Eyesea

REAL-TIME POLLUTION MAPPING & REPORTING

Eyesea

THE PROBLEM

Maritime pollution exists. Yet it is our own poor understanding, inability to articulate, and incapacity to aggregate data on a singular platform that showcases the scale and nature of real-world pollutants that have become the biggest challenge to overcome in trying to create a unified global strategy with a plan of attack.

Without relevant data there is no way to deliver effective clean up actions and drive behavioural change.

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EYESEA

Eyesea is an Incorporated Society – a non-profit organization – with a mission to map and report pollution though crowdsourced geotagged images. We are funded by maritime companies through membership fees and donations. Shipping companies are also providing data collection support – encouraging their seafarers to use our App to record coastal and blue water observations.

Our technology is being developed by ChartWorld, who has agreed to donate the full cost of an iOS/Android App to collect geotagged pictures of maritime pollution. This data will then be integrated into Electronic Navigational Charts and terrestrial maps. www.eyesea.org

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OUR AMBITION

Our ambition is to create the worlds largest map and database of maritime pollution. The data will enable us to understand the composition and distribution of pollution and will provide input to actions required to fix a problem that is severely impacting marine and, ultimately, human life. Our maps, images, and data will allow faster and better clean up of our oceans and waterways.

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WHY BE INVOLVED

Charts have always been at the heart of our industry. This is no different.

LEADERSHIP: Be an industry leader on maritime-focussed environmental and sustainability. Receive global recognition for playing an integral role in collaborative data collection and support of both Eyesea and Eyesea's affiliated social-impact initiatives.

ENGAGEMENT: Deliver a new, cause-based channel and opportunity to engage staff and associates – both land and sea based – to strengthen your influence while joining a global community of like-minded colleagues.

SUPPORT OTHERS: Data will be made available to all individuals and organizations interested in ocean care and clean-up initiatives. Be involved in the supporting and organizing data-driven, high value, clean-up initiatives (based on collaborative priorities).

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EYESEA *IS* MARITIME

The companies and individuals involved in Eyesea are industry leaders who want to make a difference. By working together, using maritime tech and taking advantage of our unique geographic reach, we can protect part of the world no one else can. But if you need more...

SENTIMENTAL: An increasingly large number of seafarers will fully embrace the concept/project on board. They spend a lot of time at sea and want to care for it. It should not be forgotten that not so long ago we could still throw garbage in the ocean. The times have changed and so has the mind-set of a lot of seafarers who do care what our impact is on life in the oceans.

PUBLIC AND INVESTOR RELATIONS: Focus is rapidly shifting towards environmental protection. Companies that demonstrate collaborative support for the maritime environment – and tangible actions and results – will have a competitive advantage.

TENDERS AND AUDIT: Eyesea is relevant in any tender/RFP process, as well as in ISO 14001 audit (environmental) and TMSA audit (stage four of the element environmental).

SCIENCE: Without proper data the problem of pollution cannot be tackled, and effective solutions will not be found. The industry must work together to map this issue.

ANNUAL REPORT: This is a nice initiative to highlight in our annual report, going beyond compliance

HOW TO BE INVOLVED

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AMBASSADORS: We encourage the leaders of Partner organizations to take up an Ambassadorship. This is for individuals who want to have a more in-depth and personal involvement in the project and have meaningful input into the direction of Eyesea initiatives.

PARTNERS: Partners will play an active role in Eyesea's development, data collection, clean-up actions, and marketing and will be promoted as such. Partners are being asked to contribution membership fees to support the setup and operation of the project, including on collaborative clean-up initiatives.

DATA PARTNERS: Data Partnerships are open to any company or organisation who will contribute through the collection of data via the Eyesea app. The success of Eyesea is determined by the quality of the data and as such, becoming a Data Partner is a requirement of onboarding with Eyesea.

COMMUNITY PARTNERS: Community Partnerships are those where there is an alignment towards a common initiative. These can range from clean-up groups, other non-profits, NGOs, government entities, and individuals wanting to work with the maritime community to protect the marine environment.

CONTACT

Eyesea

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