



MISSION BLUE™
SYLVIA EARLE ALLIANCE

SEA LION - ©KIP EVANS - MISSION BLUE



No Water, No Life No Blue, No Green

"I wish you would use all means at your disposal — films, the web, expeditions, new submarines, a campaign! — to ignite public support for a network of global marine protected areas, Hope Spots large enough to save and restore the ocean, the blue heart of the planet."

Dr. Sylvia A. Earle, Founder of Mission Blue

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Hope Spots are special places that are critical to the health of the ocean — Earth’s blue heart. Some Hope Spots are already formally protected, while others still need defined protection. Under Dr. Earle’s leadership, the Mission Blue team has launched a global effort to shed light on these vital ecosystems and ignite support to safeguard them as marine protected areas.

How does Mission Blue designate and support Hope Spots?

- SCIENCE ADVISORY**
Mission Blue, in partnership with the International Union for the Conservation of Nature (IUCN) maintains a scientific council headed by Dr. Earle that reviews Hope Spot applications from communities around the world and approves those that meet specific scientific and conservation criteria.
- EXPEDITIONS**
Mission Blue has launched more than a dozen expeditions around the world to explore Hope Spots highlighting research, conservation and educational efforts. Our team influences policymakers and creates compelling documentaries that educate and inspire the public.
- COMMUNICATIONS**
Mission Blue is a leading global ocean conservation brand that has a million followers online and uses its power to elevate Hope Spots and create public pressure for their official protection.
- PARTNERSHIPS**
Over 200 organizations, from large multinationals to small nonprofits, have signed on as Mission Blue partners in support of Hope Spots.
- TECHNOLOGY**
Mission Blue has created a proprietary technology platform where the public can access information, photos, videos, scientific data and other materials about each Hope Spot.
- COMMUNITY ENGAGEMENT**
Through the Hope Spots network, Mission Blue engages communities around the planet in pursuit of deeper ocean conservation literacy and accelerated action for change.

- A healthy ocean begins with awareness.**
- Many commercially exploited species of fish have declined by 90%;
 - About half of the coral reefs have disappeared or experienced serious decline;
 - Hundreds of coastal “dead zones” have developed.



The good news is that 10% of the sharks, swordfish, tunas and other depleted species remain. Some coral reefs are in reasonably good shape.

It isn’t too late to shift from the swift, sharp decline of ocean systems in recent decades to an era of steady recovery. There is time, but not a lot. The next ten years may be the most crucial time for the ocean in the next ten thousand years. The protection of Hope Spots provides an actionable road to recovery.



Mission Blue works to rally local and international communities around support for Hope Spots with the ultimate goal of converting these areas into marine protected areas. Mission Blue's vision is to increase official protection of the ocean from just over 6% today to 30% by 2030.

Featured Mission Blue Hope Spot Champions

“Our Hope Spot encourages Costa Rica and other countries in the region to take care of the coast and recognize that beautiful aggregations of hammerhead sharks around oceanic islands like Cocos Island, Galápagos and Malpelo are directly related to the health of our gulfs, bays, rivers and mangroves. Understanding the connection between different habitats is the key to achieving real conservation strategies for migratory species in our region.”

Ilena Zanella and Andres Lopez
Hope Spot Champions for Golfo Dulce in Costa Rica



Dr. Sylvia A. Earle — called “Her Deepness” by the New Yorker and the New York Times, “Living Legend” by the Library of Congress, and “First Hero for the Planet” by Time Magazine — is a world-renowned oceanographer, explorer, author and lecturer.

Dr. Earle, formerly Chief Scientist of the National Oceanic and Atmospheric Administration (NOAA), is a National Geographic Explorer-in-Residence.

In 2009 Dr. Earle founded Mission Blue, a 501c3 non-profit dedicated to inspiring action to explore and protect the ocean. Mission Blue's conservation strategy is based on Hope Spots, ecologically important areas of the ocean that, if protected, can regenerate the ocean back to health.

Your support of Mission Blue directly impacts Dr. Earle's wish to explore the ocean and ignite action for its protection.

Visit the website at www.mission-blue.org



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