



# BLUE FRIDAY

29 NOVEMBER - 1 DECEMBER 2024

JOIN THE WAVE



BLUE MARINE  
FOUNDATION

# BLUE MARINE FOUNDATION



## 'WHO WE ARE'

SHORT FILM NARRATED BY JUDE LAW

## WHO WE ARE

Blue Marine is an ocean conservation charity dedicated to protecting and restoring life in the ocean. We work in partnership with communities, local partners, and governments to deliver marine conservation and restoration solutions to the climate and biodiversity crisis.

Our mission is to see at least 30 per cent of the ocean under effective protection and the whole ocean responsibly managed.





# WHY BLUE MARINE?

**14** YEARS OF SUCCESS IN DELIVERING COST-EFFECTIVE, TANGIBLE CONSERVATION GAINS

**57**  
PROJECTS

ACROSS  
**31** COUNTRIES

HAS HELPED SECURE  
COMMITMENTS TO  
PROTECT OVER

**4.3 M** SQ KM



- 1 EAST ANGLIA
- 2 DOGGER BANK
- 3 BERWICKSHIRE
- 4 LYME BAY
- 5 THE SOLENT
- 6 RIVER SEVERN
- 7 BLACKWATER
- 8 SUSSEX
- 9 PLYMOUTH
- 10 JERSEY

# Our projects

The places where Blue Marine works with local partners to make a difference.

 THE HIGH SEAS

MEXICO

DOMINICAN REPUBLIC

ST VINCENT AND THE GRENADINES

NORTH ATLANTIC OCEAN

DUTCH CARIBBEAN

ASCENSION ISLAND

BALEARIC ISLANDS

GREECE

TURKEY

THE CASPIAN SEA

ITALY

CYPRUS

SAO TOME

KENYA

THE MALDIVES

PHILIPPINES

NORTH PACIFIC OCEAN

INDONESIA

INDIAN OCEAN

NAMIBIA

MOZAMBIQUE

SOUTH AFRICA

SOUTH ATLANTIC OCEAN

ST HELENA

URUGUAY

ARGENTINA

TRISTAN DA CUNHA

SOUTH PACIFIC OCEAN

PATAGONIA

SOUTHERN OCEAN



# WHAT IS BLUE FRIDAY?

£13 BILLION SALES OVER BLACK FRIDAY 2023 IN UK

**ELEVATING CONSUMER CHOICES**

**NO DISCOUNTS**

**SELECTED BUSINESSES**

Moving away from the consumerism of Black Friday. Focusing on only high quality and trusted brand purchases that benefit the ocean.

Heavy discounting encourages mass consumption. Instead, businesses pledge to donate a portion of their sales during the last weekend of November to Blue Marine Foundation's conservation projects all around the world.

Participation is open to businesses that are recognised for their quality products, ethical standards and trusted brand reputation.

# WHY DO WE NEED IT?

**50%**

OF ALL OXYGEN ON EARTH COMES FROM THE OCEAN

**90%**

OF GLOBAL FISH STOCKS ARE OVEREXPLOITED

OF LARGE FISH ARE GONE

WITH ONLY 8% OF THE OCEAN CURRENTLY PROTECTED, WE ARE AT A CRITICAL POINT IN THE DECADE TO REACH GLOBAL TARGETS OF

**PROTECTING 30%  
OF LAND AND  
OCEAN BY**

**2030**

**BLUE FRIDAY IS OUR CHANCE TO MAKE A DIFFERENCE**



# WHY JOIN BLUE FRIDAY?

80% of products from Black Friday end in landfill or recycled poorly

## ENVIRONMENTAL IMPACT

By diverting focus from excessive purchasing to considered consumerism, Blue Friday helps reduce environmental degradation through reduced waste and carbon emissions.

## BRAND ALIGNMENT

Participating in Blue Friday allows brands with strong sustainability standards to align with one of the most pressing issues, saving our oceans.

## CUSTOMER ENGAGEMENT

Studies from Blue Friday 2023 showed retailers need to focus on addressing consumers' eco-anxiety and discounting fatigue.



# TESTIMONIAL

SINCE 2019, CHRISTOPHER WARD HAVE DONATED OVER £300,000 TO BLUE MARINE'S PROJECTS


Until midnight,  
10% of sales from  
ALL watches donated to  
Blue Marine Foundation

Blue Friday ends tonight

**Saving the seas with  
every tick**

Christopher Ward's Blue Friday weekend ends tonight.  
This year, we're donating 10% from all our watches to the charity.

In just four years, you've helped us raise over £300,000 for Blue Marine.  
So, if you're thinking about buying a CW watch, there couldn't be a better  
time to get yours!



Shop before Blue Friday ends



BLUE MARINE FOUNDATION

**BLUE  
FRIDAY**


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Shop blue

*"While we're pleased with how much we've raised so far – we know that's only the beginning. There's never been a more pressing time to look at ways to save our planet"*

**Mike France, Christopher Ward's CEO.**

Blue Friday | 10% of all proceeds donated  
to Blue Marine Foundation



BLUE MARINE FOUNDATION

**BLUE  
FRIDAY**

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Shop blue





**BLUE MARINE  
FOUNDATION**

**For more information on how to get involved,  
contact us at:  
[hamish@bluemarinefoundation.com](mailto:hamish@bluemarinefoundation.com)**

[www.bluemarinefoundation.com](http://www.bluemarinefoundation.com)