

*Our lives depend on the*

# OCEANS



THE OCEANS



# ARE OUR HOME

*“Just like the blood running through our veins, the sea provides the energy that feeds our souls.”*

*The oceans guarantee the survival of the human race”*

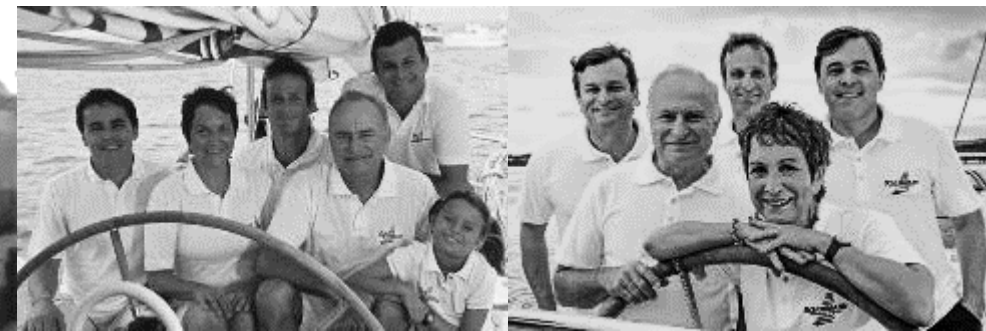
**VILFREDO SCHURMANN**



# THREE DECADES AT THE SEA

We went on three extraordinary around the world expeditions, always retracing history. However, **a fact has always been present** in these expeditions.

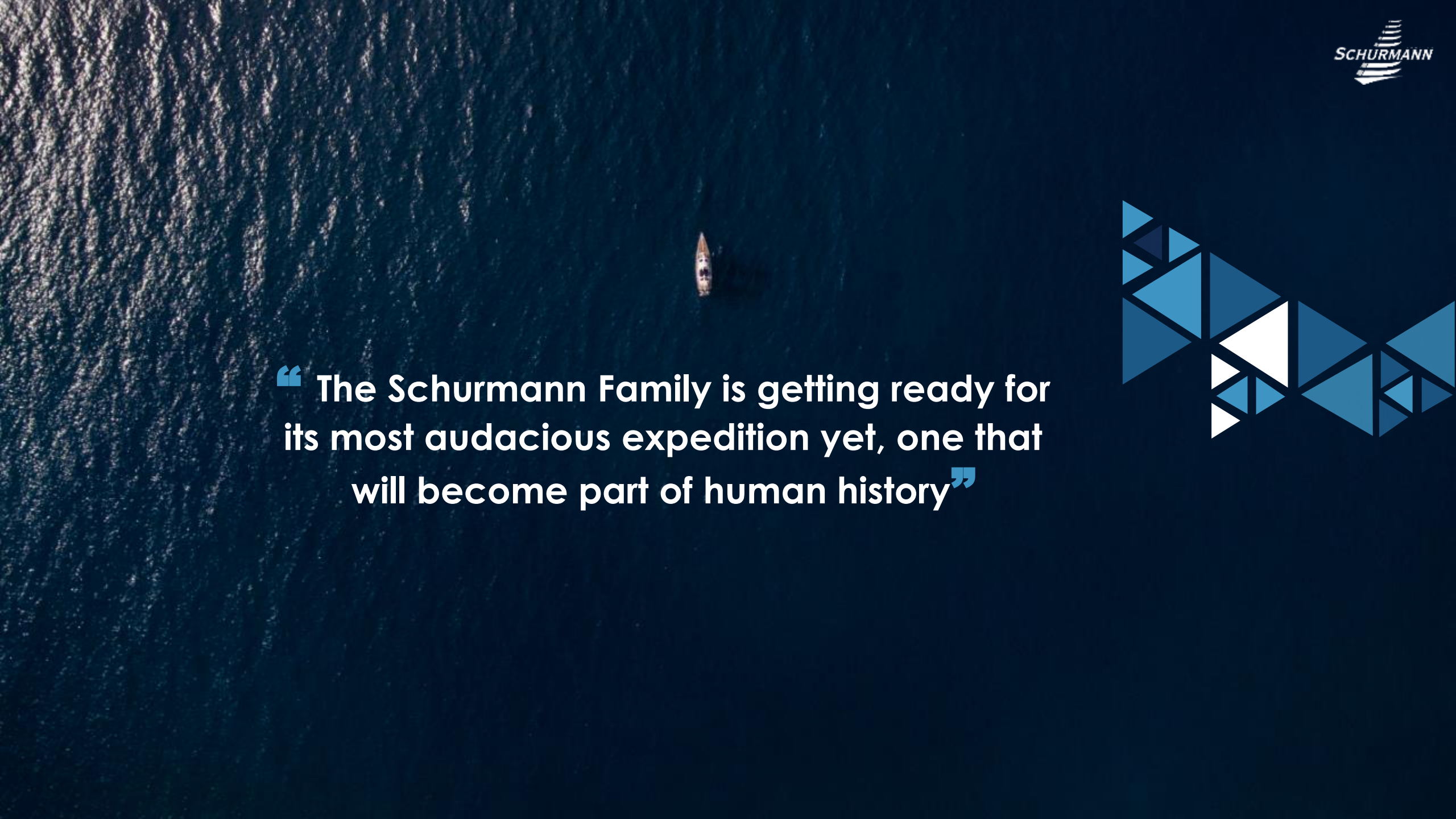
Throughout the world, we were able to witness **the great changes that are happening to the oceans.**



The latest and **most worrisome** change we witnessed was the invasion of



PLASTIC  
IN THE SEA

An aerial photograph of a small, white boat with a dark cabin, floating on a vast, dark blue ocean. The water's surface is textured with small waves and ripples. The boat is positioned in the center of the frame, creating a sense of isolation and scale.

**“ The Schurmann Family is getting ready for its most audacious expedition yet, one that will become part of human history”**





VOICE OF THE  
 **OCEANS**



United Nations  
Global Compact

**PLASTIC  
SOUP**  
FOUNDATION



# GOALS



## VOICE OF THE OCEANS

**1** **WITNESS** and register *in loco* the reality of what is happening and how people are saving the oceans.

**2** Seek innovative and practical **SOLUTIONS** that might change this scenario

**3** **RAISE AWARENESS** to people around the world for the need of urgent actions





EXPEDITION &  
COMMUNICATION



SCIENTIFIC



OPEN INNOVATION



EDUCATIONAL



Main

# PILLARS



The **Voice of the Oceans** initiative is currently focused in three main pillars.

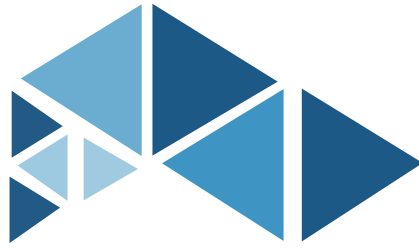


# EXPEDITION & COMMUNICATION



## VOICE OF THE OCEANS EXPEDITION

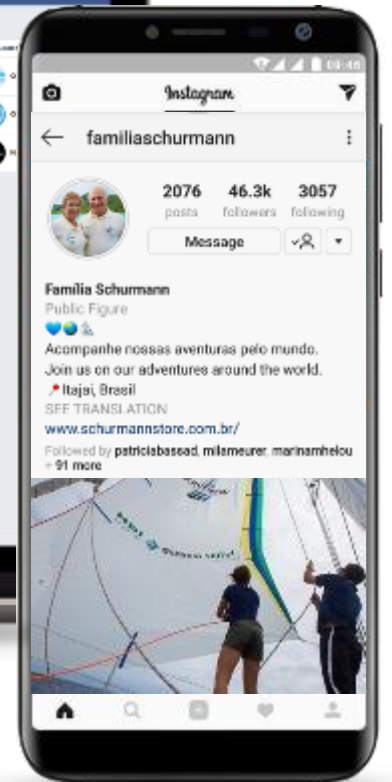
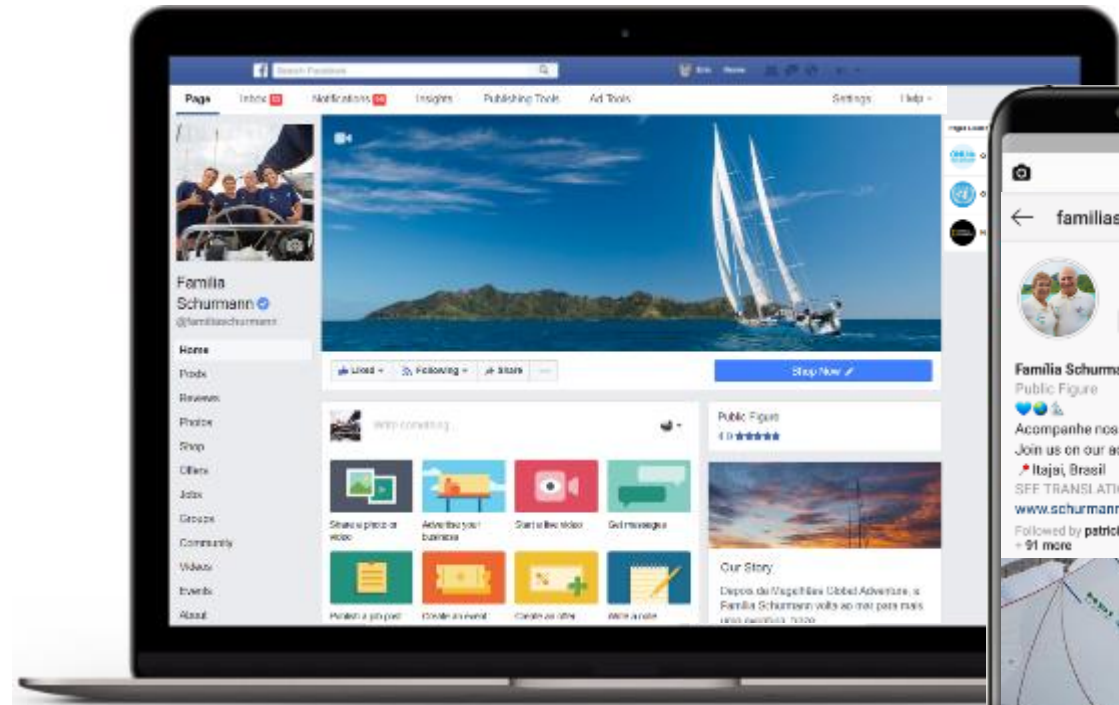
By means of a structure specially planned, the **VOICE OF THE OCEANS** Expedition is going to rely on a committed team to produce multimedia content and release of photos, videos, and texts in different medias.



# VOICE OF THE OCEANS ONLINE

The expedition will have a unique **ONLINE experience** through **social networks** - Facebook, Instagram and Twitter, including **LIVES** and **STORIES** **straight from the sailboat.**

A **hotsite** for the Expedition VOICE OF THE OCEANS will be developed in **two languages** (Portuguese and English), and it's going to be **updated** daily with the location of the sailing boat with periodically photos and videos.



VOICE OF THE OCEANS

# VIDEOS & PHOTOS

Production of special content for national and international broadcasting & media

- WEEKLY VIDEOS & PHOTOS
- QUARTERLY OVERVIEW
- ANNUAL SHORT DOCUMENTARY



## POTENTIAL PARTNERSHIPS





VOICE OF THE OCEANS

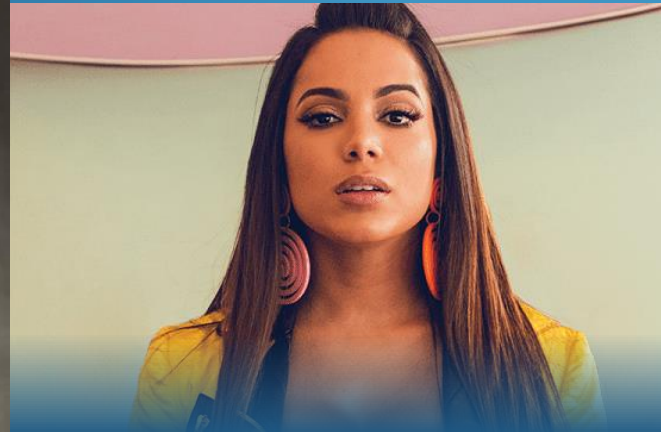
# INFLUENCERS



*Sylvia Earle*



*Mateus Solano*



*Anitta*



*Jack Johnson*

**WE WILL BRING INFLUENCERS AND OPINION LEADERS  
RECOGNIZED AROUND THE WORLD TO PARTICIPATE  
IN THE EXPEDITION ONBOARD, FOR SHORT PERIODS  
OF TIME**

Every **45 days an influencer will be received** onboard, totaling **12 influencers during the expedition**. Specific audiovisual content, such as **professional video and photo will be produced for guests** to broadcast on their own channels.

VOICE OF THE OCEANS

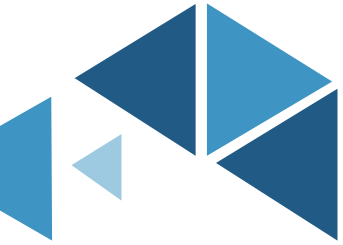
# OCEANS TALKS

We will **broadcast live** straight from the sailing yacht TED TALKS style videos with **experts, scientist and inventors** introducing solutions.



VOICE OF THE OCEANS

# OPEN INNOVATION





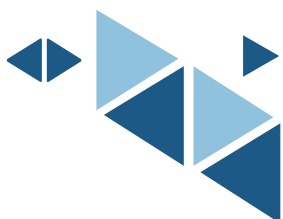
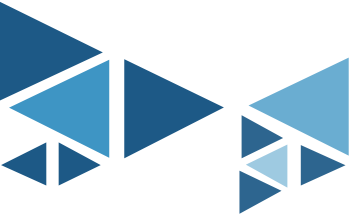
## OPEN INNOVATION

### GLOBAL POLYMERS OPEN INNOVATION PROGRAM Powered by Spin

Voice of the Oceans and SPIN have joined forces on a global search for solutions for the Polymer Industries and its value chain. The goal is to help reinvent the industry through new technologies, with the aim of reducing the impacts of **plastics** and **microplastics** in the oceans.

The program aims to identify, qualify and apply innovative technologies to **REPLACE, REDUCE** and **REUSE** polymers throughout their production cycle in the **INDUSTRIES**, in order to avoid their negative impacts.





# PROGRAM OBJECTIVES

Find **innovative and sustainable solutions** that enable a gradual transformation in the polymer industries and its value chain through engaging entrepreneurship, innovation, sustainability and new economy initiatives.

- 1** **ADD** polymer industries and their value chain to the program with its specific challenges and objectives.
- 2** Search for innovative and technological **SOLUTIONS** from global startups and universities that can solve those challenges.
- 3** **CONNECT** the best solutions to the industries' challenges to generate sustainable innovation, focusing on ROI and impact.







## BENEFITS FOR CORPORATIONS

The program provides real **open innovation** experience through the relationship with **startups** and their innovative and **sustainable** solutions, aligned with good ESG practices.

It also enables more assertive **marketing** aimed at **new economy** audiences and consumers.

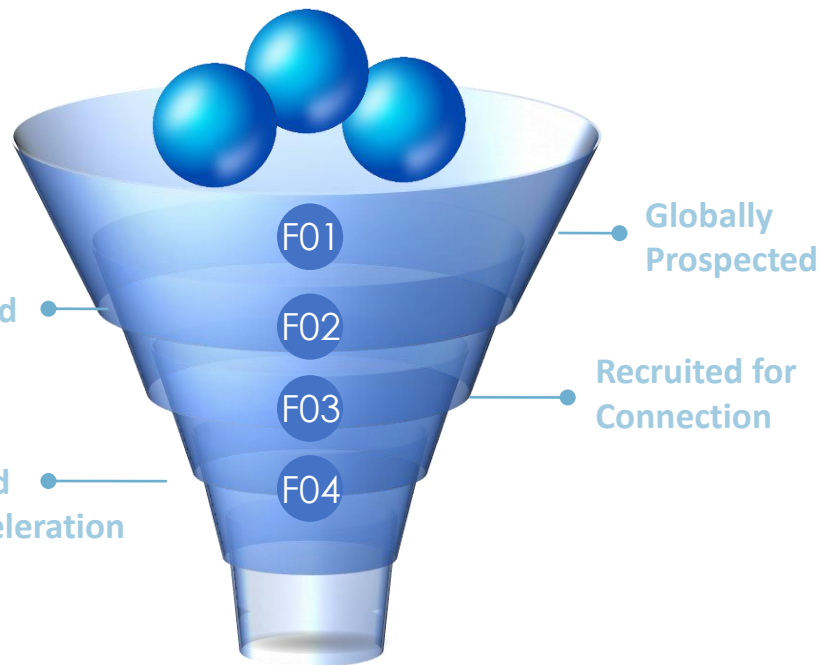
### Why join the Voice of the Oceans Global Polymers Open Innovation Program?

Open innovation via startups is a new global reality that brings serendipity and guarantees speed to **solve complex problems** as well as gradually **reinvent business**.

Joining the Program is an excellent opportunity to identify and expand **sustainable alternatives to accelerate the reduction of impacts** resulting from polymers.

It also provides the opportunity to **co-create solutions** with hundreds of **qualified and jointly chosen** global startups, with a strong bias towards sustainable innovation.

Finally, and keeping **ROI** in mind, the Program aims to make feasible the real and applicable solutions for the “here and now” challenges, allowing Industries to keep sustainable growth strategies and positive market positioning.



# TEAM OF SPECIALISTS



*Beny Fard*  
CEO – Spin HQ



*Robert Pearlstein*  
Advisor – Spin USA



*Fernanda Nacagami*  
Advisor – Spin Asia



*Patrick Teyssoneyre*  
Advisor – Spin Asia



*Beny Rubinstein*  
Advisor – Spin MEA



*Claudio Scheuer*  
Advisor – Spin Europe



*Antonio C. da Silva*  
Program Advisor



*Evelise Fard*  
COO – Spin



*Matheus Cadorin*  
Head of Acceleration  
Program – Spin



*Eduardo dos Ramos*  
Head of Portfolio – Spin



*Danilo Nader*  
Head Technology– Spin

All specialists involved have national and international experience in the areas of **technology, innovation, startups** and **industries**

Spin units will operate simultaneously in the **engagement** and **search process of startups** aligned with the demands of the sponsors of each focus area.

VOICE OF THE OCEANS

# SCIENTIFIC

SCHÜRMANN



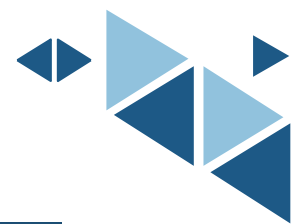
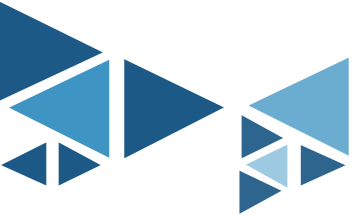


# VOICE OF THE OCEANS SCIENTIFIC



**Voice of the Oceans** and **Infito Mare** have joined forces on a global scientific initiative to investigate the different levels of impacts that the oceans are suffering. The goal is to **unite** the scientific community in a **disruptive approach** that aims **to observe, advocate, communicate** and **protect our oceans**.

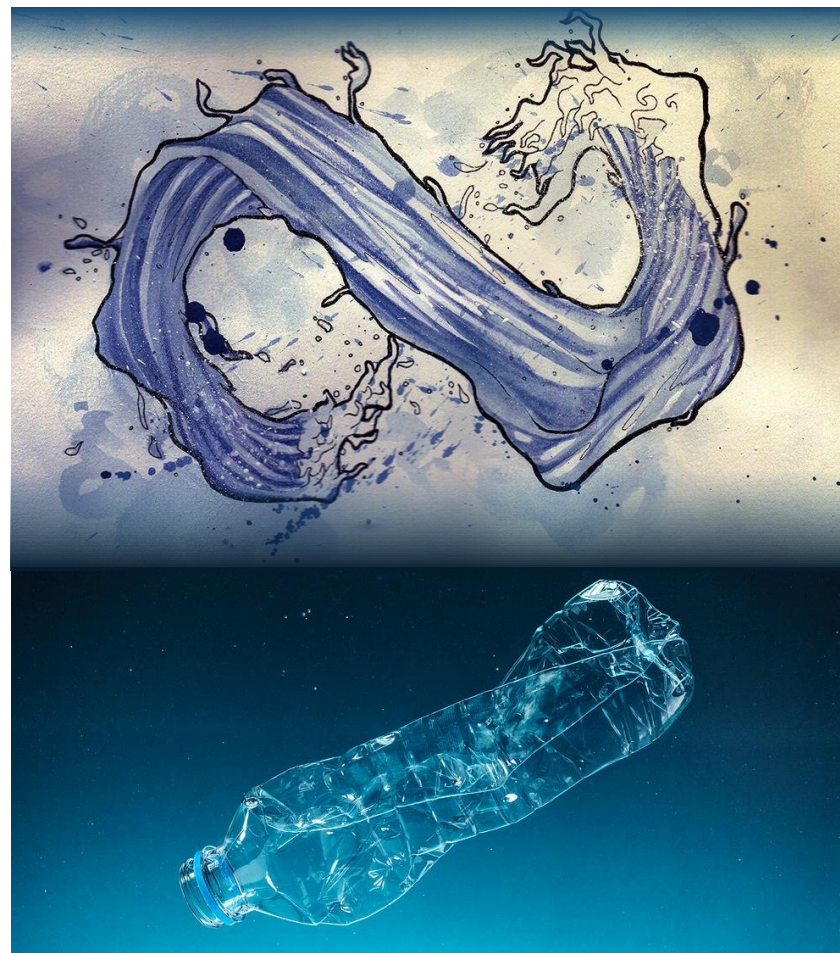
The project aims to acquire scientific data using the high-quality technologies to **UPDATE** our information on the environmental conditions of the oceans in order to advocate for a more **sustainable society**, to **better communicate** and promote **Ocean Literacy**.



# PROJECT OBJECTIVES

Comprehend the different levels of **impacts in the oceans caused by human activities** and to **unite scientists** and **move towards a sustainable future** for the oceans.

- 1 **INVESTIGATE** the water quality and biogeochemistry of the oceans
- 2 In association to **drone-flights and satellite remote sensing**, a broader area of the oceans will be covered
- 3 **BUILD** a **global network** to advocate and protect our oceans **against** the prevalence of a **plastic-based society** – **Hub Voice of the Oceans**



# BENEFITS FOR SCIENCE AND THE WORLD

The project unites scientists in a **disruptive approach** to marine science and **ocean communication**. A **Big Data** and **Open Sharing Data environment** will concentrate information and knowledge on the oceans and promote ocean literacy and culture.

It also enables more assertive **ocean governance** aimed at **new and sustainable economy**,

## Why join the Voice of the Oceans Scientific?

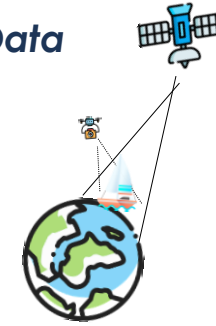
Voice of the Oceans Scientific is a new global reality that brings **originality** and **commitment to observe and show the damages suffered by the oceans**

It also provides the opportunity to **co-create new scientific projects** with dozen of **scientists** all over the world and better understand the complexity of the oceans

Joining the Project is an excellent opportunity **connect to organizations, institutions, NGOs, Universities and Governments** that stands for a sustainable future

Finally, and keeping in mind, the Project aims to make feasible a real costly oceanographic investigation, allowing high resolution data acquisition and **giving voice to the** current conditions of the **oceans**.

### Hub- Data flow



1. Oceanographic data acquisition



2. Data transmission to the Cloud



3. Data integration and applied analytics and statistics



4. Visualization and communication General public



5. Data sharing (via registration)



5.1 General community



5.2 Scientific community

# ADVISORY BOARD

## BRAZIL



*Dr. Ronaldo Christofolleti*   *Dr. Paulo Lana*   *Dr. Rubens Lopes*   *Dr. Ana Luiza Albuquerque*   *Dr. Monica da Costa*   *Dr. Vanessa Hatje*   *Dr. Aurea Ciotti*   *Dr. Frederico Brandini*   *Dr. Eunice Machado*   *Dr. Carla Carvalho*

Composed of **14 renowned scientists** in the field of **marine science** and **scientific communication**

The **Scientific Advisory Board** integrates experienced professionals in a disruptive and inter-transdisciplinary approach to Marine Science

## INTERNATIONAL



*Dr. Alex Prast*   *Dr. Oliver Zielinski*   *Dr. Nicole Poulton (tbc)*   *Dr. Joe O'Callaghan*  
Sweden/Brazil   Germany   USA   New Zealand

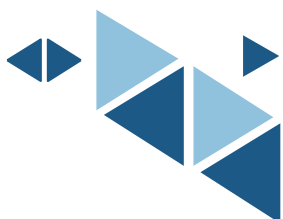
VOICE OF THE OCEANS

# EDUCATIONAL



A bilingual **educational material about the handling and reducing plastics** will be developed and made **available online, free of charge.**





# PROJECT OBJECTIVES

## Generate impact and promote social transformation

- 1 Implementation** of educational actions  
Strengthening local communities, **schools, NGOs and partners**
- 2 Propose solutions** to the problems identified, good practices and after journey sustainability  
**Training workshops:** ocean studies, residues, beach cleaning and sustainability.  
Development of educational materials and games.
- 3 Inclusion** of the theme in **school curriculum.**





# TARGET PUBLIC:



7.322 multipliers influencers in educational journeys. Focused on high school



11.000 school community members influenced (staff and other students)

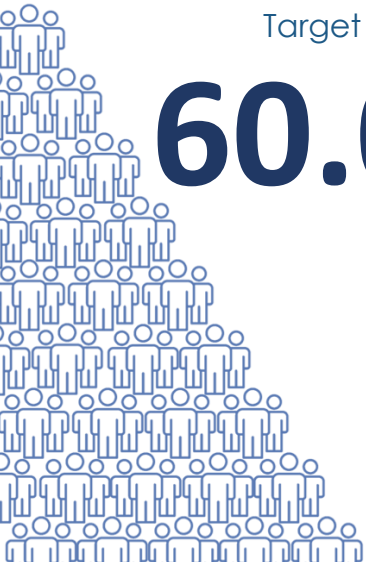


50.000 people influenced: families and community members



Target public:

# 60.000



Operating in 11 brazilian coastal cities:



VOICE OF THE OCEANS

# EXPEDITION ROUTE



VOICE OF THE OCEANS

# KAT SAILBOAT

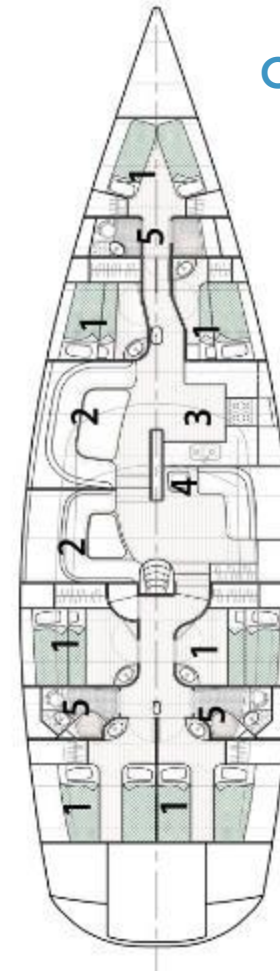
## CHARACTERISTICS OF KAT SAILBOAT

Length: 23.96 m

Width: 6.37 m

Displacement: 71 tons

Draught: 2.20 and 5.20 m



- 1 Cabins
- 2 Rooms
- 3 Kitchen
- 4 Pilot station
- 5 Bathrooms





KAT SAILBOAT

# CONTENT PRODUCER



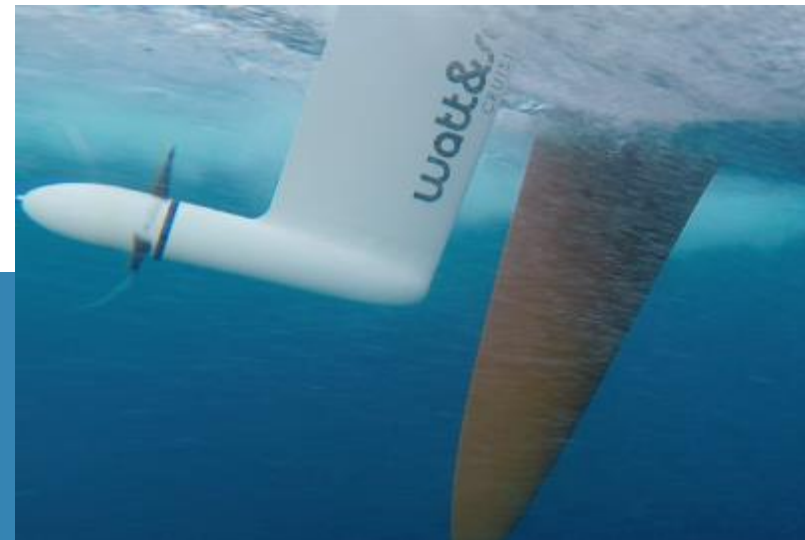
**ON BOARD "KAT" WE HAVE STATE OF THE ART COMMUNICATION AND IMAGE CAPTURING TECHNOLOGY**

- ▶ Satellite broadband communication
- ▶ 4k cameras and waterproof housing
- ▶ Cameras set in strategic locations of the sailboat
- ▶ Videoconference system for live broadcast
- ▶ Image editing stations
- ▶ Media delivery backup system



KAT SAILBOAT

# INNOVATION LAB



## SOLUTIONS AND INNOVATIONS IN SUSTENTABILITY AND NAVIGATION

- ▶ Clean energy generation system (Eolic, solar panels and hydro generators)
- ▶ Sewage treatment system
- ▶ Digital navigation with transponder
- ▶ Recyclable garbage compactor
- ▶ Low fuel consumption generators
- ▶ Retractable hydraulic keel

# PROJECT

SCHEDULE

Preparation

**6 MONTHS**

Expedition

**24 MONTHS**

Conclusion

**3 MONTHS**

Date of Departure

**AUGUST 8<sup>TH</sup> 2021**



# VOICE OF THE OCEANS



In order to carry out this project, we require the support of sponsors and partners which will make it possible to hoist the sails and bring **VOICE OF THE OCEANS** to the world.







 @schurmanns

 Familia\_Schurmann

 familiaschurmann

## Voice of the Ocean Institute (Schurmann Family)

### Contacts

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São Paulo, SP – 04532.082 - Brazil  
Tel. BR: +55 11 98158 7113

## Voice of the Ocean – Open Innovation (SPIN)

### Contacts

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[www.spin.capital](http://www.spin.capital)

## Voice of the Ocean – Scientific (Infinito Mare)

### Contacts

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