

CONFIDENTIAL - DO NOT BROADCAST

ENGAGED FOR OCEAN® - TRADEMARK AND CONCEPT REGISTERED IN SOLEAU ENVELOPE - INPI



ENVIRONNEMENTAL
LABEL



S u m m a r y

ENGAGED FOR OCEAN

1. OVERALL PRESENTATION
2. FINDINGS AND PROBLEMS
3. SOLUTIONS BY A LABEL
4. OPERATION OF THE LABEL
5. THE OCEAN CHARTERS.
6. ELIGIBLE SECTORS.

MEANS

7. ENGAGED COMITEE
8. THE COMMITTEE'S MISSIONS
9. MOBILE APPLICATION & DIGITAL MEANS

PROJECTS FOR THE OCEAN

10. PROJECT SELECTION PROCESS
11. VALUATION AND RESULTS
12. ANNUAL REPORTS

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2. CONSTITUTION OF FUNDS
3. DEPLOYMENT PLAN
4. COMMUNICATION PLAN
5. AUDITS AND CONTROLS
6. POTENTIAL FOR FUNDRAISING
7. FINANCING PLAN





OVERALL PRESENTATION

CREATION

2022

The « Engaged For Ocean" label was created in 2022 by Thomas Capiten, founder of the environmental NGO Thalas Ocean, which organizes and leads expeditions for the preservation and knowledge of the marine world.



CONCEPT

WE ALL HAVE TO ACT FOR OCEAN

Engaged For Ocean allows all entities for whom the Ocean represents a resource to engage simply and concretely to maintain the resource and finance actions to explore and study the marine world.



FREE - IMMEDIATE - NECESSARY - URGENT

GOALS

Engaged For Ocean aims to bring together several thousand entities to protect the ocean resource and maintain dependent economic activities while raising awareness among the greatest number and allowing the support of major actions undertaken.



PLANNING

With immense potential, the first barriers are the most important to ensure the legitimacy of the label. Therefore, accompanied by the best partners, the deployment will be rapid and comprehensive.





THE OCEAN IN DANGER

The Ocean is the source of life on Earth and the foundation of our entire civilization. 3 billion human beings depend directly on the marine world and 90% of the world's transport is maritime. However, we only know 5% of the Ocean and all the parameters that compose it are now reaching critical thresholds. It is at the beginning of a cataclysm that we find ourselves and that we must all act, for our common future.

A RESOURCE ...

When a hotel room is sold more expensive because it offers a sea view, the Ocean is a resource. When a restaurant offers the appeal of a terrace near the coast, the Ocean is a resource. When the coasts are covered with private beaches and aquatic activities, the Ocean is a resource... What about shipping companies, fishing or cruises, charters, brokers, shipyards etc... The Ocean is the foundation of our economy and the resource of multiple sectors... but is it an infinite resource?

... NOT LIKE THE OTHERS

When a well of oil "produced", 3% of the income will be devoted to future prospecting, in mining it is almost 5%, when a forest is exploited, a share of the income is devoted to replanting etc...

All operating sectors act to maintain the resource on which they depend because it is the only solution to guarantee the sustainability of economic activity.

Except when it comes to the Ocean...





ACT FOR THE ESSENTIALS

Each of the labeled potentials must commit themselves by signing the Ocean Charter, which includes 3 essential commitments (pollution, biodiversity and business) constituting the greatest dangers for the marine world.



DONATE A SHARE FOR THE OCEAN

The label holders undertake to collect & donate a tiny part of their income in order to preserve the marine resource. These few cents or euros will allow the financing of actions to preserve and knowledge of the Ocean.



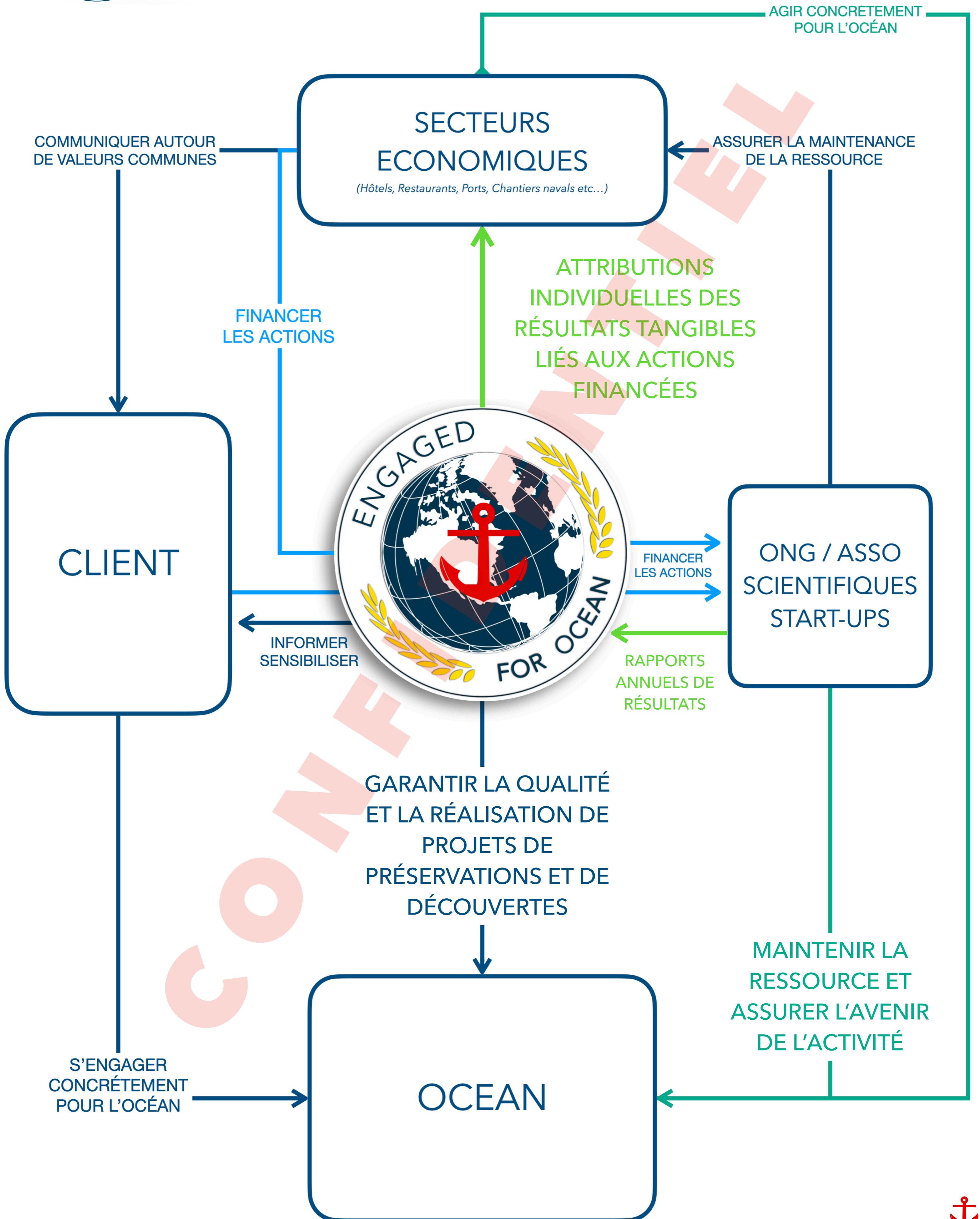
RAISE AWARENESS AS POSSIBLE

The Label is a visible element that symbolizes efforts for the Ocean. It is also an accessible media thanks to its application that details the issues related to the Ocean and the concrete results allowed thanks to it.





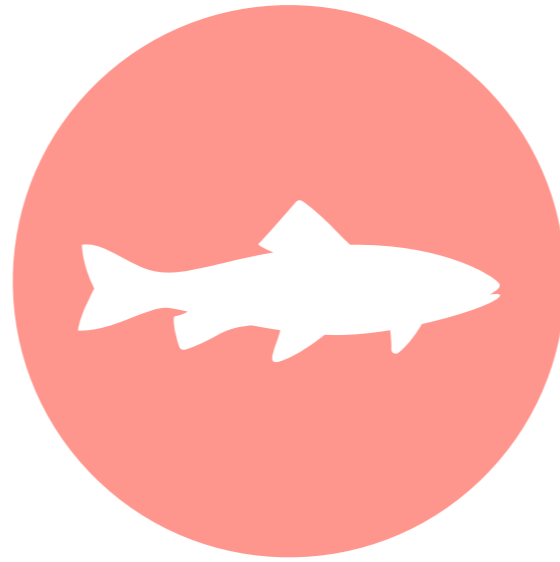
OPERATION OF THE LABEL





POLLUTION

TOTAL
ELIMINATION OF
SINGLE-USE
PLASTICS BEFORE
2030



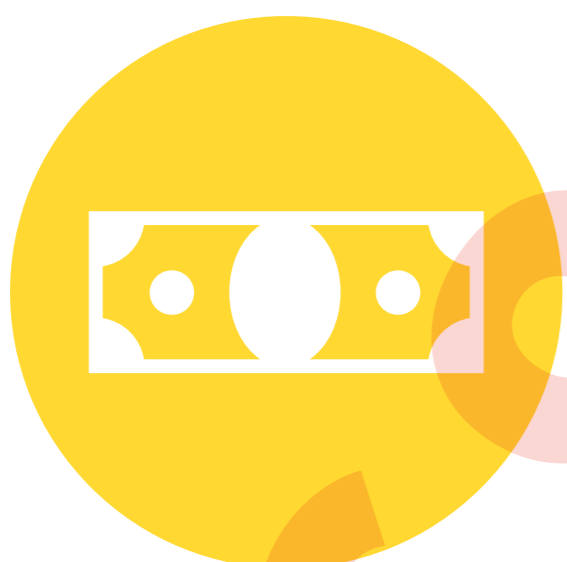
Biodiversity

OFFER A MARINE
DIET TO THE MAX.
LOCAL AND
RESPECTFUL



PARTNERS

SELECT PARTNERS
AT THE EQUIVALENT
CSR (ESG) LEVEL



PARTICIPATION

COLLECT & DONATE A **TINY PART OF
ECONOMIC INCOME** TO FINANCE
ACTIONS TO PRESERVE AND KNOW
THE MARINE WORLD AND THUS
ENSURE THE FUTURE OF THE
ACTIVITY

*Each of the 3 essential commitments is adapted to the specific activities
of each sector to better meet the challenges*





ELIGIBLE SECTORS.—





LEVELS OF LABELING

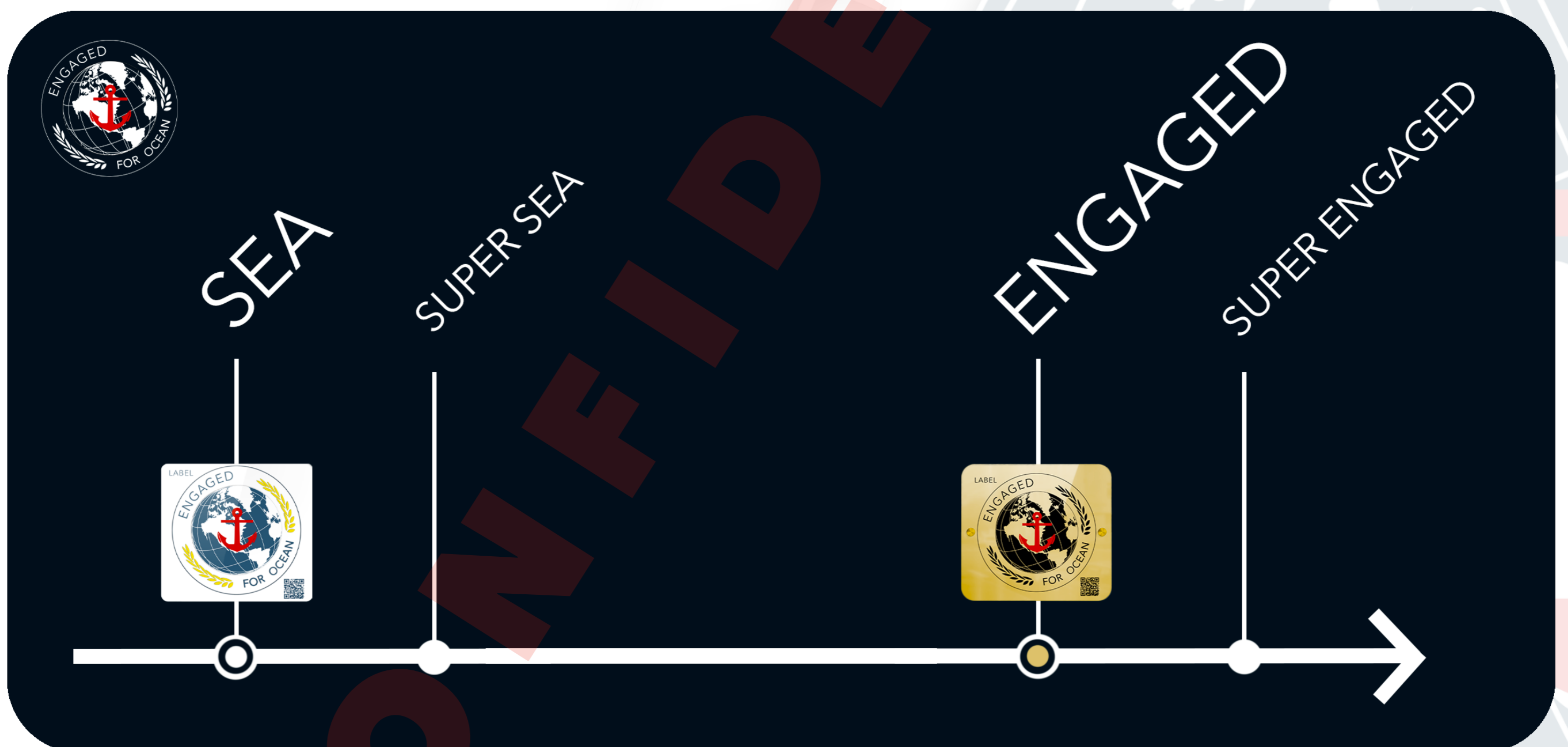
The labelling of each company is defined by a series of mandatory minimum commitments categorized by the essential foundations of the preservation of the marine world.

POLLUTION

BUSINESS

Biodiversity

PARTICIPATION



All additional commitments made on a voluntary basis by the labeled must be valued as they represent a part of the solution for the future of the marine world.

These commitments are the subject of a value grid that allows access to the different levels of labeling





SEA
MEMBER

HOTEL & RESTAURANT
HOTEL
RESTAURANT
CAMPING
PRIVATE BEACH
REAL ESTATE
DIVING CENTER
SAILING CENTER
EVENT
CRUISE COMPANIES
SHIPPING COMPANIES
SHIPPING COMPANIES (PASSENGERS)
INDUSTRY
SUPERMARKET
PORT & MARINA
SHIPYARDS
INSURANCE
YACHTING SALES & CHARTER
YACHTING SHIPHANDLER
INNOVATION / SUSTAINABLE BUSINESS

INCREASE IN USUAL PRICES OF

0,5%





OCEAN
MEMBER

HOTEL & RESTAURANT
HOTEL
RESTAURANT
CAMPING
PRIVATE BEACH
REAL ESTATE
DIVING CENTER
SAILING CENTER
EVENT
CRUISE COMPANIES
SHIPPING COMPANIES
SHIPPING COMPANIES (PASSENGERS)
INDUSTRY
SUPERMARKET
PORT & MARINA
SHIPYARDS
INSURANCE
YACHTING SALES & CHARTER
YACHTING SHIPHANDLER
INNOVATION / SUSTAINABLE BUSINESS

INCREASE IN USUAL PRICES OF

1%





	SEA MEMBER	OCEAN MEMBER
WALL PLATE	PLATE LABEL PEXIGLASS ou BAMBOO	POLISHED BRASS or ALUMINIUM LABEL PLATE
ADDITIONAL PLATE	PEXIGLASS - BAMBOO	PEXIGLASS - ALUMINIUM - BRASS - BAMBOO
DISTINCTION « SUPER »	DISTINCTION IF « SUPER SEA »	DISTINCTION IF « SUPER OCEAN »
SEO WEB	SEO ON WEBSITE	SEO ON WEBSITE
SEO MOBILE APP	SEO ON OFFICIAL MOBILE APP	SEO ON OFFICIAL MOBILE APP
DIGITAL TOOLS	DIGITAL LABEL (PNG, PDF SVG ETC...)	DIGITAL LABEL (PNG, PDF SVG ETC...)
LABELLED SPACE	VALORIZATION OF COMMITMENTS ON THE LABELED PAGE	VALORIZATION OF COMMITMENTS ON THE LABELED PAGE
DIFFUSION	GLOBAL DIFFUSION. (SOCIAL NETWORKS, NEWSLETTER, MEDIAS, PARTNERS ETC...)	GLOBAL DIFFUSION. (SOCIAL NETWORKS, NEWSLETTER, MEDIAS, PARTNERS ETC...)
ENGAGED ESG RAPPORTS	-	ANNUAL COMMITTED REPORT ON ATTRIBUTION OF RESULTS OF PROJECTS CARRIED OUT
ESG TOOLS	-	DELIVERY OF WHITE-LABELED ESG CONTENT
TROPHY	-	ELIGIBLE FOR THE OCEAN TROPHY
GEOFENCING	-	GEOFENCING (MORE INFOS)





MEANS



**THOMAS
CAPITEN**
CEO Label
Pdt Thalys Ocean



**RACHID
BENCHAOUIR**
Président du Comité
CEO Coraliotech



**ERIC
ROETTINGER**
Dir. de recherche
Dir. MARES



**ROMAIN
LAFFONT**
Dir. Polytech Marseille
Vice-Pdt Université



**MARC
VAN PETEGHEM**
Architecte Naval
VPLP / AYROS



**FRANÇOIS
GEMMENE***
Auteur principal
du GIEC



**ALDINE
AMIEL**
Chercheur
Co-Fond. Kahi-Kai



**NATHALIE
VIGIER**
Dir de Recherche
L.O.V / I.M.E.V



**AUDREY
CAPITEN**
Paramédicale
Co-Fond Thalys



**CARINE
TRAMIER**
Dir RSE
Présidente CORIMER



**CATHERINE
CHABAUD***
Député Européenne
Navigatrice



ENGAGED OFFERS A SEAT ON THE COMMITTEE FOR REPRESENTATIVES OF ELIGIBLE SECTORS

The members of the committee are appointed for a period of 2 years renewable once.
To date, there are still 8 vacant seats on the Engaged Committee



16 JOINT MEMBERS



ENGINEERS



POLITICS



JOURNALISTS



NGO



SCIENTISTS



ARTISTS





MISSIONS OF ENGAGED COMMITTEE



DEFINE THE THEMATIC PRIORITIES OF THE ANNUAL CALLS FOR PROJECTS



STUDY THE CANDIDATES AND SELECT THE WINNERS



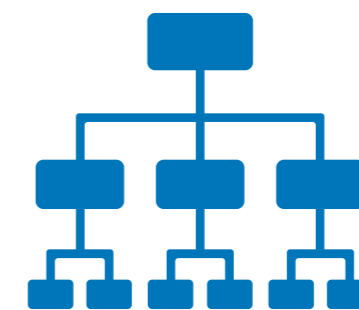
CERTIFY GLOBAL RESULTS REPORTS



AWARD INDIVIDUAL REPORTS TO LABELS



DEFINE INTERNATIONAL DEPLOYMENT PRIORITIES

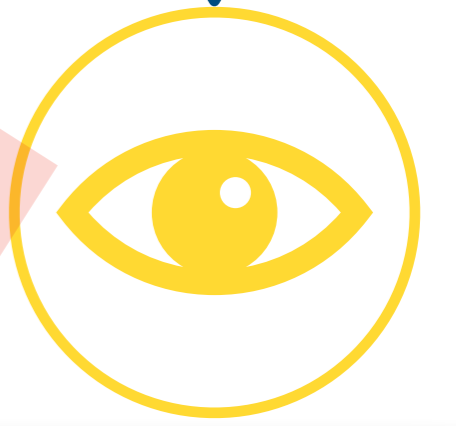


ACCOMPANY THE OPENINGS OF FOREIGN ANTENNAS





MOBILE APP



RAISE AWARENESS

Allow customers of labeled establishments to discover the projects financed, the challenges of the Ocean, the commitments made etc...

CONTROL

Allow customers of labeled establishments to report malfunctions, non-compliance with the Ocean Charter etc...

A permanent audit



UNITY

Allow customers of labeled establishments to register and discover all the labeled for the Ocean



IMPROVE

This permanent contact with citizens and label holders will allow the suggestions that will make the label evolve over time.





PROJECTS FOR THE OCEAN



SELECTION PROJECTS PROCESS



THE "ENGAGED" COMMITTEE WILL MEET AT LEAST TWICE A YEAR WITH 3 AGENDAS AT LEAST

CALL

The committee will define in December the theme on which the following year's call for projects will focus. Coral, biomass, fishing and resources, acidification, coastlines etc...

The call for projects will then be broadcast on Engaged platforms and will benefit from a global communication plan.

SELECTION

The committee will select the winning projects in May to release funds as soon as possible and implement projects as soon as possible.

The start will condition the date of payment of the funds.

RÉSULTS

In May, the winners of the previous year will have to submit without delay or delay the annual report of the results of the actions carried out.

The committee will then review all the reports and validate them after their expertise and/or field visit.





GLOBAL SUPPORT FOR THE OCEAN

DISSEMINATION OF DETAILED ACTIONS ON THE ENGAGED APPLICATION

PRESENTATION OF OCEANIC ISSUES RELATED TO THE PROJECT

FULL CONTACT DETAILS

SITE, NETWORKS, CONTACT ETC...

ACCESS TO TANGIBLE RESULTS ALREADY VALIDATED BY ENGAGED

OPPORTUNITIES TO GET INVOLVED DONATION, VOLUNTEERING ETC...




GEO-LOCALIZED AND THEMATIC RESEARCH

PRIORITY ENHANCEMENT OF LOCAL ACTIONS AND PROJECTS





The "Comprey" reports will be produced by the project leaders using a form created by Engaged and made available to them. This form will include the necessary calculation tools (CO2, audience etc...) for data collection and will be systematically documented. Failure to submit this report will result in an immediate and definitive cessation of Engaged participations



ENGAGED RAPPORAT

RESULTS OF ACTIONS FOR THE OCEAN
2024/25


LOGO

NAME OF THE LABELED
Contact
Activity
AMOUNT PAID FOR THE OCEAN

OPERATIONAL	TONS OF CO2 COMPENSATED	34
	PROTECTED SEABED AREA (M2):	18.000
	VOLUME OF PROTECTED OR RESTORED CORAL (M3):	45
	NUMBER OF ANIMALS RESCUED:	1.400
	TONS OF PLASTIC RECOVERED:	9
	POLLUTION AVOIDED OR RECOVERED (M3):	0
<hr/>		
EDUCATIONAL	NUMBER OF SENSITIZED CITIZENS:	17.560
	NUMBER OF SCHOOLCHILDREN SENSITIZED:	458
	NUMBER OF STUDENTS ACCOMPANIED:	120
<hr/>		
FONDAMENTAL	BASIC RESEARCH CONDUCTED:	4
	MATERIAL ACQUIRED FOR SCIENCE (€):	3.980
	FUNDED DOCTORAL STUDENTS:	1
		4

⊕

Certified accurate by the Scientific and Technical Committee "Coming Engaged For Ocean"



Signatures

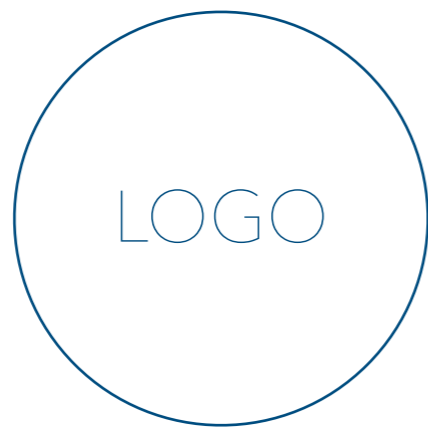




ENGAGED RAPPORT

RESULTS OF ACTIONS FOR THE OCEAN

2024/25



NAME OF THE LABELED

Contact

Activity

AMOUNT PAID FOR THE OCEAN

OPERATIONAL

TONS OF CO2 COMPENSATED	34
PROTECTED SEABED AREA (M2):	18.000
VOLUME OF PROTECTED OR RESTORED CORAL (M3):	45
NUMBER OF ANIMALS RESCUED:	1.400
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Signatures







STRATEGY & POTENTIALS



CONSTITUTION OF FUNDS



PAYMENT OF FUNDS FOR THE OCEAN

SEQUESTERED BANK ACCOUNT



75% of the funds raised are placed in an escrow bank account, pending the allocation of budgets to the winning projects. The remaining 25% being used for the operation of the label.



WINNERS SELECTED BY THE COMMITTED COMMITTEE

25%

Functioning

Salaries, allowances, travel, communications, deployment etc...

75%

PAID TO OCEAN PROJECTS.

Scientific, fundamental or applied research, NGO or Association, innovative and/or virtuous company for the environment and the ocean.





DEPLOYMENT PLAN

S2 - 2022



0 LABELED

S1 - 2023



5 LABELED

S1 - 2023



10 LABELED

S2 - 2023



50 LABELED

S2 - 2023/24



100 LABELED

2024



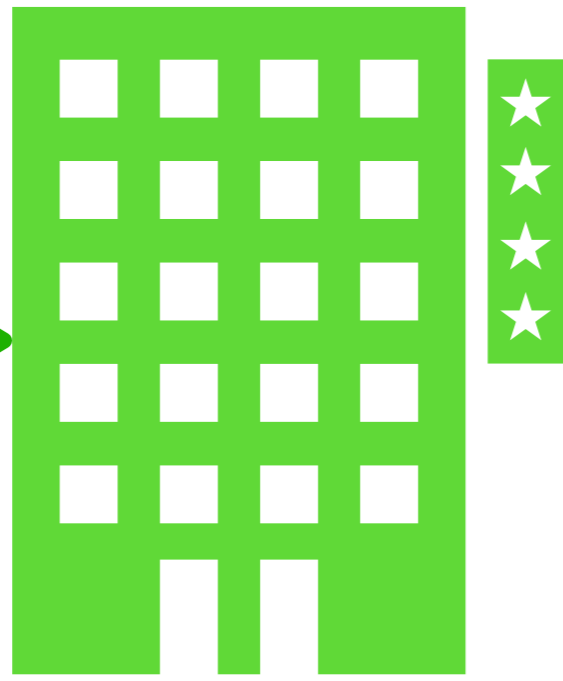
200 LABELED

2025 - 2028

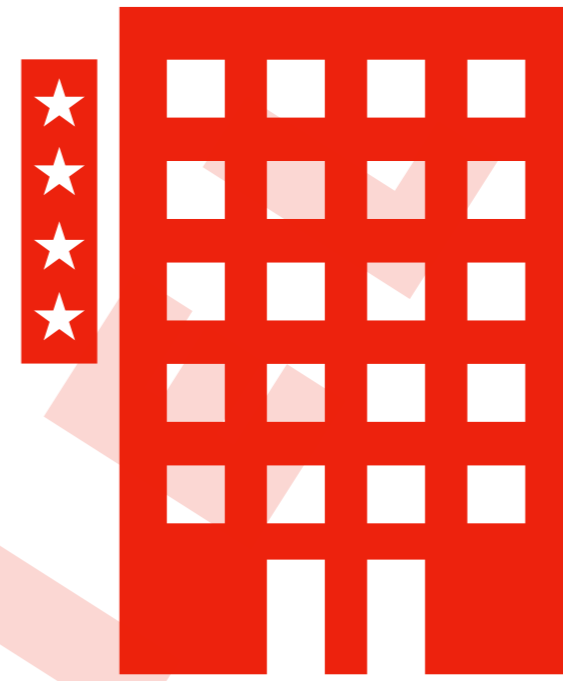




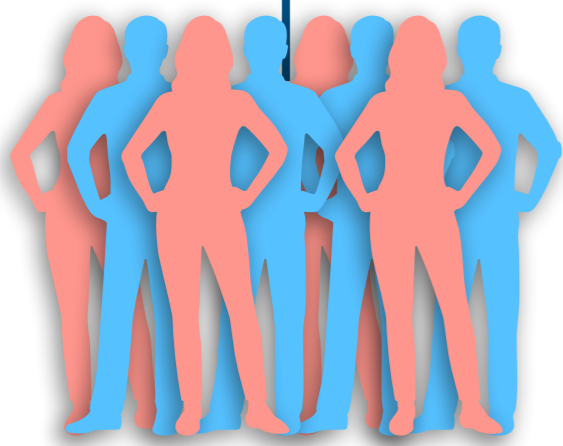
AUDITS AND CONTROLS



LABELED ENTITY
RESPECTING THE OCEAN COMMITMENTS.



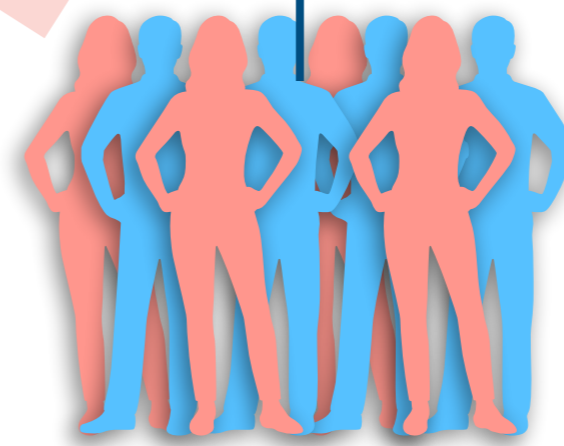
LABELED ENTITY
DO NOT RESPECTING THE OCEAN COMMITMENTS.



CUSTOMERS



TEAMS



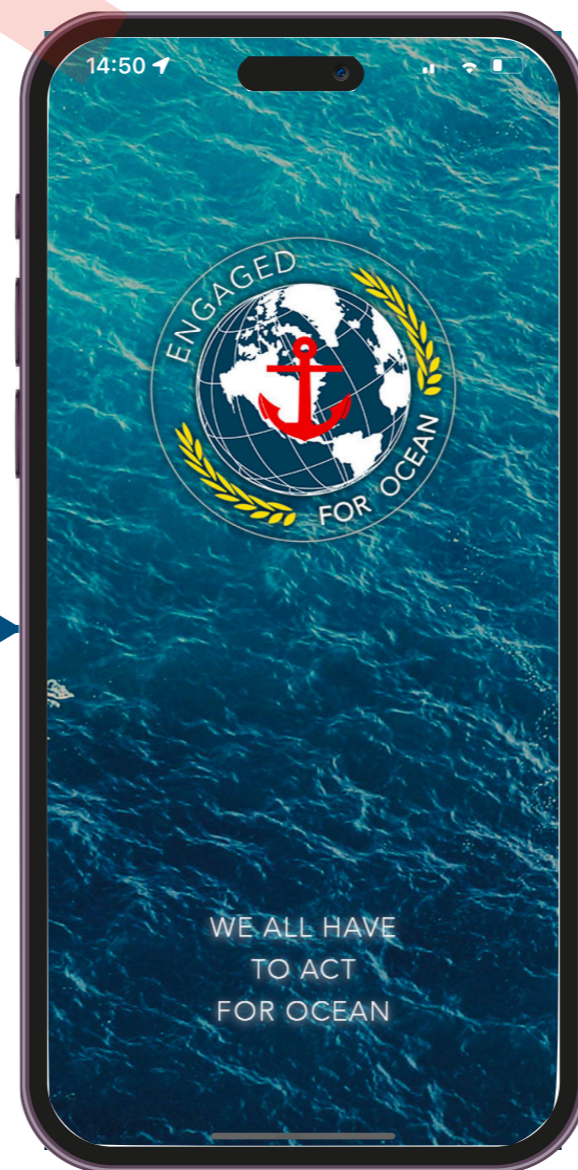
CUSTOMERS



TEAMS

DISCOVERY LABEL,
PROJECTS AND OCEAN
NO REPORTING.

REPORTS.
TESTIMONIALS
EVIDENCES



**VALIDATION
LABEL**

**CONTROL
AUDIT**





COMMUNICATION PLANNING

RESEAUX SOCIAUX

INSTAGRAM	4 POSTS / SEMAINE (+ SONDAGE + CONCOURS)
FACEBOOK	4 POSTS / SEMAINE (+ SONDAGE + CONCOURS)
YOUTUBE	2 VIDEOS 10MIN + 2 LIVES 45MIN / MOIS
LINKEDIN	2 POSTS / MOIS
LE BLOG	2 ARTICLES / MOIS

DIFFUSIONS MEDIAS

	1 DIFFUSION 2min / SEMAINE
	1 ARTICLE / MOIS
	1 ARTICLE / MOIS
	1 DIFFUSION 15min / MOIS



COM. GLOBALE

INFLUENCEURS	1 RELAI / MOIS
DIFF. LOCALES	1 RELAI / MOIS
EVENEMENTS	2 EVENEMENTS / MOIS
LES ECOLES	10 RELAIS / MOIS

NEWSLETTER

1 ENVOI / MOIS
 DATABASE QUALIFIÉE
 12.000 CONTACTS
 MARQUE BLANCHE

NOTIFICATION APP

1 NOTIFICATION / SEM.
 COMMUNAUTÉ ACTIVE
 GEOFENCE
 INTERACTIF + AUTO.

PARTNERS + LABEL

CLIENTÈLES DIVERSES
 LARGE AUDIENCE
 CROISSANCE
 AUTOMATIQUE





EXAMPLES OF ELIGIBLE PROJECTS



BASIC RESEARCH.



SCIENTIFIC INSTRUMENTS



APPLIED RESEARCHES



DOCTORATES





EXAMPLES OF ELIGIBLE PROJECTS



RAISING AWARENESS



EXPLORATIONS



CORAL PROTECTION



BIODIVERSITY PROTECTION





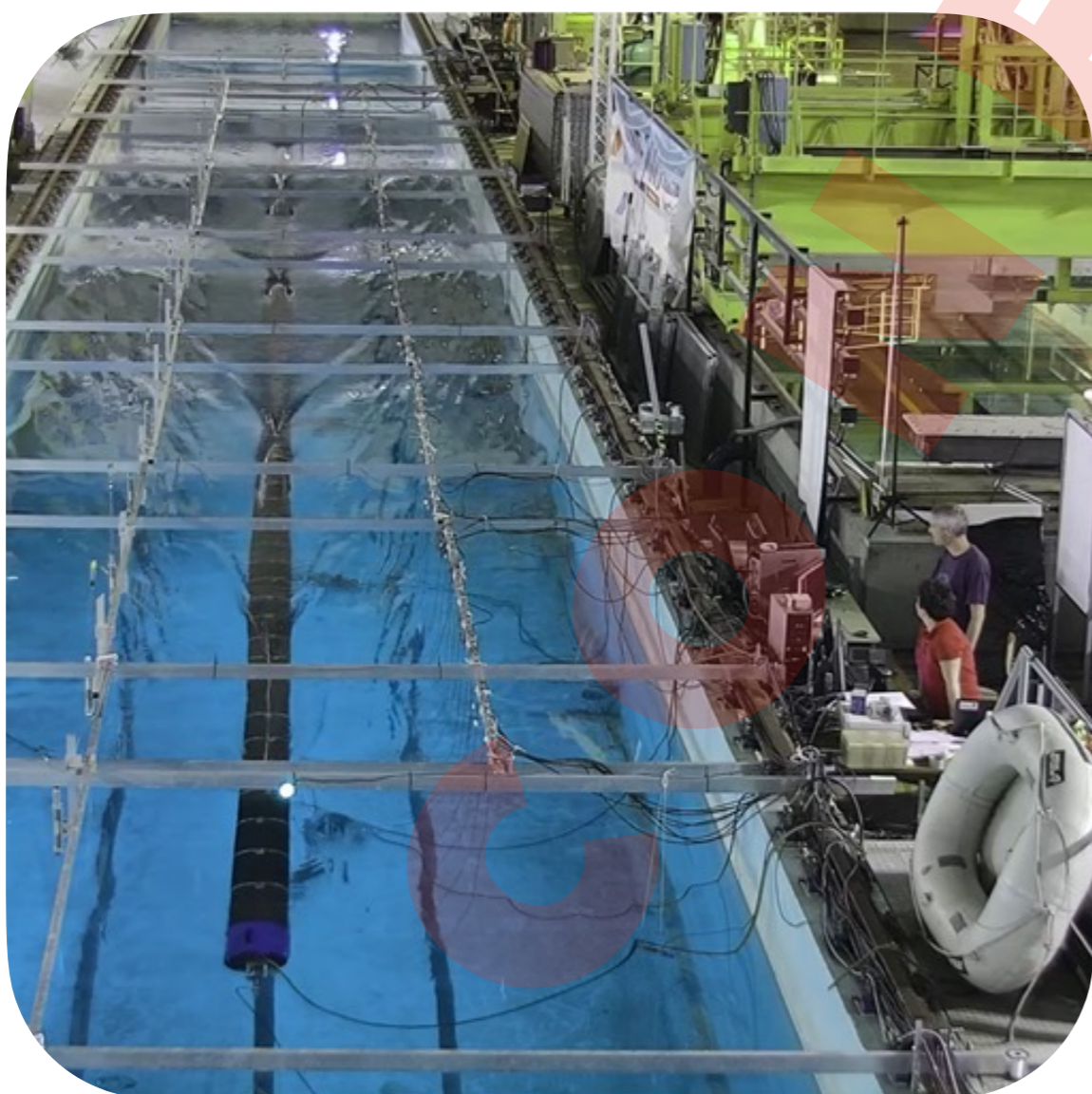
EXAMPLES OF ELIGIBLE PROJECTS



WASTE RECOVERY.



BIODIVERSITY RESTORATION



MARINE ENERGY



NEUTRAL SHIPPING





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WEBSITE

<https://www.engagedforocean.org>

