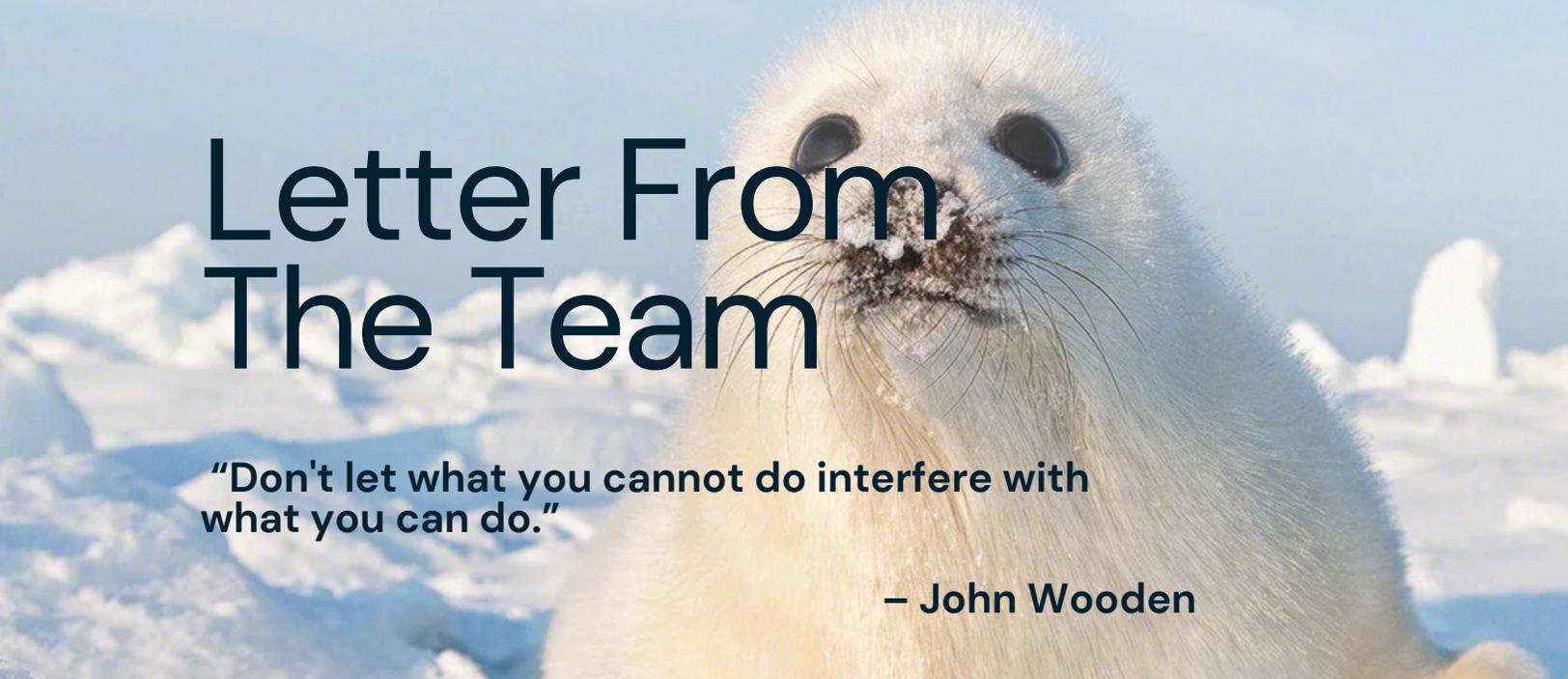




OCEANIC PRESERVATION SOCIETY

Impact Report

2024



Letter From The Team

“Don't let what you cannot do interfere with what you can do.”

– John Wooden

Every action matters.

That belief is at the heart of everything we do. Throughout history, the arc of change has often been bent by the courage of a single person who dared to take the first step. Whether standing up, speaking out, or choosing a different path, individual choices—no matter how small—create ripples that can shift tides.

Today, the need for such ripples has never been greater. The natural world is unraveling at an alarming pace. Species are disappearing faster than at any point in human history, ecosystems are collapsing, and time is running short. But even in the face of this sobering truth, we remain hopeful.

We believe hope is not passive—it is a call to action. And we believe in the transformative power of storytelling to answer that call.

At the Oceanic Preservation Society, we harness the power of film to awaken minds, inspire hearts, and ignite real, lasting change. Stories have the unique ability to cross borders and break down barriers. They can educate, galvanize, and—most importantly—move people to act. Because it's not just knowledge that changes the world—it's what we choose to do with it.

We are building a global community of change makers: visionary philanthropists, courageous investors, generous donors, and everyday people who take simple yet powerful actions—that echo far beyond themselves. Together, we are shifting culture, influencing policy, and preserving the fragile web of life that sustains us all.

This movement is only possible because of people like you. Your support fuels our mission. Your belief gives us strength. And your commitment helps protect the incredible beauty and biodiversity still left on this planet.

From all of us at OPS, thank you. We are endlessly grateful to stand alongside you in this fight for a better, wilder, more compassionate world.

With hope and determination,
Louie & the OPS Team

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Thank you!

Films

Films are a weapon of mass construction



The Cove

Our first film, *The Cove* (2009), became the first documentary to sweep all the major film guilds, earning over 70 awards including an Academy Award® and Sundance honors. More importantly, it ignited a global movement and inspired countless activists to take action against the cruelty of the captive cetacean industry. As a result of the international pressure and awareness generated by the film, dolphin and porpoise slaughter in Japan has dropped by an estimated 93%, and the mission to keep cetaceans wild has since gone global.



Racing Extinction

Our second film, *Racing Extinction* (2015), sounded the alarm on the global extinction crisis and the human-driven forces behind it. As part of the impact campaign, we projected breathtaking images of endangered species onto the Empire State Building, the United Nations, and The Vatican—reaching billions worldwide and calling on humanity to rise up against mass extinction.

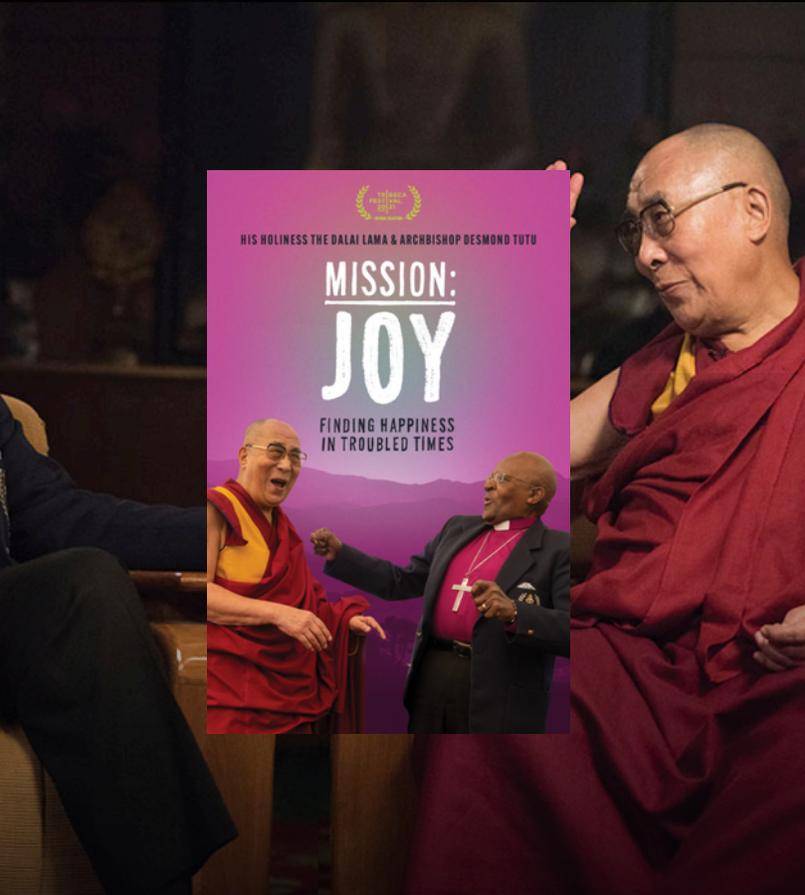
The Emmy nominated film helped inspire tangible policy change, including the establishment of state port measures banning the sale of endangered species in key western states, marking a critical step toward protecting our planet's most vulnerable wildlife.

Films



The Game Changers

Our third film, *The Game Changers* (2019), spotlighted the power of a plant-based diet for athletic performance and environmental sustainability. Within 30 days of its Netflix debut, global Google searches for 'plant-based diet' surged by 350%. In total, it has educated over 50 million people about the personal and planetary benefits of reducing reliance on animal agriculture.



Mission Joy

Our fourth film, *Mission: Joy* (2021), celebrates the deep friendship and enduring wisdom of two of the world's most beloved spiritual leaders—Archbishop Desmond Tutu and His Holiness the Dalai Lama. The film has reached tens of millions of viewers and brought moments of hope and healing to over 40,000 incarcerated individuals. In 2022, OPS helped lead a global free simulcast of the film, which was viewed by more than 2.2 million people within the first 24 hours.

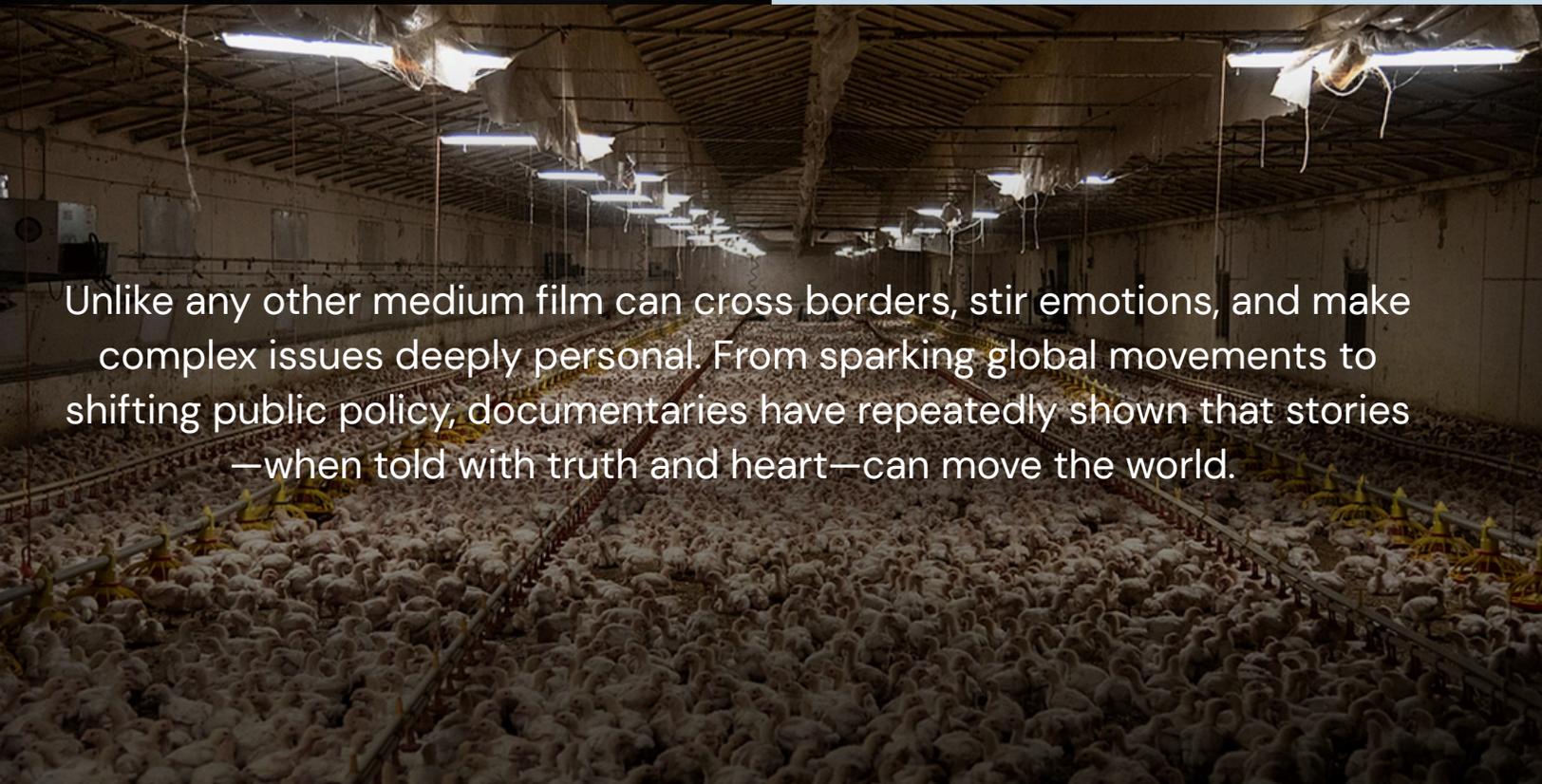
Films



You Are What You Eat

Our fifth film, Emmy Winner *You Are What You Eat* (2024), brought the conversation around food, health, and the environment to a global audience.

In its first two weeks on Netflix, the film was viewed for over 40 million hours across 12 million accounts. It ranked in the Global Top 10 for two weeks and reached the Top 10 in 71 out of 93 countries where it was released—including climbing to #3 in the U.S. Beyond its streaming success, the film has educated over 50 million people about the benefits of plant-based diets and the environmental toll of animal agriculture, inspiring a new wave of conscious consumers and climate advocates worldwide.



Unlike any other medium film can cross borders, stir emotions, and make complex issues deeply personal. From sparking global movements to shifting public policy, documentaries have repeatedly shown that stories —when told with truth and heart—can move the world.

Projections



illUmiNations: Protecting our Planet

In a groundbreaking collaboration in 2014, OPS partnered with the United Nations Department of Public Information —alongside creative technology studio Obscura Digital and Academy Award®-winning producer Fisher Stevens (The Cove) to deliver an urgent message to the world. Together, we transformed the United Nations Headquarters into a stunning, multi-sensory projection event—a bold call to action urging global citizens to demand that world leaders take meaningful steps to protect Earth’s fragile ecosystems.



Projecting Change: the Empire State Building

In 2015 towering images of endangered and threatened species illuminated the United Nations Headquarters in one of the most ambitious projection events ever staged. OPS’s Louie Psihoyos partnered with world-renowned visual artist Travis Threlkel, Chief Creative Officer of Obscura Digital to spotlight the world’s most vulnerable creatures into the heart of New York City—hundreds of feet above the streets. This breathtaking display was more than just art—it was a global call to action to protect the true treasures of our planet: its life.



The Vatican, Illuminating Our Common Home

On December 8, 2015 Illuminating Our Common Home was presented to Pope Francis as a gift of public art, transforming the façade of St. Peter’s Basilica into a stunning visual narrative of our planet’s beauty and fragility.

Produced by a coalition led by Connect4Climate and supported by OPS, Vulcan Inc., the Li Ka Shing Foundation, Okeanos, and Obscura Digital, the projection featured breathtaking images of endangered species and ecosystems—calling for global unity and urgent action to protect our shared home.

Projections



Voices for Earth

In 2021, OPS partnered with Voices for Earth to create a breathtaking 60-minute projection art piece.

Premiering during the COP26 Climate Conference in Glasgow, Voices for Earth lit up the exterior of the SEC Armadillo with stunning visuals that celebrated Earth's biodiversity while calling for urgent action to address the climate crisis. The project highlighted solutions already in motion and invited global audiences to envision —and fight for—a regenerative future.



Projecting Change: 1,000 Drones with a Message

In 2023 OPS and collaborators launched the first drone show of its kind over NYC—featuring 1,000 drones illuminating the sky above the UN Headquarters. The powerful visuals were designed to educate, inspire, and mobilize public and political will around the climate crisis, the protection of the Amazon, and other urgent environmental campaigns.

Timed to coincide with the 78th UN General Assembly, the UN Secretary-General's Climate Ambition Summit, and the SDG Summit, the show sent a bold, visible message to world leaders and helped kick off Climate Week.

Campaigns & Collaborations

End Dolphin & Whale Hunts

In 2024 OPS remained steadfast in its mission to end the brutal hunts of long-finned pilot whales and other small cetaceans in the Faroe Islands, known as the grindadrap. We kept our global community informed with timely updates and empowered thousands to take action. Our channels educated over 500,000 people globally and directed approximately 2,000 social media comments to Faroese decision makers, challenging the outdated justifications behind these brutal hunts.

United Fly Without Fins



Through our collaboration with Shark Guardian on the Fly Without Fins campaign, OPS continued to pressure airlines to ban the transport of shark fins. We helped generate over 1,500 comments on United Airlines' Instagram page, amplifying public demand for change. To date, more than 50 airlines worldwide have adopted no-finning policies—and we won't stop until every airline agrees to fly without fins.

Ban Whaling in Iceland

In 2024, OPS mobilized global pressure to help stop whaling in Iceland. Over 2,500 people took action by commenting directly on the Minister of Fisheries' Instagram, contributing to the government's decision to delay whaling permits last summer. Our social media videos reached over 4 million viewers worldwide, and for the first time in a decade, Iceland's primary whaling company, Hvalur Hf., announced it will not hunt endangered fin whales this season—citing declining demand and difficulty securing permits.

Campaigns & Collaborations



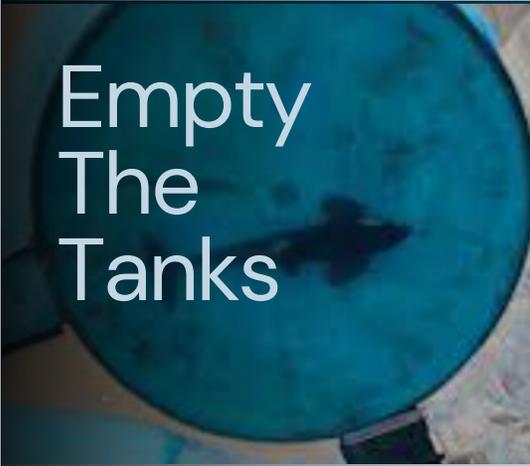
Prevent Whale Collisions

Each year, an estimated 20,000 whales are killed by ship strikes—a silent crisis threatening whale populations worldwide. In collaboration with the film *Collision*, OPS helped raise global awareness about this urgent issue and mobilized action. Over 950 people were driven to comment on the social media channels of the International Maritime Organization and NOAA, urging them to implement stronger protections for whales in shipping lanes.



Reform Maine Lobster Industry

North Atlantic right whales—one of the most endangered marine mammals—are being driven toward extinction, with one of the leading causes being entanglement in lobster fishing gear. OPS helped shine a spotlight on this critical issue, raising awareness among over 300,000 people through social media and calling for urgent reforms to protect these iconic whales from preventable death.



Empty The Tanks

OPS helped amplify the global #EmptyTheTanks movement, exposing the cruelty faced by marine mammals held in captivity. Our videos—highlighting the physical and psychological suffering these animals endure—garnered over 7 million views worldwide. We directed thousands of people to take action by leaving critical reviews on platforms like Google, targeting aquariums and marine parks such as SeaWorld to demand an end to the exploitation of captive cetaceans.

Campaigns & Collaborations



Nets Out Now

OPS partnered with the Nets Out Now Coalition and the Envoy: Shark Cull documentary team to oppose the use of shark nets and lethal drumlines in Australia—methods that are not only outdated and ineffective at preventing shark bites but also deadly to countless marine species, including whales, dolphins, turtles, and dugongs. Recently, we supported two petitions calling for the removal of these harmful nets, helping to gather thousands of signatures in the push to protect Australia’s marine wildlife.



Save Punalu'u

OPS collaborated with Aina Momona and launched a campaign to help protect a critical stretch of Hawaiian coastline threatened by a proposed development of 225 residential and short-stay units, along with a golf course. This fragile habitat is home to rare and endangered species, including hawksbill and green sea turtles, Hawaiian monk seals, and native bees. We mobilized thousands to sign a petition and speak up at a public panel hearing, amplifying community voices and pushing back against the destruction of this irreplaceable coastal ecosystem.



Ban Aquarium Trade

OPS partnered with Keiko Conservation to raise awareness about the reopening of the aquarium trade in Hawai'i, a practice that threatens delicate reef ecosystems and the marine life that depends on them. Together, we mobilized thousands of people to email Hawai'i's Board of Land and Natural Resources, urging them to oppose the exploitation of native fish species for commercial sale and protect the islands' biodiversity for future generations.

Education

OPS reaches millions each month through dynamic video content shared across our social media channels, which now engage a global community of over 1.6 million followers. Our videos are carefully crafted and optimized for maximum engagement—designed to educate, inspire, and drive action. Each post sparks thousands of shares, comments, and reactions, helping our message spread far beyond our immediate audience and amplifying urgent environmental issues to new viewers around the world. The list below provides a comprehensive list of the educational topics we create video content for.

Topics

Marine Wildlife Protection

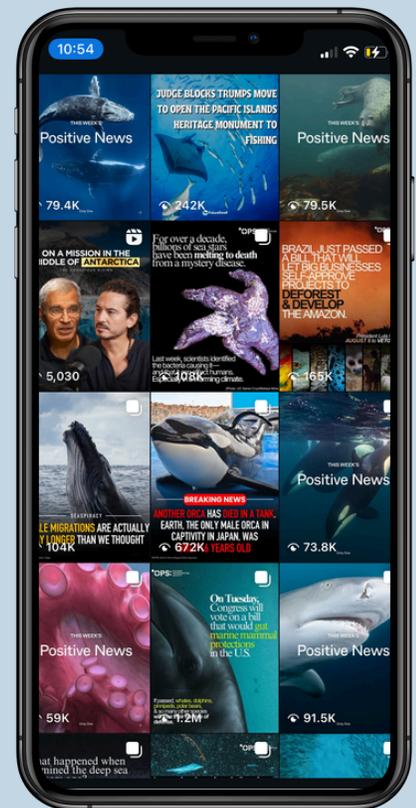
- Dolphin, whaling and porpoise hunts (e.g., Taiji, Faroe Islands)
- Shark finning and shark culls
- Bycatch of non-target species
- Entanglement in fishing gear (e.g., right whales, sea turtles, sharks)
- Marine mammal captivity
- Ghost nets and abandoned fishing gear
- Seabird protection & endangered marine species

Sustainable Fisheries

- Overfishing and fisheries collapse
- Bottom trawling and habitat destruction
- Illegal, unreported, and unregulated (IUU) fishing
- Aquaculture impacts (e.g., salmon farming, pollution, sea lice)
- Marine protected areas enforcement

Climate & Ocean Health

- Ocean acidification
- Coral bleaching and reef collapse
- Melting polar ice and sea level rise
- Ocean deoxygenation ("dead zones")
- Loss of blue carbon ecosystems (seagrasses, mangroves, salt marshes)



Pollution & Plastics

- Microplastics in food chains and water
- Single-use plastic bans and legislation
- Chemical pollution (e.g., PFAS, PCBs, BPA)
- Plastic ingestion by marine animals
- Bioaccumulation of toxins in seafood
- Oil spills and petrochemical runoff
- Agricultural runoff and algal blooms
- Noise pollution from ships and sonar

Habitat Protection & Restoration

- Coral reef protection and restoration
- Mangrove conservation
- Deep-sea mining opposition
- Coastal development regulation

Industrial Threats

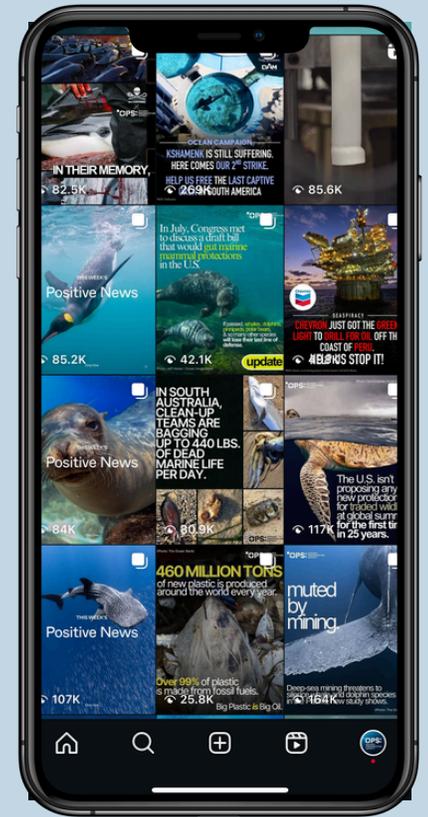
- Offshore drilling and fossil fuel exploration
- Seabed mining for rare earth elements
- Shipping traffic and whale collisions
- Cruise ship pollution and port expansion
- Port developments in fragile habitats

Policy, Education & Activism

- UN High Seas Treaty implementation
- 30x30 ocean protection advocacy
- International Maritime Organization pressure
- CITES and wildlife trade enforcement
- Indigenous and coastal community rights
- Youth-led climate/ocean movements

Scientific and Technological Innovation

- Whale and dolphin communication research
- Satellite tracking of illegal fishing
- Biodegradable fishing gear development



**Instagram
Notable Numbers!**
32.3 million views
332K+ shares
174.8K + reposts



Social Media

OPS has a combined following of 1.6 million. Leveraging Instagram, Facebook, Tiktok, and X, we deploy campaigns that move millions to take action for our planet.

1.6+ MILLION FOLLOWERS

20.8k

TikTok Followers



478k

Instagram Followers



1M +

Facebook Followers



83.6k

X Followers



Featured Artists



Asha Wadher

As a 2024 OPS Artist, Asha Wadher uses photography as a powerful tool to inspire and educate the public about wildlife conservation.

Her work goes beyond traditional wildlife photography. By capturing animals in a way that highlights their individuality and presence, Asha encourages viewers to see wildlife not as symbols or scenery, but as sentient beings with distinct behaviors and intrinsic value. Her portraits invite a sense of empathy and personal connection—an important step toward building public support for conservation efforts.

Through her lens, Asha helps bridge the emotional gap between people and the natural world, sparking awareness and action in service of protecting species and ecosystems at risk.

Stefán Pétursson

In 2024, OPS partnered with Icelandic graphic designer and activist Stefan Petursson, to end commercial whaling in Iceland. A lifelong advocate for marine life, Stefan brings a unique perspective as both a designer and a native Icelander, using powerful visual storytelling to confront a deeply ingrained and controversial industry.

Stefan's striking graphics became central to our campaign messaging. Through his visuals, we challenged outdated narratives and galvanized public awareness around the cruelty and ecological cost of continued whaling practices.



Join our team!

OPS is seeking visionary partners to join our next slate of transformative documentaries, as we build a powerful, mission-driven community of Executive Producers, philanthropists, investors, and change-makers who believe in the power of storytelling to shift global consciousness.

