

SEABED MINING CAMPAIGN Media Toolkit



CONTENTS

- I. About: Sustainable Ocean Alliance**
- II. About: SOA CEO, Daniela Fernandez**
- III. SOA Seabed Mining: Position Statement**
- IV. SOA Seabed Mining: Press Release**
- V. SOA Seabed Mining: Campaign Letter**
- VI. SOA Seabed Mining: Social Media Captions**

1

ABOUT

Seabed Ocean Alliance

I. ABOUT

PAGE 4

About Sustainable Ocean Alliance

Sustainable Ocean Alliance (SOA) is a global non-profit organization that advances the impact of startups, social enterprises and initiatives that are developing solutions to protect and sustain our ocean. SOA's pipeline of ocean leaders is cultivated through a hub-based model, led by students at the collegiate and young professional levels.

Sustainable Ocean Alliance (SOA) was founded in 2014 as a college-room idea. With phenomenal speed, SOA has created the world's largest network of young ocean leaders – through establishing a presence in over 155 countries, launching the first-ever Ocean Solutions Accelerator in 2018 to support ocean tech startups, and partnering with corporations and governments to develop technological solutions that can address the greatest threats facing our planet.

Connect with Sustainable Ocean Alliance (SOA) on [LinkedIn](#), [Twitter](#), [Facebook](#), and [Instagram](#) using handle @soalliance.

2 | **ABOUT** Our Founder / CEO

II. ABOUT: SOA CEO/Founder

Meet Daniela Fernandez

PAGE 6



Daniela V. Fernandez

Founder and CEO of Sustainable Ocean Alliance, award-winning social entrepreneur, thought leader, and international speaker on the entrepreneurial mindset, ocean innovation, and technology, youth empowerment, and sustainability.

At the age of 19, Daniela founded Sustainable Ocean Alliance (SOA) as a college-room idea at Georgetown University. Six years later, she has built SOA into a global organization that is cultivating and accelerating innovative solutions to protect and sustain the health of the ocean. With phenomenal speed, SOA has created the world's largest network of young ocean leaders - by establishing a presence in over 185 countries and has successfully launched the world's first Ocean Solutions Accelerator to develop technological solutions that can address the greatest threats facing our planet.

II. ABOUT: SOA CEO/Founder Career Highlights

PAGE 7



- Work recognized by President Bill Clinton & former U.S. Secretary of State John Kerry
- Work recognized by EU Commissioner Karmenu Vella
- Becoming a World Economic Forum Global Shaper and a member of the Friends of Ocean Action, a select group of leaders coming together to fast-track solutions to the most pressing challenges facing the ocean.
- 2020 Travel + Leisure Global Vision Award winner
- Awarded the 2020 'Rising Star' Visionary Award by Silicon Valley Forum
- Named a 2019 Forbes 30 Under 30 Social Entrepreneur
- Named one of Glamour Magazine's College Women of the Year
- Listed as Zula's Top 5 Ocean Heroes of 2016
- Received the Peter Benchley Ocean Award and Bustle Upstart Award
- Contributor to National Geographic and Sustainable Brands
- Interviewed by Voice of America, New York City TV, and Ocean Radio
- Being a sought-out keynote speaker at high-level events including The Economist World Ocean Summit, the Global Climate Summit, The Global Convening of Mayors, The United Nations, U.S. Capitol Hill Ocean Week, Cleantech Forum, Grounded Summit, SXSW, The Aspen Institute, Collision Conference, Sustainable Brands Conference, WE Day, and Davos 2019 - The World Economic Forum's Annual Meeting plus more

3

POSITION STATEMENT

Seabed Mining Campaign

III. POSITION STATEMENT

Seabed Mining Campaign

PAGE 9

The Sustainable Ocean Alliance (SOA) advocates for the right of present and future generations to inherit a healthy and thriving ocean. Therefore SOA, representing the largest global network of young ocean leaders, calls for a moratorium on deep-seabed mining, for at least for 10 years, in line with the UN Decade of Ocean Science, which enables the global community to:



1. Undertake scientific research to better understand the unique deep-sea biodiversity, the seabed's role in carbon storage and the larger climate system, the potential impacts of mining and the risks to deep-sea species and ecosystems, the potential for mitigation and recovery, and the opportunities to invest in and expand the circular economy; and



2. Ensure that decision-making processes around deep-seabed mining, such as those at the International Seabed Authority (ISA) are inclusive, transparent, accountable, adequately account for intergenerational equity, and ensure the protection of marine biodiversity and the ocean's health.

This position resonates deeply with SOA's global community of young leaders, as they recognize that deep-seabed mining could be a final tipping point for an ocean already under extreme threat - and one that would have long-lasting impacts on future generations. Therefore, with so much at stake, we urge the global community to take a considered pause before rushing forward with deep-seabed mining, putting the precautionary principle, science, and transparent processes first.

III. POSITION STATEMENT

Background

- The deep sea and the seabed are home to a plethora of species that exist in extremely biodiverse, fragile, and unique ecosystems, many of which are found nowhere else on the planet.
- At present, deep-sea ecosystems remain largely unexplored and poorly understood.
- In recent years, there has been expanding international interest to commercially mine the deep-seabed to access highly sought after minerals and metals, such as cobalt, copper, manganese, nickel, and more, under the guise of fueling the green energy revolution.
- The potential impacts of mining the deep-seabed are many, including species and habitat loss, shifts in ocean chemistry and systems, release of sequestered carbon, and widespread sediment plumes that can disrupt species and ecosystems.
- Scientists have raised concerns that deep-sea ecosystems likely will not recover within human timescales, if ever, from the impacts of deep-seabed mining.
- The International Seabed Authority (ISA), which regulates mining in the international seabed, already has issued 30 mining exploration licenses, covering more than 1 million square kilometers of deep-seabed in the Pacific, Atlantic and Indian Ocean.
- At present, no exploitation licenses have been issued, but the pressure is mounting for the ISA to move forward with finalizing and adopting exploitation regulations that would open the door for large-scale industrial mining of the deep sea to begin internationally.

III. POSITION STATEMENT

PAGE 11

Why are we calling for a moratorium on deep-seabed mining?



We need more deep-sea science

– In line with the UN Decade of Ocean Science, we should commit to expanding deep-sea research and science before moving forward with deep-seabed mining so that we better understand the deep-sea ecosystems and their benefits, the potential for preventing and mitigating impacts from mining, and the timescale and likelihood for recovery.



We need to implement the precautionary principle

Without adequate scientific understanding and high risk for irreparable impact, we should be leading with the precautionary principle until risks are fully understood rather than rushing forward with deep-seabed mining for the sake of short-term profits.



We need to protect the deep sea's climate benefits

Given the state of our global climate, we need to protect the deep-sea ecosystems for their ability to sequester and store carbon, which is critical to regulating and stabilizing our global ocean and climate systems.



We need to align our global ocean commitments

– Moving forward with deep-seabed mining, without adequate scientific understanding of the scale of impact to the ocean, does not align with the global community's continued commitment to the health and resiliency of our ocean through SDG 14, the BBNJ process, the IPCC Special Report on the Ocean and Cryosphere, and the Blue COP. We must continue to hold governments to these commitments.



We need to invest in a circular economy –

For our present and future, we must invest in innovation and the circular economy rather than the outdated linear model of 'take, make, waste' that relies on extraction from pristine environments, such as the deep sea, and results in devastating biodiversity loss and extensive environmental impact.



We need transparent and inclusive decision making processes

– Any decisions to move forward with deep-seabed mining must be made through transparent, inclusive, and accountable decision making processes that adequately account for intergenerational equity.

III. POSITION STATEMENT

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For our present and future, we must invest in innovation and the circular economy rather than the outdated linear model of 'take, make, waste' that relies on extraction from pristine environments, such as the deep sea, and results in devastating biodiversity loss and extensive environmental impact.

We need transparent & inclusive decision making processes

Any decisions to move forward with deep-seabed mining must be made through transparent, inclusive, and accountable decision making processes that adequately account for intergenerational equity.

III. POSITION STATEMENT

Call for Support

SOA and its global community of young leaders are passionate and unwavering in their belief that deep-seabed mining is an unjustified threat to the health of our ocean and the present and future generations that depend on it. We therefore ask you to join us in calling for a moratorium on deep-seabed mining, for at least 10 years, in line with the UN Decade of Ocean Science. We also call for the decision-making processes around deep-seabed mining, particularly within the ISA, to be inclusive, transparent, and accountable, considering both present and future generations.

In the words of SOA's Founder and CEO, Daniela Fernandez, "We can no longer deny the trajectory of the climate's decline, nor can we accept the pillage of our last natural resources for economic gain. We ask that you and your community support us in our call for a moratorium on deep-seabed mining."

Sources

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4

PRESS RELEASE
Seabed Mining Campaign

Seabed Mining Campaign

Sustainable Ocean Alliance Issues Position Statement On Deep-Sea Mining, Calling For a Ten-Year Moratorium

October 13, 2020, [Victoria, Seychelles] — Sustainable Ocean Alliance (SOA), a global non-profit organization that advances the impact of ocean leaders and ocean solution startups, today issued a position statement calling for a moratorium on deep-seabed mining, for at least for 10 years, in line with the UN Decade of Ocean Science.

The potential impacts of mining the deep-seabed are plentiful, including species and habitat loss, shifts in ocean chemistry and systems, release of sequestered carbon, and widespread sediment plumes that can disrupt species and ecosystems.



The need for more deep-sea science – In line with the UN Decade of Ocean Science, the ocean community should commit to expanding deep-sea research and science before moving forward with deep-seabed mining to better understand the deep-sea ecosystems and its benefits, the potential for preventing and mitigating impacts from mining, and the timescale and likelihood for recovery.



The need to implement the precautionary principle – Without adequate scientific understanding and high risk for irreparable impact, supporters should be leading with the precautionary principle until risks are fully understood rather than rushing forward with deep-seabed mining for the sake of short-term profits.



The need to invest in a circular economy – For the present and future, as a global community, we must invest in innovation and the circular economy rather than the outdated linear model of 'take, make, waste' that relies on extraction from pristine environments, such as the deep sea, and results in devastating biodiversity loss and extensive environmental impact.

IV. PRESS RELEASE

Seabed Mining Campaign

PAGE 16

“We can no longer deny the trajectory of the climate’s decline, nor can we accept the pillage of our last natural resources for economic gain,” says Daniela Fernandez, founder and CEO of Sustainable Ocean Alliance. “We ask that you and your community support us in our call for a moratorium on deep-seabed mining.”

SOA and its global community of young leaders are passionate and unwavering in their belief that deep-seabed mining is an unjustified threat to the health of the ocean and the present and future generations that depend on it. The company is therefore asking the public to join in calling for a moratorium on deep-seabed mining, for at least 10 years. Furthermore, SOA is calling for the decision-making processes around deep-seabed mining, particularly within the ISA, to be inclusive, transparent, and accountable, considering both present and future generations.

Already, SOA Young Ocean Leaders have been taking action. Jeremy, from the Seychelles, first learned about the implications of deep seabed mining by attending Our Ocean 2019’s Youth Leadership Summit.

“Aware of Seychelles’ interest in oil and gas exploration and exploitation I mistakenly joined a team as part of the boot camp that focused on deep seabed mining, thinking these two subjects were one and the same,” says Jeremy. “After discussing further with my new teammates I not only realized my misinterpretation but also the degree to which this 21st-century gold rush to the largest and least explored ecosystem as well as its potentially devastating impact, was unknown to the vast majority of people. Even those in the conservation space like me. Since last year I have been working with SOA to find ways to raise awareness on an issue that hurts the world’s chances of fighting the climate crisis and destroys the ideas of a sustainable blue economy.”

Visit www.SOAlliance.org to sign the petition, calling on your government representatives and the ISA to put a pause on deep-seabed mining.

IV. PRESS RELEASE

About Sustainable Ocean Alliance

PAGE 17

Sustainable Ocean Alliance (SOA) is a global non-profit organization that advances the impact of startups, social enterprises, and initiatives that are developing solutions to protect and sustain our ocean. SOA's pipeline of ocean leaders is cultivated through a hub-based model, led by students at the collegiate and young professional levels.

Sustainable Ocean Alliance (SOA) was founded in 2014 as a college-room idea. With phenomenal speed, SOA has created the world's largest network of young ocean leaders – through establishing a presence in over 185 countries, launching the first-ever Ocean Solutions Accelerator in 2018 to support ocean tech startups, and partnering with corporations and governments to develop technological solutions that can address the greatest threats facing our planet.

Connect with Sustainable Ocean Alliance (SOA) on [Twitter](#), [Facebook](#), and [Instagram](#) using handle @soalliance.

5

CAMPAIGN LETTER

Seabed Mining Campaign

V. Seabed Mining Campaign Letter

Dear Esteemed Representative,

As young ocean leaders, we are extremely concerned by the evolving interest and recent pushes to mine the deep-seabed, under the guise of fueling the green energy revolution. We are unwavering in our belief that deep-seabed mining is an unjustified threat to the health of our ocean and the present and future generations that depend on it. Therefore, with so much at stake, we are asking you to stand with us in calling for a moratorium on deep-seabed mining, for at least 10 years, in line with the UN Decade of Ocean Science.

We believe that a moratorium on deep-seabed mining is necessary for two primary reasons:

- As a global community, we need to undertake scientific research to better understand the unique deep-sea biodiversity, the seabed's role in the larger climate system, the potential impacts of mining and the risks to deep-sea species and ecosystems, the potential for mitigation and recovery, and the opportunities to expand the circular economy; and
- We need to ensure that any decision-making processes around deep-seabed mining, such as those taking place at the International Seabed Authority (ISA), are inclusive, transparent, accountable, and adequately account for intergenerational equity.

V. Seabed Mining Campaign Letter cont.

PAGE 20

Though at present no commercial deep-seabed mining is taking place, the pressure is mounting for national governments and the ISA, the body that regulates mining in the international seabed, to allow widespread extraction to begin internationally. If this is allowed, we will exploit incredibly biodiverse and fragile ecosystems that will result in severe environmental impacts that we cannot fully understand, let alone predict or mitigate. Moreover, deep-seabed mining stands in conflict with many widely accepted norms and current global commitments, such as the precautionary principle, science-based, transparent decision-making, Sustainable Development Goal (SDG) 14, the BBNJ process, the recent IPCC report, and the Blue COP. Despite all of this, few stand to profit from deep-seabed mining, while many stand to be affected.

For all these reasons and more, we, as young ocean leaders ask you to stand with us on the right side of history to support a moratorium on deep-seabed mining in line with the UN Decade of Ocean Science. We ask you to stand for science, stand for the ocean, and stand for the rights of current and future generations.

We sincerely thank you for your support and for your leadership,

(Name)

V. SEABED MINING CAMPAIGN LETTER

Background

PAGE 21

- The deep sea and the seabed are home to a plethora of species that exist in extremely biodiverse, fragile, and unique ecosystems, many of which are found nowhere else on the planet.
- At present, deep-sea ecosystems remain largely unexplored and poorly understood.
- In recent years, there has been expanding international interest to commercially mine the deep-seabed to access highly sought after minerals and metals, such as cobalt, copper, manganese, nickel, and more, under the guise of fueling the green energy revolution.
- The potential impacts of mining the deep-seabed are many, including species and habitat loss, shifts in ocean chemistry and systems, release of sequestered carbon, and widespread sediment plumes that can disrupt species and ecosystems.
- Scientists have raised concerns that deep-sea ecosystems likely will not recover within human timescales, if ever, from the impacts of deep-seabed mining.
- The International Seabed Authority (ISA), which regulates mining in the international seabed, already has issued 30 mining exploration licenses, covering more than 1 million square kilometers of deep-seabed in the Pacific, Atlantic and Indian Ocean.
- At present, no exploitation licenses have been issued, but the pressure is mounting for the ISA to move forward with finalizing and adopting exploitation regulations that would open the door for large-scale industrial mining of the deep sea to begin internationally.



V. SEABED MINING CAMPAIGN LETTER

PAGE 22

Why are we calling for a moratorium on deep-seabed mining?



We need more deep-sea science

– In line with the UN Decade of Ocean Science, we should commit to expanding deep-sea research and science before moving forward with deep-seabed mining so that we better understand the deep-sea ecosystems and their benefits, the potential for preventing and mitigating impacts from mining, and the timescale and likelihood for recovery.



We need to implement the precautionary principle

Without adequate scientific understanding and high risk for irreparable impact, we should be leading with the precautionary principle until risks are fully understood rather than rushing forward with deep-seabed mining for the sake of short-term profits.



We need to protect the deep sea's climate benefits

Given the state of our global climate, we need to protect the deep-sea ecosystems for their ability to sequester and store carbon, which is critical to regulating and stabilizing our global ocean and climate systems.



We need to align our global ocean commitments

– Moving forward with deep-seabed mining, without adequate scientific understanding of the scale of impact to the ocean, does not align with the global community's continued commitment to the health and resiliency of our ocean through SDG 14, the BBNJ process, the IPCC Special Report on the Ocean and Cryosphere, and the Blue COP. We must continue to hold governments to these commitments.



We need to invest in a circular economy –

For our present and future, we must invest in innovation and the circular economy rather than the outdated linear model of 'take, make, waste' that relies on extraction from pristine environments, such as the deep sea, and results in devastating biodiversity loss and extensive environmental impact.

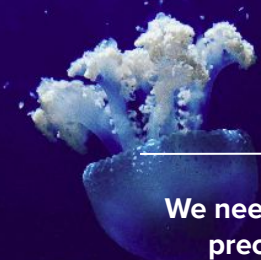


We need transparent and inclusive decision making processes

– Any decisions to move forward with deep-seabed mining must be made through transparent, inclusive, and accountable decision making processes that adequately account for intergenerational equity.

V. SEABED MINING CAMPAIGN LETTER

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V. SEABED MINING CAMPAIGN LETTER

Call for Support

PAGE 24

SOA and its global community of young leaders are passionate and unwavering in their belief that deep-seabed mining is an unjustified threat to the health of our ocean and the present and future generations that depend on it. We therefore ask you to join us in calling for a moratorium on deep-seabed mining, for at least 10 years, in line with the UN Decade of Ocean Science. We also call for the decision-making processes around deep-seabed mining, particularly within the ISA, to be inclusive, transparent, and accountable, considering both present and future generations.

In the words of SOA's Founder and CEO, Daniela Fernandez, "We can no longer deny the trajectory of the climate's decline, nor can we accept the pillage of our last natural resources for economic gain. We ask that you and your community support us in our call for a moratorium on deep-seabed mining."

V. SEABED MINING CAMPAIGN LETTER

Call for Support

PAGE 25

1. Coral / iPhone

a. Did you know the battery in your iPhone is made from precious natural minerals (e.g.cobalt) that currently are mined on land, but could be mined from the deep-seabed in the future, if we allow it? The decision is being made now-- to invest in extraction, or to invest in innovation + advancing the battery technology and recycling that would reduce the need for these minerals, and the case to mine the ocean.

2. Jane The Jelly

a. The deep sea is home to a plethora of species that exist in biodiverse, fragile, and unique ecosystems, many of which are found nowhere else on the planet. In recent years, there has been expanding international interest to mine the deep-seabed to access highly sought after minerals and metals, such as cobalt, copper, manganese, nickel, and more. If allowed, this would lead to species and habitat loss and the widespread disruption of critical ecosystems.

3. Hydrothermal Vents

a. Hydrothermal vents are the basis of unique communities and ecosystems in the deep sea. They help regulate ocean chemistry and circulation and provide a laboratory where scientists can study the changes to the ocean and how life on Earth could have begun.

4. Moonshot

a. Deep Sea ecosystems remain largely unexplored and poorly understood. In fact, we currently know more about the surface of Mars than we do about the ocean. According to NOAA's National Ocean Service, only 5% of the world's ocean have been explored and charted, with the percentage being much lower for the deep sea.

5. Rainforest Vs. OceanFloor

a. We need to protect the deep sea's climate benefits – Given the state of our global climate crisis, we need to protect deep-sea ecosystems for their ability to sequester and store carbon, which is critical to regulating and stabilizing our global ocean and climate systems.

6. Circular Economy

a. We need to invest in a circular economy – For our present and future, we must invest in innovation and the circular economy rather than the outdated linear model of 'take, make, waste' that relies on extraction from pristine environments, such as the deep sea and results in devastating biodiversity loss and extensive environmental impact..

6

SOCIAL MEDIA GRAPHICS

Seabed Mining Campaign

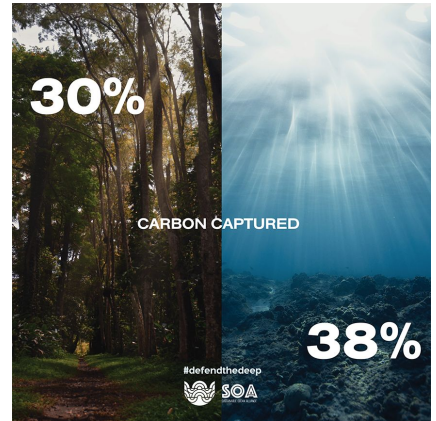
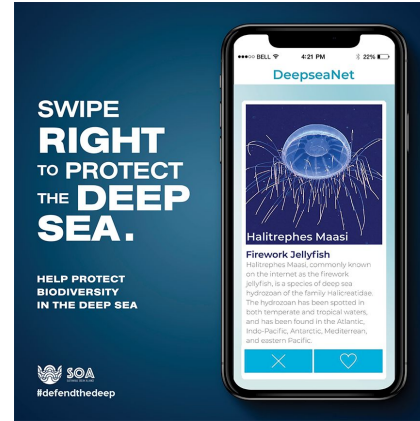
VI. SOA SEABED MINING: SBM Social Media Graphics

Suggested Caption:

Join SOA as they make a call to protect the deep sea calling for a moratorium on deep-seabed mining, for at least for 10 years, in line with the UN Decade of Ocean Science.

Suggested Hashtags:

#DefendTheDeep
#YouthforClimate
#SDG14



Thank you

