN Environment Assembly from 11 to 15 March in Nairobi (Kenya) and during which it took part in exchanges with the Majors Groups and Stakeholders.

