

TerraMar Project

Global Citizenship Of the High Seas

“The real voyage of discovery consists not in seeking new landscapes but in having new eyes.”

Marcel Proust

TerraMar is registered as a 501(c)(3)

VISION - MISSION



Vision:

It is impossible to form an attachment or give an identity to something that is porous and undefined. The TerraMar Project will make the High Seas recognized as an autonomous, defined zone to which all of humanity has claim. The aim is for TerraMar to become as recognized, in all of its diversity and value, becoming deeply embedded in human consciousness, the same way as the Amazon Jungle and the Sahara desert. TerraMar will become known as the '**liquid continent**', the **8th wonder of the world**.



Mission:

TerraMar is a global initiative that plans to revolutionize the environmental awareness model by creating an agile, globally scalable infrastructure and **education platform** to mobilize millions of citizens in service of the most pressing issues facing the High Seas using **Social media**. TerraMar will be the largest **Virtual Protectorate** to which all are citizens and IN WHICH all have a vote through the first global democratic voting/polling platform - one man, one woman, one child, one vote. TerraMar will also create a 'Newspaper', The Daily Catch, to aggregate news on the High Seas, give headline billing to big Sea stories, and allow those working in the field a place to publish their stories, and a place for citizens to publish their photos and to report from the field.

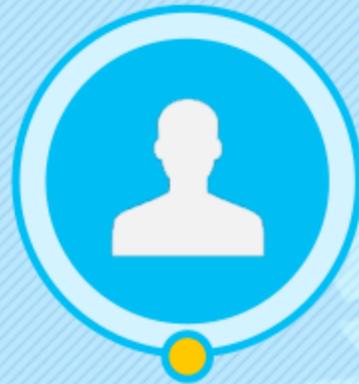
PROBLEMS & THREATS to the Ocean



**Habitat
Destruction**



**No Effective
Management**



Indifference



**Temperature
Rise**



Dead Zones



**Illegal Discharges
and Dumping**



**No
Central Voice
Importance
Misunderstood**



Overfishing



**Ocean
Acidification**



**Trash Gyres
Plastic Pollution
Noise Pollution**

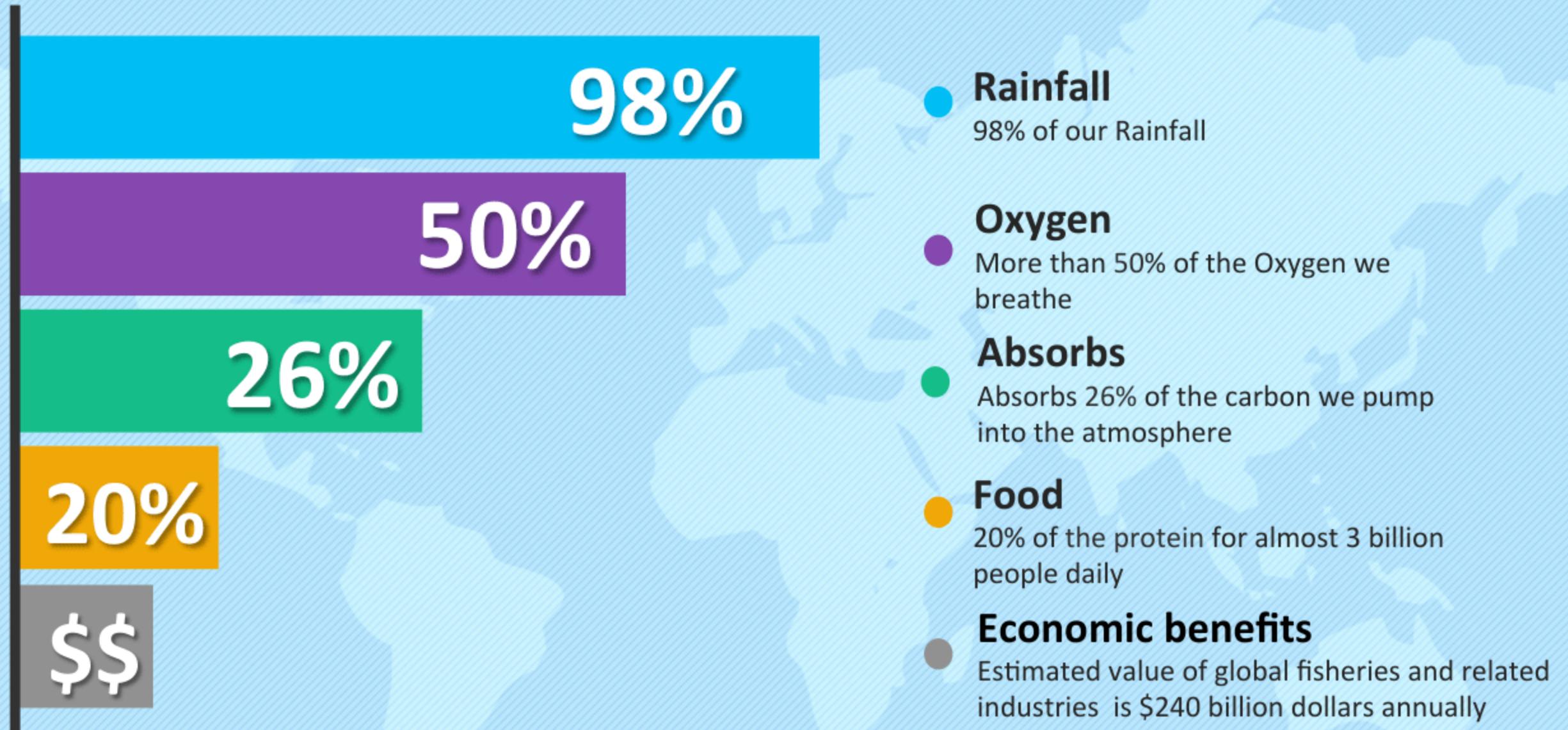


**Largely
Unexplored**



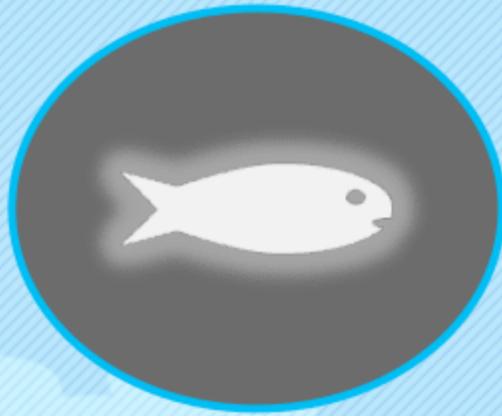
**Un-enforced
Laws
U.N./Government
Inaction**

THE PROBLEM: What the Ocean Provides



Humanity definitively threatens even the most distant ocean... BUT, for purposes of political and policy mobilization, the High Seas remain remote, infinite by human scale...

Where are the High Seas?



The High Seas cover 64% of the world's ocean or 45% of the planet

Nearly half of the planet's surface!

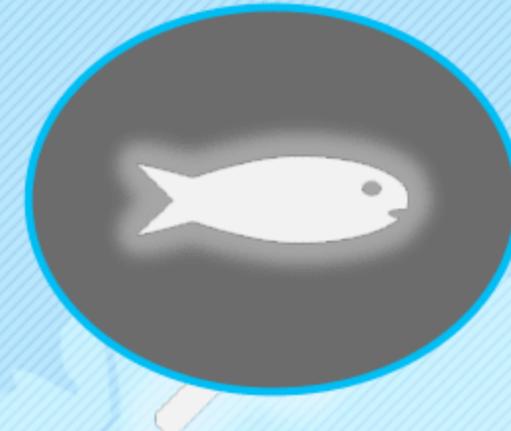
Or 281 million sq. km

The High Seas are increasingly under threat – the High Seas is where illegal and poorly controlled activities take place in the ocean far from prying eyes and effective laws.

Where are the High Seas?

All water beyond national boundaries are considered international waters, free to all nations, belonging to no one.

How to Protect it?



The TerraMar Project: A Globally representative group of advisors, experts, citizens and NGOs which will protect the rights of present and future generations to functioning ecosystems throughout the High Seas by promoting transparency and responsibility.

The U.N. Law of the Sea Convention:

Defines the rights and responsibilities of nations in their use of the world's oceans, establishing requirements for businesses, the environment, and the management of marine natural resources. The Law of the Sea Convention recognizes the seabed and its resources as part of the Common Heritage of Mankind, a principle of international law which holds that activities in defined areas should be managed for the benefit of all mankind, including future generations. At present this concept only applies to seabed mineral resources. TerraMar is creating a **Virtual Protectorate** for the **water column** – the high seas.

THE SOLUTION – The TerraMar Project

Create **Global Awareness** for the most important high seas [oceanic] issues.

Develop a **dynamic web presence**:

- Provides content for issues
- Links to affiliated NGOs
- Describe and detail and create new efforts to protect the High Seas through **The Daily Catch**
- Create an **education platform** through connecting to the largest database of living sea creatures and links to other key sites

Create **social media** campaigns that..

- Use a digital presence on Facebook, Twitter, Tumblr, Pinterest, Vimeo, YouTube & Spotify
- Provide a “Call to Action”
- Take issues viral
- Provide impetus for “joining” (Citizenship)
- Create **global voting** platform
- Create a **sponsorship program** by being able to sponsor a GPS coordinate Grid of the Ocean

Support the work of NGOs to :

- **Enforce and help create** treaties and legislation for priority ocean issues
- Improve effectiveness of existing legal framework
- **catalyze the protection and restoration** of High Seas ecosystems and endangered species.
- Help establish comprehensive, and effective system of **marine protected areas and marine reserves.**
- Improve High Seas fisheries management
- Create **attachment** to the High Seas via a **National Anthem, Flag**, offering the opportunity for citizens to become **Ambassadors** to Species and Ocean, Constitution, Manifesto and Government Structure – A council, 193 Cabinet ministers and a Youth Cabinet.

Become the **umbrella organization** of existing NGO's

- TerraMar becomes the opportunity to prioritize ocean issues, coordinate activities, pool resources, expand reach.

Create Maps

- New Digital, Physical, & Conceptual **Maps** of the High Seas



Who and what does TerraMar Support

PROJECTS WE SUPPORT

Build and give a **voice** to a global constituency for the High Seas

Fund other key groups working in the High Seas

Support initiatives **banning** deep sea trawling and shark fining and harmful fishing subsidies

Help fund scientific workshops and scientific programs

Invest in the creation of a **global record** of fishing vessels

Create initiatives to clean up the massive **trash gyres** throughout the ocean

Establish **marine protected** areas throughout the High Seas

Fund long term **research projects** and individuals with new initiatives

Monitor and improve the management of **international** and **regional** High Seas organizations

Improve **rules** and **practices** of High Seas activities, especially fisheries. Promote new agreements.

Offer funding to specific scientific projects; **Whale/ Shark Tagging & Ocean Data Collection.**

HOW DOES TERRAMAR RAISE FUNDS TO PAY FOR THE PROJECTS WE SUPPORT?

Invite every citizen to apply for a **passport** giving them access to **the first global vote**

Invite citizens to sponsor **GPS Grids** of the ocean map to give each person a sense of ownership

Invite citizens to sign-up to become **Ambassadors of any species** from the largest database of living species in the High Seas

Donations through the **voluntary tax system**

Sale of **flags** to vessels and citizens

Sale of the **national anthem** through iTunes

Commercial goods for sale through the TerraMar website

Sponsorship of key strategic partners and commercial interests

Fundraising

Support through other key foundations and aligned charities

Government and World Bank support

ENGAGEMENT FOR TERRAMAR

- **Vote:** Once the voting mechanism is in place ask the Millions of TerraMar citizens to vote and show their support for TerraMar
- **Millennium Promise:** The TerraMar Project seeks to mirror the success of the Millennium Promise and would like to partner with the U.N. to address the very real and serious problems affecting the High Seas.
- **United Nations:** The TerraMar Project is aligned with 24 NGOs and the High Seas Alliance and IUCN which has a seat at the U.N as observer status.
- **United Nations:** As a 501(c)(3) nonprofit NGO, we will apply for ECOSOC Consultative Status with the U.N.

ENGAGEMENT FOR TERRAMAR

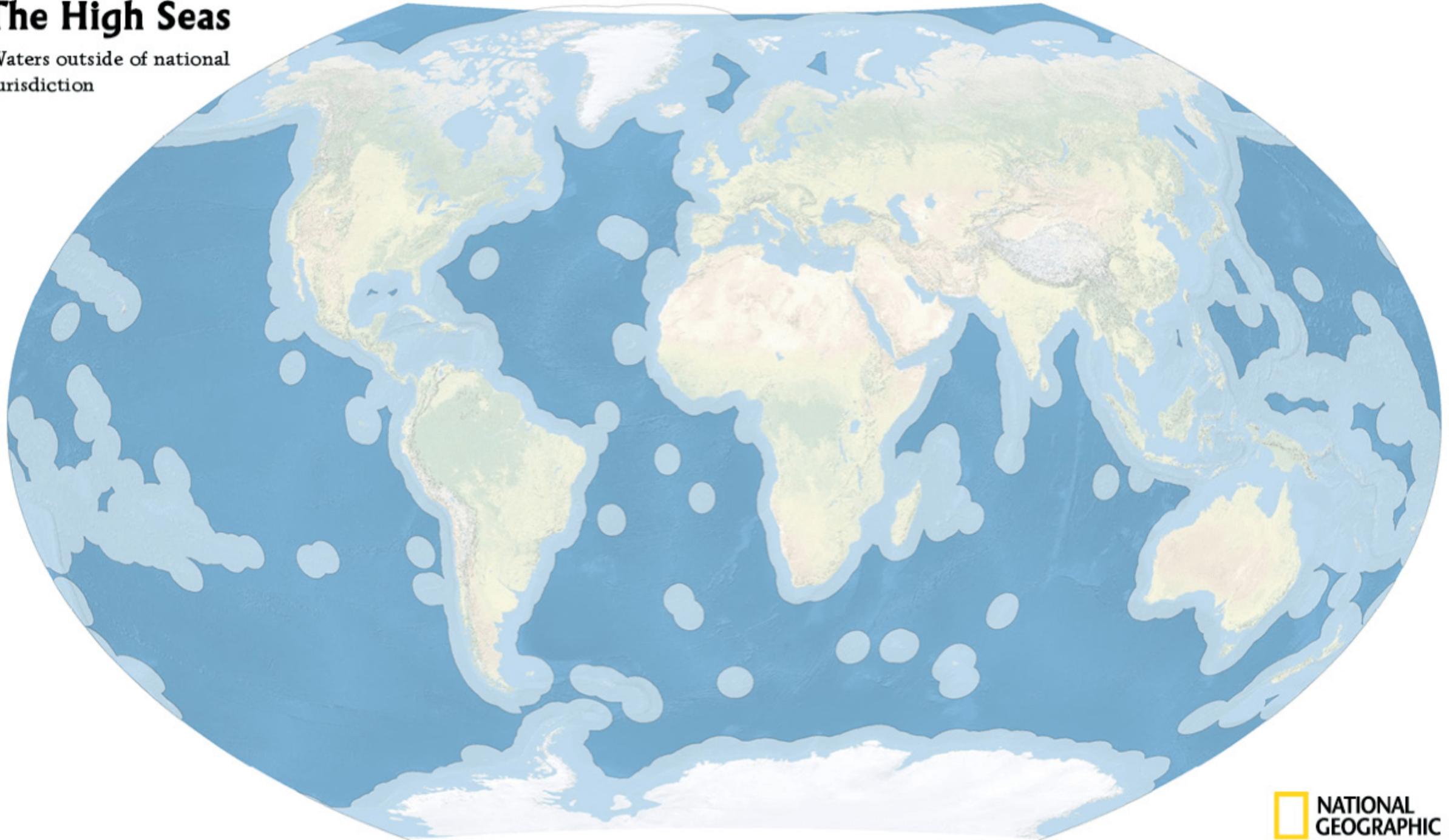
- **President:** Enlist a President for TerraMar, ask an ex –head of state or former political or government minister to become president.
- **Youth Cabinet:** Create a Youth Cabinet and President (under the age of 25) to represent the future generations.
- **Council:** 15 members of Scientists and Lawyers and Oceanographers to represent TerraMar at the UN and at key meetings around the world on Ocean issues.
- **Cabinet Ministers:** Create 193 Cabinet ministers – 1 for each country to represent TerraMar, inviting former Heads of State and former Ministers and business leaders to be Cabinet ministers.

MAP : TerraMar

The High Seas - Dark Blue: 45% of the Planet 281 million sq. km

The High Seas

Waters outside of national jurisdiction



 NATIONAL
GEOGRAPHIC

SUPPORTERS OF TERRAMAR

High Seas Alliance:

“This is a significant and positive contribution to efforts to raise public awareness of the problems confronting the high seas...”

David Gallo:- Woods Hole Oceanographic Institution

“I do so believe in the mission of TerraMar to develop, promote and catalyze efforts to inventory, monitor, understand and protect the high seas and all the life contained within..”

Prof. Alex Rogers -
Department of Zoology at
the University of Oxford

“TerraMar Project is clearly an ambitious response to the serious threats and problems faced by the oceans and life within them. We will be happy to support this in anyway..”



CÉCILIA ATTIAS
FOUNDATION
FOR WOMEN



PRELIMINARY COUNCIL

Adam Sweidon	Entrepreneur: Synchronicity Earth
Alex Rogers	Marine Scientist: IPSO, Somerville College Oxford University
Alistair Graham	High Seas Expert: WWF, High Seas Alliance
Conn Nugent	Philanthropy Expert: High Seas Alliance
Dan Laffoley	Marine Scientist: IUCN, WCPA, High Seas Alliance
David Freestone	International Lawyer: Sargasso Sea Alliance
Duncan Currie	International Lawyer: High Seas Alliance,
Frank Ackerman	Economist: Stockholm Environment Institute
Kristina Gjerde	High Seas Governance Expert & Lawyer: UCN, High Seas Alliance, GOBI, Sargasso Sea Alliance
Jeff Ardron	Scientist and policy expert
Matt Gianni	Political Strategist & Policy Expert: DSCC, High Seas Alliance
Mirella von Lindenfels	Communications & Campaign Strategist: IPSO, High Seas Alliance, DSCC, Comms Inc
Remi Parmentier	Campaign Specialist: Varda, DSCC
Susanna Fuller	Marine Scientist & Advocate: High Seas Alliance

ADVISORS

Dan Laffoley

Senior Advisor, Marine Science and Conservation for the Global Marine and Polar Programme

Dr. Daniel Pauly

Marine Biologist -University British Columbia

Dr. David Gallo

Director of Special Projects at the Woods Hole Oceanographic Institution

Dr. Kristina Gjerde

Senior High Seas Advisor IUCN Global Marine and Polar Programme

Dr. Marcelo Carvalho de Andrade

Co-founder, Partner and Principal at Earth Capital Partners

Dr. Larry Coben

Founder and Executive Director of the Sustainable Preservation Initiative

George Polk

Founder and CEO of The Catalyst Project

Ahmet M Oren

Vice Chairman and CEO Ihlas Holding

Dr. Sylvia Earle

Explorer-in-Residence at the National Geographic Society Chair of the Advisory Council for the Ocean in Google Earth

Johan Eliasch

Chairman and CEO of Head N.V. Former Special Representative of the Prime Minister of the UK

Michael Gelobter

Founder and director of the Environmental Policy Program at Columbia University's School of International and Public Affairs

Paul Taaffe

Vice President of Global Communications GROUPON

Prof. Alex Rogers

Alex Rogers is a Professor of Conservation Biology at the Department of Zoology

Fellow of Somerville College, University of Oxford

Richard Attias

Chairman of Richard Attias and Associates

Founder of The New York Forum

THE TEAM

Ghislaine Maxwell

Founder



Maxwell is an advocate for the ocean regarding climate change, ocean acidification, and overfishing. Her love for the ocean led her to become a qualified deep sea diver, DeepWorker submersible pilot, and a ROV pilot. In addition to her qualifications in the ocean, she is also a private helicopter pilot and an emergency medical technician. Ms. Maxwell has a successful background in venture capital and currently runs a head-hunting firm which places board members and chairmen.

Ghislaine was educated at Marlborough College and Balliol College, Oxford.

Samantha Harris

Director of Development



Ms. Harris is a seasoned broadcast journalist having worked for the Associated Press & CNN in New York and Washington, D.C. Covering major breaking news she has reported on the most pressing national and international news stories of the day. A multi-media producer reporting from the field, in-studio & on the web. She has consulted companies in multi-media production, brand marketing & social media. She loves to water ski, surf, swim & sail. Always first in the water, she dove at the opportunity to work on developing The TerraMar Project.

Samantha Harris was educated at Northeastern University in Boston, Massachusetts.

Support TerraMar – How can you help?

Sign up for your passport at theterramarproject.com

Become an Advisor, Contributor or Cabinet Minister

To make a donation via wire transfer please send to:

The TerraMar Project

Account number: 424613029

JP Morgan Chase

Routing number: 021000021

The TerraMar project is a registered 501©3 project.

For all inquiries please contact [REDACTED]

(o) [REDACTED]

(e) [REDACTED]