

Project Overview

Pristine Seas is the National Geographic Society's flagship marine conservation initiative that seeks to explore, document, and protect vital ocean areas. The team is composed of scientists, conservationists, filmmakers, expedition and operations leaders, communications and policy experts based in Washington, DC, and other locations worldwide. Over the next ten years, we will work globally with local and indigenous communities, governments, and partners to establish 40 new marine protections and catalyze the global community to protect at least 30% of the ocean by 2030. Our upcoming expedition to Canada is part of this initiative through supporting Indigenous leadership in their marine protection goals.

Project Description

This Pristine Seas campaign will support Indigenous-led conservation and the Canadian Government's commitment to protecting 25% of its ocean by 2025 and 30% by 2030. The goal of the expedition is to help promote marine stewardship and protections in the region. This expedition is in support of the Cree Nation Government's efforts to create a National Marine Conservation Area in the Eeyou Marine Region.

Project Goals

During the expedition, our team of filmmakers and photographers aim to capture photos and video footage of the expedition, the research, our partners, and the local stakeholders to create a document film for the local community and government to help inform the need for marine protections. The film will incorporate local community members, Indigenous and government leaders and community members and will be translated into the local language and dialects. The film tone, messaging, and audience will be guided by Indigenous conservation leaders and governance in each region.

Project Methods

In 2023, Pristine Seas is planning to return to Eeyou Istchee and Eeyou Marine Region plus Mushkegowuk regions (north Twin Islands) to film local experts, people, and activities, as well as present results of the scientific research.

Socioeconomic Impact

Through the media collected and produced during this expedition, Pristine Seas aims to connect local communities and governments with our coalition of world-class partners who support education, conservation economies, ocean carbon market, and monitoring so communities have the expertise and tools required for the long-term sustainability of marine protections.