

A person is swimming in clear, turquoise water under a bright blue sky with wispy clouds. A large, stylized blue fingerprint graphic is overlaid on the right side of the image. The text 'BLUE MARK PROGRAM' is prominently displayed in the center-left.

**BLUE
MARK
PROGRAM**

**ART+SCIENCE+TECHNOLOGY
FOR ENVIRONMENTAL ADVOCACY**

A REVOLUTIONARY IDEA



Art, Science, and Technology to Educate, help the ocean, and revive corals

Art For Environmental Advocacy. We want to create a sustainable ocean future by bringing corals back to life; that's why we are creating our **BLUE MARK PROGRAM**. We will leave a living legacy for the next generation thanks to our new coral reef. This extraordinary artwork will be a unique educational underwater tourist attraction for coral restoration and protection.



20,000 new corals will be grown per year.

Our team of scientists and coral experts will "farm" and "outplant" colonies of corals. They will hang 20,000 finger-sized fragments of corals to grow on Coral trees (PVC pipe frames) in the **BLUE MARK LABYRINTH (BML)**: a world-first underwater interactive Art installation with 200 coral tree frames stocked to raise 20,000 new corals every year. Resulting in a unique marine labyrinth that everyone can visit and enjoy.

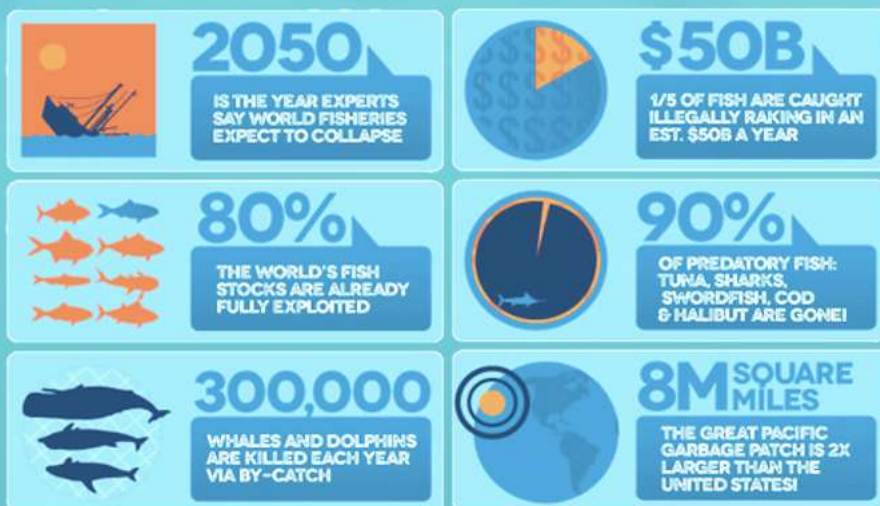


A new art coral reef park in the Ocean!

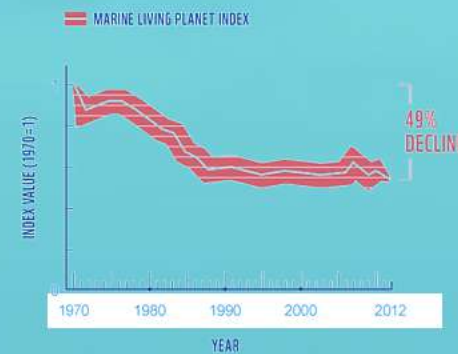
The corals will be monitored weekly for 9-12 months until they are large enough to be outplanted into the **BLUE MARK PARK (BMP)**. This 1-acre art reef park, shaped like a fingerprint, serves as a new home for corals and approximately 1 million marine creatures that flourish alongside them. Both will be open to the public by snorkeling or scuba diving.

HUMAN IMPACT ON THE OCEAN AND CORALS

OCEAN THREATS



SINCE 1970, THE NUMBER OF MARINE SPECIES HAS DROPPED BY HALF, RESULTING IN AN OCEANIC CATASTROPHE.



MARINE POPULATIONS HAVE DECLINED **NEARLY 50%** SINCE 1970

THEY NEED HELP!



97% OF THE WORLD'S SEA LIFE DEPENDS ON CORAL REEFS.
WE LOST 30% OF CORALS IN THE LAST 30 YEARS.
90% OF CORALS WILL BE IN DANGER BY 2030.
BY 2050 WE COULD LOSE ALL OUR CORAL REEFS!

WHY TAKE CARE OF THE OCEAN AND CORALS?



ALL LIFE ON EARTH DEPENDS ON HEALTHY OCEANS

Oceans generate 70% of our oxygen



It holds 97% of our planet's water.



Living oceans absorb carbon dioxide and reduce climate change impacts.



Home to wildlife (50-80% of life on Earth is found in the Ocean)



Provides us with food, endless inspiration, and therapeutic properties

Protecting the oceans at this crucial time should be considered highly important, as our lives quite literally depend on it.



CORAL REEFS AS COASTAL PROTECTION:

- Coral reefs reduce coastal erosion by absorbing wave energy 97%
- They reduce storm, hurricane, cyclone, and tsunami damage.
- They preserve habitats between reefs and beaches, such as lagoons with seagrass beds, and coastal towns. Man imitates their activity by submerging concrete constructions along unstable shores. Some atoll nations wouldn't survive without this protection



CORAL REEFS AS A FOOD RESOURCE:

- More than 330 million people live within 10 kilometers of a coastline and less than 30 kilometers from reefs. One-eighth of the world's population, about 1 billion people, live within 100 kilometers of reefs and are likely to benefit from the ecosystem services provided by reefs.



CORAL REEFS AS A MEDICAL FUTURE:

- Since only an infinitesimal portion of reef organisms have been sampled, analyzed and tested, the potential for new pharmaceutical discoveries is enormous.

WHY?

OUR GOALS WITH THE BLUE MARK PROGRAM



1ST GOAL: GLOBAL AWARENESS
BLUE MARK
COMMITMENT



2ND GOAL: CORAL REVIVAL
BLUE MARK
LABYRINTH



3RD GOAL: A NEW CORAL REEF
BLUE MARK
PARK



4TH GOAL: DOCUMENTARY
LEAVE YOUR BLUE MARK
ON THE OCEAN

THE PLAN

1ST GOAL PROTECTING THE OCEAN

GLOBAL AWARENESS: EDUCATIONAL CAMPAIGN

The Ocean needs our help!

Everyone can do their part in the cause by adding a **BLUE MARK COMMITMENT (BMC)**, a call to action meant to inspire a new generation of Ocean protectors.

Through social media, the **BMC** shares 10 eco-tips that people can use every day to help protect the ocean. Anyone, anywhere in the world, can make a **BMC** promise. Our online counter shows how many people around the world have made the same promise.

ADD YOUR
**BLUE
MARK**
COMMITMENT



GLOBAL AWARENESS

2ND GOAL NEW CORALS GROWING

20,000 small specimens of coral are collected from a healthy "donor coral" under our experts' supervision. After collection, the samples are placed in our 1-acre nursery the "**BLUE MARK LABYRINTH**," shaped like a fingerprint. An underwater Art installation used to grow baby corals. A unique marine labyrinth that everyone can enjoy by scuba diving or online touring.

CORAL NURSERY ART INSTALLATION

BLUE MARK LABYRINTH



UNDERWATER ART INSTALLATION WITH:



200
CORAL TREE FRAMES

Creating a "fingerprint shape labyrinth". An art installation used to grow 20,000 per year



20,000
NEW CORALS PER YEAR

To be added to our reef art park!

3RD GOAL NEW CORAL REEF PARK

When the coral samples reach the desired size, they are attached by our experts to the **BLUE MARK PARK (BMP)**. The new reef will be created with different coral species and laid out in the shape of a fingerprint. This big-scale Environmental Artwork will become an underwater park to be visited by the public. 20,000 new corals will be added every year to this new coral reef art from our coral nursery.

The BLUE MARK PARK creates homes for marine life as artificial reefs. From tourism to marine recreation, the park plays an important role in local economies. Corals are also essential to the health of the ocean, providing a habitat for over 1 Million marine species and increasing coastal resilience to storms. Additionally, the park provides an opportunity to educate by creating awareness and encouraging commitment to protect the oceans, making it a top diving destination.

BLUE MARK REEF PARK



**20,000
NEW CORALS
ADDED ANNUALLY**

* Everyone will be able to visit the corals and watch them growing online, and in-person as well, diving in the Caribbean Ocean!



4TH GOAL DOCUMENTARY

AN ORIGINAL DOCUMENTARY

LEAVE YOUR **BLUE MARK** ON THE OCEAN



ART+SCIENCE+TECHNOLOGY
FOR ENVIRONMENTAL ADVOCACY



INSPIRATION ENTERTAINMENT

BLUE MARK PARK REEF BENEFITS



• SCIENCE AND MARINE CONSERVATION:

We support research and development to improve the scale, and cost-efficiency of current methods of corals studies as an **important component of marine conservation**

• CORAL RESTORATION

20,000 small specimens of coral are annually collected from a healthy "donor coral" under our experts' supervision every year to be outplanted in our new artificial reef park.

• HABITAT:

Will provide a **home for over 1 million different marine species.**

• INCOME:

Not only do coral reefs support life, but they also support the economy with a **value of roughly \$2.7 trillion every year.**

• COASTAL PROTECTION:

Coral reefs act as a natural breakwater, thereby limiting shoreline erosion of beaches and coastlines. **This protection saves roughly \$9 billion in damages every year.**

• MEDICINE:

Coral reefs also provide **medicinal benefits**, as they have pharmaceutical compounds that can be used to treat human illness. The prospect of finding a new drug in the sea, especially among coral reef species, maybe 300 to 400 times more likely than isolating one from a terrestrial ecosystem.

• TOURISM:

Coral reef tourism **contributes \$36 billion to the global tourism industry annually.**

• POPULATION BENEFIT:

From coral resources for food and as a source of income through activities related to fishing and tourism **more than 1 billion people benefit directly.**

(Information provided by International Year of the Reef [IYOR])

• LOCAL JOBS

We will generate local jobs in the area.

• VOLUNTEERS PROGRAMS:

We create volunteer opportunities to help collect healthy corals, place them in nurseries, and outplant them.

• EDUCATION:

With a **massive awareness campaign** to generate eco-ethical habits, protect our oceans and natural resources, and respect the Planet.

• TOURISTIC ATTRACTION:

The BMP is a major tourist destination that will educate about marine conservation. To better understand how corals grow and how important they are, the public is invited to visit the nursery both online and in-person via scuba diving.

• DOCUMENTARY:

Our film will show the complete process to create a new coral reef and will bring awareness to a wider audience. By far the best resource for information, inspiration, and entertainment.

OUR TEAM



Art For Evolution (AFE) is a nonprofit charitable organization founded in 2013 in Miami, Florida by ecological artist Analia Bordenave.

Since then, AFE has provided education about solutions to environmental problems and provides safe alternatives to threats to the environment through Ecological and Participatory Art. Our team is made up of scientists, coral restoration experts, master divers, developers, crypto financial analysts, artists, and great volunteers in the team want to help the environment.

READ MORE: [ART FOR EVOLUTION.ORG](https://www.artforevolution.org)



Analia Bordenave
BLUE MARK Program
Director



Kevin Gaines
Science Team
Director



Julian Lagier
Project
Manager



Divers & care
experts

A LEGACY FOR FUTURE GENERATIONS

**BLUE
MARK**
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