



### AN MSC FOUNDATION INITIATIVE

According to conservation scientists, the key to reversing the rapid decline in coral reefs lies in assisting coral’s natural selection process by establishing certain hardy species and varieties, dubbed “Super Coral”, which are more resilient to severe environmental stresses like extreme heat.

**The MSC Foundation is directly advancing this work while also combatting ocean pollution.**

### WHY CORAL REEFS ARE IMPORTANT

- ✓ Reefs support **25%** of all marine life.
- ✓ Hundreds of millions of people depend on reefs for their food and livelihoods.
- ✓ Reefs protect **150,000** km of shoreline in **100** countries from erosion and storm damage.
- ✓ Many reef dwelling species could potentially be used to create life-saving pharmaceuticals, including treatments for cancer, HIV and malaria, among other diseases.

### MAIN CHALLENGES

- ✓ **50%** of all coral has died-off in the last **30** years.
- ✓ Ocean warming, pollution and fishing could cause **90%** global reef loss by **2030** and kill nearly all coral by **2050**.
- ✓ **50%** of the coral off Ocean Cay has already perished - hundreds of acres!
- ✓ Across the sea in Florida, the US “coral state”, coral cover has already fallen to less than **10%**.

### PARTNERS:



## THE 3 PILLARS OF THE MSC FOUNDATION PROGRAMME:

### 1. ECOLOGICAL RESILIENCE

**MARINE CONSERVATION CENTRE:** establish a unique research facility initially focused on Super Coral propagation to produce thousands of "Super Coral" fragments in land and sea nurseries to populate Ocean Cay's reefs.

**CONSERVATION:** build a coral bank for over 20 highly vulnerable Caribbean species, and conduct targeted interventions to conserve and restore critical ecosystem features and other marine species, such as herbivores and sea grass.

### 2. SCIENCE & EDUCATION

**RESEARCH:** support universities and applied graduate research to refine our understanding of Super Coral by identifying more robust species and developing knowledge of reef resilience to support efforts in the region and around the world.

### 3. AWARENESS RAISING

**EDUCATE:** provide an opportunity for millions of Ocean Cay visitors to learn about and experience marine conservation and restoration efforts first hand.

**ENGAGEMENT:** encourage tens of thousands of Ocean Cay visitors to support the Super Coral Programme and become involved in further coral conservation activities.

## MAIN PROGRAMME RESULTS EXPECTED EVERY YEAR:



**25,000** (approx.) **"SUPER CORAL"** planted across reefs off Ocean Cay.



**64 SQUARE MILES OF MARINE WATERS** protected and monitored.



Threatened Caribbean coral species **SAFEGUARDED FROM EXTINCTION.**



**1 GRADUATE INTERN RESEARCH PROGRAMME** each semester.



At least **4 RESEARCH STUDIES** and/or science papers every year.



**500,000 CRUISE GUESTS** directly informed and sensitised about marine conservation issues and **70,000 PEOPLE** directly engaged in programme activities.



Over half a million people motivated through **SOCIAL MEDIA ENGAGEMENT** in marine conservation issues around the world.



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