



Aldabra Clean Up Project

Sponsorship guide



Photo: Fotonatura

'Moniman pou limanite' 'Prezerve a jamais pou leternite'
Patrick Victor - Aldabra

Eliminating ocean plastic on Aldabra
Sharing knowledge and research
Promoting positive steps to reduce plastic use

Who are we?



The Seychelles Island Foundation (SIF), a public trust that manages and protects Seychelles' two UNESCO World Heritage Sites, Aldabra Atoll (Aldabra) and the Vallée de Mai. SIF maintains a small research team on Aldabra, the only people who live (temporarily) on the atoll. Its patron is the President of Seychelles, Mr Danny Faure.



Photos: SIF

Six young Seychellois volunteers selected from the general public through a national video competition will travel to Aldabra to help clean up marine debris in this almost inaccessible place. Each team member is a specialist within their own field, ranging from engineering, telecommunications and digital marketing, to conservation, private consultancy and marine biology. These volunteers will not only have a life changing experience, but will also be part of Aldabra's rescue from marine plastic pollution.

Six young conservationists from the UK, France and Belgium: four from The Queen's College and one from each of Jesus College and Merton College, at the University of Oxford will also form part of the team. All graduate students in biological and materials sciences, April Burt is the Project Lead: prior coming to Oxford, she managed the research team on Aldabra and specialises in marine and terrestrial habitat monitoring and conservation.

Media partners and corporate sponsors will be fundamental in sharing our story, the catastrophic effects of plastic pollution and the immediate and effective action individuals can take to reduce the amount of single use plastic used in the Seychelles and globally. As such, in addition to national coverage, we are in talks with the British Broadcasting Corporation (BBC) and Sky News to make sure that our story reaches the widest possible audiences.

Schools, community groups and individual supporters will be able to follow our activities and communicate with us on Aldabra as well as taking personal, individual pledges and actions that we will share through our social media channels and media partners.

What is special about Aldabra?



Aldabra is the world's second-largest coral atoll (150 square miles including lagoon) and isolated from the nearest landmass (Africa) by hundreds of miles. Thirty six years ago it was recognised by the United Nations Education Scientific and Cultural Organisation (UNESCO) as a place of Outstanding Universal Value.

Aldabra is almost pristine, or at least it was forty years ago. A ring of islands surrounds a central turquoise lagoon, the tidal heartbeat of the atoll, with millions of tonnes of water rushing in and out, twice every day. Aldabra's geographical isolation, rough terrain and scarcity of fresh water have deterred large human populations from settling, which means until now the atoll has been protected from people's lifestyles and behaviours. Aldabra is a rich and diverse ecosystem in which evolutionary processes are active due to minimal human interference. It is part of a global biodiversity hotspot, home to:

- the world's largest population of giant tortoises, the longest-lived died at the age of 250! These tortoises are now eating flip-flops; we find them in their faeces
- a pristine marine life: the presence of sharks indicates a healthy ecosystem: there are at least 10 species around Aldabra where they are protected and can grow to maturity
- the rail, the last flightless bird in the Indian Ocean region, along with thousands of rare and endangered seabirds – as many as 90% of these birds have plastic in their stomachs
- the largest population of nesting green turtles in the Western Indian Ocean
- an incredible variety of other species, some of which can only be found on Aldabra

Why must we act?



Only a small number of people have ever been to Aldabra, yet the oceans carry thousands of tonnes of humanity's debris to these beautiful shores, a visceral example of our destructive impact on this planet.

As a place of national and international significance, one that pulls at hearts and imaginations of every Seychellois, its protection from this growing threat is paramount.

We believe that it is not too late to protect Aldabra, to retain it as a beacon for future generations and to use this project to explain and promote the urgent need for people across the world to demand change in the use of plastics.

Uninhabited as the atoll is, those of us who have been lucky enough to spend some time there must bring its plight to public attention and ask people to help create a solution for the future. **Please join us in doing so.**



Photo: Rich Baxter

What will we do?

We will charter a cargo vessel to Aldabra in March 2019 and stay for between three and five weeks, gathering as much plastic and marine debris as possible– from flip-flops to toothbrushes, fishing nets to water bottles – all to be taken back to Mahé to raise awareness and initiate solutions to Seychelles' waste management issues.

Whilst undertaking the clean-up, we will endeavour to analyse the waste to identify where the plastic has come from and quantify just how much this remote place is impacted by humanity. We will keep a blog to regularly share our findings on our Facebook, Twitter, and Instagram pages, culminating in an academic report.

Both in the lead up to and following the March expedition, we will reach out to primary and secondary schools to engage and inspire young people to learn about Aldabra, minimise their use of plastic and support this project.

We will hold a variety of events across Seychelles, to spread the word amongst the Seychellois community, and, with the help of our social media reach, encourage all to take action and cut down on our use of plastic.

What will it cost?



The project will cost **2.8 million Seychelles rupees**:

- **1.5 million rupees** to charter a cargo boat to collect and transport the waste 1,000 km from Aldabra to the main Seychelles;
- **750,000 rupees** to get the team to Aldabra and back, by chartering a plane to Assumption Island, and finally a boat to Aldabra;
- **500,000 rupees** to buy supplies and equipment to be used on the atoll, where we will be living frugally, committing all our energy to clearing as much of the plastic and fishing debris as possible;
- **50,000 rupees** to cover the costs of awareness and education activities that will take place locally before and after the expedition.
- As of August 2018 over **1.2 million rupees** has been raised through individual contributions and corporate sponsorships from abroad. In Seychelles we hope to raise over **500,000 rupees** through financial donations and in kind contributions.
- We look forward to raising the total sum by October, to ensure we are able to commit to undertaking the project in March 2019.



Photo: Huw Cordey

Sponsorship Opportunities

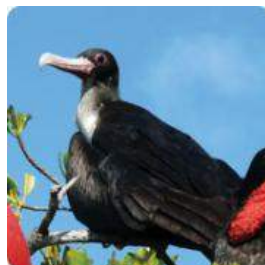


Become an official project sponsor

Choose from Gold, Silver or Bronze sponsorship packages. In each, your name will be included on our website, on our blog, in all publications, clothing and promotional materials. You will receive an invitation for up to fifteen people to attend the post project report and reception at Queen's College, Oxford University, and we will also mention you or your company name on our social media messaging. Please refer to our sponsorship table below for full details.

| Gold Sponsor SCR250,000 | Silver Sponsor SCR 100,000 | Bronze Sponsor SCR 50,000 |
|--|--|--|
| A fifteen minute film produced by the team for your organisation | | |
| A three minute personalised promo video for your chosen audience (staff customers, students) | A three minute personalised promo video for your chosen audience (staff customers, students) | |
| Name included on website, on our blog, in all publications, clothing and promotional materials | Name included on website, on our blog, in all publications, clothing and promotional materials | Name included on website, on our blog, in all publications, clothing and promotional materials |
| Invitation of up to fifteen people to attend a post project reception | Invitation of up to eight people to attend a post project reception. | Invitation of up to three people to attend a post project reception |
| An agreed schedule of your pledges/actions on plastic included in our social media messaging | An agreed schedule of your pledges/actions on plastic included in our social media messaging | An agreed schedule of your pledges/actions on plastic included in our social media messaging |

There are also other ways you can support



Any contribution can make a difference to the existence of these precious species



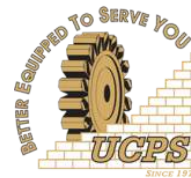
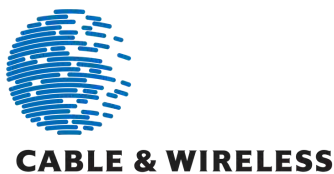


Some of the organisations that have already stepped forward



Who is next?

Seychelles are you ready to #beatplasticpollution on Aldabra?





Get in touch

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