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#to invent

Against the destruction of the ocean, the climate, and small-scale fishermen

Structure : Bloom

BLOOM is a non-profit organization established under the French Law of 1901 and founded in 2005 by Claire Nouvian. Entirely dedicated to the ocean and those who depend on it for their livelihoods, BLOOM's mission is to work for the common good, the preservation of biodiversity, marine habitats, and the climate by fostering a sustainable and respectful relationship between humans and the sea.

OBSERVATION

The oceans are being bled dry. Overfished, polluted, and devastated by destructive fishing methods, they are being systematically stripped of their extraordinary riches. Long considered inexhaustible, the oceans are being plundered to the point of exhaustion, far from the gaze and concerns of both the public and policymakers.

The wake-up call is bitter: jellyfish, algae, and bacteria are gradually replacing fish in ecosystems[1]. The oceans can no longer provide the countless "services" they once provided silently: in addition to abundant food—which need only be "harvested" rather than produced—they also absorb CO2 and regulate the climate.

[3]Industrialized nations have had to expand their activities into the open sea and the

deep[2]; fishing agreements have emerged to gain access to the exclusive economic zones of developing countries; researchers even estimate that the commercial exploitation of marine fish is so severe (large predators are particularly affected)[4] that fishing for them could have disappeared by mid-century. [5]

What is unfolding is an ecological, socio-economic, and health catastrophe. The countdown has begun to stem the climate crisis and species extinction.

Our societies have given a free hand to industrialists who have developed very bad habits and now behave as if they own the place, even though the oceans constitute our planet's greatest common good. None of us should accept that a small group of private actors destroys a public good for no other reason than the pursuit of individual profit. We are facing an unprecedented situation: while the ecological crisis is putting ecosystems under strain and urgent, decisive action is needed, **a very powerful network of industrialists has taken over the structures of power** and is succeeding in tightening its grip on the oceans a little more each day.

[6]The impact of this **intensive industrial fishing** is not limited to the decline in fish populations: certain fishing gear, such as bottom trawls, drift[7] gillnets, and other fish[8] aggregating devices, have a devastating effect on marine biodiversity and habitat structure.

Numerous free "ecosystem services" are also being lost:

- Abundant food;
- CO_2 absorption (released into the atmosphere by the burning of fossil fuels, but absorbed through diffusion and photosynthesis in the oceans) and the regulation of the global climate;
- An incredible reservoir of species and molecules (cultural heritage, medical and technological potential);
- A source of food, economic, and political stability for impoverished regions (such as the Horn of Africa) and developing countries.

This overexploitation of resources leads to job losses, the breakdown of the social fabric along the coastline, and growing inequality in the distribution of catches and the consumption of seafood worldwide. An ecological, socio-economic, and health catastrophe is therefore looming.

OUR VISION

BLOOM's vision is to reject this inevitability by proving that mobilization can reverse the ongoing environmental and human tragedy. Only a deep understanding of the issues and massive citizen mobilization can challenge the overwhelming dominance of industrial interests. These corporations are not the gods of Olympus: they hold no power other than that which we allow them to have. It is up to us to reject

this tragedy and shape our collective destiny. It is up to us to be the voice of marine ecosystems, of exploited territories and peoples, in a united movement challenging an industrial logic that scorns both nature and humans.

Together, we can aspire to a different relationship with nature, and strive for a harmonious balance between humans and non-humans.

Together, we can dream of the dawn of a world that endures, one that uses the challenge of climate change to fundamentally rethink its unhealthy relationships with human and animal otherness.

Together, we have the power to make our dreams come true. Unity will be our strength, and our strength will be our humanism.

Before, we whispered our dream of a better world. Today, the world will be better or it will not be at all. We proudly affirm our ethical values. We denounce loud and clear the misfortunes of a world governed by profit for profit's sake. A world that tramples on beauty, goodness, and the good. We dream of a world that honors the vulnerabilities of living beings and human beings and takes every individual into account, human or non-human.

OUR CHOICE

BLOOM has made the strategic choice to remain small and to focus its energy and expertise on three key areas:

- The **preservation of ecosystems and biodiversity** through the implementation of practices that limit impacts on non-target species and habitats;
- **Job creation** through the development of the small-scale fishing sector;
- **Ending a financial disaster** by advocating for a fairer distribution of French and European public subsidies, which are currently captured by the industrial fishing *lobby*.

OUR GOALS

Our **goals** are to protect the ocean and marine species while maximizing sustainable jobs in fishing and aquaculture.

First and foremost, we must **care for, restore, and protect.**

At the same time, we must **fight, resist, prevent, and oppose.**

Finally, we must **transform, innovate, and build.**

OUR PRIORITIES

- End destructive fishing methods
- End the expansion of fishing pressure worldwide
- Protect the marine environment and preserve its resilience
- Promote small-scale fishing that uses environmentally friendly methods and creates significant employment opportunities.

OUR ACTIONS

We do not believe in a “single, magic solution” that could single-handedly resolve the issues mentioned above. Thus, our progress is tangible because our objectives translate into **three strategic action areas**, each of which leverages the others to increase the likelihood of success, visibility, and effectiveness.

Our actions focus on:

- The development of independent scientific research to enable the study of all topics, even the most sensitive ones. This is absolutely essential for a major fishing nation like France, where state-funded research institutes may sometimes engage in self-censorship. We have therefore chosen to establish genuine research programs, such as a **research institute**, to give our actions and statements unwavering legitimacy. Whenever possible, we publish our analyses in international scientific journals, and our work is carried out in collaboration with researchers from around the world.

- Education, to give as many people as possible the opportunity to make responsible choices. We carry out awareness-raising, educational, and science outreach initiatives. We share our knowledge through participation in conferences, courses, exhibitions, workshops, editorial contributions, and trade shows and festivals to give diverse audiences the opportunity to make responsible choices.

- Political advocacy, to influence the practices and pressures that have produced the inefficient management model we see today. We are engaged in the **legislative arena** through citizen advocacy and participation in public consultations and institutional processes. We are fighting to ensure that policymakers and private actors protect the ocean. This fight involves supporting elected officials, evaluating public and private practices, mobilizing citizens, and taking legal action.

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