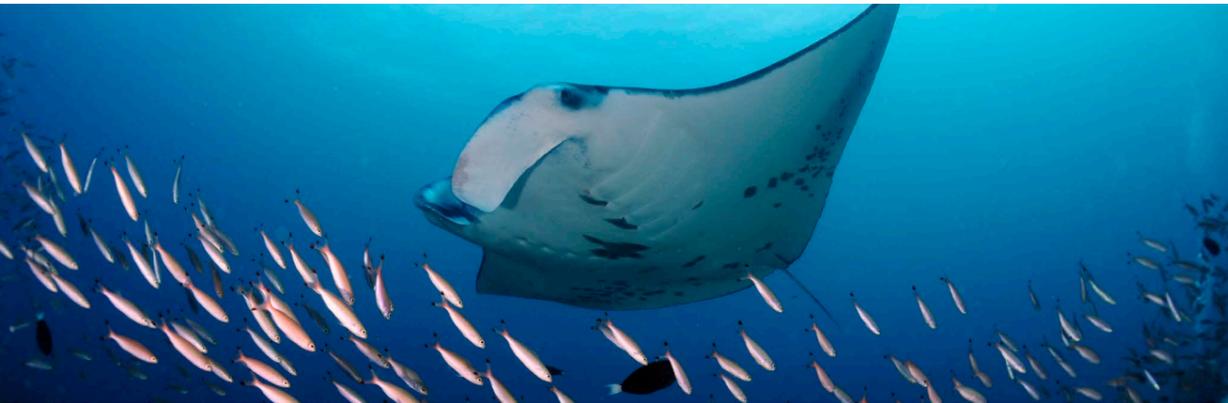




# CONSERVATION

through Research, Education & Collaboration

CORPORATE SOCIAL RESPONSIBILITY  
BROCHURE



# Introduction & Welcome

In recent years, Corporate Social Responsibility (CSR) has become a byword for successful companies that wish to be progressive and caring for the environment and the communities they impact. Today, things have moved on since CSR was a 'nice to have' element of corporate strategy to the point where it is a 'must have' component in a business world that is increasingly transparent and socially aware.

At the Manta Trust we are fortunate to collaborate with great partners who, early on, recognised the need to give something back. This has hugely benefited our charity, in terms of fundraising, enabling our research activities, and raising awareness of our charitable aims, but it has also helped to build the brand of our partners. Partnering with a charity shows a commitment to offset the environmental impact made by companies as they undertake

the day-to-day activities of their businesses while also working towards a more sustainable business model. These partnerships send a powerful message that help businesses build better relationships with both clients and the wider community. They also help to raise awareness of the societal and environmental challenges we face, while assisting in the recruitment and retention of a workforce that feels heard and valued.

By partnering with the Manta Trust, you too can signal a willingness to get involved, to make a stand, and to give something back. A collaboration now would mean that we can do more to protect manta rays and their relatives, but also their marine environment and the coastal communities who rely upon them. Get in touch today to discuss a collaboration.

**Together, we can make a difference!**

Dr. Guy Stevens  
Chief Executive & Co-founder





# What are Manta and Devil Rays?

Manta and devil rays, known collectively as mobulids, are enigmatic, gentle giants of the ocean.

With the largest brain of all fish, their intelligence and curiosity make encounters with manta rays a truly magical experience. Their obvious intellect and complex social interactions set manta rays apart from other fish, but as they have only been scientifically studied in detail for around a decade, much of their life history remains a mystery. Close relatives of all sharks and rays, these cartilaginous, filter feeding fish range throughout the tropical and sub-tropical oceans of the world, with the largest individuals reaching seven metres in width and weighing up to two tonnes.

It is little wonder that for many years they have been well known and loved by the SCUBA diving community. More recently, they have also found mainstream popularity with a wider, global audience, featuring in ground-breaking wildlife documentaries

such as the BBC's Blue Planet II. Devil rays are manta's smaller relatives, about which we know even less. These acrobatic rays are generally very shy towards divers, making it hard to observe and study their behaviour in the wild.

Mobulids first appear in fossil records around 28 million years ago; evolving from bottom dwelling rays, they adapted to life in the water column. They are defined by their specially modified gill plates, which they use to strain zooplankton from the water column. Mobulid rays take a long time to reach sexual maturity, are slow to reproduce, and give birth to just a single pup every two to five years, following a 9-12-month pregnancy. Unfortunately, these traits, paired with their highly migratory nature, now leave mobulids extremely vulnerable to overexploitation.



**Oceanic Manta Ray**  
*Mobula birostris*  
IUCN Red List Population Trend  
↓ DECREASING



**Reef Manta Ray**  
*Mobula alfredi*  
IUCN Red List Population Trend  
↓ DECREASING



**Atlantic Manta Ray**  
*Mobula cf. birostris*  
Not currently recognised by the IUCN Red List



**Sicklefin Devil Ray**  
*Mobula tarapacana*  
IUCN Red List Population Trend  
↓ DECREASING



**Spinetail Devil Ray**  
*Mobula mobular*  
IUCN Red List Population Trend  
↓ DECREASING



**Bentfin Devil Ray**  
*Mobula thurstoni*  
IUCN Red List Population Trend  
↓ DECREASING



**Shorthorned Pygmy Devil Ray**  
*Mobula kuhlii*  
IUCN Red List Population Trend  
↓ DECREASING



**Longhorned Pygmy Devil Ray**  
*Mobula eregoodoo*  
IUCN Red List Population Trend  
↓ DECREASING



**Munk's Pygmy Devil Ray**  
*Mobula munkiana*  
IUCN Red List Population Trend  
↓ DECREASING



**West Atlantic Pygmy Devil Ray**  
*Mobula hypostoma*  
IUCN Red List Population Trend  
↓ DECREASING



**East Atlantic Pygmy Devil Ray**  
*Mobula rochebrunei*  
Not currently recognised by the IUCN Red List

Key: Endangered Vulnerable



# What is the Manta Trust mission?



Founded in 2011 Manta Trust is a UK registered charity that co-ordinates global mobulid research and conservation efforts. Our vision is a sustainable future for the oceans, where manta rays and their relatives thrive in healthy, diverse marine ecosystems. We have a global team comprised of a diverse group of researchers, scientists, conservationists, educators and media experts, and together we are working to turn the tide for these enigmatic rays, through an approach that combines:



## Research

By conducting long-term, robust scientific studies, we aim to build the solid foundations upon which governments, NGO's and conservationists can make informed and effective marine management decisions.



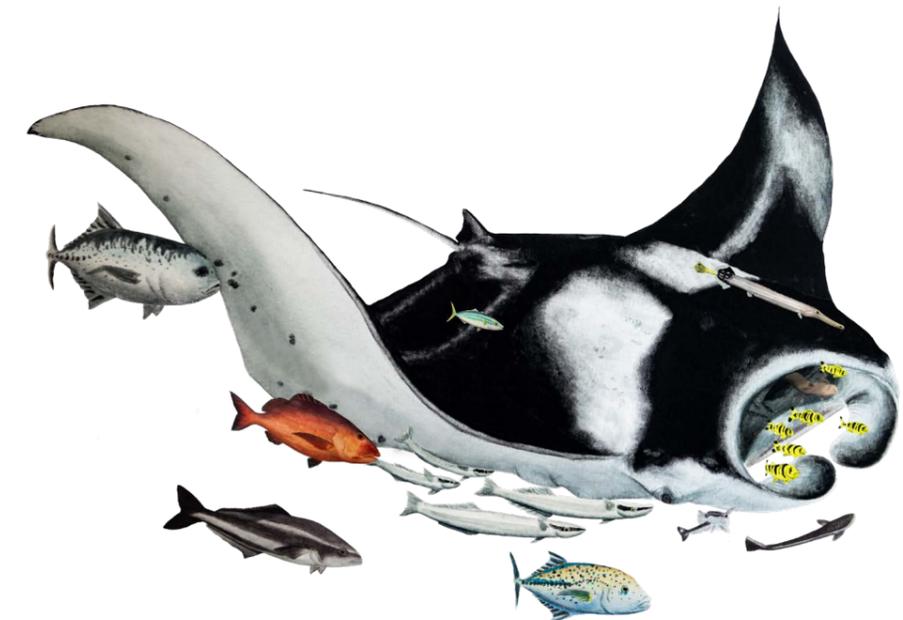
## Education

As charismatic megafauna, manta rays act as a flagship species, helping to motivate and engage people with the wider message of marine conservation.



## Collaboration

With a network of over 25 projects worldwide, we specialise in collaborating with multiple parties to drive conservation as a collective; from businesses and governments, to individuals and local communities.



# Why are manta and devil rays in trouble?

Mobulid rays have historically evaded commercial fishing, but in recent years a new market has opened, and they are now heavily sought after for their gill plates for use in some Asian medicines. Gill plates, or branchial filaments, are thin cartilage filaments that enable manta and devil rays to filter zooplankton from the water column. Retailers falsely claim that just as mobulids use gill plates to filter plankton from the water, they can aid detoxification and purification by filtering disease and toxins from the human body. However, there is no scientific evidence to support

these claims. Worse still is that gill plates are not truly a Traditional Medicine - the demand has arisen due to product marketing by retailers, who have falsely 'revived' a remedy that never existed in traditional literature.

The Manta Trust has worked in collaboration with other researchers and NGOs to successfully secure some vital protective policies for manta and devil rays including:

## CITES Listing



Listing of all mobulid species under Appendix II of CITES (Convention on International Trade in Endangered Species), giving them legally binding international protection in the trade of products sourced from their body parts.

## CMS Listing



Adoption of all mobulid species under the Convention on Migratory Species (CMS) Appendix I & II.

## Media Campaigns

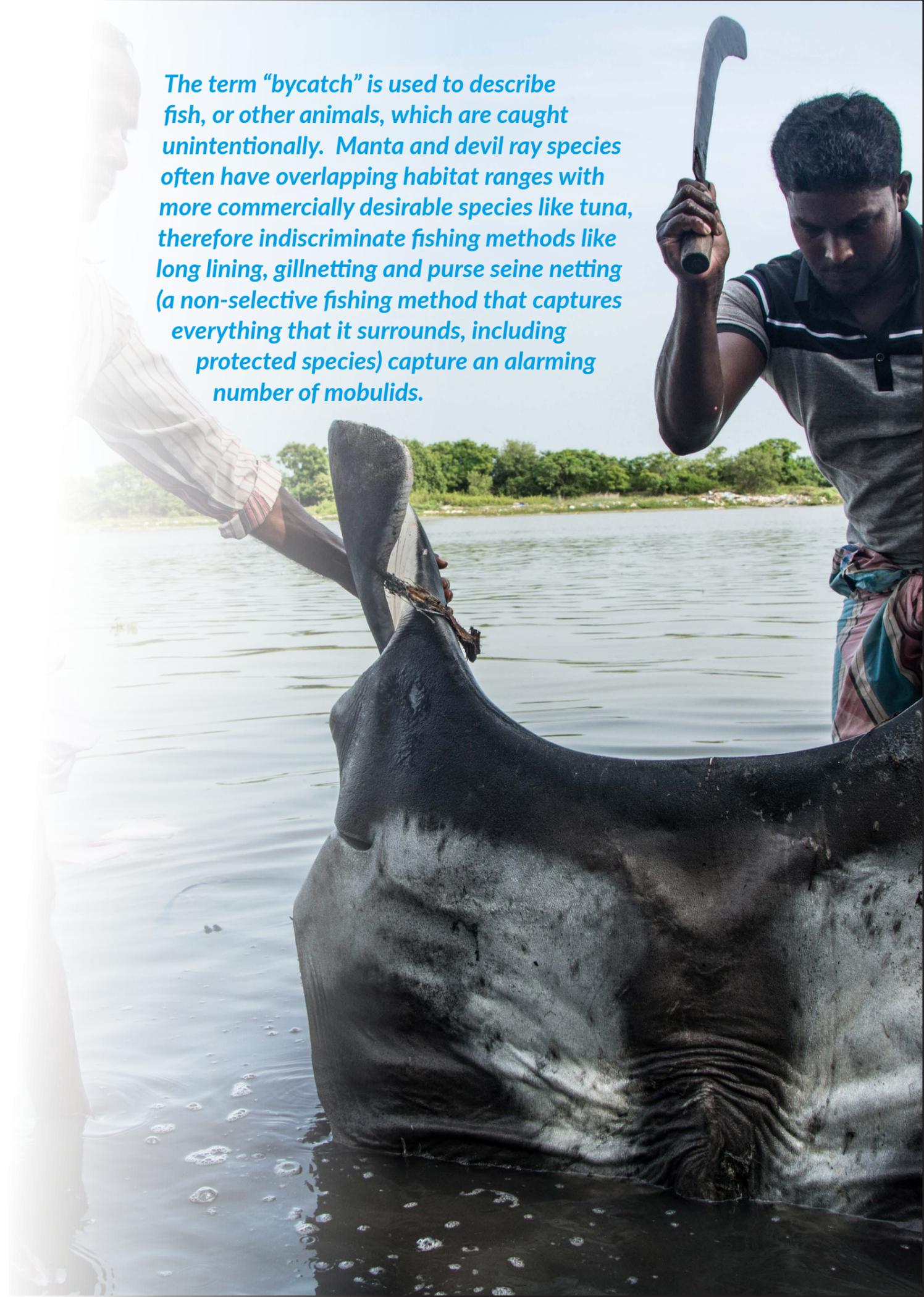


National protection in regions with some of the world's largest mobulid fisheries including the Maldives, Mexico, Indonesia, Peru, and Thailand.

These policy victories are significant steps toward mobulid conservation but, despite this enhanced protection, fisheries are still devastating their populations around the world. Manta rays are still being killed in their thousands and devil rays in their tens of thousands every year, as bycatch in high seas fisheries.

Targeted and bycatch fisheries have devastated manta and devil ray populations around the world, and as a result all mobulid species are now listed as endangered or vulnerable on the IUCN Red List of Threatened Species.

*The term "bycatch" is used to describe fish, or other animals, which are caught unintentionally. Manta and devil ray species often have overlapping habitat ranges with more commercially desirable species like tuna, therefore indiscriminate fishing methods like long lining, gillnetting and purse seine netting (a non-selective fishing method that captures everything that it surrounds, including protected species) capture an alarming number of mobulids.*



# Your Corporate Social Responsibility

Today's consumers expect the values of a company to be reflected throughout their business functions, not just in the ad copy. With unprecedented access to information through online content, the public has visibility into almost everything a company does, as well as the means to quickly coordinate and amplify grassroots movements through social media. In the 1970s, nearly 85% of company value was based on tangible assets, such as machinery, buildings, and inventory. However, today this has reversed as nearly 85% of a company's value comes from intangibles, such as brand recognition and good will (Ocean Tomo 2015).

Increasingly investors are putting their money where their values are, and consumers are aligning themselves with organisations that are transparent in their business practices and serve a greater social and environmental purpose. In 2015, the United Nations set 17 Sustainable Development Goals, providing investors with the leading CSR framework for considering opportunities. The Manta Trust's global research and conservation efforts are already contributing towards achieving the targets for nine of these.

There has never been a better time to sponsor a charity addressing critical conservation issues. By supporting the Manta Trust, you will not only aid vital marine research and conservation efforts but also demonstrate to your clients the true ethics that govern your business.

Using our Global Strategy & Action Plan we direct a holistic approach to mobulid conservation in over 25 countries worldwide, combining scientific research, policy advocacy, hands on conservation, in-country capacity building and educational outreach to make an impact. The depth and breadth of our portfolio means we can find a project that fits perfectly with your business interests and requirements. A few examples of the topics that we work on include:



## Endangered Species

Most of the mobulid species are listed as Endangered yet our constant research and conservation work is hoping to turn the tide for these species.



## Ocean Habitats

Manta rays are a gateway to protecting large expanses of ocean for a plethora of marine life. Our projects leverage the charisma of manta rays to lobby for marine protected areas.



## Empowering Women

Many of our projects work to empower women in coastal communities for without the voice and support of women, conservation goals are unachievable.



## Plastic Pollution

Ocean giants like manta rays are constantly at risk from plastic pollution, in particular ghost fishing gear. Our affiliate projects are studying how this impacts manta rays and what we can do about it.



## Climate Crisis

Behind all the direct threats to manta rays looms the climate crisis. We are working to understand how this will impact manta rays and their relatives whilst working to reduce our charity's climate impact.



## Marine Education

Fostering the next generation of ocean guardians in the UK and across the globe is a key pillar in our charity's work. We are taking positive action to help overcome barriers to inclusion & increase diversity in the marine conservation sector.



In 2015, the United Nations set [17 Sustainable Development Goals](#). The Manta Trust's global research and conservation efforts are already contributing towards achieving the targets for nine of these goals.



# How can Corporate Partners help?



## Do you want to show your commitment to philanthropy and the environment through your Corporate Social Responsibility programme?

There are many ways that your company can get involved. At Manta Trust we work together with organisations that wish to show they care for the planet by doing something tangible and quantifiable. Four great examples of this are:



**Specific Project Support**



**Unrestricted Donation**



**Match Funding**



**Manta Expeditions**

### Specific Project Support

If your organisation has a specific Manta Trust project they want to fully fund or support that aligns with your company's CSR programme we would love to hear from you. Throughout the Manta Trust affiliate project network, we have a plethora of projects looking for funding. Alternatively, let us know if there is something specific that you would like to support.

### Unrestricted Donation

One of the biggest challenges many charities face is raising unrestricted funding. Whether this is to cover overheads and operational costs or to be assigned as and when projects require funding, unrestricted donations are extremely important. These funds provide our core team with the stability we need to plan ahead, work on long-term projects and coordinate and support our global network.

### Match Funding

Maximise fundraising opportunities by matching your employee donations to Manta Trust with corporate funds. For a small charity like Manta Trust, this provides a significant boost to our fundraising, while allowing 'donor' organisations to show that they care about their employees and the causes they wish to support. See 'Supporting Manta Trust' below for suggestions of ways that your employees can donate or fundraise for us.

### Manta Expeditions

We can help you book an exclusive scuba diving and/or snorkelling trip for your staff, giving them the incredible opportunity to get in the water with manta rays and carry out important Citizen Science studies that contribute directly to our research on these vulnerable animals. The experts at Manta Expeditions (more details below) will help you plan a tailored trip on a luxury liveaboard in the location of your choice, so your team can share a real adventure, undertake research, and enjoy downtime together. In this way, team building happens organically with individuals finding a common interest over which to bond.

For maximum impact, you can combine Match Funding and Manta Expeditions: The way this works is that once we have tailored your Manta Expedition, your employees donate the cost of the trip to the Manta Trust, allowing us to make the Manta Expeditions booking for you. Then your organisation matches these employee donations with corporate funds, resulting in a sizable contribution to support our research and conservation efforts.

# Manta Expeditions



Manta Expeditions is an independent UK registered company closely affiliated to the Manta Trust.

Their mission is to raise awareness and provide education on manta ray conservation through eco-minded thematic trips. Manta Expeditions offers both liveaboard and land-based dive and snorkel trips that focus specifically on getting their guests in close proximity to manta rays, whale sharks and other 'wish list' marine species, while imparting expert knowledge and skills. The profit generated by Manta Expeditions is donated to the Manta Trust to fund manta ray research and conservation work globally.

research and conservation projects located all around the world at many of the ocean's top manta ray dive destinations. At each of these locations, the expertise of Manta Trust Project Leaders, coupled with local knowledge of the manta ray population and the natural history of the region, ensures that guests receive a genuinely enriched and educational experience. Manta Expeditions works with several worldwide tour operators to offer the best opportunities to interact with and learn more about manta rays and the wider marine environment.

**MALDIVES**  
**THAILAND**  
**MEXICO**  
**INDONESIA**  
**ECUADOR**

The Manta Trust has ongoing



## Land and Boat Based

Through a range of professional operators.



## Citizen Science

Data submitted to the Manta Trust



## Monetary Support

Profits donated to the Manta Trust



## Manta Trust Expert

Providing marine science knowledge and presentations

*"Mantas....mantas and again mantas!!! That's what the Manta Expeditions is all about! We can encounter hundreds of mantas on our most successful trips, along with discovering new cleaning stations and aggregation sites, which all helps to support the Manta Trust in their mission to research and protect these incredible animals. If you are a manta lover, don't miss the chance to participate in a Manta Expedition... excitement guaranteed!"*

### Niv Froman Trust

Manta Expeditions Manager  
PhD Candidate at the Department of Veterinary Medicine, University of Cambridge



# Case Studies

Since 2014, the Manta Trust has been working with Swiss luxury watchmaker Carl F. Bucherer. During this time, they have given financial support towards the Manta Trust's core operational costs as well as purchasing satellite tags to track the movement patterns of oceanic manta rays in the Pacific Ocean, funding research into manta feeding ecology in the Maldives, and supporting the production of our 'How to Swim with Mantas' code of conduct film for use in the global manta tourism industry. In 2017, Carl F. Bucherer launched the Patravi Scubatec Manta Trust watch; a limited-edition dive watch series of 188 watches. Each has a unique engraving on the back of the case depicting the pattern on the stomach of a specific manta ray and its identification number.

In 2021 they funded an unprecedented research expedition for 16 Manta Trust researchers, conservationists and media makers to new regions of the Maldives.



*'We are proud to be a partner of the Manta Trust. With the new Patravi ScubaTec Manta Trust Limited Edition, we are paying tribute to the Trust's admirable work. By purchasing this model, watch connoisseurs not only become the proud owner of a truly unique timepiece, they also contribute to the conservation of manta rays.'*

**Sascha Moeri**  
Carl F. Bucherer Chief Executive

  
**CARL F. BUCHERER**  
LUCERNE 1888

For several years Salesforce have been supporting us through a combination of Match Funding and Manta Expeditions. Their staff are allowed to join the bespoke expeditions that we organise, using their allotted Volunteer Time Off as they undertake important citizen scientist work during each trip. Our researchers train the participating Salesforce staff in the methods that we use to collect manta ID photos and process them for our database.

*'Salesforce first got involved in volunteering with the Manta Trust in 2018. The programme was designed to be aligned with our Salesforce NDA to give back with an NGO that has a conservation focus. Since then, the programme has attracted Salesforce employees from all around the world to provide hands-on help on dedicated IDtheManta expeditions. With 4,100 volunteer hours available to our staff we can make a real difference to the Manta Trust and its mission to protect manta rays, their relatives, and their habitats. Being an experienced scuba diver myself, I have undertaken several expeditions where, along with my colleagues, I have experienced the sheer joy of being in the water with manta rays. Such expeditions are a productive, inspiring, and bonding experience and knowing that our volunteer work can further protect these gentle giants is the most satisfying feeling of all.'*

**Rainbow Cheung**  
Salesforce Marketing Cloud Lead, Public Sector ASEAN



# What the Manta Trust can offer.

Corporate Sponsors of the Manta Trust share our vision of a sustainable future for manta rays and the oceans. They use their networks and influence to extend our reach, and their contributions help to drive our research and conservation work, as well as cover vital operational costs. They provide our core team with the stability we need to plan ahead, work on long-term projects and coordinate and support our global network.

We understand that one size does not fit all, and we are open to creative new ideas for collaboration, so we do not prescribe fixed sponsorship packages. Instead, we specialise in creating tailored agreements, to best benefit our corporate partners.

All Corporate Sponsors are promoted on our website. Other advantages of sponsoring us could include, but are not limited to:

- ✦ Use of our logo on your website, marketing materials or products.
- ✦ Promotion on our social media platforms, in our newsletter, to our Cyclone members, and at conferences and events.
- ✦ Use of our high-quality underwater images and footage.
- ✦ Creation of new, high-quality, media content.
- ✦ Manta Trust staff presence and presentations at your events.



# I'd like to find out more – what should I do next?

To find out more about working with the Manta Trust to enhance your company's CSR please contact [info@mantatrust.org](mailto:info@mantatrust.org). Our team will be happy to talk you through the options for your individual organisation's needs, be that a desktop project, fundraising event, or a fully immersed diving and data gathering experience. Whatever your requirements we will do our best to find a suitable project and inspiring experience.





## Corporate Social Responsibility Brochure

### Image credits:

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### The Manta Trust

The Manta Trust is a registered charity in England & Wales (Charity Number 1145387).

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