

June 2021

**Stichting  
The Flotilla Charitable Foundation**

**POLICY PLAN**

## 1. Introduction

Approximately 70% of the surface of the Earth is water - yet the oceans and seas are one of the least understood, explored, mapped and analysed parts of our environment.

What we do know is that our oceans have been heavily exploited, degraded and suffered irrevocable change, despite the fact that we are all dependent on this ecosystem for our survival and well-being.

The Ocean is downstream from everywhere else on Earth, resulting in vast amounts of debris being deposited in it. Around 80% of marine debris floating in the world's oceans right now is plastic. And the net amount of non-biodegradable matter entering the Ocean only continues to grow. Clean-ups can only temporarily solve a fraction of the problem, as more waste would soon replace what was removed.

It is estimated that nearly 41% of the Ocean is strongly affected by human activity, with no region entirely untouched by humans. However, only 3-4% of the world's Oceans are protected in what are designated "marine protected areas" (MPAs). And most of that fraction of the ocean is neither well managed nor well protected. As the necessary parks of the sea, MPAs face significant challenges with identification, management, monitoring and enforcement.

This set of challenges facing our oceans is daunting. However, we have an opportunity now more than ever before to better understand changes underway within our ocean systems, to protect pristine marine environments, to restore degraded marine habitats and to raise awareness around the world to the plight of the oceans. We now have within our reach new technologies and innovative solutions to challenge what is threatening our Oceans.

Stichting The Flotilla Charitable Foundation (the "**Foundation**") is established to enhance mankind's relationship with the Oceans and Seas to create a long-term sustainable future for the planet.

Before you is the Policy Plan of the Foundation.

This Policy Plan gives an overview of (1) the background and objectives of the Foundation, (2) its activities and policy, (3) its current projects, (4) the organisation, (5) the source, management and destination of its funds, and (6) contact details.

The Foundation is registered with the Dutch tax authorities as a Public Benefit Organisation (“Algemeen Nut Beogende Instelling”).

On behalf of the Foundation

Melanie Smith  
Chair of the Board

## **1. Background and objectives**

The Foundation was established as a not-for-profit organisation in March 2017, with a mission to enhance mankind's relationship with our marine environment, to create a long-term sustainable future for the planet.

The Foundation intends to achieve its goals through the making of grants or the provision of such other support that will assist in reaching its objectives. The Foundation aims to support, by way of example, and without limitation:

- The creation & promotion of protected marine areas;
- The clean-up of the marine environment;
- The prevention of marine pollution, particularly from plastic;
- Improved integration of conservation factors into livelihood development for coastal/fishing communities;
- The development of innovative solutions that further the protection, preservation and understanding of the marine environment;
- Research that furthers the public understanding of the marine environment;
- The Education of the public around issues relating to the marine environment.

There are no geographical boundaries to the work.

## **2. Activities and policy**

The Foundation strives to realise its objectives through a number of strategies, but typically through the provision of funding to other people or organisations, which may or may not be themselves charities, whose operations or outputs are consistent with or can be used to further the Foundation's primary objectives, all within the scope and limitations of the ANBI regime.

In all cases the Foundation's activities will be restricted to those which are charitable and in the public interest for the purposes of both Dutch and UK law. The Foundation furthermore qualifies as an IRS Section 501 (c) organization under the laws of the USA.

### ***Focus***

In 2018, 2019 and 2020 the Foundation focused its grantmaking and support on the following thematic areas:

1. **Ending plastic pollution** and recovering from marine debris
2. **Promoting the protection of marine habitats** in well-managed and well-enforced marine protected areas (MPAs)

During this period, through its grantmaking, the Foundation supported efforts to help the world re-think plastic - by reducing the amount of plastics entering our waterways, improving waste management systems and finding innovative alternatives to plastic use, while extracting the debris already in the ocean.

The Foundation also supported initiatives to create new, well-managed and well-enforced marine protected areas, mainly in Europe and Antarctica - by researching and exploring new areas for protection, improving monitoring and surveillance of harmful activities through new technologies, increasing public engagement in the protection of these areas and harnessing new approaches and entrepreneurial solutions for their management.

In 2021 and beyond, based on the success of these projects, the Foundation plans to continue focusing on the two thematic issue areas, as described above.

The Foundation is dedicated to promoting the best and most efficient solutions to today's biggest problems in oceans conservation. To achieve that, the foundation examines each project for support, based on its adherence to some or all of the following principles:

### ***Research and exploration***

"Ocean Blindness" is the inability to easily see and comprehend the size of the challenges facing our oceans today. The vastness and inaccessibility of much of our ocean landscape contributes to our lack of data and our inability to visualize changes and threats, or to quantify our impact on the oceans. This inhibits our ability to address these massive challenges of ocean conservation.

By understanding and quantifying the problems more effectively, we can better direct resources to the areas that need it the most. By connecting previously disconnected data sources, we can attain an understanding of our oceans at a scale that was previously out of our reach.

### ***Innovation and solutions***

In a world with an ever-increasing population, our natural resources are under increasing pressure. The problems of pollution and habitat destruction are increasing exponentially while our solutions increase incrementally.

But we are also living in a time of unparalleled technological and social advances, when many of the innovative solutions to address these problems are currently available or just over the horizon. We have a unique opportunity to bring in new voices and new disciplines into the field of conservation. We can apply this new, unparalleled innovation capacity to help solve some of the ocean's biggest problems.

### ***Education***

No matter where people live, they are connected to the Ocean. The Ocean affects us all every day in many ways: it provides us with over half of the oxygen we breathe, influences the weather we experience, and provides a myriad of products we use regularly. The importance of the ocean in all of our lives cannot be overstated.

The democratization of traditional media and popularity of social media platforms have created a unique opportunity to further explore people's connection with the Ocean and expand the public's understanding and engagement with oceans conservation – even if they can't visit the Ocean in person. We have the possibility to help the public learn about ocean life and the ocean's physical geography, in order to promote the importance of preserving and conserving our oceans' ecosystems.

### 3. Projects

In 2018 and 2019, the Flotilla Foundation supported a pioneering, inter-disciplinary scientific expedition to the Antarctic and depths of the frozen Weddell Sea (“Weddell Sea Expedition”). The expedition brought together world-leading experts in polar and marine exploration, in a mission to solve unanswered questions about one of the least studied wilderness areas on our planet. The expedition aimed to investigate the ice shelves around the Weddell Sea in Antarctica, and will use the results and findings of the research for educational purposes. In addition to the scientific objectives, the expedition has searched and located the wreck of Ernest Shackleton's lost ship *Endurance*, which was crushed by sea ice and sank in the Weddell Sea in November 1915.

Moreover, in 2019 and 2020, the Foundation supported several projects relating to its thematic focus areas, including a new multi-year project leading to a Grand Challenge competition, bolstered by a transformative educational and exploration initiative, aimed at halting the impact of microplastics and persistent organic compounds, dramatically improving ocean, animal, and human health.

In 2021 and beyond, the Foundation intends to continue to focus on these strategic objectives, and support projects aimed at advancing the Foundation’s mission.

Further information about projects and the Foundation will be published on the Foundation’s website which will be kept updated to reflect the development of the Foundations strategy.

#### **4. Organisation**

The Board of directors of the Foundation (the “Board”) decides on grants by the Foundation and convenes approximately twice a year in the Hague to review both potential donations as well as the management and organisation of the Foundation.

The Board consists of Melanie Smith (Chair), Tamar Matalon (Secretary), Oliver Plunkett (Treasurer) and Mirjam van der Zanden.

The Board is charged with the management of the Foundation, and more in particular with the management and administration of the Foundation’s means, the adoption of the budget of income, including distributions and funds to be made available in view of the realization of the Foundation’s objectives. The Board is entitled to accept (and refuse) donations on behalf of the Foundation. No donations shall be accepted which are made under conditions contrary to the objectives of the Foundation.

Members of the Board do not receive remuneration in return for performing their duties.

During 2020 the Foundation added two (2) employees (0.95 fte). The staff receives a contractual remuneration for the tasks assigned to them. The remuneration policy for employees is aimed at rewarding its employees according to standards that are socially acceptable and responsible for persons who perform comparable work. The remuneration policy should enable the foundation to attract and retain qualified personnel.

#### **5. Source, management and destination of Funds**

The Foundation relies on donations and investment returns to generate funds from which to pursue its public interest objectives. As such it does not pursue a policy of active public fundraising.

The Foundation received two significant initial capital gifts both made conditional upon receiving the charitable status under Dutch and UK law. In future the Foundation anticipates, without any prior knowledge, that it may receive further material sums by way of donation and investment returns. Specifically, as regards investment returns it anticipates generating up to EUR 2 million per annum in investment income and gain.

##### ***Allocation of funds***

The Foundation has a 20 year objective in which it envisages to achieve a significant impact on the ending of plastic pollution and the protection of marine habitats. The Foundation expects it will use at least 75% of its annual income and gains in pursuit of its objectives each year and subsequently commits itself to spend around EUR 1,5 million on the aforementioned Foundations primary focus areas, which does not affect the extra grant giving to potential special projects which may be identified from time to time.



### ***Investments***

The Foundation has a wide portfolio of holdings in investment funds managed by professional fund managers, e.g JP Morgan. These private and public funds are based in the US and Europe. The underlying assets are located around the world. The Foundation has a diversified investment portfolio to ensure that there is both sufficient – easy - liquidity and to serve as a steady basis to generate income on the long term for the funding of grants.

### ***Spending***

In 2019 the total amount of grants made by the Foundation substantially exceeded its positive annual investment return. In 2019 non-profit organisations involved with the expedition received approximately half of the the total grant amount made during that year.

The Foundation's investment income substantially rised in 2020 and the Foundation made grants in accordance with the allocated budget.

All administrative costs are kept on a reasonable level in order to grant as much resources as possible to the cause.

**(6) Contact details**

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