



Annual Report 2025

Let's restore the health and beauty of the Mediterranean sea

BLUEWAVE ALLIANCE

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and beauty of the
Mediterranean sea

Our mission advances: consolidating the recovery of the Mediterranean

Bluewave Alliance Annual Report 2025

Dear friends and collaborators,

The Mediterranean is sending us a clear message, and Bluewave Alliance, with the constant drive of ISDIN, has decided to respond with renewed ambition. Everything we have built in previous years has been the necessary foundation to reach this moment: a maturing exercise of a model that works. Thanks to that prior effort, we have moved from defining our goals to showing, with data and facts, the real impact we are already achieving together. Our impact network has experienced extraordinary growth, increasing the number of companies and organisations that have joined the alliance and consolidating itself in gatherings such as the Bluewave Days, where our community becomes tangible. The movement is no longer just a shared vision, but a living ecosystem of transformation where more and more forces are joining our cause.

This union of capabilities allows us to act with an integral strategy spanning from scientific research to direct action and outreach, always aligned with the global objective of reaching the protection of 30% of the Mediterranean by 2030.

This ambition has led us in 2025 to cross borders, actively participating in international forums such as the European Ocean Days and co-organising the SeaWilding Conference. These spaces allow us to share our model and collaborate on the European roadmap for marine restoration. This year's results reinforce our determination: from the milestone of removing 500 tonnes of plastic from our seas and ports alongside Gravity Wave, to the constant drive in planting Posidonia seedlings alongside the Vellmarí Association.

But recovery also springs from inspiration and education. That is why we continue working to move the world with the new episodes of the documentary series *Waves of Tomorrow* and with projects such as *Peques por el Mar*, through which we have trained more than 2,500 children, sowing in the new generations the responsibility to protect our environment. This work is completed by projects where art and science meet, such as *SeaSpore*, which turns our coasts into spaces of regeneration and life.

There is no turning back on our path. Protecting the ocean is, ultimately, protecting our own health and the legacy of those who will come after. Thank you for being part of this movement and for showing that, when united by a shared purpose, we are capable of driving a wave of change that is already unstoppable.

The Mediterranean is breathing again, and it is thanks to the commitment of you all.



CEO of ISDIN | Principal driver of Bluewave Alliance



Executive summary

Bluewave Alliance is an initiative driven by ISDIN that dedicates all its efforts to the conservation and restoration of the Mediterranean Sea. Due to its extraordinary biodiversity and its critical vulnerability to human activity and climate change, this sea is the epicentre of our action. As a community, we continue to drive a wave of change that is already unstoppable, leading marine protection through effective projects, large-scale awareness campaigns and a solid network of strategic alliances that brings together companies, public institutions, NGOs, the scientific community and citizens.

The governance of Bluewave Alliance is based on multidisciplinary collaboration, where the scientific committee guarantees the rigour and methodological validity of each initiative. In this ecosystem, the driving companies act as key partners by providing their platforms to amplify the conservation message, while the relationship with public entities facilitates the implementation of actions in critical areas. For their part, field collaborators, such as our Dreamers and social organisations, provide the technical expertise needed to carry out actions of direct and tangible impact. The central purpose of Bluewave Alliance is to return to the Mediterranean the vitality, beauty and biodiversity it had before its degradation, a mission that advances steadily thanks to the implementation of two strategic pillars: awareness and action projects.

During 2025, the awareness work sought to connect society emotionally with the urgency of protecting the sea, highlighting outreach milestones such as the documentary series *Waves of Tomorrow* by Odicean or the *Peques por el Mar* project by Oceavida, designed to sow environmental responsibility from childhood. In parallel, the action projects focused on the restoration of key habitats and the impact of pollution, demonstrating that cooperation is the real engine of change. This collective effort has allowed us to consolidate results of high ecological value in the last financial year. Highlights include the progress of the *SeaSpore* project, the planting of 37,000 *Posidonia oceanica* seedlings in the Balearic Islands, reaching a total of more than 80,000 since the project began, or the removal of 235 tonnes of plastic in 2025 alongside Gravity Wave, which raises our historical figure to more than 500 tonnes.

In addition, the mobilisation of more than 5,500 people in educational activities reinforces our capacity to generate real social impact. Thanks to joint work with strategic allies such as Associació Vellmarí, Ocean Ecostructures, Odicean, Gravity Wave and Oceavida, among others, Bluewave Alliance is consolidating itself as a high-impact marine conservation movement. Today, more than ever, a shared purpose moves us forward to ensure a healthier, more resilient and life-filled Mediterranean.

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1. The state of the Mediterranean Sea

The Mediterranean Sea constitutes a unique biodiversity refuge that hosts thousands of species in a minimal fraction of the global ocean.

The Mediterranean occupies less than 1% of the global ocean surface, but its biodiversity is extraordinary. It hosts more than 17,000 marine species, representing between 4% and 18% of the world's biological richness. A key factor of this ecosystem is its high level of endemism: between 25% and 30% of its species are exclusive to its waters, making its conservation an international priority.

Geographically, it is the largest and deepest semi-enclosed sea in the world. It has an average depth of 1,370 metres, 46,000 kilometres of coastline and an oligotrophic character that defines its unique nature. These physical characteristics, combined with its current fragility, require coordinated protection to ensure its ecological balance.

1.1 Biodiversity and unique characteristics of the Mediterranean

The Mediterranean has a constant flow of surface water from the Atlantic through the Strait of Gibraltar, which compensates for the high evaporation rate that exceeds river and rainfall water input. This oceanographic particularity, together with its complex geological history and its biogeographic position, has allowed the development of a unique biodiversity. Among the most emblematic species are *Posidonia oceanica*, a seagrass that forms essential meadows for carbon capture, and *Pinna nobilis*, a highly threatened bivalve mollusc. In addition, species such as the red coral (*Corallium rubrum*) and various macroalgae of the genus *Cystoseira* play key structural and functional roles in marine ecosystems.

As for fauna, fish represent a significant proportion of the Mediterranean's marine biodiversity, with commercial species such as the sardine (*Sardina pilchardus*), the gilthead seabream (*Sparus aurata*) and the red grouper (*Epinephelus marginatus*), fundamental to local fisheries. Seabirds are also part of the ecosystem, although their diversity is limited. Some species, such as the Balearic shearwater (*Puffinus mauretanicus*), are endemic and of high conservation value.

1.2 Ecological, climatic and socioeconomic importance

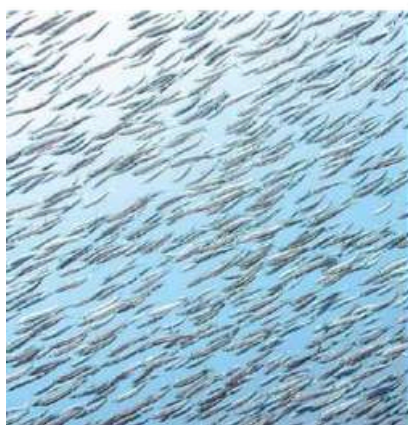
The Mediterranean acts as an essential thermal regulator that moderates coastal temperatures and influences wind and rainfall cycles. Beyond its climatic role, the sea breeze favours the dispersion of pollutants, which directly affects air quality and the health of local populations.

At the socioeconomic level, this sea is the backbone of coastal communities. Its value lies in the provision of food and natural resources, in addition to sustaining strategic sectors such as fishing, maritime trade and tourism. This mutual dependence between the ecosystem and the local economy underlines the need to guarantee its long-term balance.

Historically, the Mediterranean has shaped the cultural identity of the societies around it and remains essential for climatic stability and human well-being. However, human activities are putting this vital ecosystem at risk, threatening not only biodiversity but also the ecosystem services on which millions of people depend.



Lluís Febrer Torres



Daria Wierciochowska



Paula Gallego Huguet



María Ascens de Ramón



Rif

1.3 Global, regional and local threats

The Mediterranean faces multiple threats arising from human activities, which affect its biodiversity and ecological balance:

Climate change: The Mediterranean is warming between 3 and 5 times faster than the global average, with a projected increase in water temperature between 1.8 °C and 3.5 °C by 2100. This generates additional stress in already degraded habitats, reduces CO2 absorption capacity and favours the invasion of tropical species through the Suez Canal.

Pollution: The Mediterranean receives 730 tonnes of plastic waste daily, making it one of the areas with the highest accumulation of marine litter in the world. In addition, it faces chemical, acoustic pollution and eutrophication, which affect the health of ecosystems and marine fauna, especially mammals.

Unsustainable fishing: Overfishing has pushed 85% of fish stocks beyond safe biological limits. This has caused the loss of 41% of large predators since 1950 and altered the structure of ecosystems. Destructive practices, such as bottom trawling, directly affect key habitats.

Invasive species: More than half of the non-native species established in the Mediterranean have displaced native species, altering habitats and affecting local fishing communities.

Diversification of human activities: Maritime transport, aquaculture and resource extraction are generating negative impacts, including pollution, habitat destruction and competition for the use of maritime space.



Ainhoa Ezkurra

1.4 Interactions and synergies between threats

Threats to the Mediterranean do not act in isolation; they interact and generate synergistic effects. For example, overfishing can alter trophic chains, while chemical and plastic pollution affects water quality and the health of organisms. These multifactorial interactions aggravate the impacts on the ecosystem and make its recovery more difficult, making integrated management necessary that considers these complex dynamics.

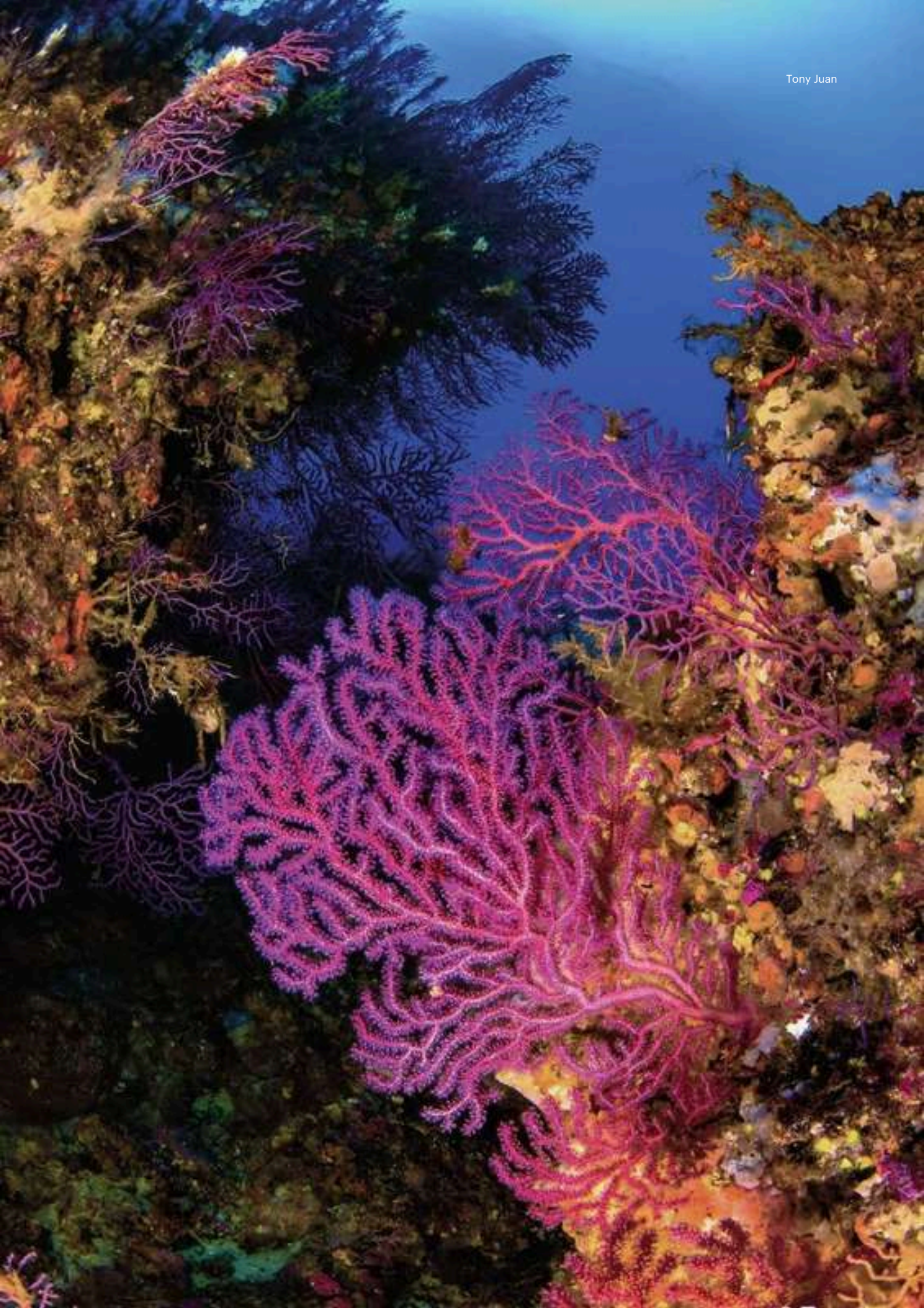
1.5 Changes on the coast and anthropogenic pressure

Coastal development has significantly altered the Mediterranean coastal strip. Since 1975, urbanisation in the first 150 metres of coastline has increased considerably, with construction values reaching 25% in some countries. This not only affects marine habitats but also increases vulnerability to flooding and coastal erosion.

1.6 Resilience and prospects for the Mediterranean

Despite the multiple threats, the Mediterranean remains a resilient ecosystem with great potential for recovery if effective conservation measures are implemented. These include the creation of Marine Protected Areas (MPAs), the restoration of critical habitats such as Posidonia meadows and macroalgae forests, and the promotion of sustainable practices in fishing and tourism.

Coordinated action between governments, scientists, NGOs and civil society is essential to reverse the damage caused and ensure the long-term sustainability of the Mediterranean. Integral measures that combine scientific research, public policy and environmental education can make a significant difference in the conservation of this invaluable ecosystem.



2. Mission and objectives

Juan Pedro Moran



Bluewave Alliance works to restore the health of the Mediterranean and consolidate a model of marine conservation based on collaboration and innovation. To achieve this, we have a clear mission, an ambitious vision and organisational values that guide our actions. In this section, we detail the fundamental principles that define our work, our role in conservation and the strategic objectives that drive our impact on the marine ecosystem.

The health of the sea is a shared responsibility: we combine the rigour of science with the capacity of companies and the commitment of society to transform collective will into restoration projects that generate real and measurable results.

2.1 Mission

At Bluewave Alliance we want to restore the health and beauty of our seas and the ocean, out of love and respect for nature and because they are our main ally in fighting the climate emergency. We will achieve this by doing awareness work and promoting projects aimed at protecting the Mediterranean Sea, with a view to finding solutions applicable to the rest of the planet's ocean surface.







Nuria Bufort Costa

2.2 Objectives

Bluewave Alliance has set itself to protect the Mediterranean through the implementation of innovative projects that involve multiple social actors in a joint effort. The main objective is to establish a collaboration network that includes companies, scientists, government institutions and citizens, all working towards a common goal: the preservation and restoration of marine biodiversity. The organisation's objectives include:

Raise awareness and educate citizens:

Promote a cultural change towards sustainable practices through educational programmes that connect the population emotionally with the sea and encourage their participation. These actions seek not only to inform but also to inspire people to adopt sustainable practices in their daily lives and to demand more ambitious public policies on conservation.

Drive conservation projects:

Promote the development of initiatives that generate tangible and measurable benefits in biodiversity, the quality of marine ecosystems and the overall health of the Mediterranean.

Bluewave Alliance acts as the strategic engine and provides the necessary support for the development of projects designed to address the most critical threats to the Mediterranean and its ecosystems. These initiatives include support for the creation and effective management of Marine Protected Areas (MPAs), the restoration of degraded habitats such as Posidonia meadows and macroalgae forests, and the promotion of circular economy models to reduce marine pollution.

We understand the protection of 30% of the oceans by 2030 not only as a scientific objective, but as the necessary guarantee to restore the balance and health of ecosystems.

Increase strategic alliances:

A key aspect of the role of Bluewave Alliance is to mobilise resources and establish strategic alliances that ensure the long-term viability of its projects. By partnering with companies committed to sustainability, public entities and third-sector organisations, Bluewave Alliance not only guarantees the necessary funding but also strengthens its collaboration network. These alliances allow the sharing of knowledge, technology and experience, fostering an integral approach to marine conservation.

Create a reference brand in the Mediterranean:

Creating a reference brand is not a goal in itself, but an essential tool to maximise the impact of actions. A solid and recognised identity not only facilitates the achievement of funding and key alliances, but also strengthens its capacity to implement transformative projects and mobilise society towards a healthier and more resilient Mediterranean.

More than 5,500 people have participated in events organised by Bluewave Alliance in 2025.





3. The drive of ISDIN

The creation of Bluewave Alliance represents a milestone in the business sector's commitment to marine conservation. ISDIN, as the founding and driving company of this initiative, not only provides resources and capabilities, but integrates marine conservation as a central element of its sustainability strategy.

Love Your Skin.
Love Your Planet.



ISDIN's participation in Bluewave Alliance arises from a deep understanding of the connection between skin care and ocean health. As a leader in dermatology, ISDIN recognises that many personal care products can negatively impact marine ecosystems. This understanding has led the company to adopt a holistic approach that goes beyond the simple reformulation of products, establishing an integral commitment to ocean health.

ISDIN's "Love Your Planet" programme articulates this commitment through concrete actions that cover the entire value chain. The company exhaustively analyses all formulas to ensure they respect sustainability standards and minimise their marine impact, optimises its packaging to reduce plastic, and has implemented circular economy principles in its production processes. These initiatives demonstrate how a company can transform its operations to align with marine conservation.



Through the product Fusion Water Magic, ISDIN has taken on a firm commitment to the sea: for each unit of this sunscreen sold, it contributes to removing from the Mediterranean an amount of plastic equivalent to the weight of its packaging. Thanks to the collaboration with The Gravity Wave, ISDIN has removed more than 500 tonnes of plastic since 2023.

The creation of Bluewave Alliance represents the natural evolution of this commitment, taking it beyond corporate borders. ISDIN not only provides financial resources, but also its management experience, its international network of contacts and its capacity for innovation. The company has allocated dedicated human resources, provides administrative and logistical support, and facilitates access to a wide network of potential partners.

The model of corporate collaboration in marine conservation established by ISDIN demonstrates how companies can go beyond traditional corporate social responsibility to create measurable positive impact.





4. Strategic Lines



Tato Damiani

The strategic lines of Bluewave Alliance are structured in two main areas: Awareness and outreach, and Action projects. Both are designed to address both the causes and the effects of marine degradation, combining education, social mobilisation and direct interventions in ecosystems.

4.1 Awareness and outreach

The objective of this line is to create an emotional and cognitive connection between citizens and the Mediterranean, fostering a cultural change that promotes respect and conservation of the marine environment. It also seeks to indirectly influence decision-makers to generate favourable legislation.

The specific actions proposed by Bluewave Alliance to drive awareness and outreach among society are:

Educational campaigns in digital media and social networks:

- **Educational content:** Create material that explains the state of the seas, the effects of climate change and the benefits of marine protection and conservation. This material is public and accessible through the Bluewave Alliance website and its social networks.
- **Interactivity:** Use content with surveys, quizzes and participatory dynamics on social networks to actively involve citizens.

Public events:

- **Bluewave Alliance's own events:** We organise gatherings designed to foster awareness, action and collaboration around marine conservation. Our events bring together experts, companies and citizens committed to the protection of the Mediterranean. Through immersive and dynamic experiences, we seek to inspire and mobilise different sectors to generate real impact.
- **Participation in major forums:** Bluewave Alliance actively participates in reference congresses and gatherings on sustainability, environment and marine conservation, such as the European Ocean Days – EU Mission Restore our Ocean and Waters in Brussels, the United Nations Ocean Conference 2025 in Nice, or the SeaWilding Conference in Barcelona, positioning itself as a relevant actor in global blue transformation.





Exhibitions and educational workshops:

- **Activities in coastal communities:** Run workshops in schools, universities and communities to raise awareness about sustainable practices.
- **Educational outings:** Allow the population to explore the sea and understand first-hand the relevance of marine protected areas.

Innovative and personalised participation:

- Use sensory formats and narratives that generate emotional impact and lasting commitment.
- Leverage passionate groups, such as divers, recreational companies or influencers, to spread the messages of Bluewave Alliance effectively.





4.2 Action projects

Action projects focus on concrete interventions in the marine environment, contributing to the regeneration of habitats and the reduction of pollution. In any typology of project developed, it is important to generate knowledge that can be applied in other environments and projects, thereby broadening the reach and impact achieved by Bluewave Alliance.

With this objective in mind, the projects funded by Bluewave Alliance include, as one of their objectives, the dissemination of their results and conclusions, either via media channels for the general public, including social networks, and/or through the publication of scientific articles, presentations at congresses, or other applicable channels. Finally, all projects present development and success indicators that justify their ecological and/or social impact, which will be obtained through medium- and long-term monitoring of the success indicators.

Effective and efficient protection of marine spaces:

- **Objective:** Increase the number and effectiveness of Marine Protected Areas (MPAs) in the Mediterranean.
- **Projects focused on promoting the creation of protected areas and/or their correct management:** These are the most holistic projects, since their impact would positively affect both habitats and species, protecting them at the same time from several of the identified pressures.

- **Projects aimed at protecting a particular species or habitat:** In the case of an emblematic species, these projects act as a flag and are reinforced with the visualisation of the pressures that should be combated and their possible effect on other species. In projects focused on an endangered endemic species of high biological value, it is fundamental to reinforce the project with awareness actions that give visibility to the value to be protected and to the importance of avoiding the extinction of that species.
- **Projects that combat one of the threats with the greatest general impact, both for habitats and species:** Within this group stand out the projects aimed at combating unsustainable fishing and pollution. In both cases it is key to have correct legislation and its compliance. The awareness line can help this objective, but identifying complementary projects that help eradicate bad fishing practices and eliminate or mitigate sources of pollutants is encouraged. In these projects, innovation and the use of technology are fundamental to find solutions that are both efficient and effective.

Habitat restoration:

- **Objective:** Restore degraded marine habitats to recover biodiversity and ecosystem services, when natural regeneration is not viable. Passive restoration occurs naturally by eliminating the pressures that caused its disappearance, but in cases where this is not possible within a reasonable timeframe, active restoration is resorted to. This should only be applied when the threats have been completely mitigated and natural recovery is not feasible.
- **Active restoration projects:** Install biotopes that promote the growth of marine species and recover degraded ecosystems.
- **Restoration of marine meadows:** Replant species such as *Posidonia oceanica* in degraded areas, in collaboration with scientists and habitat restoration experts.
- **Impact studies:** Carry out studies before and after implementation to measure the success of the restoration projects and their impact on local biodiversity.



Pedro Riera Llompart

Fight against pollution:

- **Objective:** Reduce the amount of pollutants in the Mediterranean, especially plastics and microplastics, which seriously affect biodiversity and water quality in the sea. This effort includes collaboration with multiple actors to implement effective strategies for prevention, collection and reuse of waste.
- **Circular economy projects:** Collaborate with companies to develop recycling and waste reduction practices, promoting a circular economy in coastal areas.
- **Marine waste collection systems:** Implement plastic capture devices in ports and coastal areas, such as floating barriers and filtration systems in drainage networks.





5. Key projects and impact



5.1 SeaSpore: Science, technology and art for conservation

SeaSpore is born as a window to the ocean that integrates science, technology and art for conservation. The project seeks to raise awareness and reach society through the creation of works of art that allow us to observe nature, facilitating marine regeneration and enabling more people to discover the immense life that our coasts host.



SeaSpore is a window to the ocean where science, technology and art converge so that society can rediscover the immense life that our coasts host.

The project reached a fundamental milestone in 2025 with the creation of the first SeaSpore: *SeaSpore Posidonia*. This work, made by the internationally renowned artist Lorenzo Quinn, was officially presented during this year's Bluewave Days. The ceremony was attended by the teams involved and the Honorary Mayor of Barcelona, Jaume Collboni, symbolising the city's commitment to innovation in marine preservation.

After its presentation, the sculpture was installed at the World Trade Center in Barcelona to begin its carbonation process. At this stage, the work begins its transformation to become a living ecosystem where life can prosper. In terms of environmental impact, each "spore" is designed to increase biodiversity, generate oxygen and store CO₂, contributing directly to the health of our marine environment.

Thanks to cutting-edge engineering and technology, this impact is measured using ROVs (remotely operated vehicles) equipped with sensors and an IoT digital platform, allowing constant, transparent and reportable monitoring of biodiversity and water quality. In addition, through an interactive application, it is possible to visualise how these structures generate life under the sea, bringing science closer to citizens and inspiring collective action.



Lorenzo Quinn puts his art at the service of marine conservation with *SeaSpore Posidonia*, a work that transcends aesthetics to generate biodiversity on our coasts.



Through *SeaSpore*, we turn the invisible into the unforgettable, inviting society to be an active part of the restoration of our blue heritage.



Jon Rousselot



5.2 La Gran Pradera: Restoration of Posidonia meadows

La Gran Pradera is a pioneering ecological restoration project working to recover the *Posidonia oceanica* meadows in the Balearic Islands, one of the most valuable marine habitats in the Mediterranean. Since 2022, more than 85,000 new *Posidonia* plants have been planted, with a survival rate above 90%.

The project not only drives the regeneration of an ecosystem key for biodiversity and carbon capture, but also promotes citizen awareness, involving more than 10,000 volunteers. In this framework, more than 860 educational workshops were held in 2025, reaching more than 3,000 participants.

The initiative is developed in collaboration with Manu San Félix, marine biologist and National Geographic explorer, and the Vellmarí Association, references in marine conservation.

Since 2022 we have planted more than 85,000 *Posidonia* seedlings.

5.3 Campaign Reserva 30

Bluewave Alliance drives and supports the *Reserva 30* campaign, an initiative backed by world-renowned figures such as oceanographer Sylvia Earle, primatologist Jane Goodall and National Geographic explorer Enric Sala. Consolidated as a necessary voice for the Spanish Mediterranean, the project was born to respond to the United Nations proposal to protect 30% of the planet by 2030 through the creation of marine reserves of strict protection ('no-take' zones).

In 2025, 2 new episodes of the documentary series were filmed.

The scientific evidence on which the initiative is based is clear: the absence of fishing in key areas not only recovers biodiversity, but acts as an economic engine, increasing catches and the income of local fishing and boosting sustainable tourism.

With this solid argument, the campaign has already achieved massive social impact, reaching more than 314,000 people and collecting more than 36,000 signatures. The final objective is to mobilise the political class to adopt firm commitments that ensure a resilient and life-filled Mediterranean for future generations.

5.4 Audiovisual production: *Waves of Tomorrow*

Waves of Tomorrow is an audiovisual series created by Bluewave Alliance and Odicean Studios, which highlights the importance of Marine Protected Areas (MPAs) for the conservation of the Mediterranean. Despite being one of the most polluted seas in the world, the Mediterranean hosts a unique biodiversity. The series shows how MPAs are restoring this vital ecosystem, while the UN and the scientific community strive to protect 30% of the Mediterranean by 2030.

In early 2025, the project reached a high-impact milestone with the premiere of the first episode at the IMAX in Barcelona, where more than 350 people could enjoy the beauty of the Medes Islands in large format. This event not only consolidated the reception of the series by the public and institutions, but marked the beginning of a new production phase. During this year, two new episodes located in the Balearic Islands and Cabo de Palos (Murcia) have been filmed, whose release is scheduled for 2026.

Starring María Barbena and Pol Ramos, the series combines high-quality cinematography and inspiring imagery with a clear message: the recovery of the Mediterranean is possible, but it requires all of us to join forces in this effort. *Waves of Tomorrow* aims to connect people with the beauty of our sea, highlighting both its natural richness and the dangers it faces, in order to inspire global audiences to take action to ensure the health of this vital ecosystem.



5.5 Education for the youngest

Peques por el mar

This 2025 we launched the *Peques por el mar* project, together with the organisation Oceavida, led by Alex Avello, and with the collaboration of SEO/BirdLife and Ecoembes. It is an educational initiative that seeks to raise awareness in children from an early age about the importance of conserving the ocean and its biodiversity.

Through teaching about challenges such as plastic, overfishing or climate change, we foster the responsibility of future generations, reaching more than 2,500 students from 30 schools this year in their commitment to environmental protection.

Children's story Keni, the little whale

As part of our children's outreach work, we drive the story *Keni, the little whale*, written by Alex Avello. This work is a key tool to bring the reality of marine ecosystems closer to the youngest, inspiring empathy and respect for the ocean from early childhood through the experiences of its protagonist.

Dive Camp

Through the Vellmarí Association, we also drive the *Dive Camp*, an education and outreach programme aimed at young people between 8 and 17 years old. This initiative combines diving learning with citizen science, allowing participants to become directly involved in conservation projects, such as the restoration of Posidonia meadows. The objective is to train future change makers, connecting them emotionally with the sea and equipping them with the tools needed to protect the Mediterranean ecosystem.





5.6 Plastic cleanup of the Mediterranean

At Bluewave Alliance we are aware that the Mediterranean is the sea with the most plastic pollution in the world. We fight this threat alongside Gravity Wave and in collaboration with more than 7,000 traditional fishermen distributed across the Mediterranean, mainly in Spain, Greece and Italy.

Goal achieved! More than 500 tonnes of plastic removed from the Mediterranean.

Every day all kinds of plastics are extracted from the sea, which we try to give a second life to, especially abandoned fishing nets, which account for between 30% and 50% of the plastic abandoned in the sea. These nets are the least managed waste by the recycling industry and the one with the worst consequences for marine biodiversity. Until now, these nets ended up on the seabed, where they are estimated to take more than 1,000 years to degrade. Through a circular economy process specialised in fishing nets, they are transformed into furniture and long-life products. Every year, companies such as ISDIN take on a commitment to the Mediterranean and remove tonnes of plastic from the sea, involving their customers through their activity and products.

The removal of 500 tonnes of plastic from the Mediterranean Sea, coasts and ports in collaboration with Gravity Wave since 2023 has been achieved. In addition, the aim is to transform this waste into sustainable products to foster the circular economy. This project is linked to Fusion Water Magic, the ISDIN sunscreen that supports marine cleanup with each unit sold.





We validate a restoration model with 100% survival and record biodiversity growth at the Port of Barcelona.

5.7 Regeneration of benthic communities

In collaboration with Ocean Ecostructures and the Port of Barcelona, we transform grey spaces into blue oases through state-of-the-art bioregeneration technology. The project, which has entered a monitoring and evaluation phase this year, demonstrates that strategic investment accelerates natural restoration.

The initiative is based on a sustainable and scalable model of marine biodiversity regeneration in infrastructure, such as ports or offshore platforms, turning them into active agents in the fight against climate change and the improvement of sea health.

The 2025 results confirm the maturity of the model, achieving a record 100% survival of transplanted individuals and live area growth of up to 564% in species such as *Leptogorgia sarmentosa*. In addition, technological efficiency has allowed installations by ROV in just one minute, validating a scalable paradigm that turns port infrastructure into active agents of biodiversity and climate resilience.

5.8 Citizen science: Sea Observers

We drive the citizen science platform *Observadores del Mar* (Sea Observers), coordinated by ICM-CSIC, to actively involve society in marine research. Through this outreach project, citizens, divers and fishermen collaborate directly with scientists, providing key data on the state of our seas.

This 2025, more than 500 participants have been mobilised in citizen science outings for the OdM Climate project, the largest climate change monitoring network in the Mediterranean. Thanks to the network of more than 30 collaborating diving centres and the more than 1,400 censuses carried out, real-time monitoring of the effects of climate change has been possible, turning each observer into a direct ally of science and Mediterranean conservation.



5.9 Elasmobranch research

We support the research and conservation of elasmobranchs through the NGO Condrik, with whom we collaborate in the study of sharks and rays using non-invasive methods. During 2025, this alliance has allowed twelve field outings in Tenerife, totalling 100 hours of effort at sea and the use of technologies such as BRUVs and drones.

With an area of 14,500 hectares surveyed, much of it in protected areas of the Natura 2000 Network, 6 species of interest have been recorded. Among the year's highlights stands out the unprecedented sighting of a black devil fish and participation in the Tenerife Deep Shark Mission campaign, the first mission in Spain with a manned submarine for the scientific study of these species. This work is completed by an active social media outreach strategy to highlight marine biodiversity.

5.10 Art and design for marine conservation

In 2025, Bluewave Alliance expands its art exhibitions with Studio 46 Barcelona and Felipe Costa Art. Our space at the Port Olímpic in Barcelona hosted the solo exhibition of JJ Walker, *Surrealism Meets the Sea*, in which the artist delves into the human condition and invites reflection on our relationship with the sea and the natural environment. Likewise, during the autumn, the Bluewave Alliance space presented the exhibition *Tribute to the Ocean* by the Brazilian artist Felipe Costa, who seeks to promote positive change and commitment to ocean care.

Complementing this creative vision, in July 2025 we organised, together with the Istituto Europeo di Design (IED), a Summer School at our headquarters at the Port Olímpic in Barcelona. The programme brought together students aged between 20 and 30 around innovation, future thinking and branding. As part of the workshop, the students participated in the communication strategy of the *Observadores del Mar* project (ICM-CSIC), designing creative ways to convey the importance of protecting 30% of the ocean by 2030, an objective aligned with international marine conservation commitments.

5.11 Bluewave Days

The Bluewave Days are the flagship annual event of Bluewave Alliance, designed to drive the protection and restoration of the Mediterranean Sea. Through collaboration between companies, entrepreneurs and scientists, these days seek to raise awareness among citizens about the importance of preserving this unique ecosystem. Each edition brings together thousands of people and dozens of organisations in a key initiative for marine conservation. Over several days, multiple activities are organised along the Spanish Mediterranean coast, bringing society closer to marine restoration initiatives through participatory experiences such as sustainable diving, underwater cleanups, conferences, educational workshops and sustainable sport, involving people of all ages.



The Bluewave Symposium, held in Barcelona, is the central act of the Bluewave Days, where voice is given to expert scientists in marine conservation, sustainability entrepreneurs and companies committed to environmental protection. This forum serves to share advances, ideas and solutions with the aim of driving a more sustainable future for our seas and the ocean. One of the key debates in recent editions has been the need to protect 30% of the Mediterranean by 2030, a milestone that would allow the regeneration of the remaining 70%.



As part of the event, the Bluewave Awards recognise each year three global references whose work has been fundamental in the conservation and protection of seas and the ocean. These awards highlight contributions in scientific advances, the development of innovative technologies and art as a tool for awareness and environmental education. Over the editions, scientists such as Enric Ballesteros, Iosune Uriz and Michel André, explorers such as Enric Sala and Manu San Félix, and artists such as Lorenzo Quinn, among others, have been awarded.

In 2025, Zafer Kizilkaya was awarded the Mediterranean Protector Award, Dr. Marta Estrada the Excellence in Marine Science Award, and Olivia Mandle the Rising Blue Voice Award.



During the Bluewave Days, numerous initiatives are carried out at different points on the Mediterranean coast with the Costa Brava Bluewave Fest and the Mediterranean Bluewave Fest. Dives, beach and seabed cleanups, species monitoring, conferences and inclusive activities for groups with special needs. Training is also carried out in schools and institutes, reaching hundreds of students, and sustainable sport projects in which thousands of children participate.

In 2025, the impact of the event was translated into solid figures: the participation of more than 2,500 people, the collaboration of 79 organisations and the execution of more than 60 activities spread across 36 venues on the Spanish coast. These metrics consolidate the gathering as a key space for collective action for the protection of our marine environment.



More than 2,500
participants in Bluewave
Days activities.



Thanks to these initiatives, participants can connect with the beauty of the Mediterranean, understand the challenges it faces and discover how to actively contribute to its conservation. The Bluewave Days consolidate themselves as a reference event in awareness and action for the marine environment, reaffirming the commitment of Bluewave Alliance in the fight for a healthier and better protected Mediterranean.



5.12 Events for conservation and marine protection

Bluewave Alliance actively participates in international events, contributing its experience in marine conservation and sustainability. These collaborations allow the impact of its mission to be amplified, connect with new sectors and foster a global commitment to ocean protection. Through talks, exhibitions and participatory activities, the organisation drives dialogue and action in key spaces of innovation, science and sustainability.

European Ocean Days: Within the framework of the EU Mission Restore our Ocean and Waters, held in Brussels from 3 to 7 March 2025. Throughout the week, high-level debates, blue investment presentations and activities aimed at young people were held, with the objective of driving collective action to protect marine ecosystems and promote the blue economy. The strategic discussions held during the event also served as preparation for the UN Ocean Conference.

In this context, Bluewave Alliance played a prominent role presenting its *Waves of Tomorrow* project, an awareness audiovisual on marine protected areas and their importance for ocean conservation. This project, recognised as one of the EU Mission Charter Actions, was shown as an example of how art, narrative and community action can contribute to marine restoration objectives and generate greater social commitment.

SeaWilding Conference 2025: Joining forces to restore 30% of the oceans by 2030: Under the title "The Future of Our Ocean", the SeaWilding Conference 2025 brought together in Barcelona researchers, experts and global leaders to transform knowledge into action. Bluewave Alliance played an active role as co-organiser of this gathering, which has as a strategic goal the restoration of 30% of our oceans by 2030, reaffirming the power of science and collaboration in the service of marine life.

The conference allowed learning from references of the calibre of Carlos Duarte, Zafer Kizilkaya, Carlos Mallo or Josep Lluís Pelegrí. Their interventions underlined that the health of the planet depends on a collective and empathetic response to the challenges of the marine environment.



In parallel with the main sessions, the Bluewave Alliance headquarters at the Port Olímpic in Barcelona became the venue for the Ocean Career Programme of BlueJobs. This gathering, designed for young people seeking to direct their professional future towards the marine field, provided an essential dose of energy and commitment for the sector. Hosting this initiative allowed the alliance to connect directly with those who will lead conservation in the coming decades.

Barcelona premiere of the documentary Ocean by David

Attenborough: As part of its awareness actions, Bluewave Alliance collaborated in the Barcelona premiere of the documentary Ocean, the latest work by the renowned British broadcaster Sir David Attenborough, a key figure in the defence of the blue planet. The event, held in October 2025, was free and open to the public, bringing together scientists, conservation organisations, institutional representatives and citizens in an act that combined science, art and environmental commitment.

The United Nations Conference on the Oceans (UNOC) 2025: Held in Nice, it brought together world leaders, scientists, NGOs and the private sector to accelerate global action for ocean protection. The main focus was the fulfilment of SDG 14 and the implementation of the 30x30 objective. New international alliances, financial commitments and solutions based on science and innovation were announced. UNOC 2025 consolidated the role of the oceans as a central pillar in the fight against climate change and biodiversity loss.

International Plogging Congress: Participation as co-organizer in the 4th International Plogging Congress in Barcelona, presenting marine conservation projects and promoting the connection between sports and sustainability. Over 50 volunteers took part in the waste collection activities on the beach, paddle surfing, and diving, successfully removing around 170 kg of waste from the coastal environment—combining physical activity with environmental awareness.



6. The Alliance

Bluewave Alliance is structured around a scientific committee, an executive team, and alliances with public, private sectors and civil society. These collaborations allow an integral and efficient approach to achieve the objectives of the alliance.

6.1 Scientific Committee

Mission:

Provide technical advice and validate the scientific rigour of Bluewave Alliance projects, ensuring that the interventions and monitoring methods are effective.

Strategic advice:

Provide scientific knowledge to recognise and evaluate high ecological impact projects. The scientific committee provides expert feedback helping to prioritise the projects with the greatest environmental and social impact. Its advice ensures that the actions of Bluewave Alliance are effective, aligned with best practices and based on scientific evidence.

Establish the parameters to measure the impact of the projects, such as biodiversity, biomass and water quality.



**Teresa
Alcoverro
Pedrola**

Researcher at the Blanes Centre for Advanced Studies (CSIC) specialised in the role that biological interactions, both direct and indirect, play in the functioning of benthic marine systems dominated by primary producers (macroalgae, seagrass meadows and corals).



**Miquel
Canals
Artigas**

Researcher at the University of Barcelona, expert in the deep ocean. His multidisciplinary studies focus on the impacts of global change and the consequences of human activities on marine ecosystems. He is a pioneer in the use of advanced technologies for the study and cartography of seabeds and the marine subsurface. Director of the Chair of Sustainable Blue Economy at UB.



**Lluís
Cardona
Pascual**

Researcher at the University of Barcelona, expert in marine biology. His studies cover the biology, ecology and management of large marine vertebrates, both marine mammals and turtles as well as large fish. He works mainly in the Mediterranean, north-west Africa, the south-west Atlantic and Antarctica. Specialist in trophic ecology and habitat use analysis and in the study of interactions with fishing.



**Emma
Cebrián
Pujol**

Marine biologist at the Blanes Centre for Advanced Studies (CSIC). Her research focuses on the conservation ecology and restoration of Mediterranean benthic habitats. Specifically, she leads studies on biodiversity patterns, biotic and abiotic interactions, as well as the combined impacts of multiple stress factors in marine ecosystems.



**Joaquim
Garrabou
Vancells**

Researcher at the Institute of Marine Sciences (CSIC) specialised in marine conservation. Focused on the study of the impacts of climate change in the Mediterranean Sea, specifically on mass mortality events in rocky benthic coastal habitats and the potential pathways to mitigate and adapt to the environmental changes underway.



**Josep Lluís
Pelegrí
Llopart**

Researcher at the Institute of Marine Sciences (CSIC) focused on the study of ocean circulation and its relationship with global climate. He is also interested in ocean health and citizen participation in research, considering the latter a key element in building the ocean of the future.

6.2 Dreamers

Mission:

The Dreamers are key actors in Bluewave Alliance, bringing together foundations, sustainability entrepreneurs and non-profit entities with innovative projects in marine conservation. They provide knowledge, ongoing projects and strategic local alliances, in addition to their connection with coastal communities, facilitating actions adapted to the context. Their role is essential to bring conservation to the field and foster citizen participation, while Bluewave Alliance drives their initiatives, amplifies their impact and coordinates resources for their success.

Participation:

- **Development of innovative projects:**

The Dreamers lead projects that address local problems with innovative solutions in marine conservation, habitat restoration and environmental education. Bluewave Alliance financially supports these projects and collaborates in their strategic design to maximise impact.

- **Community awareness campaigns:**

The Dreamers organise educational and awareness activities in coastal communities, mobilising citizens towards sustainable practices. These campaigns strengthen the connection between local communities and marine ecosystems, promoting a cultural change towards sustainability.

- **Strengthening local alliances:**

Their network of contacts and alliances with local actors, such as governments, companies and other organisations, allows Bluewave Alliance to expand its influence in new geographies and consolidate projects adapted to the specific needs of each region.

- **Visibility and participation in events:**

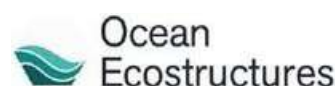
The Dreamers actively participate in Bluewave Alliance events, standing out as "local heroes" who lead high-impact initiatives. These collaborations help amplify the conservation message of Bluewave Alliance and highlight the value of actions at community level.

Members:



Vision: Restoration of *Posidonia oceanica* meadows in the Balearic Islands and driving of Reserva 30, a mobilisation campaign to gather 500,000 signatures with the objective of reserving 30% of the waters of the Spanish Mediterranean.

Collaboration: Replanting of seedlings in degraded areas and environmental education about this key ecosystem with *La Gran Pradera* and *Dive Camp*. Bluewave Alliance collaborates by taking the manifesto for the Mediterranean (Reserva 30) to different events and congresses to amplify and obtain a greater number of signatures.



Vision: Sustainable infrastructure for marine renaturalisation.

Collaboration: Project with benthic communities at the Port of Barcelona.



Vision: High-impact scientific outreach to connect society with the importance of Marine Protected Areas.

Collaboration: Production of the documentary series *Waves of Tomorrow*, using audiovisual narrative to make visible success models in the regeneration of the Mediterranean.



Vision: Environmental education and awareness of the new generations to foster respect and protection of marine ecosystems.

Collaboration: Driving of the *Peques por el Mar* programme and the children's story *Keni, the little whale*, key pedagogical tools to connect children with the importance of conserving cetaceans and ocean health.



Vision: Circular economy and marine plastic cleanup.

Collaboration: Recycling of abandoned nets in the Mediterranean.



Vision: Foster citizen science for the research and conservation of the marine environment through collaboration between scientists and society.

Collaboration: Generation of key data through citizen participation to evaluate the state of ecosystems, allowing marine management based on shared knowledge.



Vision: Research and conservation of elasmobranchs in the Canary Islands to ensure the protection of sharks and rays.

Collaboration: Development of scientific studies and monitoring of key populations, providing fundamental data for the creation of effective protection measures in the Canary Islands.



Vision: Drive the protection of marine biodiversity through awareness and direct action for the health of the seas.

Collaboration: Strengthening the impact network of Bluewave Alliance through the amplification of its conservation initiatives and the creation of strategic synergies for future marine restoration projects.

6.3 Companies and private sector

Mission:

Provide funding and resources, integrating the objectives of Bluewave Alliance in their corporate social responsibility strategies, as well as in their social and environmental initiatives.

Participation:

- **Sponsorship of specific projects:** Companies can fund specific projects or, through a membership, contribute annually to Bluewave Alliance, obtaining visibility and strengthening their sustainability image.
- **Outreach channels and multiplication of impact:** Through their networks and communication platforms, companies amplify the reach of the education and awareness campaigns of Bluewave Alliance, connecting with consumers, employees and suppliers. This outreach capacity allows conservation messages to reach a wider audience and generate a cultural change towards sustainable practices.
- **Implementation of sustainable practices:** In addition to their direct collaboration with Bluewave Alliance, companies can lead by example by adopting sustainable practices, such as the circular economy and waste reduction, contributing directly to the reduction of marine pollution.
- Together, the commitment of companies to Bluewave Alliance goes beyond financing, as they strengthen the conservation and awareness actions, integrating themselves as essential agents of change to achieve a healthier and more resilient Mediterranean.

Members:



Supports as principal driver of Bluewave Alliance, financing and disseminating key projects. Facilitates synergies with other companies committed to marine sustainability.



Collaborates in initiatives that combine art, sustainability and regeneration in Barcelona, reinforcing the impact of urban activities in Barcelona related to the Mediterranean.



Collaborates as strategic sponsor of the Bluewave Days and of beach and seabed cleanup days, reinforcing its commitment to the protection of the environment and the health of coastal ecosystems.



Patrocina los Bluewave Days e impulsa la recogida de residuos realizada durante el evento, contribuyendo a la visibilidad y ejecución de las actividades de la alianza.



Co-sponsor of the *Observadores del Mar* project, facilitating the resources needed for the research and scientific monitoring of our seas.

Tropicfeel

Participates in the citizen science project through an action linked to its product to involve the consumer, also promoting sustainable products that connect consumers with environmental commitment.



Contributes by co-sponsoring the Bluewave Days. Likewise, it drives events such as the Plogging Congress together with Bluewave Alliance.

Contributes in kind by providing its space for events and presentations exclusively for the premiere of the first episode of *Waves of Tomorrow*, with a screening on the second largest screen in Europe.

Contributes by providing textile equipment of its brand for the SeaSpore project team, facilitating uniformity and operability during its implementation phases.

Supports with artistic and cultural initiatives that fuse creativity and sustainability, generating greater visibility for the projects of Bluewave Alliance. With the ArtMed project it has committed to donate a percentage of the works sold for marine conservation projects.

Collaborates as strategic ally in the driving of marine culture and science, supporting the purpose of Bluewave Alliance to generate awareness through art and innovation.

6.4 Public entities and other sectors

Mission:

Facilitate the implementation of projects through regulations and public policies, as well as fund conservation initiatives.

Participation:

- **Projects:** They facilitate the permits and procedures necessary for the implementation of conservation initiatives, in addition to supporting their institutional visibility through the inclusion of their identity in the communications of the projects.
- **Events:** They collaborate in the organisation of joint events, providing logistical support and promoting activities that reinforce the educational and social impact of the initiatives of Bluewave Alliance.

Members:



7. Conclusions

The year 2025 has marked a period of consolidation for Bluewave Alliance, evolving towards a model where art, technology and education converge to generate tangible results. This year we have demonstrated that the union between science and creativity not only generates awareness today, but builds the foundations for future generations to inherit a resilient and life-filled Mediterranean.

Once again driving a wave of change
that is already unstoppable.

One of the most emblematic milestones of this financial year has been the launch of *SeaSpore*, uniting the vision of the international artist Lorenzo Quinn with cutting-edge engineering to create *SeaSpore Posidonia*. Presented at the Bluewave Days before the Honorary Mayor of the Barcelona City Council, this work symbolises our purpose: to turn art into a living support for biodiversity, monitored through state-of-the-art technology to ensure its real impact.

This growth has also been reflected in our positioning within the sector. In 2025, Bluewave Alliance took a firm step by integrating into working tables and strategic forums alongside NGOs and long-standing bodies in marine conservation. This presence allows us to actively collaborate in the collective dialogue and add efforts to the roadmap for the protection of our seas.

The audiovisual narrative has reached a new dimension with *Waves of Tomorrow*. After the success of its premiere at the IMAX in Barcelona, this documentary series by Odicean Studios has consolidated itself as a high-impact tool capable of transforming social perception about the Mediterranean. We are convinced that this visual story has extraordinary growth potential to become a great reference in marine outreach, bringing success stories and blue hope to global audiences in the coming years.

In parallel, outreach and environmental education have occupied a central place. Through the *Peques por el Mar* programme and the publication of the children's story *Kení, the little whale*, we have provided pedagogical tools for the youngest to discover the importance of our ecosystems. Initiatives such as the *Dive Camp* have allowed the new generations to live a direct immersion in conservation, transforming curiosity into a solid commitment to the blue heritage.

2025 confirms to us that the Mediterranean has a future if we are capable of inspiring those who will care for it tomorrow. We are aware that this is only the beginning and that the challenge ahead is immense, but everything achieved this year gives us the strength needed to keep working, knowing that every step counts for marine life to recover its space again.



MARE

The photographs in this report have been donated, for conservation purposes, by the MARE contest.

We would like to thank the participating photographers for their generosity and their commitment to the conservation of the Mediterranean Sea.

Cover photograph: Pedro Riera Llompart

Back cover photograph: Amelia González Beltrán



Join the
movement.
Join the
wave.

