



OCEAN ASSIST PROGRAMME

A transparent pathway to ocean recovery.



WHAT IS THE OCEAN ASSIST PROGRAMME?

Ocean Assist is a collective, science-led approach to ocean regeneration, combining structural industry commitments, transparent tracking, and guidance from leading marine scientists. Regeneration means helping damaged ecosystems recover, supporting the life and natural processes within them so they can thrive over time.

Ocean Assist Programme is **the first regenerative blue investment programme** with verified climate action.

MEASURABLE IMPACT



1,072 marine mammals monitored.



2 active marine regeneration projects.



23 verified emission reductions linked to every OAU.



UN Ocean Conference Voluntary Commitment.



Independently verified by **RINA**.

EACH OCEAN ASSIST UNIT (OAU) COMBINES:

1

RCU
(Regenerative Contribution Unit)

23

VER
(Verified Emission Reduction)



OUR REGENERATIVE PROJECTS

Important Marine Mammal Areas

Venice Lagoon Valley

WHY IT MATTERS

The marine industry depends on oceans for navigation, biodiversity, destinations, and unforgettable experiences.

Ocean Assist enables you to move beyond traditional carbon offsetting. It combines:

- Verified climate action.
- Measurable marine regeneration.
- Independent scientific verification.
- Transparent contribution tracking.
- Long-term biodiversity restoration

Ocean Assist strengthens your environmental, social and governance (ESG) commitments with credible, science-backed leadership and verified impact certification.

WAYS TO GIVE

Offset your charter

Charter add-on

Offset your refit

Offset your travel

Offset annual operations

Offset hotel load while berthed



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REVOLUTION**



IMPORTANT MARINE MAMMAL AREAS (IMMA)

Mapping the ocean's most important habitats for marine mammals.



WHAT IS IMMA?

Important Marine Mammal Areas (IMMAs) are scientifically identified habitats critical to the survival and recovery of marine mammal species.

They provide science-based guidance to:

- Protect critical marine habitats.
- Inform conservation and ocean management.
- Support responsible maritime operations.

HIGHLIGHT STATISTICS

323 IMMAs
identified worldwide.

82 IMMAs
in the North Atlantic.

130+
marine mammal
species represented.

The largest IMMA spans
11.8 million km²

WHAT IT MEANS TO YOU

Protecting marine mammals creates a ripple effect across the entire ocean.

- Whales naturally fertilise ocean waters.
- Nutrient-rich waters support phytoplankton growth.
- Phytoplankton absorb vast amounts of CO₂.
- Protecting critical habitats strengthens biodiversity and ecosystem resilience.



WHY IMMAs MATTER



Led by the IUCN's top-priority marine programme.



Independently assessed, free from political or economic influence.



Used by governments, NGOs, the International Whaling Commission, and maritime authorities.



Helps guide marine protection and responsible navigation in sensitive habitats.



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VENICE LAGOON VALLEY

Protecting one of the world's most valuable blue carbon ecosystems.



WHAT IS THE VENICE LAGOON VALLEY PROJECT?

The Venice Lagoon Valley Project protects a rare blue carbon ecosystem where nature and traditional aquaculture coexist.

It helps to:

- Restore coastal habitats.
- Store atmospheric CO₂ naturally.
- Strengthen biodiversity.
- Preserve traditional fishing.

HIGHLIGHT STATISTICS

Up to **8 tonnes** CO₂e captured per hectare each year.

10x faster carbon storage than mature tropical forests.

Up to **99%** of blue carbon stored below ground.

WHAT IT MEANS TO YOU

Healthy coastal wetlands deliver benefits far beyond the lagoon.



Naturally capture and store atmospheric CO₂ for decades, even centuries.



Protect biodiversity and strengthen ecosystem resilience.



Every OAU supports measurable environmental restoration.

WHY THE PROJECT MATTERS



Protects a UNESCO-listed blue carbon ecosystem.



Delivers scientifically measured and monitored carbon sequestration.



Combines ecosystem restoration, traditional aquaculture, and climate action.



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