UK-based Project Ocean to create marine safe havens

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With current forecasts predicting the collapse of the world’s major fisheries by 2050, a novel approach to conservation is needed to secure the future of our seas.

Project Seahorse, the Zoological Society of London (ZSL), and over 20 other conservation-minded organizations have embarked on Project Ocean, a ground-breaking partnership with luxury department store Selfridges to bring attention to the crisis facing the world’s oceans.

For the first time in its history, Selfridges will be stocking their shelves with sustainable fish, and dedicating its famous window displays to conservation, highlighting the plight of the oceans to the store’s 30,000 daily shoppers.

In addition to bringing conservation to the consumer, Selfridges will be taking to the high seas and buying a patch of pristine ocean.

Drawing on the expertise of scientists at Project Seahorse and ZSL, Selfridges’ Marine Protected Area (MPA) will provide a safe haven to endangered corals and mangroves. It covers an area of the Indian Ocean the size of 33 Selfridges stores, marking a long-term investment in future fish stocks.

Project Seahorse believes that Project Ocean signifies a new approach to conservation, uniting leaders in business and science, to solve the biggest challenges facing the natural
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About Project Ocean

Project Ocean will run from 11 May–12 June at Selfridges on Oxford Street. Project Seahorse and partner ZSL are hosting a number of events at Selfridges while Project Ocean is running.

On May 25th, Heather Koldewey, Project Seahorse's associate director and program manager of ZSL's international marine and freshwater conservation program, will host "Weird and Wonderful Seahorses," a multimedia talk about seahorses and marine conservation. Click here for more details.

Marine Protected Area (MPAs)

In collaboration with Project Seahorse, Selfridges is also making a major long-term commitment to the ocean by establishing a community-managed marine protected area on Danajon Bank in the Philippines. MPAs are conservation sites in the ocean, set aside as safe havens for fish and their ecosystem. Since 1996, Project Seahorse has helped establish 34 MPAs in the Philippines. MPAs provide a safe haven where fish and other marine life can thrive. More on MPAs

Vote with your Fork

'Vote with your fork' is a campaign to encourage people to eat more sustaibly. ZSL and MCS have been technical advisors regarding sustainable seafood and have helped develop the Selfridges Fish Guide. You can use this when you go to restaurants and supermarkets to make sure you're buying and eating sustainable fish too. You can also download the free 'Fish Forever' smartphone app.

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