

The logo features the letters 'SB' in a large, bold, white font with a stylized leaf icon above the 'B'. To the right of 'SB' is the year '2019' in a smaller, white font, separated by a vertical line. Further right is the word 'OCEANS' in a very large, bold, white font. The background of the entire image is a dark blue, curved wall with several glowing green jellyfish projections. In the center, a large screen displays a man in a suit pointing at a slide showing a blue ocean under a cloudy sky. The foreground is filled with the dark silhouettes of an audience seated in a theater.

SB | 2019 | OCEANS

POST EVENT REPORT

14th - 16th November, 2019 - Porto - Portugal



2019

OCEANS

57

THEMES

126

COMPANIES

110

SPEAKERS

+500

ATTENDEES

22

NATIONALITIES



Immersive Intro – Neuroscaping

Ben Moorsom

Navigating the way to a different 2050

What an amazing event we had together, setting a new ocean vision with the brands that are leading the charge to restore abundance to the oceans.

The first event in history to ensure that every attendee at the event is certified plastic neutral for an entire year in partnership with Plastic Bank = 85Kg of plastic will be taken out of the ocean for every person that attended the event.

If you missed your chance to become plastic neutral for a whole year, claim now at <https://www.plasticbank.com/sb19> and we will issue you with a digital certificate for Plastic Positivity.

We are sure it's the beginning of many strong ocean alliances, and we're looking forward to the SB Oceans World Tour in 2020:

- SB Japan (Yokohama) and Thailand (Chantaboon) in February,
- SB Istanbul (Turkey) in April
- In June both the United Nations Ocean Conference in Lisbon and SB Long Beach, USA
- SB Paris in November 2020

THANK YOU!



Activation Hub + Master Classes





DAY 1: Setting an Ocean Vision



“Explorers are no longer the first to explore a new frontier but those who are first to innovate”

Alexandra Cousteau



OPENING Talk - Ruben Eiras - Director General of Maritime Policy - Portugal



OPENING Video Message: Karmenu Vella - European Commission



OPENING Talk - Hugo de Almeida - Founder and Global Partner SUSTAINABLE BRANDS OCEANS

OPENING Talk - Dimitar Vlahov -Director of Content Development SUSTAINABLE BRANDS

“We have to stop talking about sustainability. It is about the regenerative economy” - David Katz



The Ocean: The tipping point for a regenerative economy

Founder & CEO | PLASTIC BANK
David Katz

DAY 1: Setting an Ocean Vision

A woman with long, wavy blonde hair, wearing a black top with a white pattern, speaking into a microphone.

"Food and nutrition security is a global challenge. Farmable land cannot sustain the growth. So we need to think alternatively." — Kristine Hartmann

A woman with shoulder-length brown hair, wearing a black top, speaking into a microphone.

"Protect the Oceans! We have to change the way that we managed the Oceans!" — Frida Bengtsson

Marine conservation through industry collaboration
EVP Transformation AKER BIOMARINE
Kristine Hartmann

Marine conservation through industry collaboration
Senior campaigner GRENPEACE NORDIC
Frida Bengtsson

DAY 1: Setting an Ocean Vision

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"What is exciting to me with this great panel, is be be able to talk about the role that technology and transparency as in helping to restore abundance."

Alexandra Cousteau



The Next Frontier to adress overfishing: Technology, Transparency and Traceability

Pedro Ferreiro | Sustainable Fisheries Partnership

Anne Schroeer | Oceana

Vidar Gundersen | BioMar

Svein Erik Haugmo | Orivo

Moderator | Alexandra Cousteau

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DAY 2: Scalable Solutions to Global Change



The Power of Art – How Brands Can Expand Their Call To Action with Art

Mary Miss

Moderator: John Woldenberg



Innovations from the Nordics

Dr Passi Vainikka | Solar Foods

Antti Valtonen | Sulapac

Anne-Maria Salenius | Bank Aland

Janne Saarikko | Clewat

Mathias Wikstrom | Founder Doconomy

DAY 1: Setting an Ocean Vision

"In my life I have been trying to find how I can have impact in the sustainability of the planet. We have to have the voice of young people! That will be the most power solution!" - John Woldenberg

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Media for the oceans – The importance of the media for a sustainable oceans

David Pontes | Director Jornal Público

John Woldenberg | Hollywood

Orla Doherty | BBC producer from Blue Planet II

Joe Ruffolo | OceanX

Blathnaid Healy | CNN

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DAY 1: Setting an Ocean Vision



Funding for the Oceans

Lina Constatinovici | Schmidt Marine – BVC Fund

Miguel Herédia | Oceano Azul Foundation

Ruben Eiras | EEA Grants

Moderator: Joana Moreira-Silva | CIIMAR

DAY 1: Setting an Ocean Vision

“50 flagship marine protected areas of Outstanding Universal Value: Beacons of Hope In a Changing Ocean”

Fanny Douvere



An ocean solution for a brighter future:
The Unesco Marine World Heritage

Fanny Douvere | Unesco World Heritage Marine Programme

Ocean Climate Solutions

Brad Ack | Ocean Climate Restore



State of the Oceans

Miguel Marques | PWC

Chris Cooper | Founder – Source Elemental

Moderator: Lina Constantinovici



DAY 1: Setting an Ocean Vision



SB Oceans Dinner Party - A Tribute to Jaques Cousteau Family
OCEAN TALKS - Alexandra Cousteau & Ted Janulis

"Creative Companies.
Creative Artists.
Creative Finance."

Ted Janulis



Diving In – Creative Ocean Solutions

Ted Janulis | Investable Oceans

"Microsoft is committed to harnessing the
power of technology to help everyone,
everywhere build a more sustainable future."

Scott Mauvais



Using AI to Protect Oceans

Scott Mauvais | Director, AI and Global Partnerships, Microsoft Philanthropies

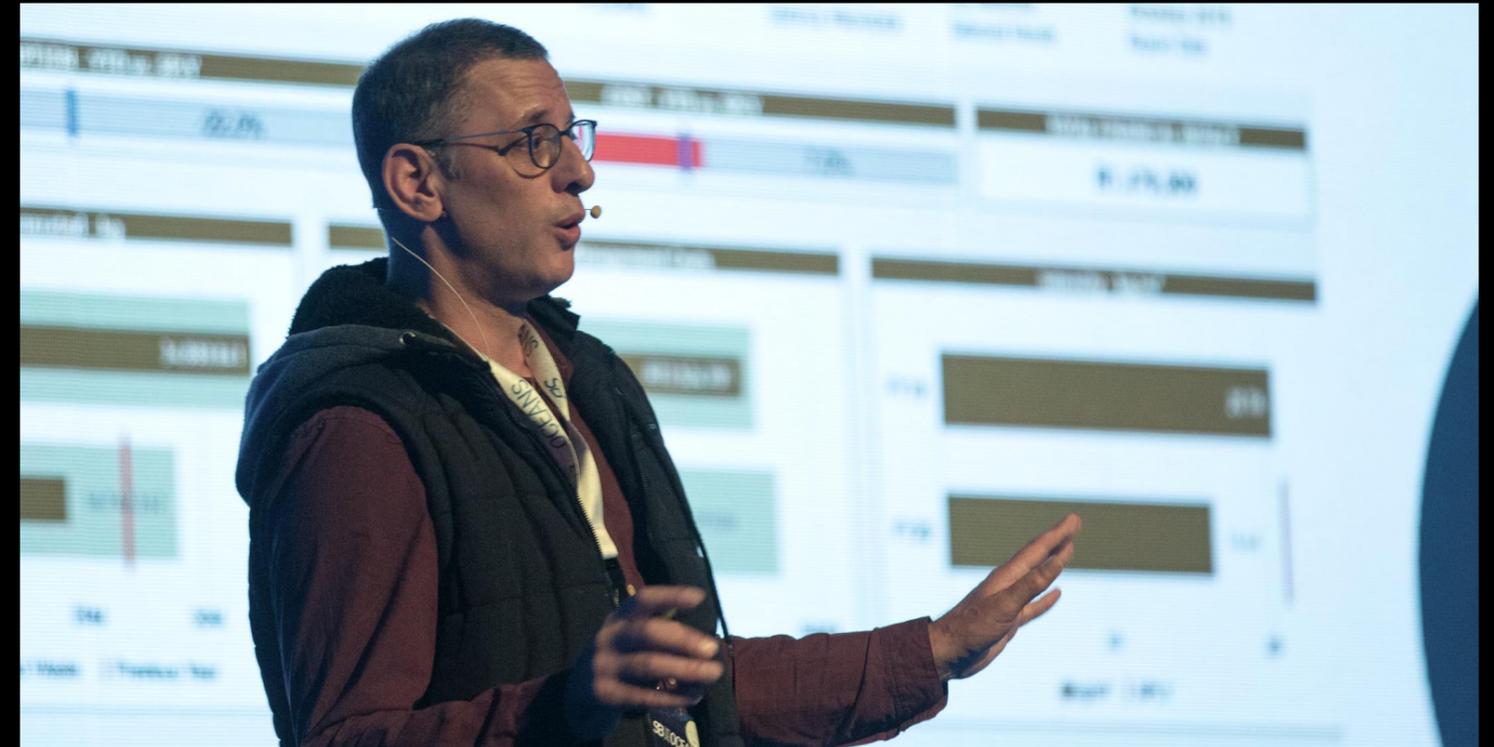
"We want to serve as a role model for others around Baltic Sea and to remind people that everyone can do their part to help improve the situation."

Anne-Marie Saloniuss



How can a Bank save the sea that couldn't breathe?

Anne – Maria Saloniuss | Bank Aland



Tragic Plastic. Concrete solution - Kevin James | CEO GCX AFRICA



Tragic Plastic. Concrete solution

Donald Thomson | Center of Regenerative Design & Collaboration

"What one of the largest business in the world, which is aviation industry, can do to tackle the problem of plastic, carbon emissions and waste management?"

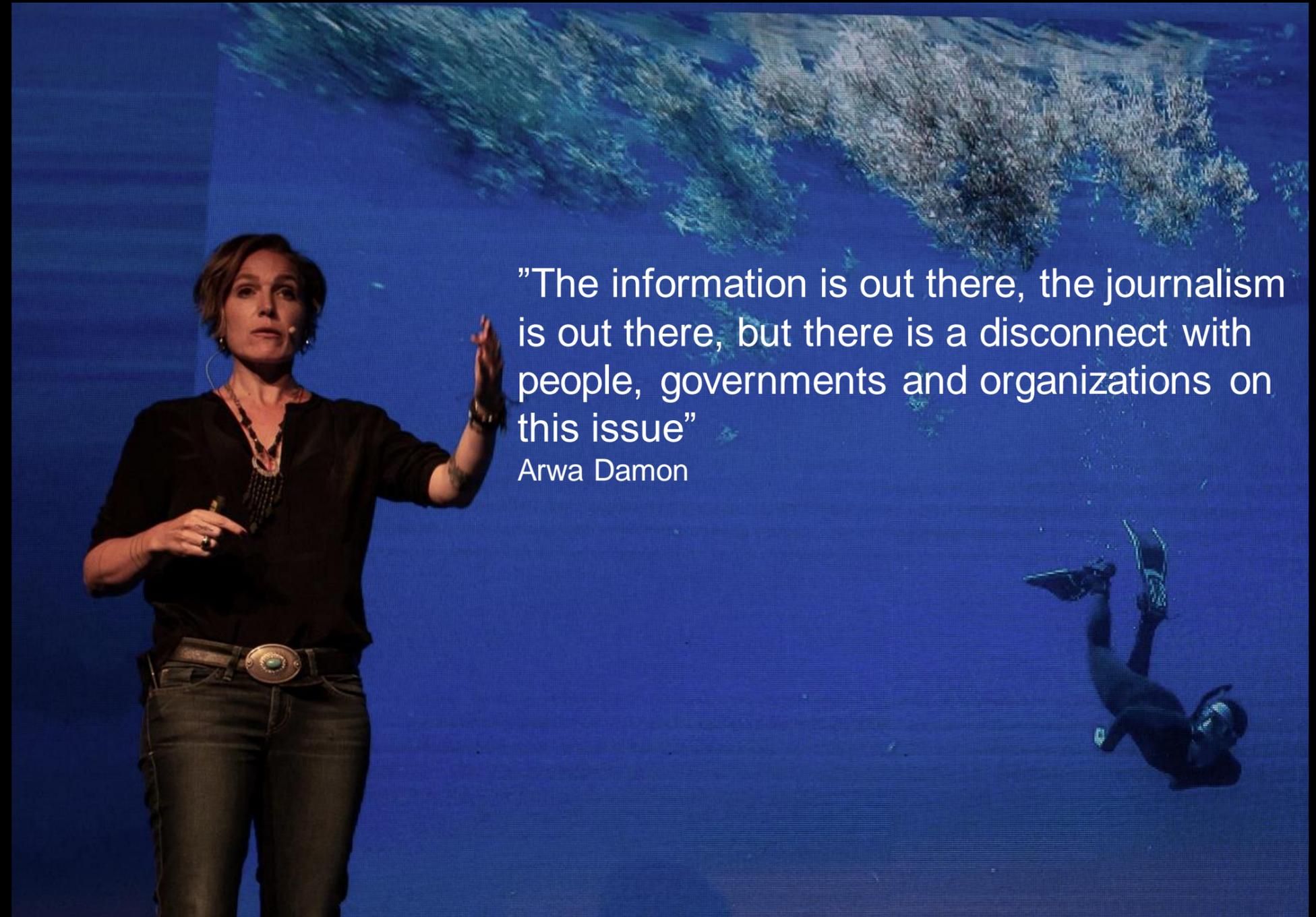
Paulo Mirpuri



Stone age

Iron age

Bronze age



"The information is out there, the journalism is out there, but there is a disconnect with people, governments and organizations on this issue"

Arwa Damon

" We want to take our Sustainability goals to other levels, so we really want to take a conservation partner"
Helen O'Connell

" The private sector as to be part of the solution. Not every NGOs believe, but certainly we do"
Michele Kuruc



Partnerships for scalable goals

Michele kuruc | WWF – VP Oceans

Helen O'Connell | Royal Caribbean- Global Chief Communications

Moderator: Hugo de Almeida | SBOceans

DAY 2: Scalable Solutions to Global Change



WoW Sustainable Brands Oceans Corporate Gift Solutions

Karin Stoevenbeld



Good at the intersection of Sports, Business and the Ocean

Bengt Rittri | CEO and Founder Blue Water Group

Henri Landes | Co-founder and Director at LanDestini Foundation

Antonio Meireles | Surfrider Foundation

Fabien Paget | Co-Founder & CEO 17 Sport

Moderator: Neill Duffy, Co-Founder & CEO 17 Sport

DAY 2: Scalable Solutions to Global Change



"If anything as value, it will not be discarded. So we need to find a material that as value in the end! It is not only about recycling!" João Sousa

Scalable & measurable circular economy solutions for fashion industry

Eduardo Garza Garcia | CEO Waste2Wear

João Sousa | IUCN

Leslie Bedolla | Founder LA Fashion Festival

Anne-Cecille | Global Sustainability Manager The Ocean Race



The Future of Maritime Cruise and Transportation

Tara Russell | Carnival Corp SVP – Global Impact

Linden Coppel | MSC Cruises

Moderator: Ruben Eiras | DGPM

" We recently announced a commitment to be carbon neutral in our marine operations" Linden Coppel

DAY 2: Scalable Solutions to Global Change

" Impact , footprint and legacy" Anne-Cecile Turner



The power of live engagement for a purpose. Connecting with your audience through sports and events

Moderator: Milan Meyberg | The Sustainability Strategist

Sylvester Lindemulder | Nachtlab agency

Bengt Rittri | Blue and Bluewater

Dee Caffari | Skipper, Turn the Tide on Plastic

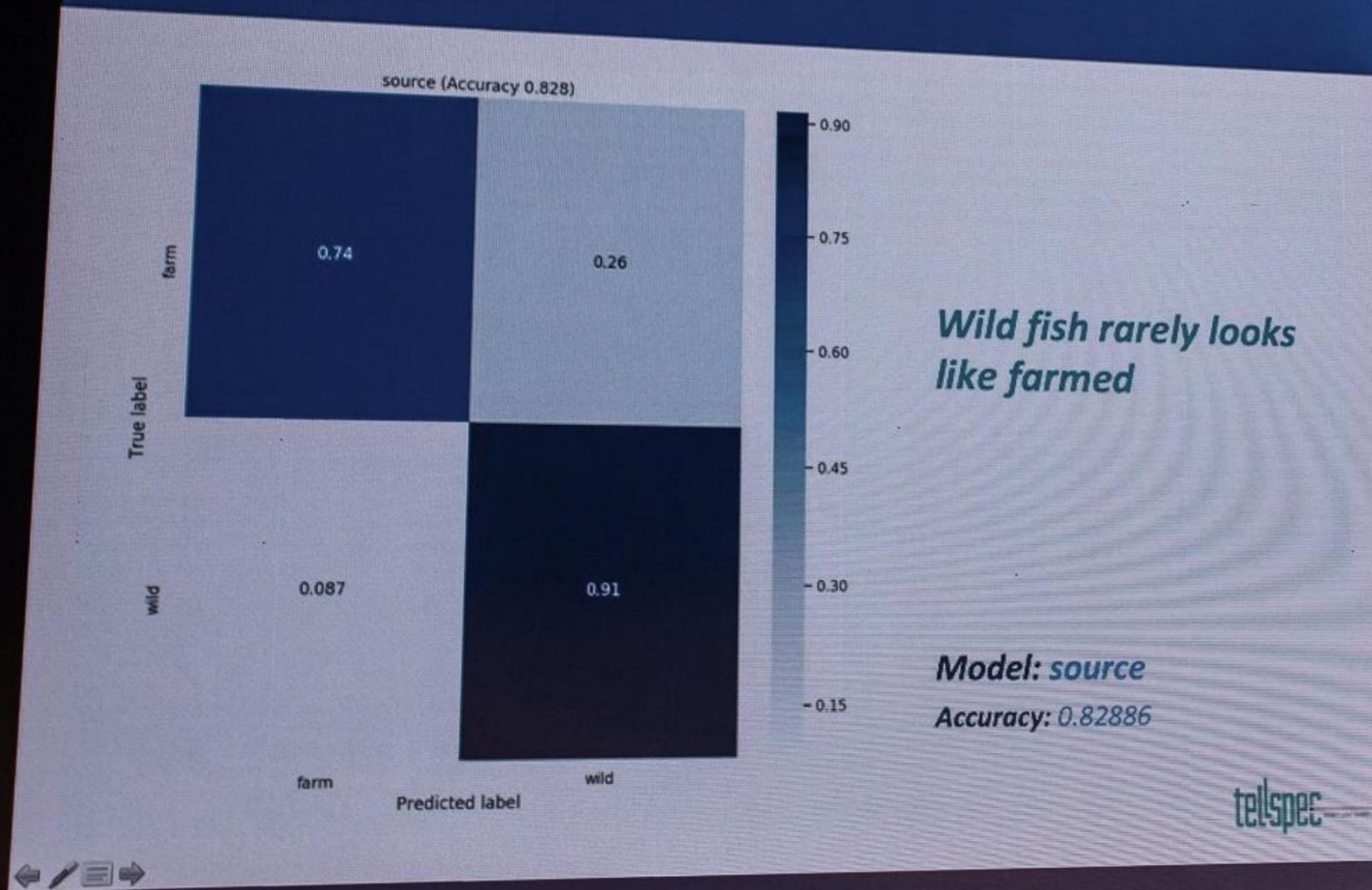
Anne-Cecile Turner | The Ocean Race

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"A product launch of a disrupting fish scanner technology"

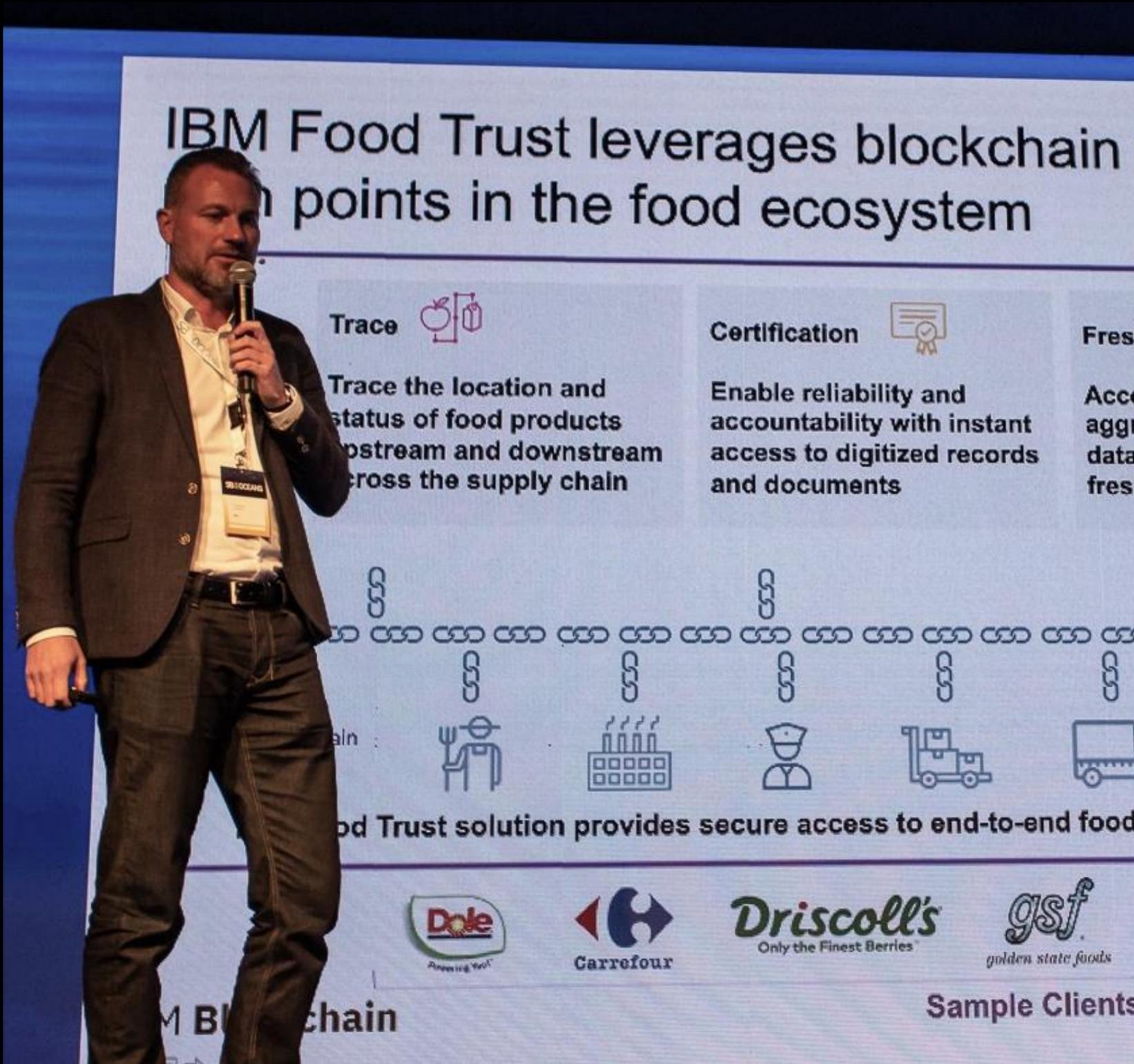
Isabel Hoffmann

Is this fish wild or farmed?



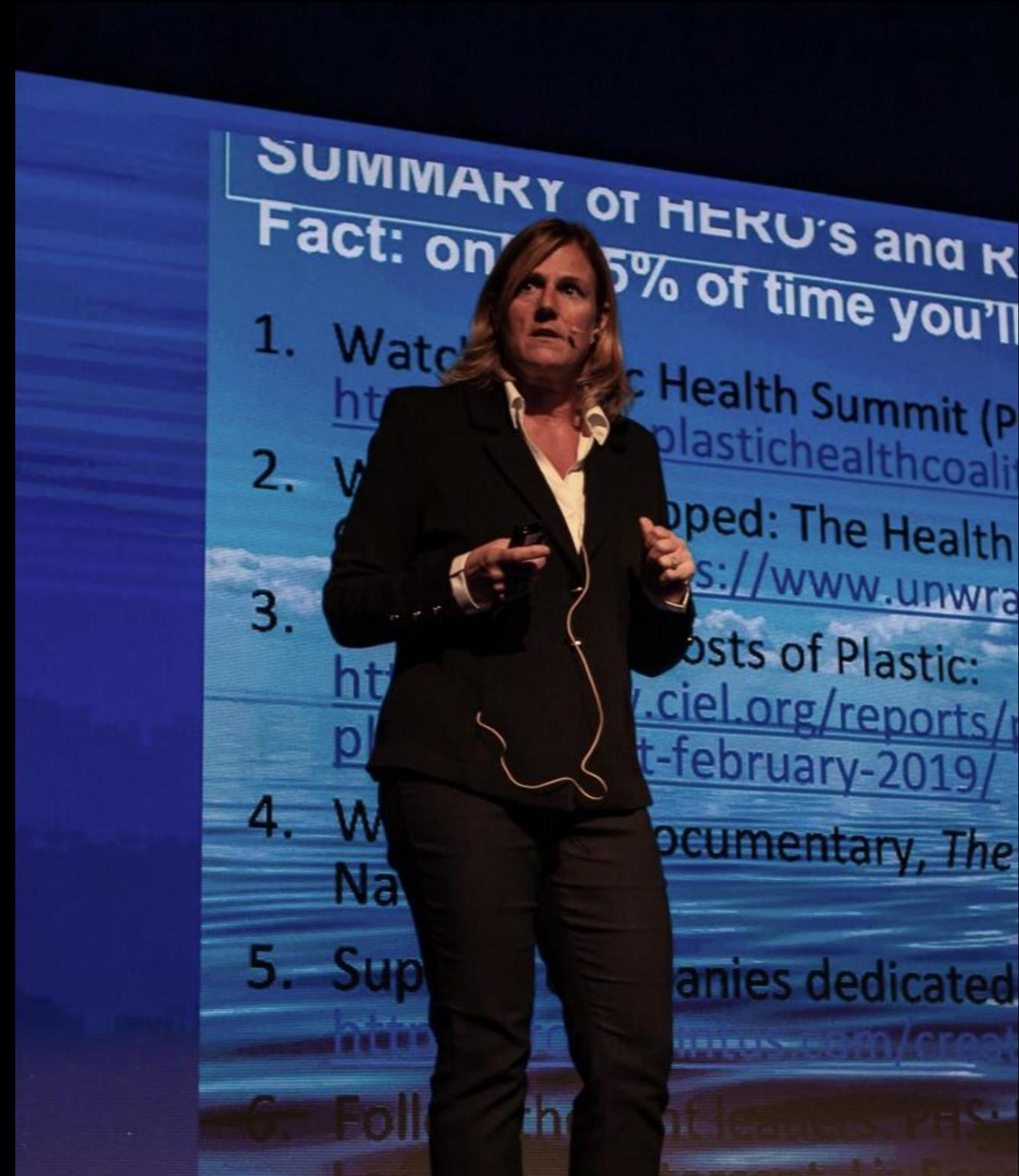
How the digital age is affecting our product choices – seafood case study

Isabel Hoffmann | TellSpec



How the digital age is affecting our product choices – seafood case study

Christian Lassen | IBM Food Trust



Impact of Plastic on our health

Susan Koehler | Footprint

"CIRCULAR & CLIMATE POSITIVE" Cristoph Mathiessen



Retailers, the gateway to ocean conservation driving consumer choices

Moderator: Jill Kaufmann | Corbion

Cristoph Mathiessen | IKEA

Katherine Bryar | BioMar

Vanessa Romeu | Lidl Portugal

Arnault Chaperon | Pirinea

Laura Rodriguez | MSC Spain & Portugal

Marc den Hartog | Corbion



"Shared value: strategy from ship to shore"

Tara Russell



"We want to build a Culture of Peace and Sustainability"

Maho Takahashi

Maritime Transportation with a Purpose

Tara Russell | Carnival Corporation

Maritime Transportation with a Purpose

Maho Takahashi | Peace Boat EcoShip

"Collaboration is such a key piece how we will solve the plastic crises"

Erin Simon



All hands on deck: How collaboration will stop ocean plastic?

Erin Simon | WWF

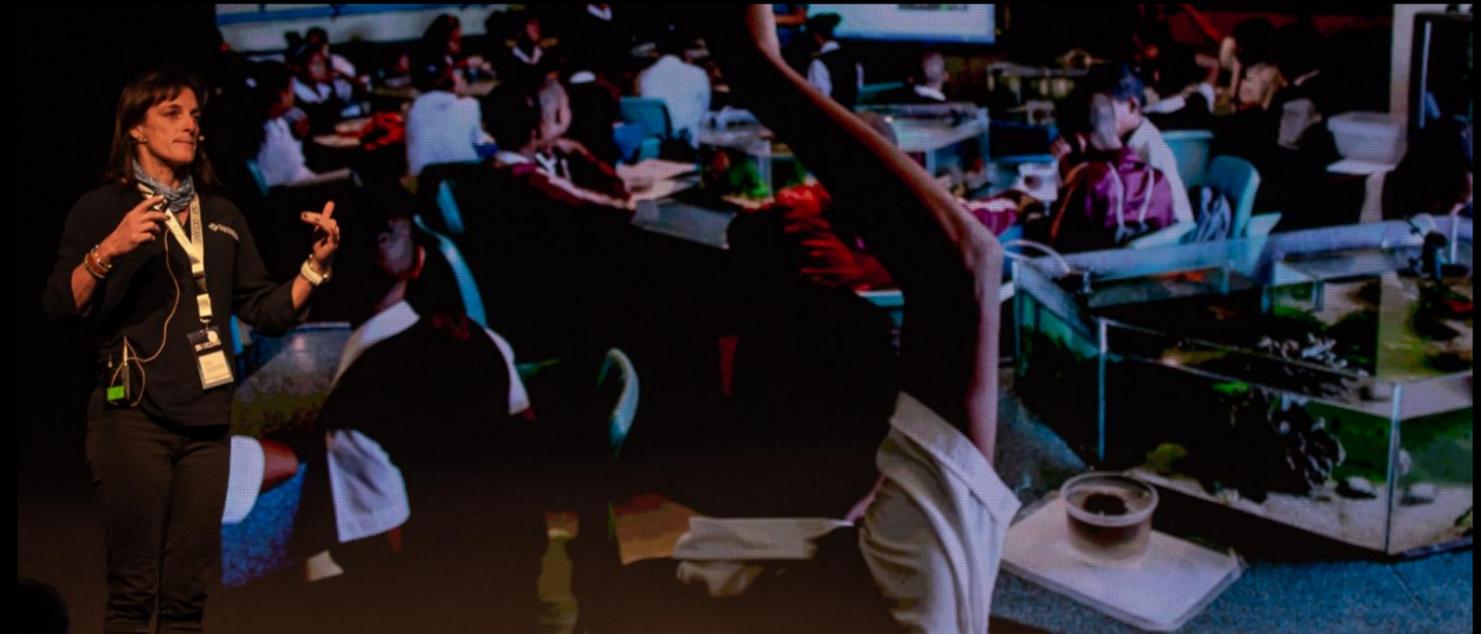
Taylor Maddalene | National Geographic Society

Kristin Hughes | World Economic Forum

Yui Kamikawa | The Coca Cola Company



Education: Global examples on how we can educate ocean sustainability
Melissa Baird | Captain FanPlastic



Education: Global examples on how we can educate ocean sustainability
Hayley McLellan | Two Oceans Aquarium



Education: Global examples on how we can educate ocean sustainability
Jac Gautreau | Ocean School Canada



What does the best wine in the world
has to do with our oceans?
Ingrid Bertrand | Gerard Bertrand



How to eliminate the idea of waste and
grow your brand in the process?
Tom Szaky | TerraCycle & Loop



Closing the Plastic Tap
Willemijn Peeters | Searious Business
Winner Plastic Recycling Europe award 2018

"Sustainable and intelligent packaging, alternative materials and better recycling."

Susana Lopes



TRENDS & CHALLENGES



The Future of Packaging

Moderator: Cláudia Sil | Quercus

Susan Koehler | Footprint

Susana Lopes | Lipor

Tiago Barros | PoliVouga

Bibi Brown | EasyPost

Amy Webster | Zume

Tom Szaky | TerraCycle & Loop

"Art is a territory that everybody feels comfortable in, science is a little scary..." Mary Miss



The Future Cities

Scott Mauvais | Microsoft – AI for Earth

Mary Miss | Artist

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"Creative thoughts
that will get us
there..."

David Katz

The Future of Plastic

Moderator | Pedro Simão | Smart Waste Portugal

Daniel Aronson | Valutus Founder

Peter Hjemdahl | rePurpose co-founder

Pablo Fernandez | BVRio's Director of Climate Services

David Katz | Plastic Bank

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DAY 3: THE FUTURE OF... to a NEW B4O

“I don't support blue economy if means more intensive extraction from the oceans, I only support sustainable blue economy that can provide energy, proteins, medicines today and forever”

Peter Thomson

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The Future of Business

Moderator: Lina Constantinovici

Luiza Palma | Founder DGPA & UN Ambassador Women's Federation for World Peace

João Wengorovius Meneses | Secretary General at BCSD Portugal

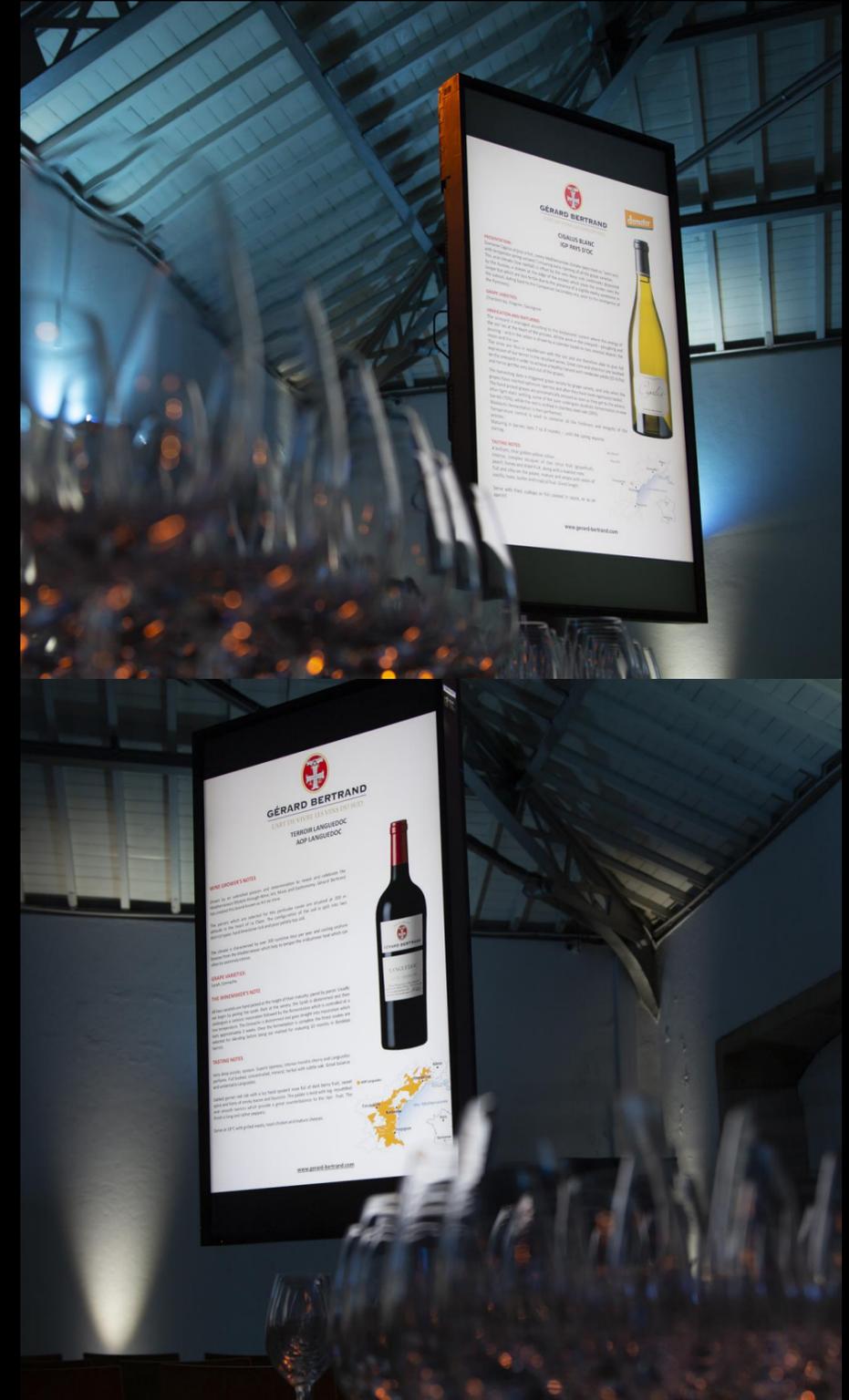
Suzana Alípio | Executive Diretor at Anje

Peter Thomson | Secretary-General's Special Envoy for the Ocean – United Nations

SB 2019 OCEANS



DAY 3: THE FUTURE OF... to a NEW B40



Gerard Bertrand - Ingrid Bertrand | Cocktail Closing party

COMMUNICATION REPORT

*

+ € 3.1 million in media return
14 promoted works
66 news



	26.597€
	35.463€
	66.904€
	3.015.919€

COMMUNICATION REPORT * 14 promoted works



BEFORE THE EVENT

Rádio Nova (Mornings) - Interview with Hugo Almeida
Renascença (Never Late) - Interview with Luís Sousa
Antena 1 - Interview with Hugo Almeida
RTP 1 (Press Magazine) - Interview with Hugo Almeida
Imagens de Marca - Interview with Alexandra Cousteau

DURING IN THE EVENT

Antena 1 - Interview with Alexandra Cousteau
Antena 1 - Interview with Peter Thomson
RTP1 - Interview with Alexandra Cousteau
RTP1 - Interview with Peter Thomson
RTP2 (Biosphere) - Interview with Alexandra Cousteau, Frida Bengtsson, Anne Schroer, Fanny Douvere, David Katz, Eduardo Garcia, Donald Thomson and Peter Thomson
Porto Canal - Interview with Alexandra Cousteau, Frida Bengtsson and Filipe Araújo
SIC - Interview with Alexandra Cousteau
Público - Interview with Alexandra Cousteau
Lusa - Event Coverage

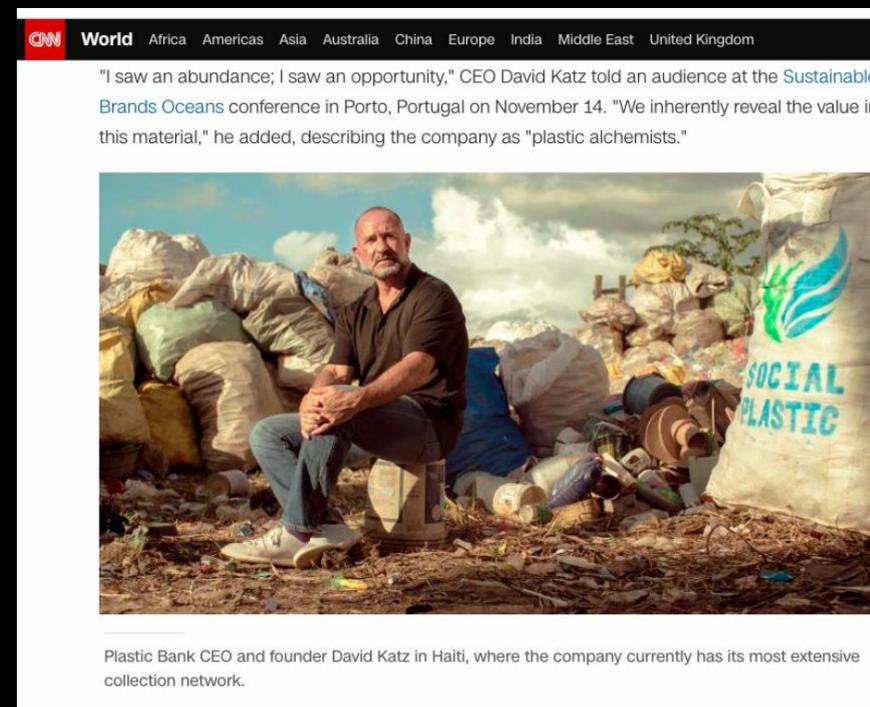


COMMUNICATION REPORT * PRESS

The partnership between the Information Center and SB Oceans has resulted in a total of 66 news items in the Portuguese media. In addition to in-depth interviews with those responsible for organizing the event, such as Hugo Almeida and Luís Sousa, most of the pieces are a direct result of the disclosures. The most referenced themes by the media were the presence of Alexandra Cousteau and Peter Thomson. It should also be noted that the event was discussed internationally, by means such as CNN.



RTP1 - Peter Thomson | Secretary-General's Special Envoy for the Ocean – United Nations - ROI:178.398,00€



CNN - David Katz | Founder & CEO PLASTIC BANK



SIC – Alexandra Cousteau OCEAN 2050 - ROI:287.384,00€

COMMUNICATION REPORT * PRESS

During the reporting period, television media were the ones that covered SB Oceans the most, making a total of 30 pieces (counting the repetitions). Noteworthy are the reports made by SIC, RTP and Porto Canal. The following is the online with 27 news, resulting from the promotion of interviews, namely with Alexandra Cousteau, and from press releases released by the Information Center. Also underlined is the radio presence, with the promotion of four studio interviews on radio shows. Renaissance and Radio Nova, one in advance and two coverage of the event, Antena 1. Finally the press had 2 news, and the newspaper included the front page call.



RTP1 – Alexandra Cousteau - OCEAN 2050
ROI: 94.152,00€



RTP3 – Hugo de Almeida| Founder & Partner SB Oceans - ROI: 12.576,00€



PORTO CANAL – Alexandra Cousteau OCEAN 2050 ROI: 7.188,00€

COMMUNICATION REPORT * PRESS

The 66 news about SB Oceans resulted in a media return 3,144,883 euros. Analyzing by type of medium, quickly concludes that about 96% of AAV came from television reports. Already online reached a ROI of almost 67 thousand euros. The jobs radio broadcasts generated a return of over 35,000 euros. Finally, as regards print publications, AAV was somewhat more than 26 thousand euros.

* The works of Rádio Renascença, Rádio Nova and Antena 1 are not accounted for in the graphs, as well as the “Biosphere” program.



ANTENA1 – Alexandra Cousteau - OCEAN 2050
ROI: 19.286,00€
 Hugo de Almeida- SB Oceans
ROI: 4.197,00€



NOTÍCIAS AO MINUTO –
 Alexandra Cousteau -
 OCEAN 2050
ROI: 16.424,00€



ABOLA – Alexandra Cousteau
 OCEAN 2050
ROI: 26.760,00€

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Ocean Sponsors



Sea Sponsors



River Sponsors



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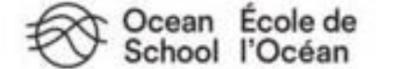
Partners



SOLAR FOODS



FORMATION CONFÉRENCIERS



ÅLANDSBANKEN



OCEANS·2050

GREENPEACE



PEACE ECOSHIP

pixelis branding for good

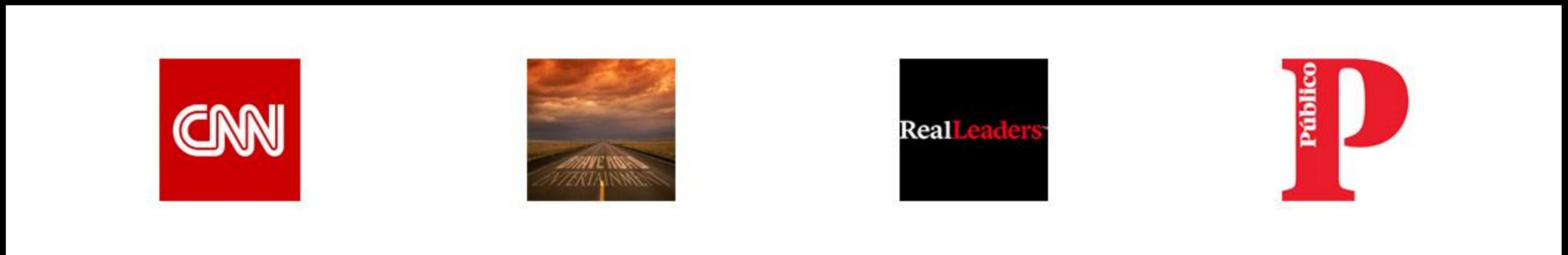


SB 2019 OCEANS

Partners



Media Partners



ALL THE SPEAKERS

Ben Moorsom | Dimitar Vlahov | Filipe Araújo | Ruben Eiras | Karmenu Vella | Alexandra Cousteau | David Katz | Shaun Frankson | Tony Perrotta | Taylor Leigh Cannizzaro | Kristine Hartmann | Frida Bengtsson | Pedro Ferreira | Anne Schroer | Vidar Gundersen | Katherine Bryar | Svein Erik Haugmo | Blathnaid Healy | Arwa Damon | Joe Ruffolo | Orla Doherty | John Woldenberg | David Pontes
Karin Stoevenbeld | James Beard | Mark Van Wijk | Jeff Blickman | Luís Rochartre | Brad Ack | Cris Cooper | Miguel Marques | Lina Constantinovici | Miguel Herédia | Joana Moreira-Silva | Fanny Douvère | Ted Janulis | Scott Mauvais | Donald Thomson | Kevin James | David Zamora | Anne – Maria Salonius | Linden Coppell | Paulo Mirpuri | Michele Kuruc | Erin Simon | Rob Zieger | Hugo de Almeida | Eduardo Garza Garcia | João Sousa | Anne-Cecile Turner | Leslie Bedolla | Marc Den Hartog | Jill Kaufmann | Jac Gautreau | Patrícia Conceição | Ruben Hazelzet | Christian Lassen | Isabel Hoffmann | Hayley McLellan | Dr Passi Vainikka | Antti Valtonen | Janne Saarikko | Mathias Wikstrom | Willemijn Peeters | Mary Miss | John Woldenberg | Josh Beech | Bengt Rittri | Henri Landes | Antonio Meireles | Fabien Paget
Neill Duffy | Helen O’Connell | Tara Russell | Dee Caffari | Sylvester Lindemulder | Milan Meyberg | Alf-Gøran Knutsen | Susan Koehler | CJ Palmer | Christoph Mathiesen | Vanessa Romeu | Arnault Chaperon | Maho Takahashi | Taylor Maddalene | Kristin Hughes | Yui Kamikawa | Jac Gautreau | Ruben Hazelzet | Tom Szaky | Susana Lopes | Amy Webster | Bibi Brown | Tiago Barros | Cláudia Sil | Daniel Aronson | Pedro Simão | Pablo Fernandez | João Wengorovius Meneses | Peter Thomson | Luiza Palma | Suzana Alípio | Vincent Avanzi

COMPANIES AND INSTITUTIONS

Direção Geral Política do Mar - Ministério do Mar | European Commission -Environment, Maritime Affairs and Fisheries | OCEANS 2050 | Plastic Bank | Aker BioMarine | Greenpeace | Sustainable Fisheries Partnership | Oceana | BioMar | Orivo | CNN | OceanX | BBC | Hollywood | Público | Interall Group | Planetcare.org | Anti Social Agency | Valpak | Oceans Without Limits | Carnival Corporation | Sustainable Waves | Ocean Climate Restore | Source Elemental | PWC | BVC Fund | Schmidt Marine | Oceano Azul Foundation | EEA Grants | CIIMAR | Unesco World Heritage Marine Programme | Explorers Club | Investable Oceans | Microsoft | Center of Regenerative Design & Colaboration | CEO GCX africa | Pedregal | Bank Aland | MSC Cruises | HiFly | Mirpuri Foundation | WWF | Royal Caribbean | SBOceans | Waste2Wear | IUCN | The Ocean Race | LA Fashion Festival | CORBION | Ocean School | Escola Azul Portugal | Captain FanPlastic - Soapbox South Africa | IBM Food Trust | Tellspec | Two Oceans Aquarius | Solar Foods | Sulapac | Clewat | Doconomy | Searious Business | Mary Miss | John Woldenberg | Nurdle | Blue Water Group | LanDestini Foundation | Surfrider Foundation | 17 Sport | Bluetech Accelerator | Royal Caribbean | Carnival Corporation | Nachtlab agency | The Sustainability Strategist | Kvaroy Fiskeoppdrett | Footprint | Sustainable ImPact | IKEA | Lidl | Pirinea | Peace Boat EcoShip | National Geographic Society | World Economic Forum | The Coca Cola Company | Ocean School Canada | TerraCycle | Loop | Lipor | Zume | EasyPost | PoliVouga | Quercus | Valutus | Smart Waste Portugal | BVRio | BCSD | United Nations | Women's Federation for World Peace | Anje | Vincent Avanzi | P&G | ACT Responsible | Formacion Conferenciers | Raposo Sá Miranda e Associados | Nachtlabagency | Sustainable Fisheries | GPL GENDER PARITY ASSOCIATION | Misericórdia do Porto | Loving the Planet | AEBA | Portal da Arquitectura e Construção Sustentável | Ordem dos Engenheiros Região Norte | Central de Informação | ICN Agency | Sustainable Soundtracks | Gerard Bertrand | Pixelis Branding for Good | WBCSD | Doca Pesca | Blue Bio Alliance | MSC Spain & Portugal | rePurpose

THEMES

Neuroscapping | Beyond Conservation: restoring abundance to the oceans in one human generation | The Ocean: The tipping point for a regenerative economy | Marine conservation through industry collaboration | The Next Frontier to adress overfishing: Technology, Transparency and Traceability | Media for the oceans – The importance of the media for a sustainable oceans | WoW Sustainable Brands Oceans Corporate Gift Solutions | START Up Innovations That Will Make a Change in Our Oceans: The gold standard for your regenerative supply chain model | SB Brands For good | Becoming un-sustainable – are you ready? How to create real impact beyond Sustainable Development Goals (SDGs) | Henderson Island - Oceans Without Limits – Comes an unexpected discovery | 4GoodFood | Ocean Climate Solutions | State of the Oceans | Ocean of the mind – Reducing pollution at the gateway to the mind | Funding for the Oceans | An ocean solution for a brighter future: the Unesco Marine World Heritage | Using AI to Protect Oceans | Diving In – Creative Ocean Solutions | Tragic Plastic. Concrete solution | How can a Bank save the sea that couldn't breathe? | An Ocean Marine Reserve | How sustainable can you fly? | Partnerships for scalable goals | The New Battlefield: Oceans | Scalable & measurable circular economy solutions for fashion industry | Celebrating Sustainable Seafood | Education: global examples on how we can educate ocean sustainability | Plastic + Purpose = People Performing | The Next Frontier To Address Overfishing: Technology, Transparency and Traceability | Education: Global examples on how we can educate ocean sustainability | Innovations from the Nordics | Gamechangers in the plastics industry | The Power of Art – How Brands Can Expand Their Call To Action with Art | Good at the intersection of Sports, Business and the Ocean | Nurdle Machine – cleaning microplastic from beaches | The Ocean Race | The Future of Maritime Cruise and Transportation | The power of live engagement for a purpose. Connecting with your audience through sports and events | How the digital age is affecting our product choices – seafood case study | Impact of Plastic on our health | Ocean 2 Ocean | SB Oceans Remarks | Retailers, the gateway to ocean conservation driving consumer choices | Maritime Transportation with a Purpose | All hands on deck: How collaboration will stop ocean plastic | Education: Global examples on how we can educate ocean sustainability

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THANK YOU!