



STRATEGIC VISION

Bridging art and science for the ocean.



**The ocean is Earth's
life support system.**



WE ARE PANGEASEED

PangeaSeed is the only organization **dedicated to producing art to restore the world's oceans.**

Founded in 2010, we are innovators in the ocean conservation movement, leveraging the influence of contemporary art and the power of creativity to solve urgent environmental threats. Our work educates and empowers audiences globally, both coastal and landlocked, to join the movement to protect our planet and become active ocean stewards. We are a US-based and internationally engaged 501(c)(3) nonprofit.

This strategic plan details our ambitious new goal to incorporate ocean science into all of our projects and ongoing programs. Working with diverse ocean advocates, we will bring artists and scientists together to collaborate on impactful creative work that inspires ocean protection.

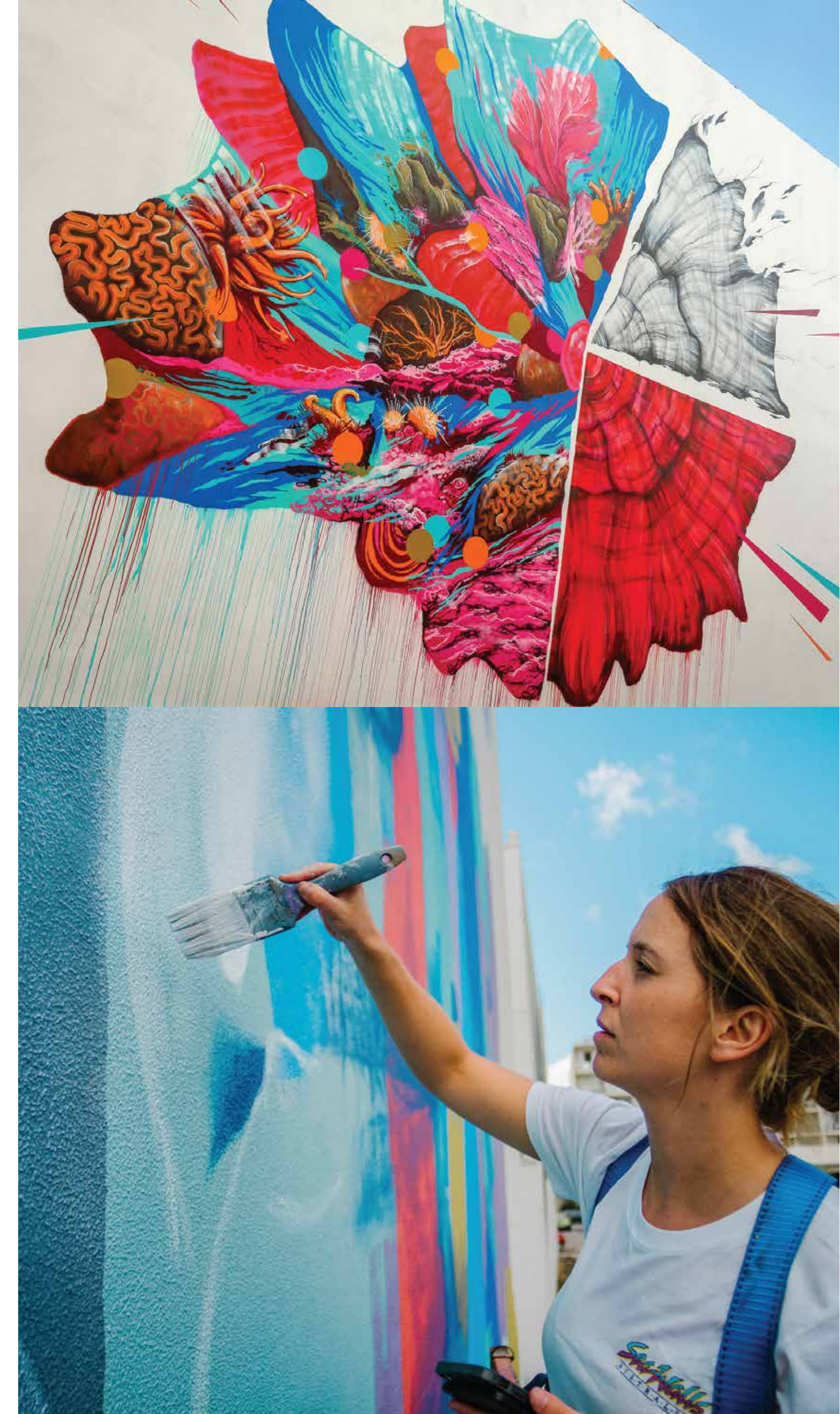
Our work directly contributes to the UN Decade of Ocean Science Outcome for "an inspiring and engaging ocean where society understands and values the ocean in relation to human well-being and sustainable development."



OUR VISION + MISSION

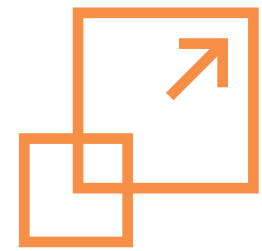
The ocean belongs to all of us. We **envision** a world where art and science unite to protect our oceans and create a sustainable future for all.

Our **mission** is to bridge art and science to advance ocean conservation. Leveraging art's emotional impact and science's evidence-based approach, we creatively communicate pressing ocean narratives. At this critical time, our work empowers people and communities globally to become stewards of our blue planet.

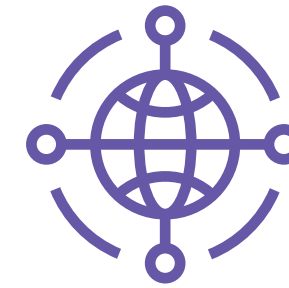


WHY PANGEASEED

PangeaSeed is uniquely placed to bridge the gap between art and science.



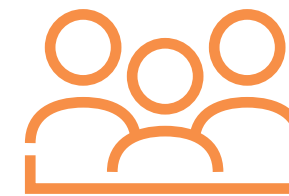
We're the **only organization** doing this kind of work at this scale



We have a **global network** of over 1000 artists who want to participate in the ocean conservation movement



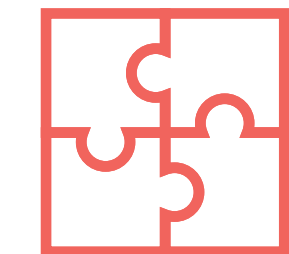
We have **over ten years** of experience



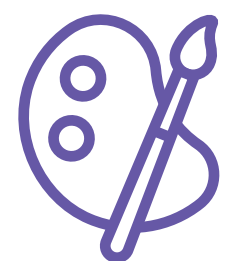
We excel at working with a **range of partners** including researchers, brands, non-profits, foundations, schools, and advocacy organizations



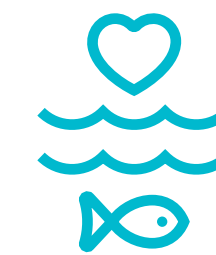
We're **bilingual**: we speak marine science and art



We are actively pursuing **research partnerships** to grow our network of ocean scientists



We're **experts** in producing super cool purpose-driven art



We are **ocean lovers**

WHY ART + OCEAN SCIENCE

The Knowledge Gap

Scientific research informs our understanding of how a healthy or stressed ocean functions. Science offers evidence-based insights that inform policy decisions, nature-based and technical solutions, and calls to action that drive ocean conservation.

Understanding the fundamentals of ocean science empowers individuals. When people grasp the root causes of environmental issues, they are better equipped to advocate for meaningful solutions. Empowered individuals and communities, armed with scientific knowledge, are instrumental in pushing forward policy changes and sustainable practices that drive the conservation movement and safeguard our oceans for generations to come.

However, science can be inherently complex, difficult to access, sometimes mistrusted, and challenging to translate across cultures and contexts. This has led to a lack of ocean science literacy amongst the general public.

“

**We will conserve
only what we
love, we will love
only what we
understand, and we
will understand only
what we are taught.**

— Baba Dioum

WHY ART + OCEAN SCIENCE

Our Solution

We believe art is a powerful tool to bridge this knowledge gap. Integrating the latest scientific findings and concepts into artistic creations has the power to:



Promote scientific literacy



Make science relatable, memorable and motivational



Build community

Promote Scientific Literacy

Make science accessible to broad audiences

Translate complex scientific ideas into digestible visualizations or experiences

Make Science Relatable, Memorable and Motivational

Elicit emotions and engage viewers through storytelling

Raise awareness and inspire people to take action on critical issues

Encourage hope and positivity about difficult realities

Build Community

Foster trust with individuals and communities, particularly those historically marginalized

Bring the oceans to communities without coastal access

OUR IMPACT



Our Artist Network

Over **1,200** artists have joined our creative community

Representing **69** nationalities

Participating in global collaboration and cultural exchange in **20** countries



Our Creations

550 murals, transforming urban spaces worldwide

257 limited edition print editions, bringing our mission to homes

43 short films that engage and educate audiences on our work and marine conservation issues



Engagement

48 community engagement events hosted

38 cities activated through public art installations and educational community programming

1,350 youth engaged through schools and extracurricular activities

OUR COMMITMENT TO INTERSECTIONALITY

We commit to addressing systemic social injustices across all of our programming and projects. We recognize that not only has the environmental movement been fraught with privilege, but environmental injustices and impacts have disproportionately affected generations of Black, Indigenous, and people of color (BIPOC).

Our definition of marine science is inclusive of Traditional Ecological Knowledge and lived experiences and histories. We acknowledge that we cannot protect the environment without also protecting our people because social justice and environmental justice are inextricably linked.



OUR GOALS

Integrating these three **goals** into our work ensures we achieve our **mission**.

1

Work with diverse ocean advocates

Everyone has a stake in the health of our oceans. Whether you're a mission-aligned business, an active researcher, a conservation initiative, (non)-governmental organization, or an empowered ocean advocate - we have created pathways to join forces and work together for a bluer future.

2

Facilitate collaboration between artists and scientists

We are developing the world's first network of artists and marine scientists mutually passionate about protecting our oceans. For every single one of our arts-based projects we leverage this network to create a collaboration point, ensuring that our work is grounded in sound, data-driven, ocean science.

3

Produce impactful creative work

We deliver purpose-driven work that addresses our four Priority Ocean Challenges. Our projects scale from fine art prints, large-scale public murals, experiential installations, sculptures, youth workshops, and beyond. We are always exploring new media to give the oceans a creative voice.

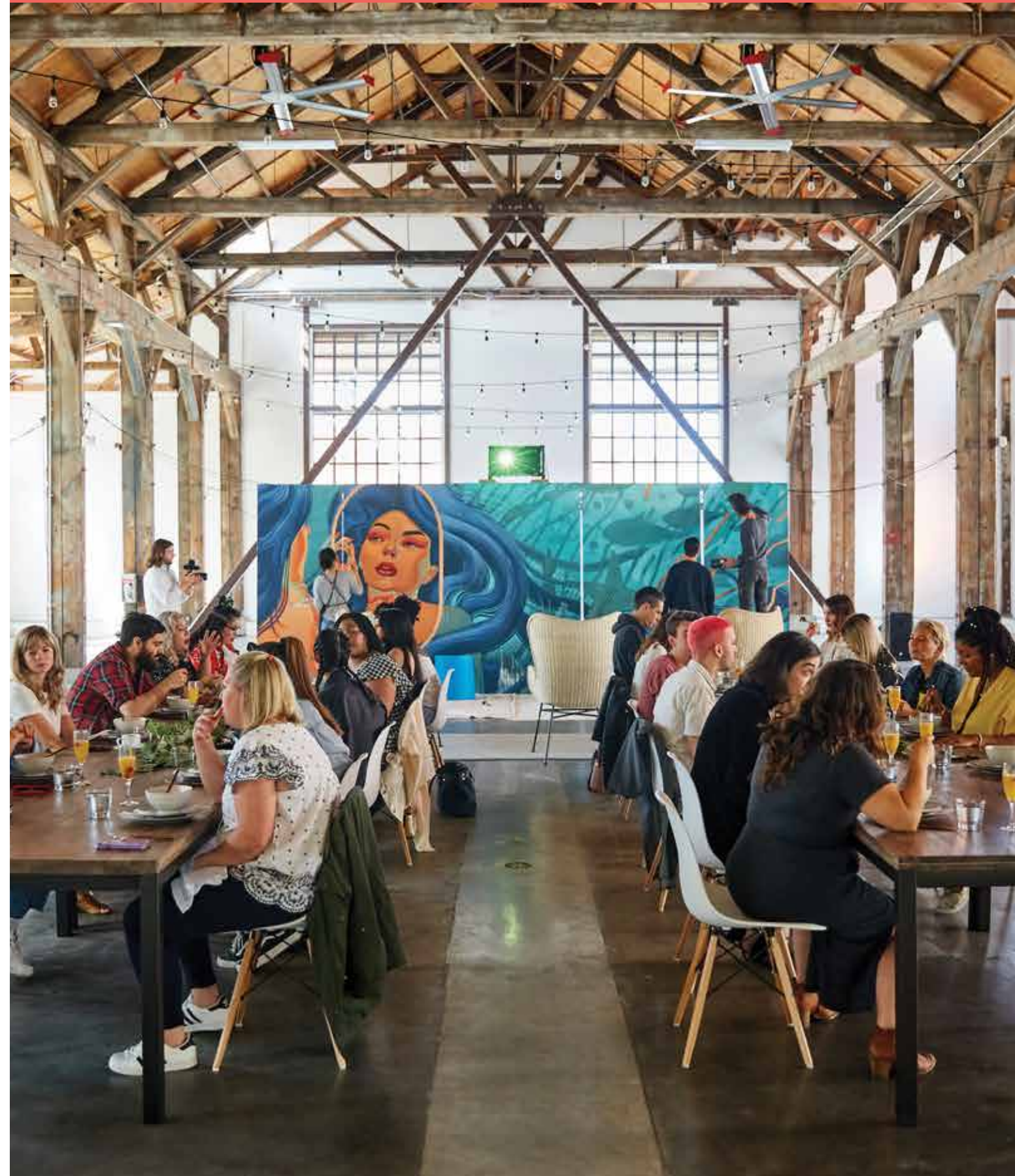
OUR PROGRAMS

We offer three main **programs** to achieve our **goals**.

Impact Program



Commissioned Program



Printed Oceans



IMPACT PROGRAM



Impact Program

▼ GOALS

Work with diverse ocean advocates

Facilitate collaboration between artists and scientists

Produce impactful creative projects

Commissioned Program

▼ OUTCOMES

Through the Impact Program, we have an opportunity to work directly with researchers to communicate and amplify Priority Ocean Challenges through innovative creative projects.

We collaborate with researchers and artists to co-create a project that communicates their work to the desired audience.

There are endless options for what an Impact project can look like: a large scale mural that translates trends in locally sourced data to the community, a cleverly designed capacity building toolkit for stakeholders, an immersive walk-through exhibit relating ocean issues to landlocked regions, or the opportunity for a scientist to work with a skilled underwater photographer, for example.

Printed Oceans

COMMISSIONED PROGRAM



Impact Program

▼ GOALS

Work with diverse ocean advocates

Facilitate collaboration between artists and scientists

Produce impactful creative projects

Commissioned Program

▼ OUTCOMES

For the Commissioned Program, we work with aligned businesses, government agencies, developers, nonprofits, and more, to bring their commitment to ocean conservation to life.

We create a knowledge-exchange and collaborative touchpoint between artists and researchers according to the Priority Ocean Challenge(s) being highlighted.

Commissioned projects are equally limitless as our Impact projects, but are guided by the goals of our clients. We offer bespoke multi-platform marketing campaigns and custom branded products. These might look like public mural activations, live painting experiences, custom limited edition poster series, or a capsule merchandise collection.

Printed Oceans

PRINTED OCEANS



Impact Program

▼ GOALS

Work with diverse ocean advocates

Facilitate collaboration between artists and scientists

Produce impactful creative projects

Commissioned Program

▼ OUTCOMES

Printed Oceans is our established and ongoing fine art print program in which we collaborate with today's most respected, emerging, and established creative minds.

Artists focus on a chosen Priority Ocean Challenge. We provide them with resources to understand and illustrate their Challenge, including the opportunity to meet with an ocean expert.

Printed Oceans releases at minimum 24 limited edition prints a year, one per month, to shine a light on Priority Ocean Challenges. Individuals have the opportunity to purchase these prints for a purpose and bring these images into their homes, schools, offices and other personal spaces.

Printed Oceans

An underwater scene featuring a school of grey sharks swimming over a diverse coral reef. Numerous blue and white striped fish are scattered throughout the water column. The lighting is bright, highlighting the textures of the coral and the sleek bodies of the sharks.

**Every second breath we
take comes from the ocean.**

OUR PRIORITY OCEAN CHALLENGES

Our four **Priority Ocean Challenges** are overlapping and interconnected, forming a nexus of urgent threats to marine biodiversity and ecosystems, human well-being, and planetary health.

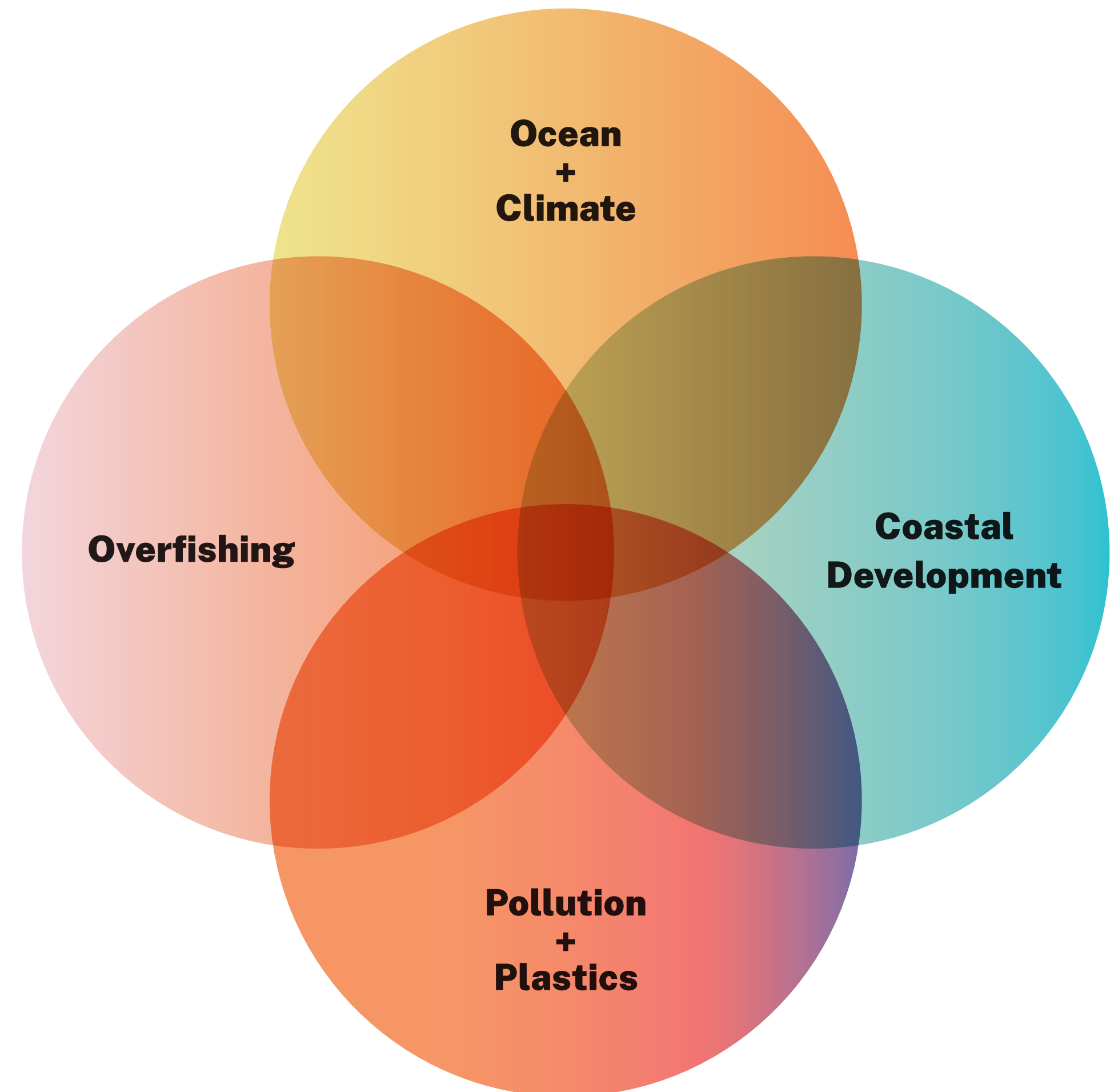
Impacts of **climate change** on our oceans, such as rising sea temperatures and acidification, devastate fragile coral reef ecosystems and disrupt sensitive processes that regulate the global climate.

Pollution, especially plastic pollution, contaminates marine habitats, bioaccumulates in marine species, and contributes to ecological imbalances with unknown and far-reaching consequences.

The Priority Ocean Challenges are our starting point when defining our creative work's subject matter and impact. Depending on the project's geographic focus, we will further specify content according to the regional threats impacting the project's location, emergent science, and stakeholder and community perspectives.

Large-scale and under-regulated **fishing practices** destabilize delicate food webs and rob artisanal fishing communities of livelihoods and food security.

Unsustainable **coastal development** destroys critical habitats, escalates erosion, and increases community vulnerability to sea level rise and extreme weather events.



OUR FIVE-STEP PROCESS

We employ our distinctive and flexible five-step process across all projects, aiming to optimize **impact** and **efficiency**. This approach not only enables us to generate original work but also caters to diverse mediums and stakeholders.

Measuring the impact of art is notoriously challenging. In 2024, we will leverage technology to develop a **monitoring and evaluation framework** to produce tangible insights into how our arts-based science communication strategies facilitate collaboration, raise awareness, and inspire activism for the oceans more broadly.

1

We seek out, or are approached by, an ocean advocate to collaborate!

- ▶ Government agencies
- ▶ Educational Orgs
- ▶ Aligned businesses
- ▶ Research Orgs
- ▶ Individual consumers
- ▶ Blue tech
- ▶ Real estate Developers
- ▶ Nonprofits

2

We choose a strategy together based on the goals, intended impact, and audience.



3

We curate and facilitate a collaboration point between the artists and scientists with the depth of the collaboration being defined by the strategy.



4

We measure the impact. Each project we facilitate requires the collection of a unique set of evaluation metrics dependent on the goals of the project and the style of art that is produced.



5

We produce the final project!

- ▶ Painting
- ▶ Licensing
- ▶ Murals
- ▶ Animation
- ▶ Illustration
- ▶ Workshops
- ▶ Installation
- ▶ Brand Collabs
- ▶ Events
- ▶ Sculpture
- ▶ Social
- ▶ Photo / Video

OUR FUNDING MODEL

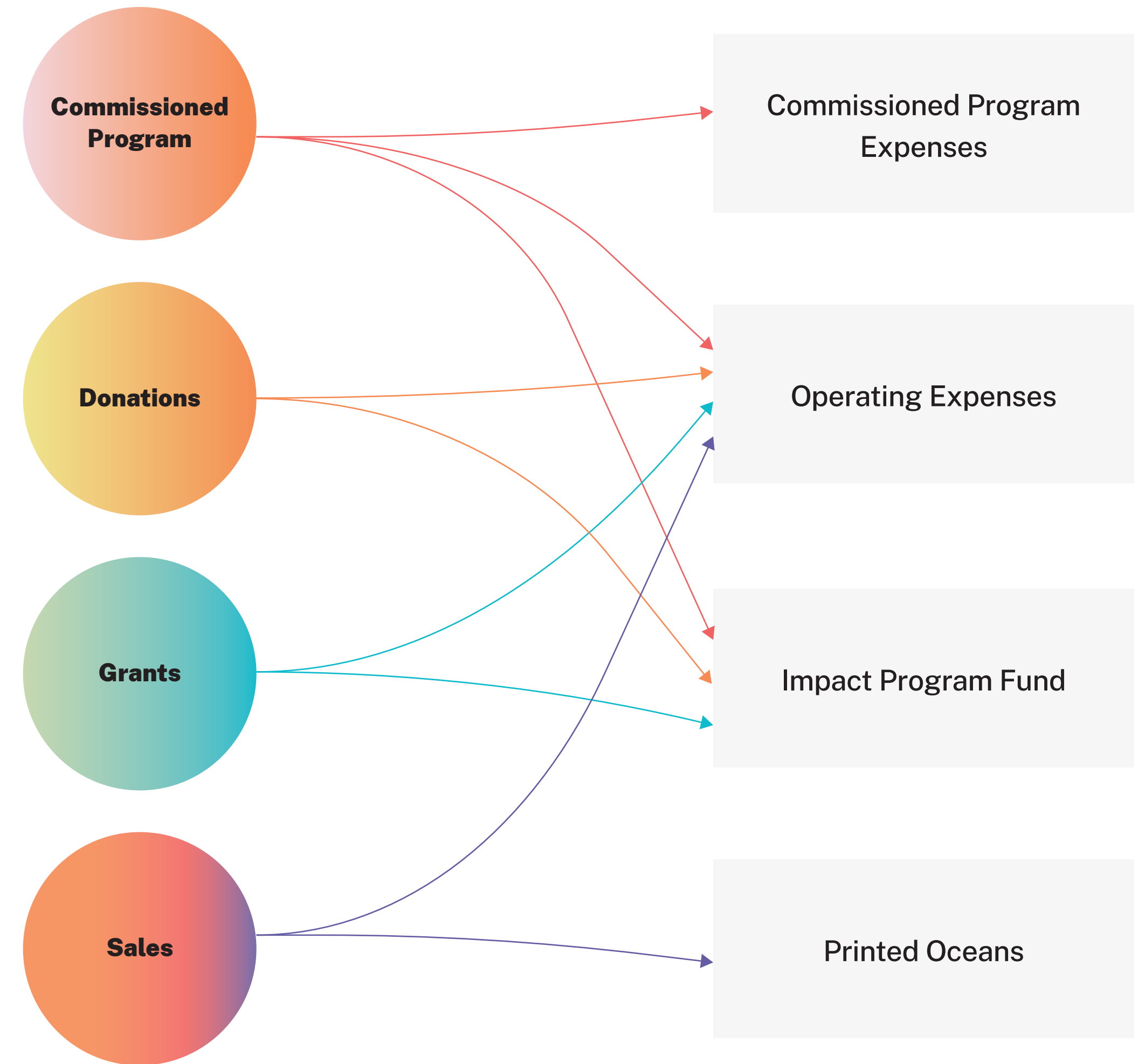
Unlocking funding for work at the intersection of art and science can be challenging, so we developed a diverse **set of funding sources** that support our operations, ongoing programming, and projects.

Commissioned Program We charge a fee for our production services as these are commissioned projects with clear goals and budgets provided by the client. After covering project expenses, proceeds from the Commissioned Program are directed towards general operating expenses and into our Impact Program fund.

Donations We rely on generous donations from individuals and businesses to help cover operating expenses and to support our Impact Program fund.

Grants The Impact Program is mostly funded by government, foundation, or corporate grants that we apply for, often in partnership with the research collaborator(s). We also support a portion of general operating expenses through awarded grants.

Sales Printed Oceans and PangeaSeed merchandise give individuals the opportunity to purchase for a purpose. All proceeds support our nonprofit operating expenses and are directed back into Printed Oceans.



AMPLIFYING OUR WORK

We curate and create original storytelling content in order to increase **awareness, interest and engagement** in our work as creative communicators in the ocean conservation movement.

Marketing Strategies

Storytelling & Content Creation

- ▶ Create high-quality, shareable content to educate, inspire, and emotionally connect with our audience
- ▶ Content topics can include researcher and artist profiles, scientific discoveries, ocean conservation success stories, and project highlights and outcomes

Social Media Engagement

- ▶ Leverage social media platforms (e.g., Instagram) to share engaging visual content, including artwork, illustrations, animations, and videos
- ▶ Use storytelling and hashtags to increase reach and engagement

Partnerships and Collaborations

- ▶ Forge partnerships with artists, scientists, research institutions, and other ocean conservation organizations to co-create content, projects, and events

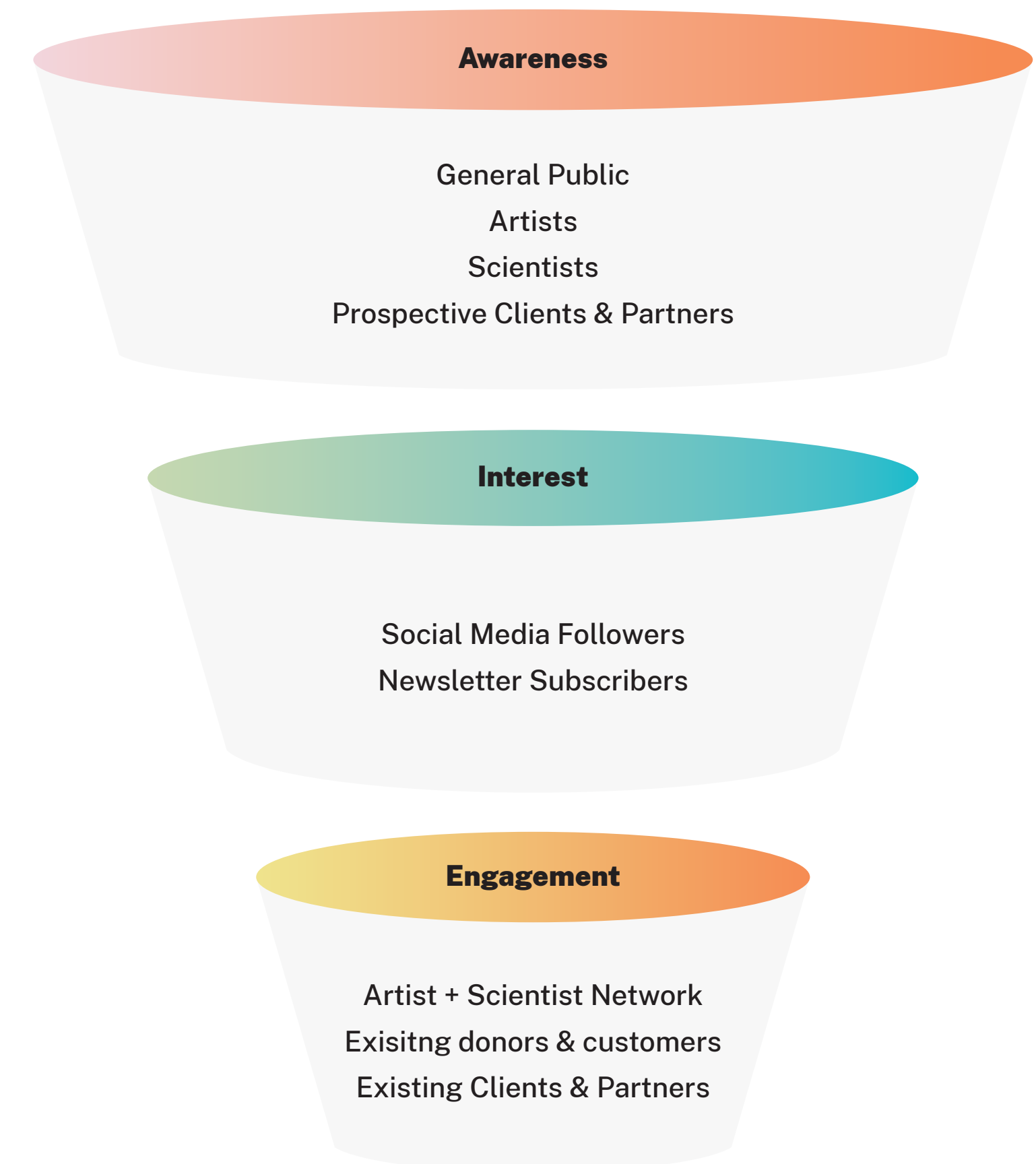
Email Marketing

- ▶ Build and segment our email list to deliver targeted messages and updates to different audience types
- ▶ Implement personalized email campaigns for the Impact Program, Commissioned Program, and Printed Oceans

Website Optimization

- ▶ Refresh website with new strategic priorities and simplified design
- ▶ Optimize the website for user experience and search engines
- ▶ Ensure that our website clearly states what we do, who we work with, our mission and goals, and an extensive portfolio of our past work

Our Audience Funnel





PANGEASEED'

For over 10 years we have witnessed the power of art to bring the environment into the streets, connect with viewers, and change hearts and minds. At this critical moment in time, fostering stewardship of our planet and protection of our oceans has never been more important.

Through our unique process bridging art and science, we have created pathways to work with ocean advocates of all kinds who agree that through creativity, innovation, and collaboration, we can make a difference.

Reach out to info@pangeaseed.org to learn more.

