



**BLUE MARINE  
FOUNDATION**

# OUR CORE VALUES

This set of values guides the way we treat each other at Blue Marine. As we work towards our goal of restoring the ocean to health, these qualities underpin every interaction.

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## **Bravery, innovation and a pioneering spirit**

Pressing collectively for vital change all over the world, we work tirelessly and with determination. When we face opposition, or feel that our efforts are not enough, we help each other to be resilient. Conservation is challenging and requires innovative solutions, so it is vital that Blue Marine has a culture where all ideas are welcome. We celebrate success, in the knowledge that it is never easy.

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## **Compassion, support and responsibility**

We ensure that Blue Marine is a warm, welcoming and friendly place to work. Everyone is treated with kindness and compassion, not just inside our team but throughout our value chain: consultants, contractors, partners, audiences, stakeholders. We are mutually supportive and take collective, team and individual responsibility for our words and actions. We have a shared responsibility to deliver the Blue Marine mission, and do so with dedication, integrity and co-operation.

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## **Empowerment**

We operate in a spirit of fairness, where all team members are respected and supported in their roles. We run meetings in a way to ensure that every voice can be heard. We empower every team member to work in the way that suits them best, feeling stretched but not overwhelmed. We offer support when anyone is under too much stress, but also trust our colleagues to carry out their work to the best of their ability.

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## **Equity**

We aim to act without bias, with integrity, accountability and, wherever possible, transparency. We seek to achieve balance in the world between all people and nature. We review our conduct to ensure we do not discriminate on grounds of race, colour, ethnic or national origins, religion, sex, marital status, sexual orientation, disability or age. We strive to nurture and empathise.

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## **Respect**

We show respect for everyone we encounter, work with and - at times - disagree with. We accept that people may hold different views or have different ways of thinking, and we will explore those differences calmly, respectfully and with tolerance.

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## **Collaboration**

Through teamwork and collaboration, within Blue Marine and outside it, we deliver impact to match the scale of the environmental challenges we face. On an international level we work closely with other organisations and NGOs to achieve global change. At a local level we aim always to empower and build capacity in local organisations, bringing in our own team members and expertise only when local stakeholders welcome and invite it.