

Blue Alliance Marine Protected Areas | [Blue Commitment](#)

# SAVING THE OCEAN, ONE HECTARE AT A TIME

With a single action, you protect coral reefs for 10 years.

This is more than a donation;  
it's a powerful commitment to the ocean.



# IT'S YOUR CHANCE TO BECOME AN OCEAN GUARDIAN.



If you care about the planet and its biodiversity, want your support to go directly to the people doing the work, and are looking for a meaningful way to give back, the Blue Commitment makes it possible.

*Your pledge goes straight into hands-on marine conservation.*

A close-up photograph of two clownfish swimming in a sea anemone. The anemone has long, green, tube-like tentacles with purple tips. The clownfish are orange with white stripes. The background is dark, making the colors of the fish and anemone stand out.

# HANDS-ON PROTECTION

*Blue Alliance doesn't just fund Marine Protected Areas — we run them.*

Blue Alliance is dedicated to transforming Marine Protected Areas that exist only on paper into resilient ecosystems that sustain both nature and people.

Working with governments and coastal communities, we co-manage more than 3 million hectares of Marine Protected Areas across Indonesia, the Philippines, & Zanzibar.

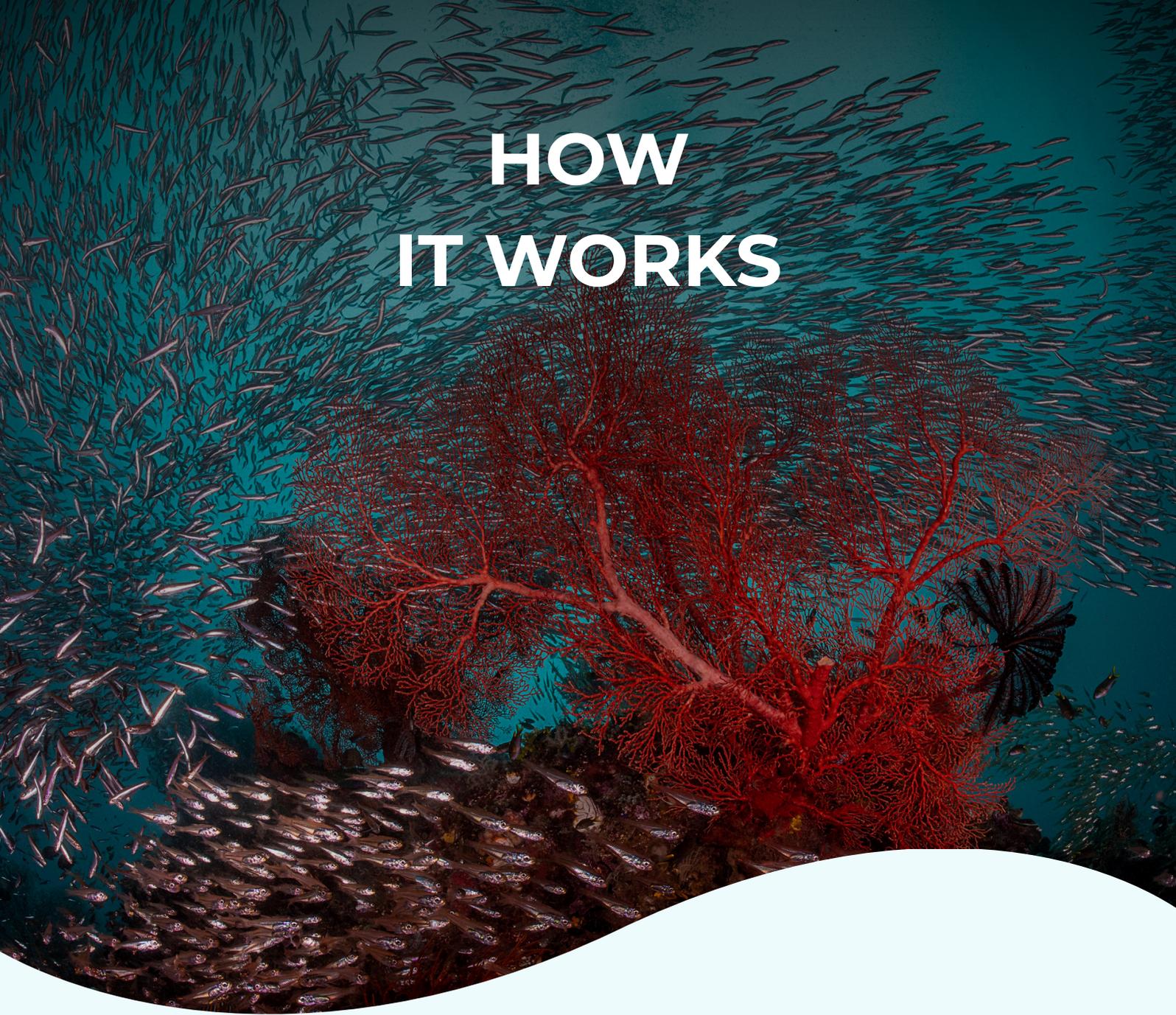
The Blue Commitment is a way for individuals and organisations to take a direct stake in the ocean's future.

Each pledge helps coral reefs recover, supports the return of fish populations, and strengthens the wellbeing of coastal communities who rely on the sea.

*Every Blue Commitment leads to action that can be tracked, shared, and celebrated.*



**THE FUTURE  
YOU'LL PROTECT**



# HOW IT WORKS

*Protect the most biodiverse ecosystems  
on the planet — one hectare at a time.*

Every \$10 you donate creates the means to  
protect 1 hectare of coral reef for 10 years.

It's a one-time pledge that converts your  
support into a decade of real impact, and you can  
protect as many hectares as you choose.

# WHAT YOUR **BLUE** COMMITMENT SUPPORTS

## **COMMUNITY EMPOWERMENT**

Build sustainable livelihoods that replace poaching and uplift under-represented groups to play a leading role in the ocean economy.

## **PATROLS PROTECTION**

Prevent destructive practices, while also encouraging sustainable fishing methods that allow reefs to recover & fish stocks to rebuild.

## **SCIENCE CONSERVATION**

Careful monitoring of coral reefs & fish populations. Protect endangered species such as turtles, manta rays, dugongs, and reef sharks.

# WHAT YOUR **BLUE** **COMMITMENT** SUPPORTS



## **RAISED AWARENESS**

Environmental awareness talks, youth programs, and hands-on training that inspire the next generation of ocean stewards.

## **BEHIND THE SCENES**

A small portion of every contribution (8,5%) supports the coordination and management that keep Blue Alliance running smoothly behind-the-scenes.

*Blue Commitment's are certified by the French National Centre for Scientific Research, verifying impacts on planet, people & climate.*

# WHAT YOU RECEIVE

## FOR COMPANIES & ORGANISATIONS

- ✓ Impact reporting certified by the French National Centre for Scientific Research (CNRS)
- ✓ A commitment aligned with globally recognised goals & disclosures, including United Nations Sustainable Development Goals (SDG's) and 30x30 targets.
- ✓ Engaging storytelling assets to bring your impact to life in internal and external communications.
- ✓ PR materials such as custom logos, articles, social media posts, newsletters and more, to show and share your commitment.
- ✓ Backed by a proven model that combines reef-positive enterprise with blended finance.
- ✓ News and early access to adventure travel and volunteer opportunities in & around Blue Alliance's Marine Protected Areas.
- ✓ For major donors we offer exclusive travel discounts in Indonesia, Zanzibar, and the Philippines — See FAQ's for more information.
- ✓ The chance to win an 'Off the beaten track' cruise adventure in Indonesia for two.
- ✓ Access to our 2026 digital desktop calendar with a selection of dreamy high-res images from the seascapes you've helped protect.

*Measurable ocean protection.  
Delivered with integrity.*

# WHAT YOU RECEIVE

## FOR INDIVIDUALS

- ✓ Personalised certificate in your name recording the hectare/s of reef you've chosen to protect.
- ✓ The chance to win an 'Off the beaten track' cruise adventure in Indonesia for two.
- ✓ Access to our 2026 digital desktop calendar with a selection of dreamy high-res images from the seascapes you've helped protect.
- ✓ News and early access to adventure travel and volunteer opportunities in & around Blue Alliance's Marine Protected Areas.
- ✓ Our commitment to 10 years to reef restoration, biodiversity protection, and community wellbeing.
- ✓ Detailed yearly updates with photos, stories, and milestones that show the difference your support has made.
- ✓ Regular first-hand accounts from rangers, marine biologists, and community members on the front line of ocean protection.
- ✓ The option to dedicate your Blue Commitment as a gift or in honor of someone special - a meaningful way to share your connection to the sea.
- ✓ For major donors we offer exclusive travel discounts in Indonesia, Zanzibar, and the Philippines — See FAQ's for more information.

**Every donation has our commitment to  
10 years of reef restoration**

# FREQUENTLY ASKED QUESTIONS

## **How do I know my money really goes to ocean protection?**

All Blue Commitments are independently verified and managed under strict financial oversight by the [French National Centre for Scientific Research \(CNRS\)](#). They certify that funds are used exactly as intended – to protect marine parks, help restore reefs, and support coastal communities. It's a clear, accountable system that ensures your support creates real impact where it matters most.

## **Why choose this instead of a big-name NGO?**

Because we do the work, we don't just fund projects, we run them. When you support us, you're backing direct action in the water and in coastal villages, not layers of administration.

## **How does the Win an Adventure Cruise in Indonesia work?**

Every [Blue Commitment](#) (US\$10 donated) counts as one entry to the competition. You can increase your chances by making additional Blue Commitments.

## **What exclusive travel discounts are on offer for major donors?**

For major donors we offer exclusive travel discounts through our Coral Reef Safari Travel division on [Nomad Archipelago](#) cruises in Indonesia, [Manta Resort & Underwater Room](#) in Zanzibar, and [Coral Reef Safari trips](#) in the Philippines — A major donor is a person or organisation that has made Blue Commitments to the value of US\$100 000 or more.

## **Why is the Blue Commitment set for 10 years?**

Blue Alliance works under long-term agreements with local governments to manage Marine Protected Areas on their behalf. These agreements typically run for 10-year terms and are renewable indefinitely. That way, commitments are aligned with real management plans on the ground – long enough to deliver meaningful results.

## **Does sponsoring one hectare really make a difference?**

Absolutely. In the world's richest marine regions, a single well-managed hectare can be home to thousands of coral colonies, hundreds of fish species & provide critical habitat for turtles, reef sharks, and dugongs

It also supports the people who rely on that reef for food, income, and identity. One Blue Commitment funds protection, conservation, and livelihoods for a full decade — a small unit of support with a big, lasting impact.

# FREQUENTLY ASKED QUESTIONS

## **We already support conservation — what makes this different?**

The Blue Commitment is a ready-to-go biodiversity product designed for long-term, community-driven conservation. Unlike tree-planting or ocean-cleanup projects, it:

- Locks in a clear 10-year commitment
- Provides real data on nature, people, and climate outcomes
- Puts you in partnership with a Marine Protected Area manager, not a middleman

This isn't a short-term donation. It's an ongoing asset that adds depth and credibility to your sustainability story.

## **This isn't a carbon offset — will it still count for corporate commitments?**

Biodiversity is quickly becoming the next frontier in sustainability, with global reporting frameworks like TNFD (Taskforce on Nature-related Financial Disclosures) and SBTN (Science Based Targets for Nature) already shaping corporate strategies. A Blue Commitment helps you stay ahead — diversifying your sustainability efforts and showing you care for both nature and climate. It's also something your marketing, HR, and CSR teams can share and celebrate.

## **What if we're a corporate that wants to do make Blue Commitments at scale?**

The Blue Commitment is designed to grow with you. You can:

- Sponsor 1000 hectares, 10 000 hectares, or more.
- Allocate Blue Commitment to different teams, regions, or business units
- Use them in employee rewards, client gifting, or brand campaigns

With 3 million hectares already under management, we have the capacity to expand — matching your ambition hectare by hectare.

## **Terms and Conditions?**

Please refer to the FAQ section on [www.bluealliance.earth/blue-commitment](http://www.bluealliance.earth/blue-commitment)

# BLUE COMMITMENT

[www.bluealliance.earth/blue-commitment](http://www.bluealliance.earth/blue-commitment)