



CLEAR REEF

Water Zoos & Aquariums Experts

Dive in !

Welcome to CLEAR REEF

CLEAR REEF is a promoter/investor and operating company in the exciting world of aquatic animal parks (oceanariums, aquariums and aqua zoos). We run our activities in an international scale and through different models: operation of portfolio owned parks, operation of third party facilities, consultancy for developers.

Therefore we tackle all the different steps of a project from A (feasibility studies) to Z (operation of the facility when opened to the public). Our team, who has experience in almost every continent of the planet, consists of animal care specialists (veterinarians, biologists, zoologists, aquarists), designers, engineers, project managers, maintenance technicians, operation business managers, etc... all of them specialized in live aquatic animals facilities.

We strive to involve visitors with the discovery and conservation of marine life, by promoting knowledge of the oceans and educating them about the necessity of protecting natural resources, through changing their daily habits.

Therefore, we see all the facilities in which we are involved as a mean to protect aquatic environments, towards a better and more sustainable use of their resources.

CLEAR REEF's day to day challenge is to ensure that the exhibits display state of the art technology as well as unsurpassed animal welfare in order to procure to the visitors a unique "one in a life time" experience.

Last and not least, we are proud, in the framework of our Eco-Social commitment, to head the CLEAR REEF Social Fund for Marine Research and Conservation, exclusively financed by CLEAR REEF and totally philanthropic. It is meant to promote local initiatives at the crossroads of individuals' social/self-development needs, marine research and conservation issues.

In a nutshell, passion of the oceans is really about CLEAR REEF's commitment. Let's hope that we are in the same wave length and try to push together the boundaries of creativity and imagination !



Enjoy your journey with CLEAR REEF and let's get started...

CONTENTS

CLEAR REEF's **Activities**

CLEAR REEF's **Experience and Portfolio**

CLEAR REEF's **Social Fund**

Philippe de Lacaze
CEO CLEAR REEF



CLEAR REEF

Water Zoos & Aquariums Experts

www.clear-reef.com

CLEAR REEF's Activity

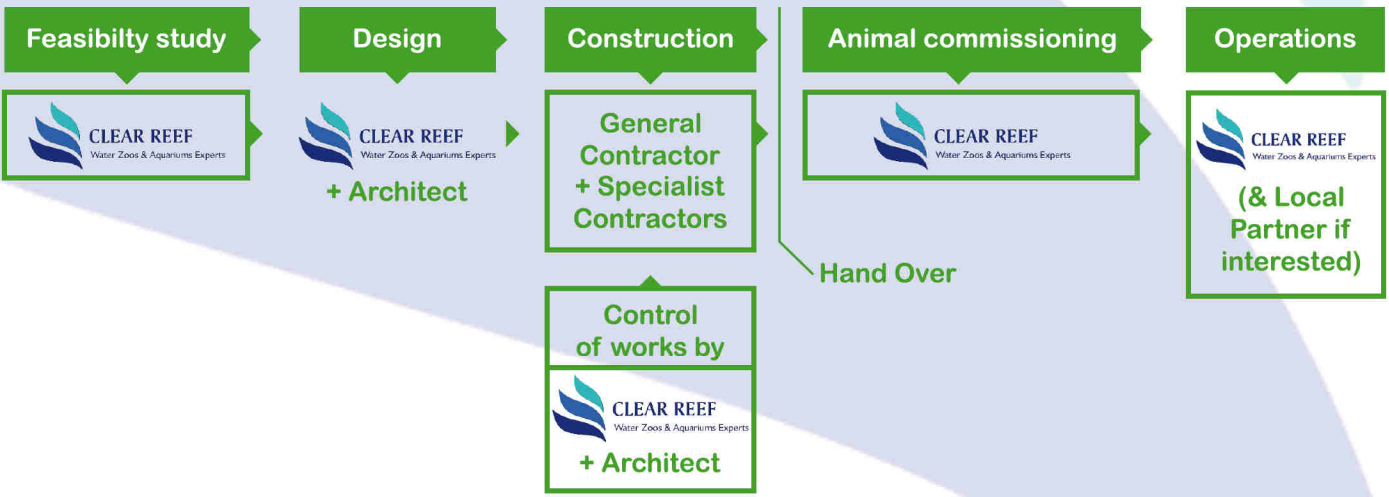
A Turn-Key Involvement... From A to Z



ACTIVITIES

- A Key factor of success when wishing to operate a live aquatic animal park (should it be under CLEAR REEF or third party's portfolio ownership) is to make sure that at every stage of the design/engineering/construction process all critical factors have been properly taken into account and well implemented.
- This is why it is essential that CLEAR REEF be involved from the very beginning and throughout all the steps of a project life in order to pilot all relevant areas of such complex and interdisciplinary issues: animal welfare necessities, operational requisites, business plans, investment forecast and control, innovative designs, quality control etc.

PROMOTERS & INVESTORS OF THE PROJECT = CLEAR REEF + Local Partners



CLEAR REEF's Activity

From A to Z: Feasibility studies

«GO or No GO»? This is the bottom line answer that any CLEAR REEF's feasibility study comes up with. Our long term international experience allow us to shake up all different criteria needed to answer to such a crucial question.

- Market survey and bench marks
- Financial appraisal of the project and cost anlysis
- Project size up: Volume/surface
- Development of operational management concepts and staffing structure model
- Development of outline business plan
- Local administrative procedures, permits
- Direct and indirect revenues
- Profit and loss accounts estimates
- Investment analysis
- Fund options
- IRR expected
- Risk analysis



CLEAR REEF

Water Zoos & Aquariums Experts

CLEAR REEF's Activity

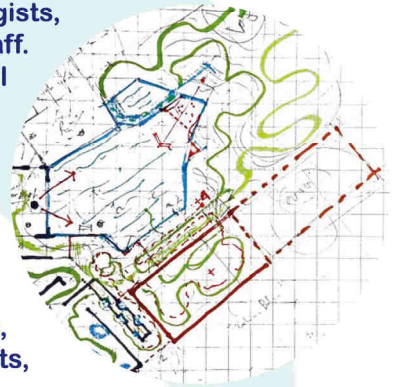
From A to Z: Design and Engineering



Once the feasibility study concludes to a «go» answer, and the promoters obtained the financing as well as a suitable plot of land, we can get started. Here begins the excitement.

Our design/engineering teams are comprised of designers, biologists, veterinarians, engineers, project managers, and operation staff. We usually team up with local architects in order to adapt to local trends and design the park through all the stages including theming, conception, design development, tender documents, contracts with specialist contractors.

CLEAR REEF designs/engineers all aquarium specialist packages such as quarantine tanks, visitor's gallery aquariums, viewing acrylic panels, life support systems, in and out-tank rockworks and decors, aquarium lighting, control systems, animal population, watertightness, visiting gallery specific theming, scientific and educational equipments, biological needs, etc.



Each CLEAR REEF concept project:

Focuses on public awareness related to conservation issues

Strives to achieve educational and research goals

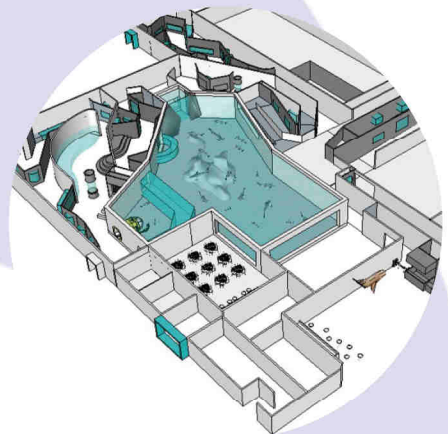
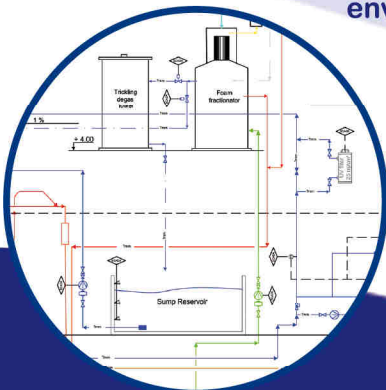
Achieves high standards in environmental performance

Integrates all operational requisites in order to secure a long term longevity

Is always «one of a kind» grounded on local identity factors

Creates WOW effects by proposing unique and exciting visitors experiences

Is designed under budget constraints



CLEAR REEF's Activity

From A to Z: Building steps

CLEAR REEF on-site project management teams mastermind the whole set-up of the build and control the works carried out by the specialist contractors. An overriding priority is given to supervising:

- Delivery/cost/quality issues of all «Aquariological packages» (Acrylics, life support systems, rockworks and in-tank decors, watertightness of concrete tanks, aquarium lighting, quarantine tanks, visitor's gallery aquariums, control systems, etc.).
- Biological and animal requisites to welcome the forecasted species.
- The life support systems works (LSS). We focus on water chemistry, system biology, component materials, turnover rates, tanks currents, etc in order to deliver a unique animal attraction with long term sustainability in mind.
- Detailed works control till snag list resolution and final hand over.

During the on-site building works, CLEAR REEF Operation & Maintenance teams tackle all relevant issues ensuring a smooth start-up and the long term success of the project.



CLEAR REEF

Water Zoos & Aquariums Experts



CLEAR REEF's Activity

From A to Z: Animal commissioning

The CLEAR REEF animal commissioning team is comprised of administrative, logistics/shipping and animal care (biologists, veterinarians) highly experienced members. This is absolutely key to ensure a safe «water to water» journey of the animals from origin to destination.

CLEAR REEF pays special attention to:

Define the animal population list ●

Schedule and organize the animal procurement ●

The LSS commissioning process: It is one of the most important steps in a quality assurance program that begins well before the opening day. To ensure that all the equipment is properly installed and fully operational before commissioning ●

Start-up properly the facility at destination ●

Have matured all systems at destination prior to stocking ●

The extreme sensitivity to the species needs and welfare at every stage ●

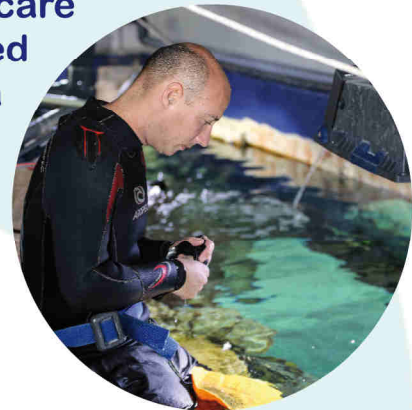
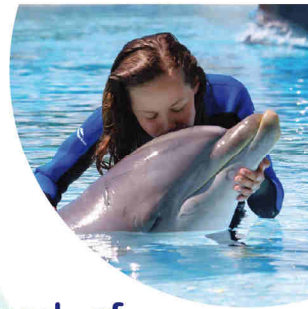
Prepare emergency and backup systems when needed ●

Find the best supplier for each specific specie ●

Obtain all export/import permits timely ●

Ensure that quarantine protocols are well followed at origin in order to get healthy and disease-free animals ●

Implement and follow up the CLEAR REEF quarantine protocols at destination facility ●

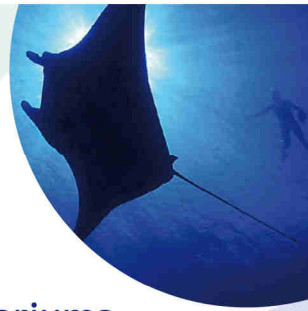


CLEAR REEF's Activity

From A to Z: Operation Phase

CLEAR REEF operates aquatic animal parks (oceanariums, aquariums, aqua zoos). We run our activities in an international scale and through different models: operation of portfolio owned parks, operation of third party facilities, consultancy for developers. Therefore our involvement is flexible and depends on circumstances.

- On site full operation of the park
- On site biological and technical operations
- Remote operation's consultancy (technical, biological, operations, scientific, education, etc.)
- CLEAR REEF'S key factor of success relies on the experience of its team which successfully headed:
 - More than 50 public aquariums and marine zoos
 - Almost all over the world
 - For more than 30 years
- This proven long term experience in so divers conditions gives to CLEAR REEF a unique expertise in successfully operating all requested services in aquatic animal parks.



CLEAR REEF

Water Zoos & Aquariums Experts

CLEAR REEF's Activity

From A to Z: Operation Phase / On Site Animal Care Management

To operate an aquatic animal park requests a tremendous experience in the management of all issues related to the welfare of live animals.

CLEAR REEF's staff includes professionals highly experienced such as:

- Veterinarians
- Biologists
- Mammal trainers
- Aquarists

CLEAR REEF has extensive experience in working with various ecosystems:

- **Tropical freshwater**
(Amazonian, Asian, African etc)
- **Oceanic species**
(Atlantic, Pacific etc)
- **Cold ecosystems**
(Arctic and Antarctic)
- **Fishes:**
(marine, fresh water, tropical, cold, temperate etc)
- **Sea Mammals**
(dolphins, sea lions, sea otters, seals, etc.)
- **Water Birds**
(penguins etc.)
- **Reptiles**
- **Invertebrates**



CLEAR REEF provides a full package in the care of animals

- **Welfare strategies**
- **Food and medical treatments**
- **Interaction programs**
- **Veterinarian actions**
- **Commissioning**
- **Reproduction**



CLEAR REEF's Activity

From A to Z: Operation Phase: Technical Management

CLEAR REEF's Operation technical staff includes professionals highly experienced such as:

- Engineers
- Technicians specialized in LSS (life support systems)
- Electricians
- Plumbers
- Control systems operators

AMS (Aquarium Management Systems)

- Computerized management systems
- Aquarium lighting issues

They work hand-in-hand with CLEAR REEF's animal care department and ensure that the requested parameters are reached in each display.



CLEAR REEF's on site teams operate 24/7 all technicalities related to the animals' welfare:

Life support systems' operation, maintenance and development:

- Mechanical treatment
- Biological filtration
- Sterilization (UV, Ozone etc)
- Oxygen input
- New aquarium water treatments
- Discharged aquarium water treatments
- Temperature exchangers and monitoring, etc.



CLEAR REEF

Water Zoos & Aquariums Experts

CLEAR REEF's Activity

From A to Z: Operation Phase / «Edutainment» and HR Management

Develop educational, scientific and leisure activities.

- We, at CLEAR REEF, see all the parks in which we are involved as a mean to protect aquatic environments, towards a better and more sustainable use of their resources. Therefore:
 - CLEAR REEF's teams of experts develop awareness and educational/scientific activities intended for all publics, as well as conservational programs focused on conservation of aquatic biodiversity.
 - CLEAR REEF implements educational programs which target all ages and institutions, offering multiple and exciting alternatives adapted to different school levels.
 - CLEAR REEF implements marine mammals activities focused to «edutainment» such as mammals encounters.



On site Human Resources

- We, at CLEAR REEF commit ourselves to source the on-site team with human resources of world class international experience including biologists, marine mammal trainers, veterinarians, aquarium technicians etc.



CLEAR REEF's Activity

From A to Z: Operation Phase: Institutional Partnerships

- In all the facilities where we are involved, we create a network of scientists and researchers in order to boost the community's mission focused on today's environmental challenges.
- Therefore the team of CLEAR REEF works hand-in-hand with local universities, research labs, environmental organizations, NGOs, government institutions in order to implement joint programs focused on conservation of biodiversity and sustainable use of oceans.



CLEAR REEF's Activity

From A to Z: Operation Phase / Organizational Procedures

The management team of CLEAR REEF has a proven expertise in operating many oceanariums and aquatic animal parks at the same time.

- This success is based on managerial techniques which rely on different key factors of success, such as:
 - Written organizational procedures “who does what”
 - Written technical procedures “When and how to do what”
 - Written biological procedures “When and how to do what”
 - Animal training procedures
 - Medical protocols
 - Control procedures
 - Operational working manuals
 - Updating the operational manual through ever evolving techniques
 - Put the right professional with the right experience at the right position



CLEAR REEF's Experience & Portfolio

Clear Reef is proud of its references/collaborations.

- Oceanarium Mauritius (Mauritius)
- Aquarium of Jeddah (Saudi Arabia)
- Oceanario of Lisboa (Portugal)
- Aquarium Kuwait, SAASCC (Kuwait)
- Oceanopolis (France)
- Mitsui & Co. (Japan/KSA)
- Al Hoceima Aquarium (Morocco)
- Aquarium of Djibouti (Djibouti)
- Nausicaa (France)
- Creta Aquarium (Greece)
- World Ocean Museum Kaliningrad (Russia)
- Sea Aquarium (Brazil)
- RV Leisure (India)
- Lithuanian Sea Museum (Lithuania)
- Riyadh Zoo (Saudi Arabia)
- Aquarium of San Sebastian (Spain)
- West Indies Aquarium (Caribbean Islands)
- Red Sea Aquarium (Egypt)
- HRH Prince Aquarium (Saudi Arabia)
- Aquarium of Zaragoza (Spain)
- Thessalonik Aquarium Development (Greece)
- Cherbourg Aquarium (France)
- Reunion Island Aquarium (Indian Ocean)
- King Abdullah University for Science and Technology (Saudi Arabia)
- Lyon Aquarium (France)
- Dar Al Hekma University (Saudi Arabia)
- Biarritz Aquarium (France)
- Prince Mohamed Bin Fadh University (Saudi Arabia)
- La Paz Aquarium (Mexico)



EXPERIENCE



CLEAR REEF

Water Zoos & Aquariums Experts

CLEAR REEF's Experience & Portfolio / International Organization Partnerships



CLEAR REEF is an active actor in international aquarium and conservation organizations and participates to the key international forums holding conferences related to strategies of marine conservation and the role of aquariums.

- EUAC: European Union of Aquarium Curators
- AIZA: Asociación Ibérica de Zoos y Acuarios (AIZA)
- IAC: International Aquarium Congress



CLEAR REEF established the RED SEA SCIENTIFIC CONGRESS which gathers on an annual basis scientists and researchers of the area in order to enhance sustainable conservation programs.

CLEAR REEF launched the CLEAR REEF Social Fund for Marine Research and Conservation which is fully financed by CLEAR REEF revenue and totally philanthropic. The Fund aims to promote local initiatives being brought forward by regular citizens to run projects related to marine research and/or conservation.

An international Steering Committee comprised of 20 renowned experts/professionals representing international marine and conservation institutions of high reputation approved the CLEAR REEF initiative and participate in the technical screening of all application received.

EXPERIENCE



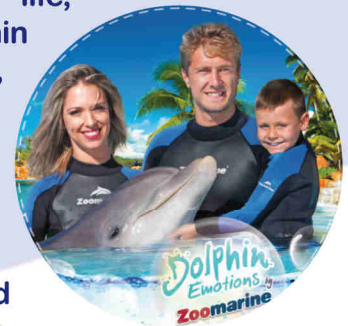
CLEAR REEF's Experience & Portfolio / Example n°1: Zoomarine Portugal



- Zoomarine is one of CLEAR REEF's oldest portfolio reference. We are very proud of our long term partnership and involvement which shows our team's capability in global management and operation of a large marine and entertainment aquatic animal park.
- With its unique concept of wild animals, water theme leisure and education, Zoomarine, located at the very heart of the Algarve (south Portugal), has established a reference in the Portuguese leisure market since it opened in 1991. It welcomes yearly over 500 000 visitors.
- Targeted to families, the park offers a wide range of different activities, for a full day visit: beach pool including waves, educational programs about wild life, rapid river, treasure island, dolphin encounter, giant aquarium, tropical bird presentation, seals and sea lions etc.



Currently, the park counts on around 55% of Portuguese nationals and 45% international visitors.



EXPERIENCE



CLEAR REEF
Water Zoos & Aquariums Experts

CLEAR REEF's Experience & Portfolio / Example n°1: Zoomarine Portugal



- With its Dolphin Emotions giant pool, Zoomarine is the only facility in Europe that offers the unique experience of interacting directly with those majestic creatures.
- Zoomarine has won recently, not only the Trip Advisors Traveler's Choice award, but also the Portugal Trade Award.
- In 2002 Zoomarine founded the first Rehabilitation Center for marine species in Portugal. Since then the center has grown and is today working in collaboration with other Portuguese entities.
- The Zoomarine philosophy is based on conservation and environmental education. Zoomarine strongly believes that observing different species and learning directly from them will gradually increase public awareness.



EXPERIENCE

CLEAR REEF's Experience & Portfolio / Example n°2: The Jeddah Aquarium of Saudi Arabia

- CLEAR REEF operates successfully the Fakieh Aquarium of Jeddah, Saudi Arabia since 2011. With an average of 1 million visitors per year, the Jeddah Aquarium is a real showcase of CLEAR REEF Operation's capabilities.
- Located in the Corniche of Jeddah (KSA-Kingdom of Saudi Arabia) the Jeddah Aquarium is the first "open to public" aquarium in Saudi Arabia.
- Prior to the opening of the Jeddah Aquarium, CLEAR REEF's team controlled the final stages of the works, managed the start-up of the facility and the animals' commissioning.



EXPERIENCE



CLEAR REEF

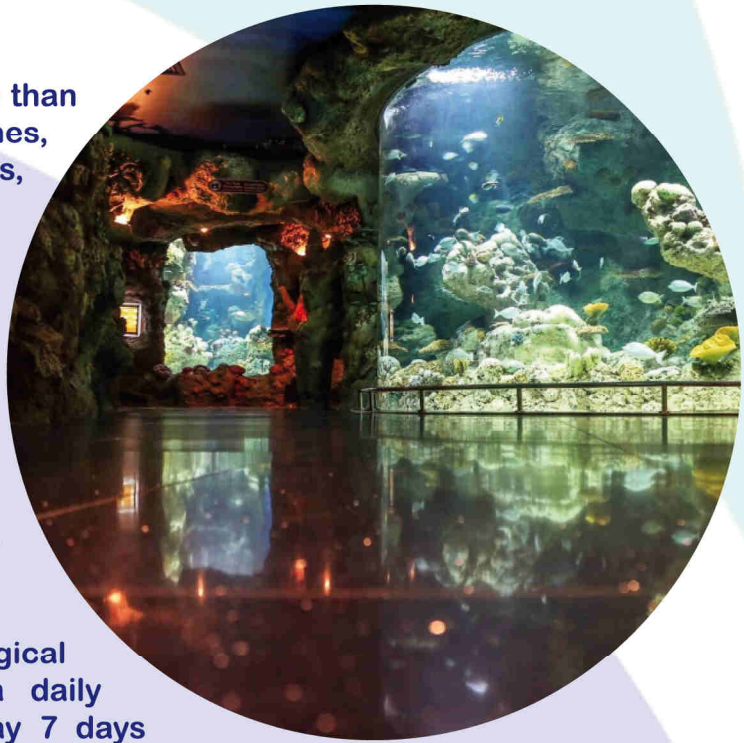
Water Zoos & Aquariums Experts

CLEAR REEF's Experience

& Portfolio / Example n°2: The Jeddah Aquarium of Saudi Arabia



- CLEAR REEF's team operates on a daily basis more than 5 million liters of marine water distributed in 50 tanks.
- As a total we host more than 12 000 animals (fishes, invertebrates, sea lions, dolphins...)
- CLEAR REEF's technical team operates on a daily basis (24 hours per day/ 7 days a week) the technical facilities (life support system, water intake, water discharge, sterilization, etc)
- CLEAR REEF's biological team supervises on a daily basis (24 hours per day 7 days a week) that the water quality parameters fits with the animals' requirements.
- Our veterinarian and animal care department team looks daily after the good wellbeing of the animals.



CLEAR REEF's Experience & Portfolio / Example n°3: Oceanarium Mauritius



- CLEAR REEF is the promoter, in conjunction with the Mauritius Group ECLOSIA, of a world class public aquarium and marine life centre on the harbor waterfront in Port Louis, Mauritius Islands (Indian Ocean).
- CLEAR REEF, chose a local architect (Visio) to team up for the design/engineer/ follow up of works till hand over.
- Start-up, animal commissioning and post opening operations shall be managed by the promoters (CLEAR REEF/ECLOSIA).
- **PROJECT SCHEDULE:**
 - Design/engineering = From mid 2016 to mid 2017
 - Works: from mid 2017 to end 2018.
 - Start up and opening: first half of 2019.
- Size of project: 15 000 m² of land / 2 million liters of marine water.
- CLEAR REEF chose to invest in Mauritius Islands as the number of tourists visiting Mauritius is clearly on the rise and poised to further increase.



CLEAR REEF's Experience & Portfolio / Example n°3: Oceanarium Mauritius



- As a landmark development in Mauritius, the aquarium project will thus positively contribute to bringing additional value to the country, from an economic, social and environmental standpoint, in different ways:
 - It will contribute to the development of the tourism industry
 - It will enhance the image of Mauritius as a country which is paying a high consideration to conservation and other highly topical environmental issues.
 - It will educate and heighten awareness on biodiversity and the importance of marine life in the region.
 - It will introduce a new savoir-faire in an area that requires deep scientific knowledge and sharp technical skills.
 - It will offer a new, friendly and innovative space for educational, social and recreational encounters involving a diversity of people, locals and foreigners.



CLEAR REEF's Experience & Portfolio / The Management Team



- CLEAR REEF's knowhow also relies on the proven knowledge of its managing team and the company in setting international organizations capable to operate successfully on a technical and biological basis any kind of public aquarium and marine aqua zoos (biologists, marine mammals trainers, veterinarians, life support system specialists, educational trainers etc) in any country with any kind of animal species.
- Its executive management team is composed of highly experienced international professionals in this very specific area.
 - Philippe de Lacaze. CEO. Experience in the the aquarium field since 1993. Headed more than 50 aqua zoos / oceanarium / aquarium projects worldwide.
 - Jose Ignacio Cobo. Operations Manager. Experience in worldwide management of zoological and aquarium parks since 1989. Headed the operation of 13 marine zoos and aquariums.
 - Antonio Luis Garcia del Campo. zoological manager. experience in zoological management of zoos and aquariums since 1974.
 - Jesus Bravo. On site Manager. Worldwide experience in management of marine parks since 2004.



EXPERIENCE



CLEAR REEF

Water Zoos & Aquariums Experts

CLEAR REEF's Experience

& Portfolio / Philippe de Lacaze - CEO

World specialist in Marine Parks

- Experience in international aquariums and marine parks since 1993.
- Managing Director of COUTANT AQUARIUMS N°1 in Europe during 23 years.
- Headed more than 50 aqua zoos and aquariums projects worldwide
- HEC (France). Wharton MBA (USA)
- Member of:
 - EUAC : European Union of Aquarium Curators.
 - IAC: International Aquarium Congress.
 - AIZA: Asociación Ibérica de Zoos y Acuarios
- Some of Philippe's international aquarium and water zoos references (1):
 - Lithuania Aquarium (Lithuania)
 - Aquarium of Creta (Greece)
 - Jeddah Aquarium (Saudi Arabia)
 - Bergen an Zee (Netherlands),
 - Zaragoza Aquarium (Spain)
 - Aquarium of Monaco
 - Istanbul Aquarium (Turkey)
 - Biodomo. Granada (Spain)
 - Barcelona Aquarium (Spain)



CLEAR REEF's Experience

& Portfolio / Philippe de Lacaze - CEO

World specialist in Marine Parks



- Aqua Zoo of Madrid. Faunia(Spain)
- Oceanario of Lisboa (Portugal)
- Gijon Aquarium(Spain)
- La Rochelle Aquarium (France)
- Montpellier Aquarium (France)
- Geneva Aquarium (Switzerland)
- Costa Rica Aquarium (Costa Rica)
- Océanopolis (France)
- Lyon Aquarium (France)
- San Sebastian Aquarium (Spain)
- Sea Aquarium (France)
- Mallorca Aquarium. Ses Salines (Spain)
- Sevilla Aquarium (Spain)
- Caledonian Island Aquarium (South Pacific)
- Oostdunkerque (Belgium)
- Madrid Aqua Zoo (Spain)
- Biarritz Aquarium (France)
- Paris Aquarium (France)
- Le Croisic Aquarium (France)
- Valencia Aqua Zoo (Oceanográfico, Spain)
- Aqua Zoo Beauval(France)
- Madeira Aquarium (Portugal)
- Cherbourg Aquarium (France),
- Marineland Aqua Zoo (France)
- Etaples sur mer (France)
- Réunion Island Aquarium (Indian Ocean)
- Liege Aquarium (Belgium)
- Canaries Islands Aquarium
- Tunis Aquarium (Tunisia)
- West Indies Aquarium
- Antwerpen Aqua Zoo (Belgium)
- Plymouth Aquarium (UK)
- Corsiga Aquarium (France)



EXPERIENCE

(1) Headed as Managing Director of Coutant Aquariums



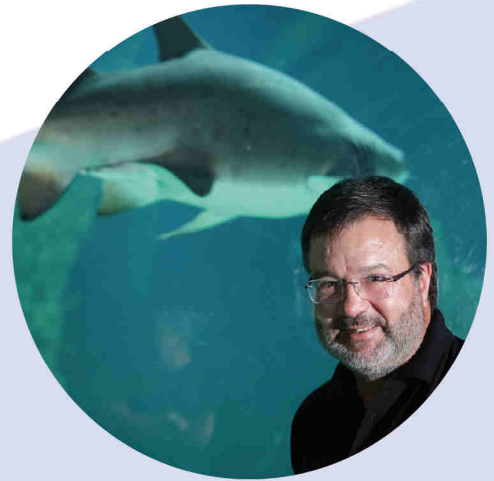
CLEAR REEF

Water Zoos & Aquariums Experts

CLEAR REEF's Experience

& Portfolio / Jose Ignacio Cobo - Operations Manager World specialist in Aquatic Animal Parks

- Experience in management of zoological and aquarium parks since 1989.
- General Manager of Madrid Aqua Zoo. (Spain)
- Operation's Manager of PARQUES REUNIDOS's Zoological Park (11 aqua zoos worldwide)
- General Manager of Zoomarine (Italy and Portugal)
- Former President of AIZA (Iberian Association of Zoos and Aquariums)
- Some of Jose Ignacio's international aquarium and water zoos References:
 - Zoomarine Portugal
 - Zoomarine Italy
 - Sea Life Park Hawaii. USA
 - Oceanografico Valencia. Spain
 - Aqua Zoo and Aquarium Mar del Plata. Argentina
 - Madrid Zoo and Aquarium. Spain
 - Aquarium of the Lakes. UK
 - Aqua Zoo Marineland. France
 - Black Pool Aqua Zoo. UK
 - Bournemouth Oceanarium. UK
 - Selwo Marina Aqua Zoo. Spain
 - Delfinario Costa Daurada. Spain



CLEAR REEF's Experience

& Portfolio / Antonio Luis Garcia del Campo Zoological Manager

- Experience in zoological management for aqua zoos and aquariums since 1974.
- Doctor in veterinarian medicine and former Professor in wild animals in the veterinarian University of Madrid. Spain
- General Manager of Arapaima. Zoological consultancy
- Zoological Manager of AQUA ZOO Faunia. Spain
- Zoological Director of ASPRO OCIO Aqua Zoos parcs (10 Parcs in Europe)
- Aquarium of Zaragoza. Spain. Zoological Consultant
- Aqua Zoo and Aquarium of Madrid. Spain. Zoological Curator
- Former President of AIZA (Iberian Association of Zoos and Aquariums); member of EAMM (European association of Marine Mammals)
- Some of Antonio's references in zoological management of water zoos and aquariums:



- Aqua Land. Tenerife. Canary Islands. Spain ● Palmitos Park. Gran Canaria Island. Spain
- Aquarium of Barcelona. Spain ● Aqua Zoo Cabarceno. Spain
- Blue Planet. UK ● Deep Sea Blue. UK
- Aqua Zoo. Faunia. Spain ● Aqua Leon. Spain
- Marineland. Mallorca. Spain ● Aqua Park. Torremolinos. Spain

CLEAR REEF's Experience

& Portfolio / Jesus Bravo

On site Manager

- General Manager of Dolphin Discovery Puerto Aventuras (Mexico)
- Corporate coordinator for the Caribbean for Dolphin Discovery (5 Dolphinariums)
- General Manager of Dolphin Discovery Cozumel (Mexico)
- General Manager of Sea Life Park Hawaii (USA)
- Former member of AZA and AMMPA
- Active member of IMATA
- Some of Jesus Bravo's references in zoological management of water zoos and aquariums:
 - Dolphin Discovery Puerto Aventuras, Mexico
 - Dolphin Discovery Anguilla, British Overseas Territory
 - Dolphin Discovery Tortola, B.V.I.
 - Dolphin Discovery Antigua, Antigua and Barbados
 - Dolphin Discovery Cozumel, Mexico
 - Dolphin Discovery Isla Mujeres, Mexico
 - Sea Life Park Hawaii, USA
 - Fakieh Aquarium, Saudi Arabia



EXPERIENCE

CLEAR REEF's Social Fund

for Marine Research and Conservation



Objective of the Fund

- The Fund is totally philanthropic and exclusively financed by CLEAR REEF's income. No any additional contribution is requested from other partners.
- The Fund is meant to be at the crossroads of individuals' social/self-development needs, and marine research and conservation issues.
- It is intended to promote local initiatives being brought forward by regular citizens (students, researchers, unemployed, retirees, or any person of good will) seeking a financial help to run a project directly or indirectly related to marine research and/or conservation.
- Improve the personal situation of an individual and promote marine research/conservation at the same time.



CLEAR REEF's Social Fund

for Marine Research and Conservation



Examples of possible applications.

- An eco-citizen wishing to promote a local conservation action.
- A researcher needing to finance a trip to attend a specific congress.
- A student seeking some help for his/her studies in marine biology.
- An unemployed person wishing to bounce back through a specific training linked to an environmental program

Who can apply?

- Any individual - physical person - of any country provided that he/she is not acting on behalf of an organization (company, NGO, state organization, university, etc.).

How does it work?

- CLEAR REEF allocates a yearly Fund which is divided in two equal parts in order to match the northern and the southern hemisphere timescales.
- Interested candidates shall contact CLEAR REEF at applyforfund@clear-reef.com



CLEAR REEF's Social Fund

for Marine Research and Conservation



- *Wish to launch a research program?*
- *Want to promote conservation?*
- *Need to finance your studies in marine biology?*
- *Or dream for a more sustainable planet...*

We fund private initiatives at the crossroads of:

- Social/Self-development needs
- Marine research and conservation issues



Dive in... We'll bet on you!



CLEAR REEF

Water Zoos & Aquariums Experts
www.clear-reef.com



CLEAR REEF's Social Fund

for Marine Research and Conservation



The Steering committee

The allocation of funds, amongst the pre-selected candidates is decided by the “ CLEAR REEF Fund Steering Committee¹” gathering twenty renowned professionals in marine centers, research and/or conservation institutes². The coordinator of the committee is Philippe de Lacaze, CEO of CLEAR REEF.

Members representing Africa:

- Judy Mann, Conservation Strategist from South African Association for Marine Biological Research, South Africa

Members representing Asia and Middle East:

- Aleksandr Korobkov, Learning Centre Head at “Planeta Neptun”, Saint Petersburg, Russia
- Carlos Duarte, Director of Red Sea Research Center KAUST. Saudi Arabia
- Philippe de Lacaze, CEO of CLEAR REEF, Dubai, UAE
- Natasha Christie, Director of Atlantis the Palm, Dubai, UAE
- Toshiro Saruwatari, Assistant Professor Ocean Research Institute, University of Tokyo, Japan
- Vadim Serkov, Ex-Director of Vladivostok Aquarium, Russia
- Xianfeng Zhang, Professor at Chinese Academy of Science, Wuhan, China
- Yoshitaka Abe, Executive Director Aquamarine Fukushima, Japan
- Yukiko Hori, Ex-Director Enoshima Aquarium, Japan



CLEAR REEF's Social Fund

for Marine Research and Conservation



Members representing Europe:

- Francisco Torner, Control Director of Oceanographic Valencia, Spain
- Joao Falcato, CEO Oceanario of Lisboa, Portugal
- Nadia Ounais, Director of Monaco Aquarium, Monaco
- Paul Van den Sande, President of EUAC, Belgium
- Philippe Vallette, General Manager of Nausicaa, France
- Rob Hicks, Director of MERLIN Animal Welfare & Development, UK

Members representing North America:

- Andy Aiken, Director of Life support of Baltimor Aquarium, USA
- Charles Farwell, Tuna Research Program manager of Monterey Bay Aquarium, USA
- Ed Mastro, General Manager, Cabrillo Marine Aquarium, Los Angeles, USA
- Elena Kazlas, Principal, Consultecon, Boston, USA
- Mark Smith, Vice President Animal Care of New England Aquarium, USA

Members representing South America:

- Mauro Tambella, Co-ordinator of ALPZA (Association latino Americana de Parques Zoologicos y Acuarios), Argentina

¹ Steering Committee members appear alphabetically by geographical Region and First name.

² Each member volunteers as a professional and not as a representative of the company or institution he belongs to.



CLEAR REEF's Social Fund

for Marine Research and Conservation/Example of Mission



Beach clean-up operations along Lake Nicaragua

The CLEAR REEF Social Fund launched a project willing to involve young boys and girls of deprived neighborhood of the city of Granada Nicaragua to clean their beaches under the responsibility of a local adult.

The aim is to educate the youth living in this area , and to develop their awareness on environmental protection need. All of these young persons are requested to be “Nature Ambassadors” by wide spreading this message to their friends.

Once a month, ten of them are going to meet on the Lake's beaches to collect all the rubbish left by human beings as done for the first time on December 2016 with CLEAR REEF.

CLEAR REEF finances this project on a full annual basis.



CLEAR REEF's Social Fund

for Marine Research and Conservation/Example of Mission



Protection of turtle eggs in Juan Venado Island - Nicaragua

The Juan Venado Island is located just off the coast in front of the town Las Peñitas on the Pacific Ocean.

There are no houses or people living on the island but every day some volunteers are looking after the Green Sea Turtles (*Chelonia mydas*) and Leatherback Sea Turtles (*Dermochelys coriacea*) that come to lay their eggs. The eggs collected are kept in bags around 50 days until they hatch. Each new born turtle will be released to the Pacific Ocean at the end of the day to avoid predators.

CLEAR REEF finances new equipments to improve their facilities.





www.clear-reef.com