



# 2023 IMPACT REPORT

TOGETHER, LET'S PLANT TOMORROW'S CORAL



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# EDITORIAL

Sébastien  
STRADAL

President & Co-Founder



“Already 6 years and 27'000 coral planted !

This year marks a significant turning point for the association, with notable achievements on the ground in the Indian Ocean and at our offices in Anglet.

We have successfully doubled the number of corals planted by 2023 in the Maldives and Rodrigues, while guaranteeing unconditional maintenance and monitoring of our coral reefs created since 2017. Additionally, we have provided support for a scientific project in Madagascar to train local people in coral transplantation in Nosy Be.

The Edu'Coral awareness-raising program has experienced significant growth in France, with over 700 children in 23 different classes now participating. It is of the utmost importance to educate future generations about the beauty of the ocean and the need to preserve it.

The Coral Planters has restructured itself with the creation of a Board of Directors, the opening of our first permanent position, and the arrival of two volunteers at our head office.

I congratulate our fine team for their incredible work and daily dedication to the protection of the ocean and coral ecosystems. 2024 will be marked by new developments, and we will present them to you over the course of the year.”





# 1.

## INTRODUCTION





# OUR MISSION

The Coral Planters is an NGO that protects the ocean and marine biodiversity through coral reef restoration and awareness-raising. We train international teams on the ground in the most effective coral restoration techniques. Since 2017, we have planted 553 reefs and 26,984 coral fragments in the Maldives and Rodrigues Island. We have also reached over 2,000 people in France.



## 1. CORAL RESTORATION PROJECT

Our mission is to protect and restore reefs in order to preserve coral ecosystems and limit the impact of climate change.



## 2. EDU'CORAL PROJECT: RAISE AWARENESS

We organize activities to increase awareness among the general public and in educational institutions.



# LOCATIONS



 **FRANCE**  
Headquarters in Bayonne

- Awareness
- Events

 **MALDIVES**  
Since 2017

 **RODRIGUES ISLAND**  
Since 2021



# SHARED GOVERNANCE

*Administrative Board*



**SÉBASTIEN STRADAL**

Co-founder  
President  
Marine biologist



**ANNE MERCIER**  
Remote Sensing Engineer



**THOMAS LEBERE**  
Co-founder  
Marine engineer



*Board of Directors*



**NICOLAS CASTETS**

Secretary  
Chemist



**FRÉDÉRIC DUCARME**  
Researcher, lecturer and speaker

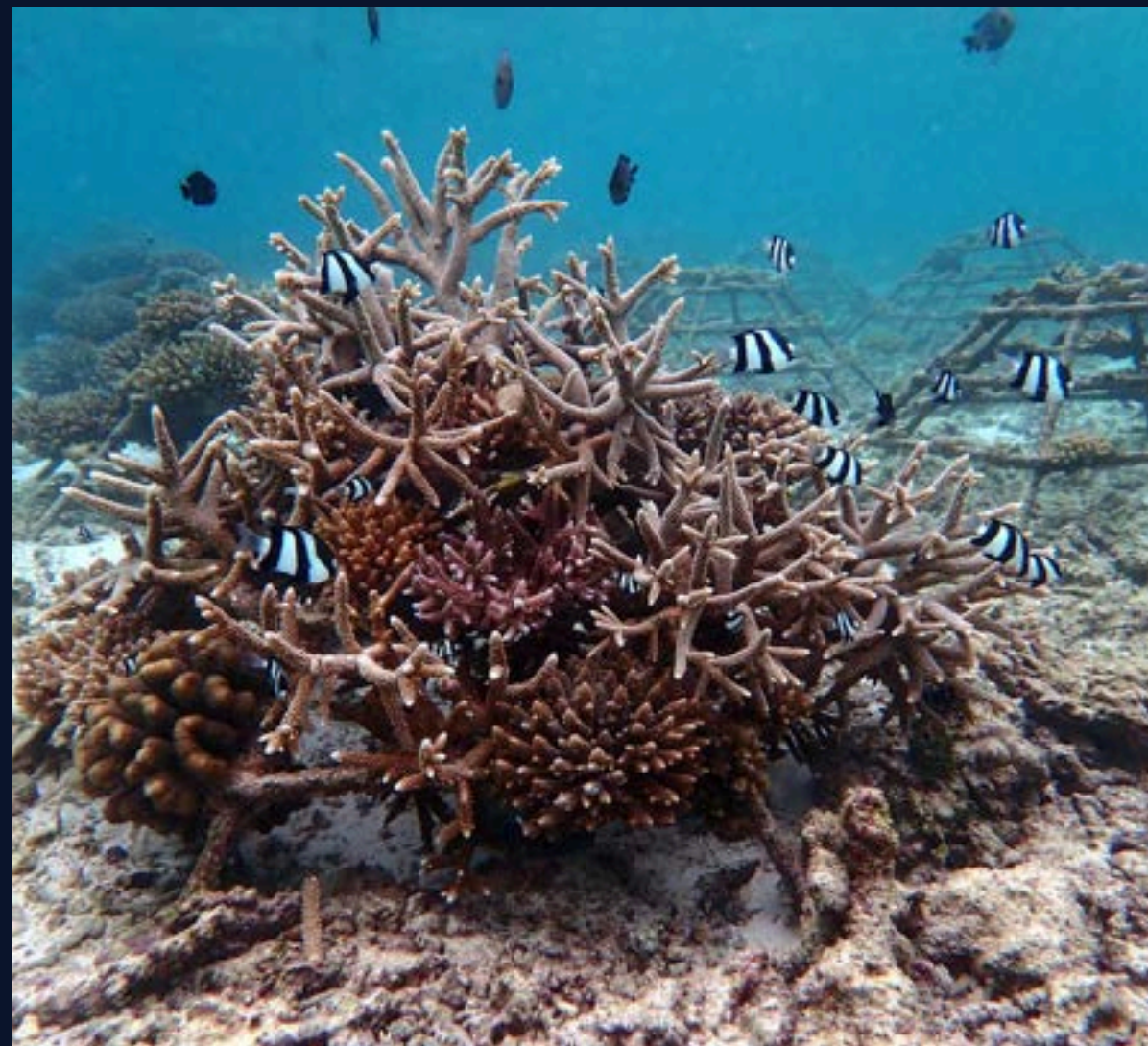


**ROMAIN VIOLLEAU**  
Environmental entrepreneur

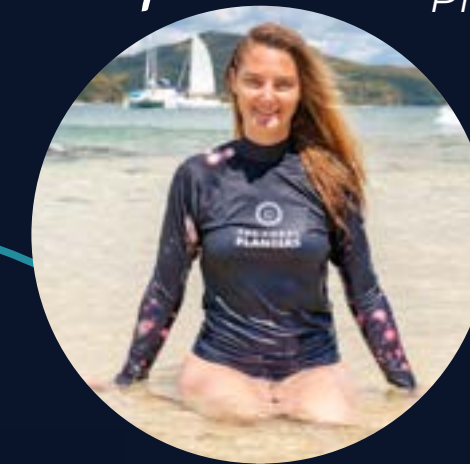




# OPERATIONAL OFFICE



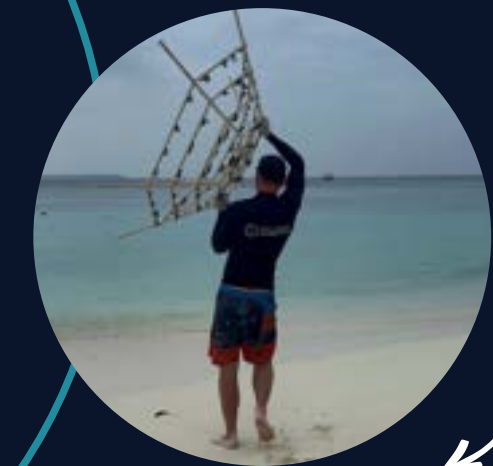
**Alice Romain**  
Volunteer - Communication



**Amélie Carraut**  
Marine Biologist -  
Project Manager



**Matthieu Anthonioz**  
Volunteer - Partnerships



**Martin Cambolin**  
Scientific Intern



**Anaële Guillemet**  
Intern - Communication &  
Marketing



**Lola Peducasse**  
Intern - Communication





# 2.

## IMPACT





# 2023 KEY NUMBERS



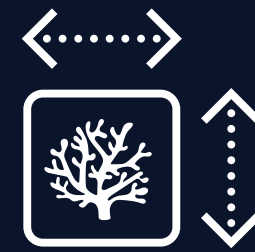
**13 287**

planted coral  
fragments



**275**

adopted  
reefs



**1 195m<sup>2</sup>**

restored coral  
surface



**700**

children raised  
awareness



**10**

new partners  
involved





# SCALE OF IMPACT



Small reef  
41 fragments



Medium reef  
65 fragments



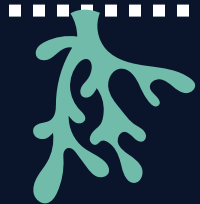
Fragment



Heart reef  
45 fragments

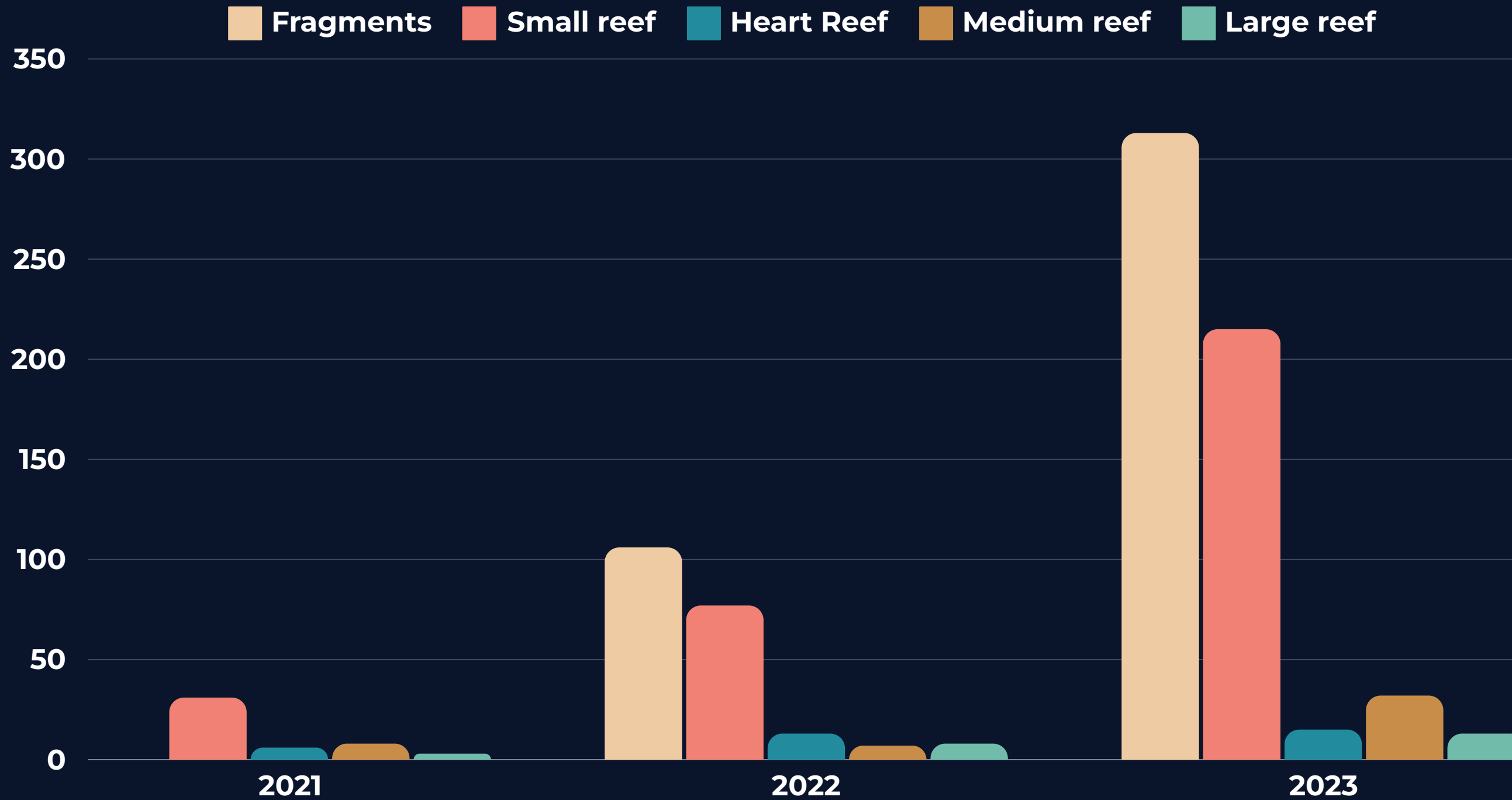


Large reef  
106 fragments





# REPORT





# EDU'CORAL



The objective of this initiative is to provide a comprehensive overview of the marine environment, the anthropogenic pressures that are exerting an impact on it, and ways in which these can be mitigated.

The project is designed to be inclusive and accessible to all, regardless of location.



The March 2023 crowdfunding campaign was a resounding success, allowing us to develop new workshops and educational games for cycles 1, 2, and 3.





# IN A NUTSHELL

700 children raised awareness

8 schools

23 elementary classes  
(nursery to primary school)

2 recreational centers

73 interventions

3 conferences

2 new fun workshops

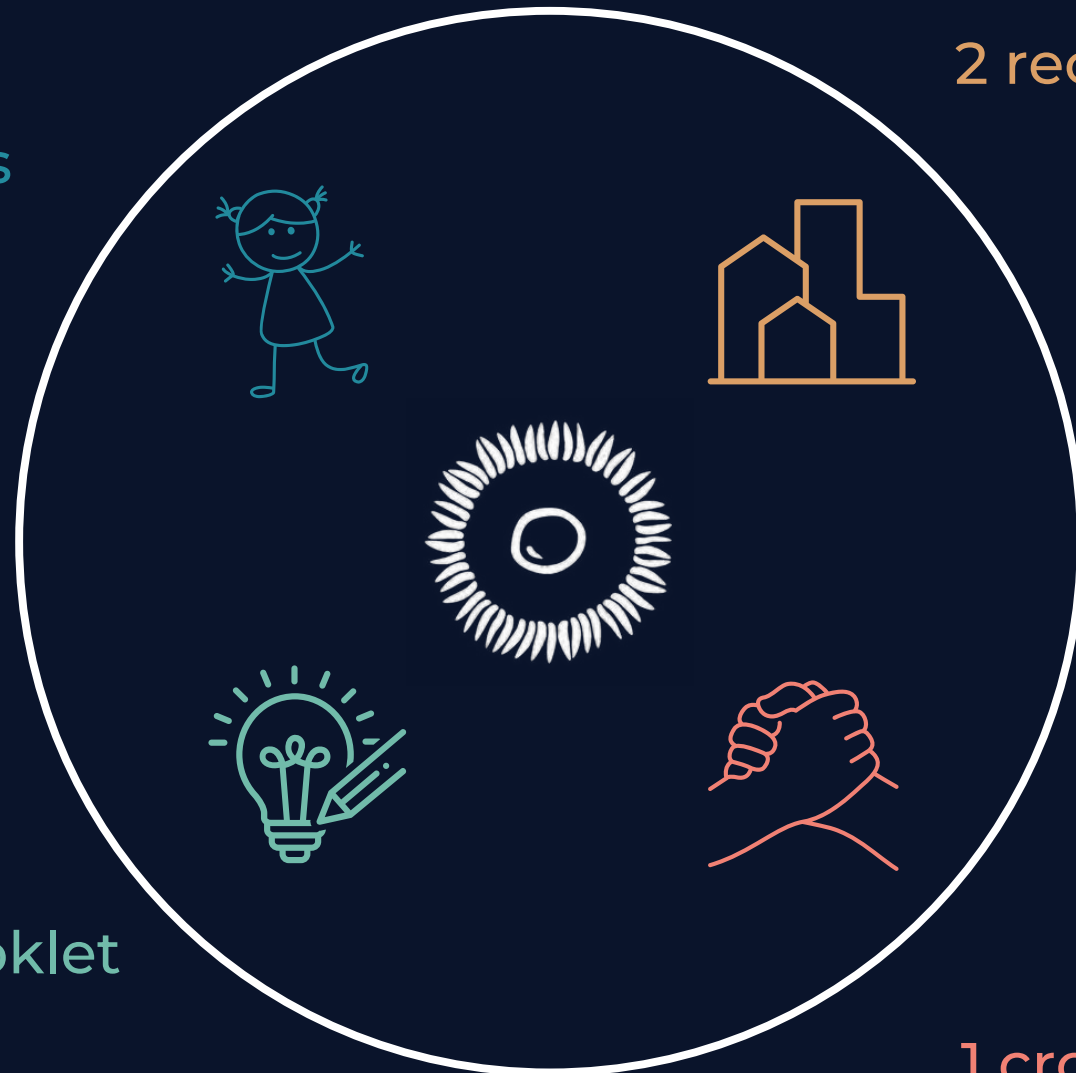
6 booths for the public

1 educational booklet

1 game of 7 families

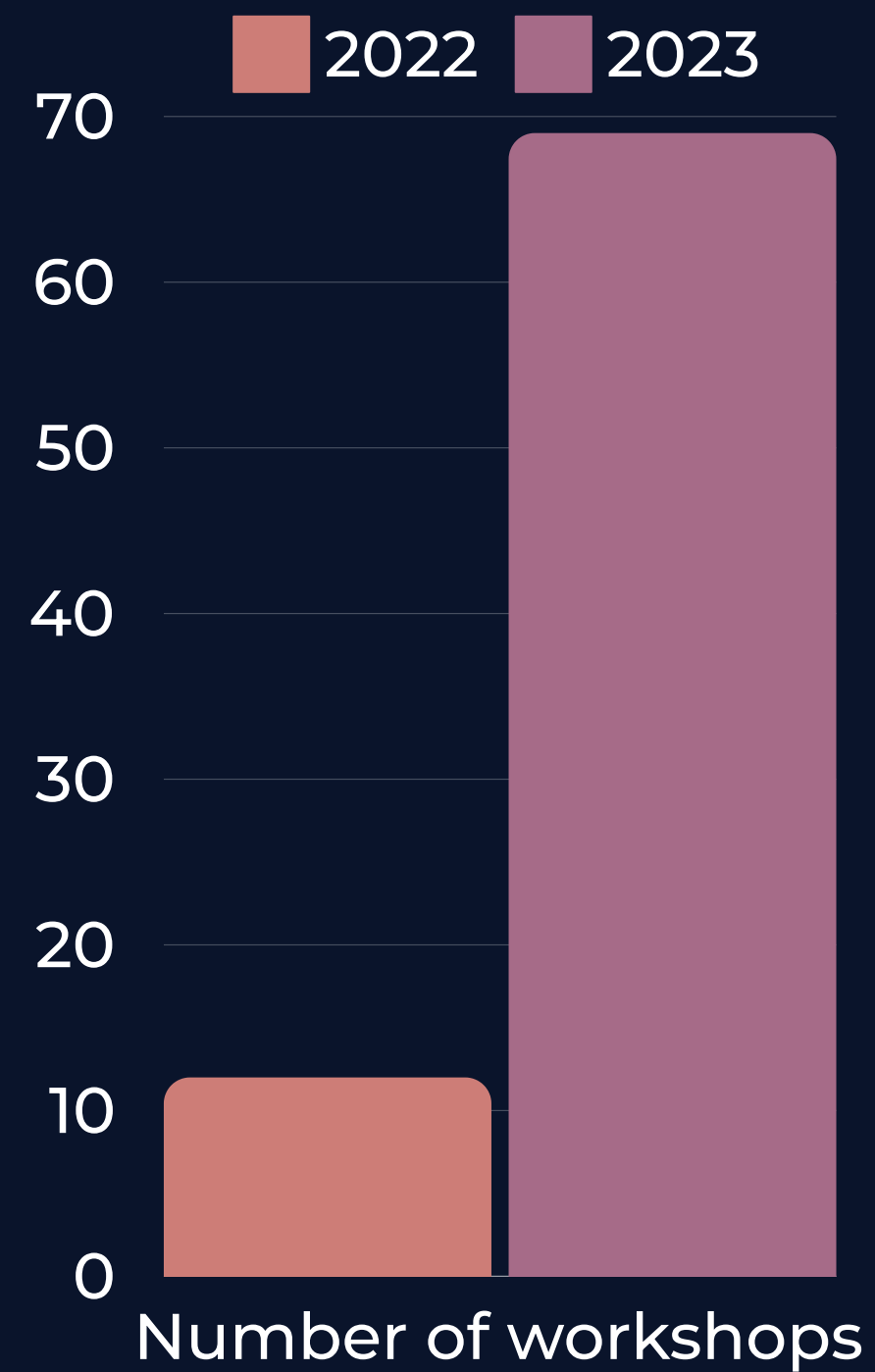
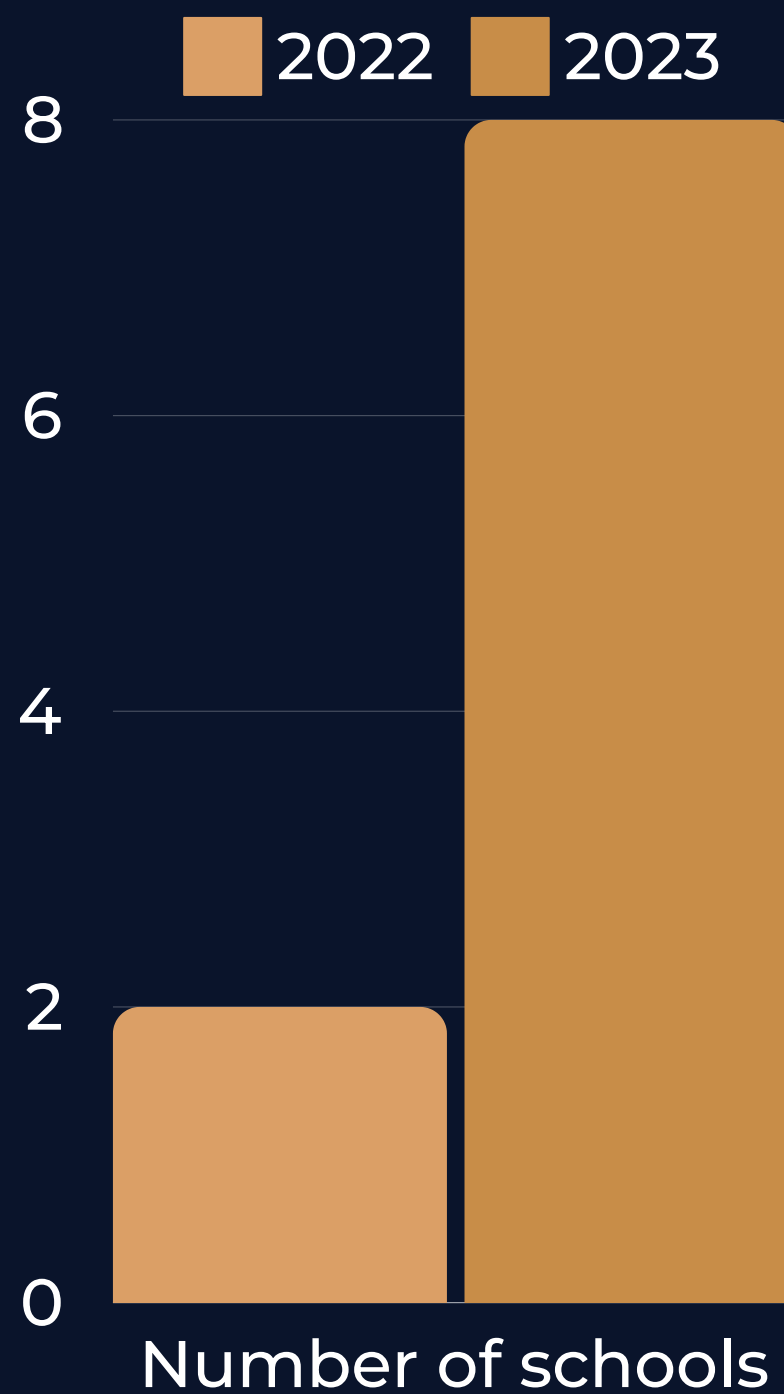
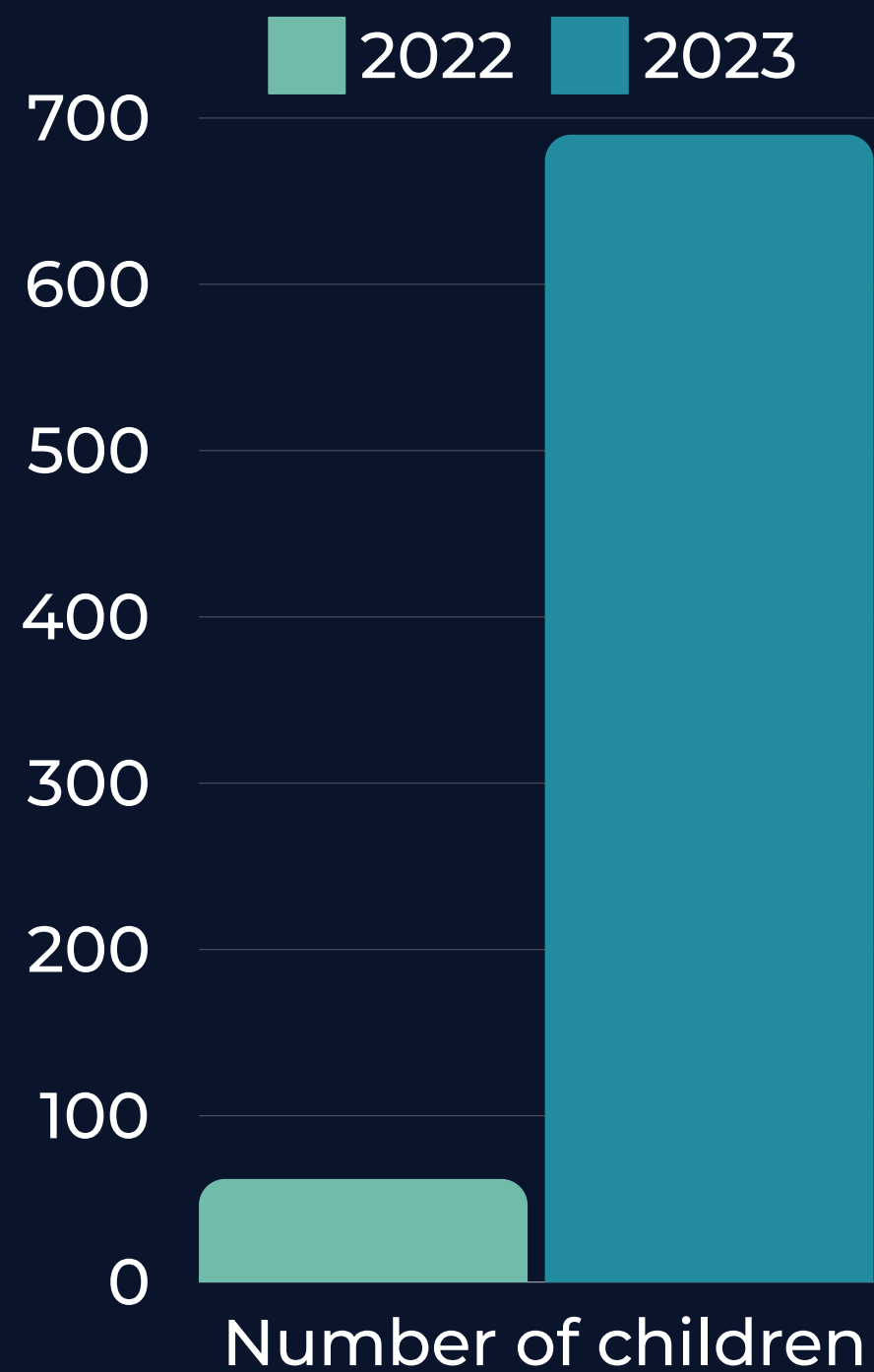
3 volunteers

1 crowdfunding





# REPORT







# 3.

## COMMUNICATIONS



# IMPACT



Effective communication is crucial for raising public awareness of coral reef restoration. Our content strategy enables us to adapt our communication to align with the specific needs of each target audience and channel.

Furthermore, we maintain regular communication with our community to keep them informed about our activities, initiatives, and projects.



# KEY FIGURES



## Instagram



26.2 K  
+ 16'161 followers between November and December 2023



Impressions: 7.8 M



Reach: 418 K



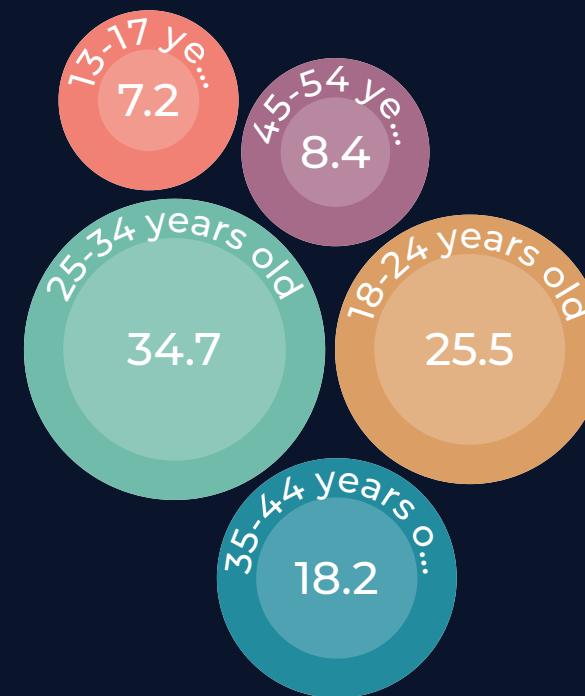
## LinkedIn



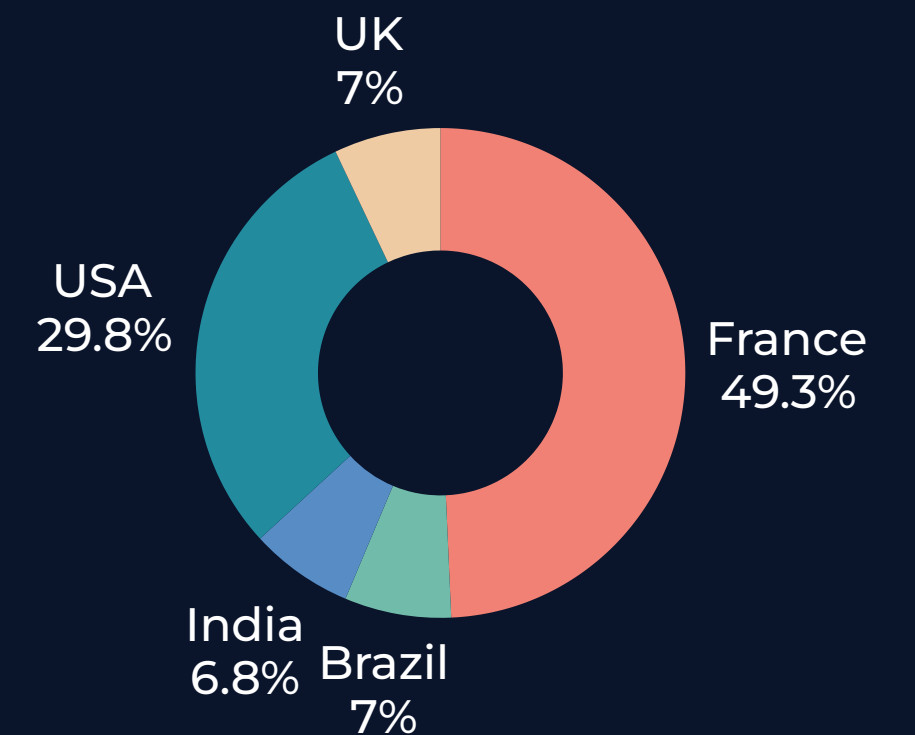
5'798  
followers



Gender



Age group in %



Main Locations





# PRESS RELATIONS



*They talk about us...*

## Sud Ovest

Adopt a coral to fight against their disappearance



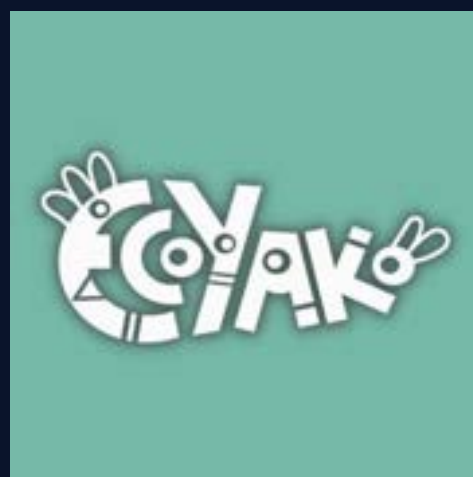
## Kapaw

Adopt a coral and help plant the biggest reef possible with KAPAW



## Mr Mondialisation

Transplantation: this way to save damaged corals



## Ecoyako

World Ocean Day



## Cote Basque Madame

The superheroes of our oceans



# 4.

## PARTNERSHIPS





# OPERATIONAL PARTNERS



Reefscapers, world leader and expert in restoration for over 20 years, is our privileged partner.



Bluer Ocean Project is our service provider for the development of restoration projects on Rodrigues Island in the southern Indian Ocean.

# INVOLVED PARTNERS



# OUR NETWORK





# 5.

## FINANCIAL REPORT



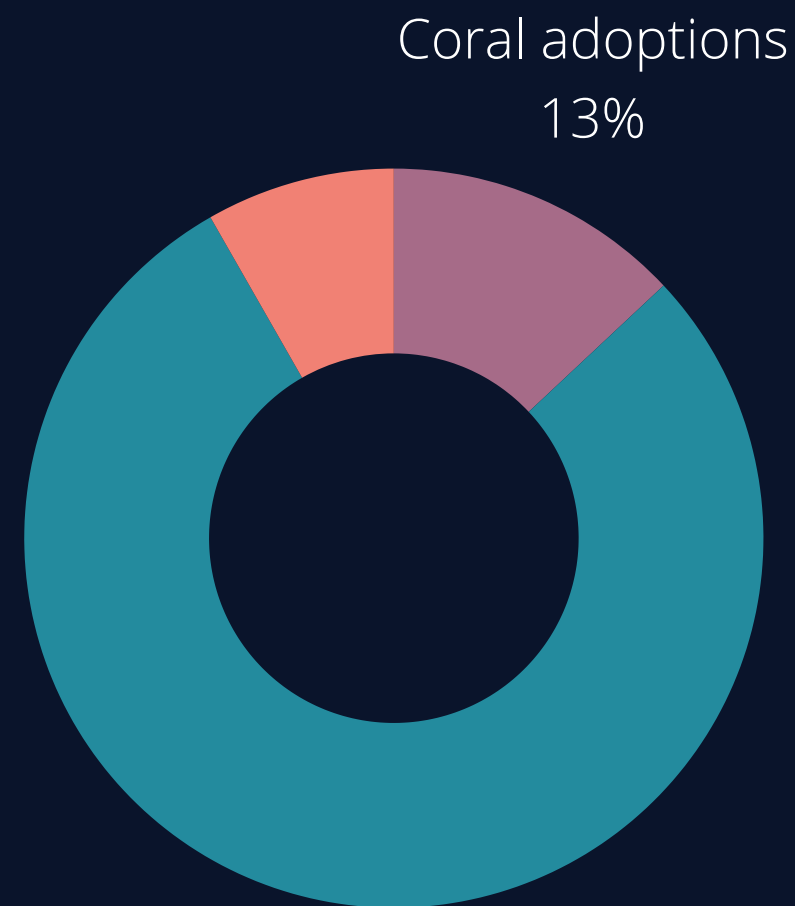


# INCOMES

INCOMES

204'864 €

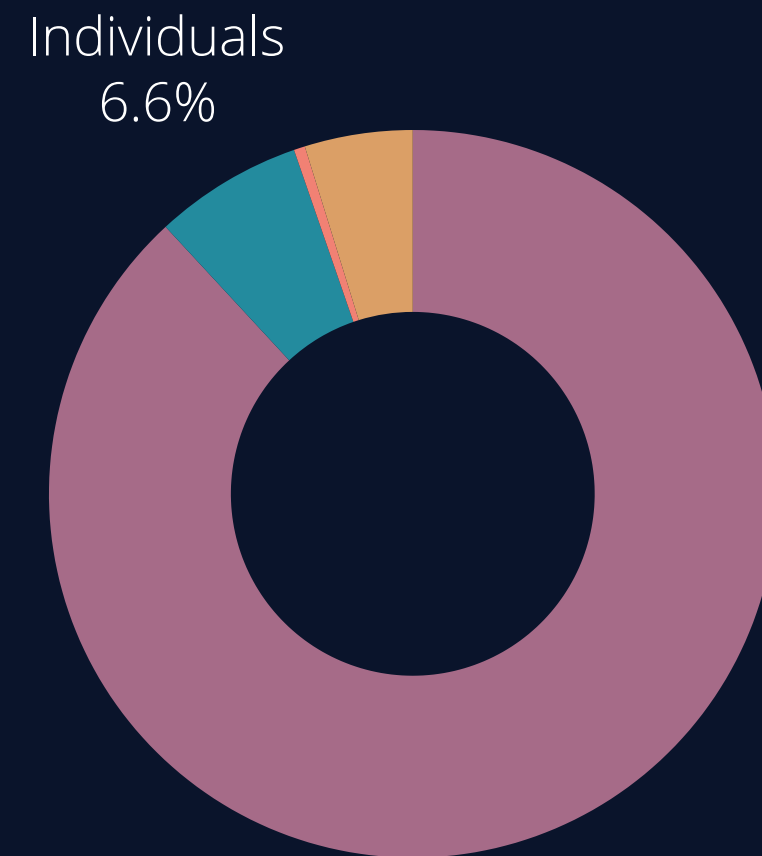
- Coral adoptions
- Donations - Sponsorships
- Partnerships - Education



Donations - Sponsorships  
78.7%

Income distribution (€)

- Businesses
- Individuals
- Associations
- Foundations



Businesses  
88.1%

Donation distribution (€)

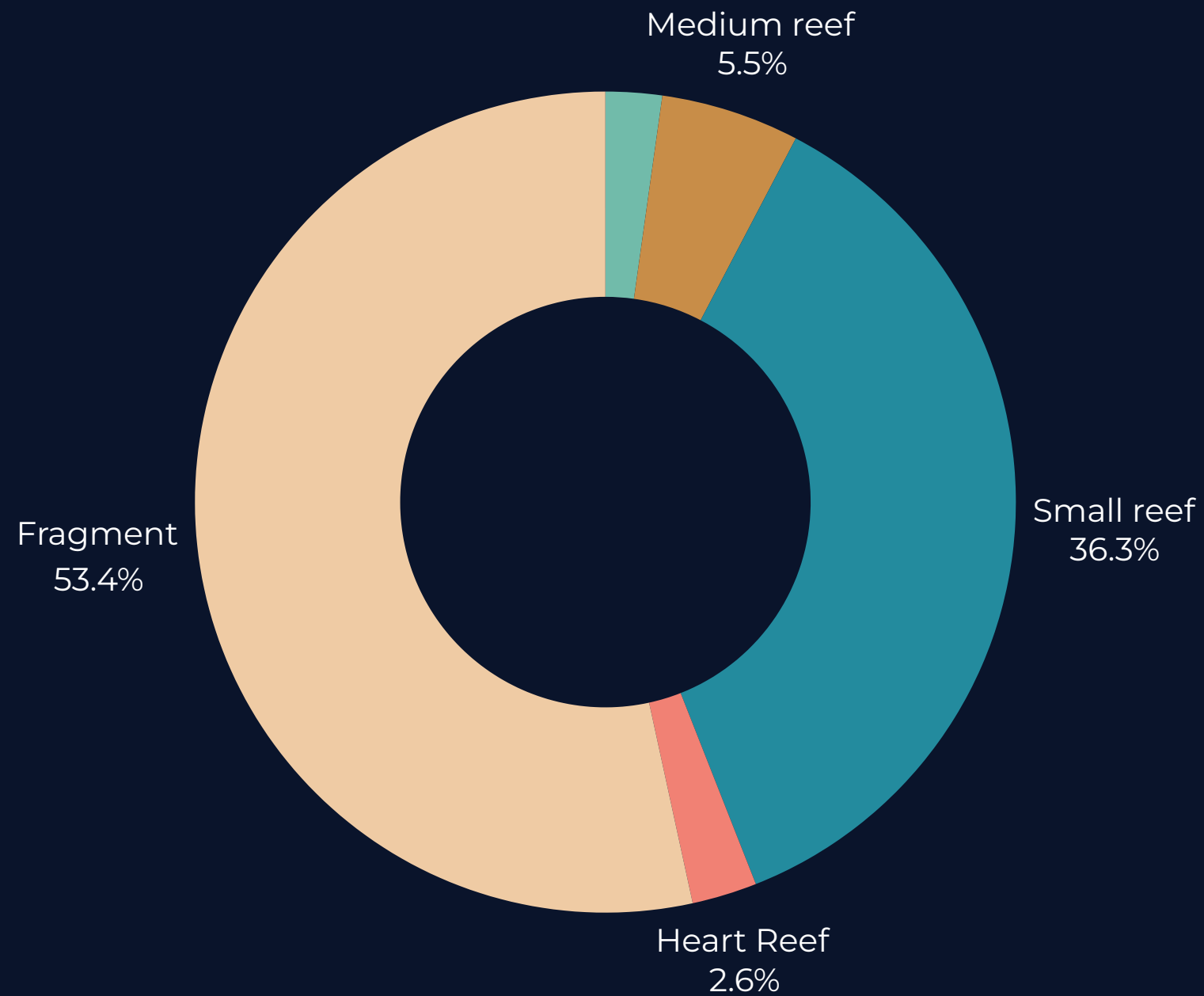




# INCOMES

Adoptions distribution

- Large reef
- Medium reef
- Small reef
- Heart Reef
- Fragment





# EXPENSES

- Operating costs / HR
- Communication & Marketing
- Restoration project
- Educoral Project

Educoral Project  
7.3%

Operating costs / HR  
27.7%

Communication & Marketing  
0.3%

Restoration project  
64.6%

Expenses distribution

EXPENSES

122'809 €







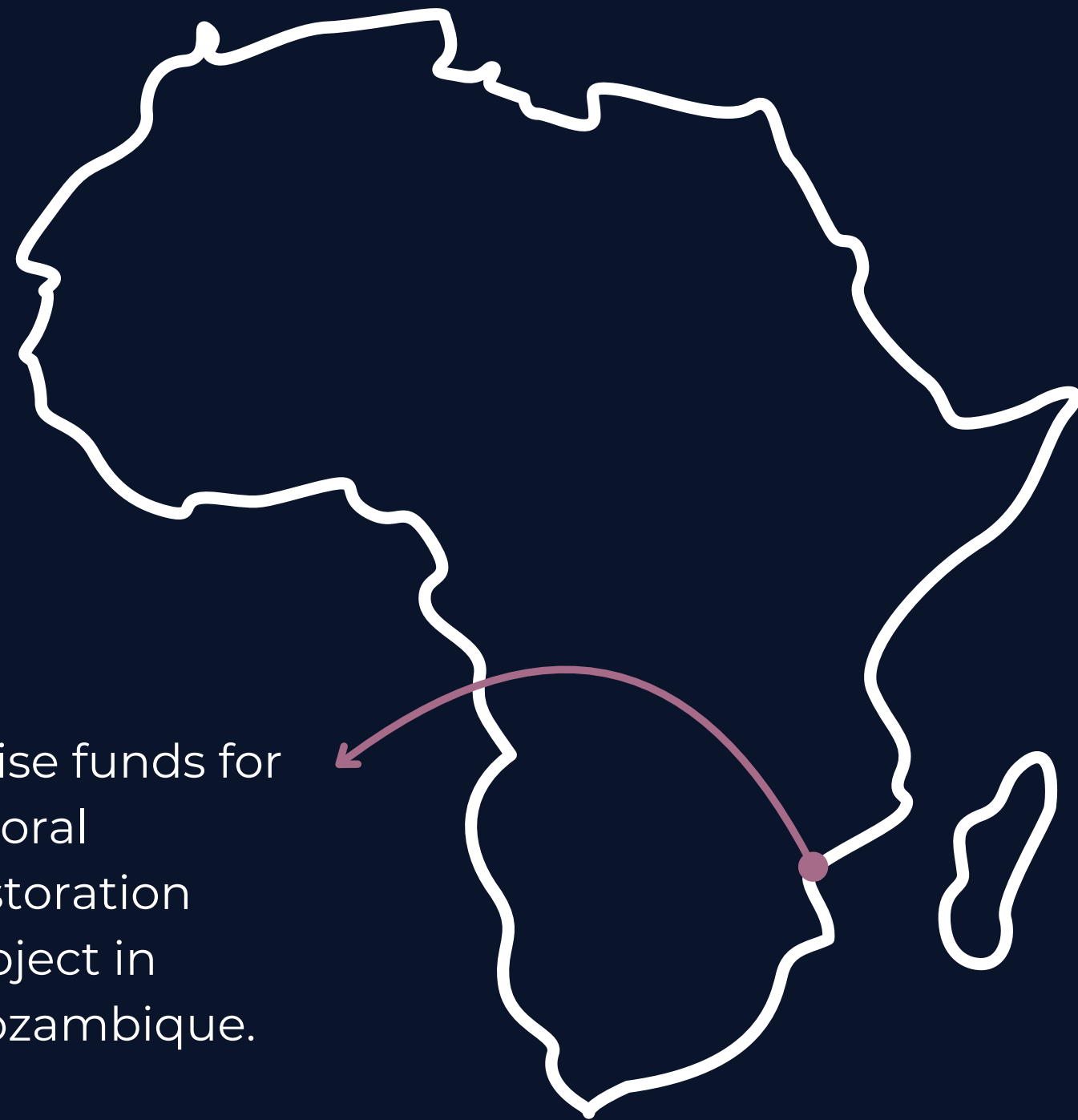
# 6.

## PERSPECTIVES FOR 2024

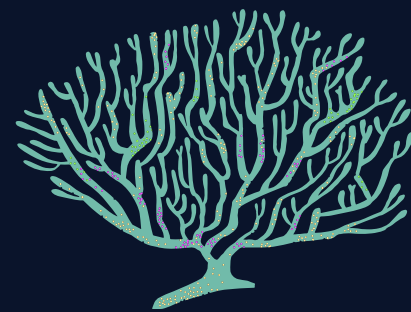




# RESTORATION



Raise funds for a coral restoration project in Mozambique.



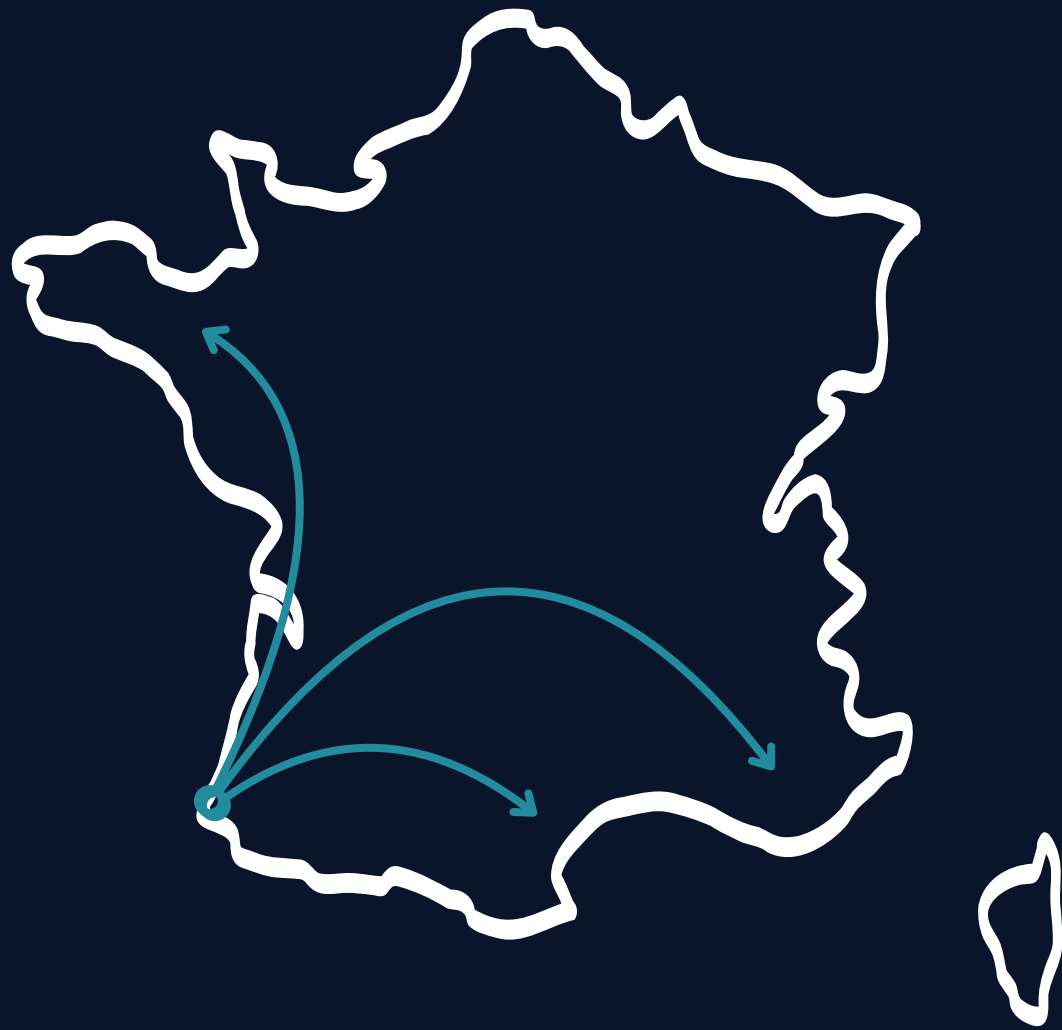
Transplant 40,000 coral fragments by the end of 2024 to restore 2,000 m<sup>2</sup> of surface area.

Develop better restoration techniques for stronger, more effective results.





# EDU'CORAL



Creation of French subsidiaries to operate in 3 regions of France.



Intervention in 20 schools.



Adaptation of the program for secondary schools, high schools and universities.







# THE CORAL PLANTERS

TOGETHER, LET'S PLANT TOMORROW'S CORALS

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Many thanks to our partners and sponsors,  
members, volunteers and supporters.

And many thanks to our employees, interns and volunteers.

Your contribution is priceless!

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