

A campaign by the Swiss NGO OceanCare, UN Special Adviser on marine conservation issues.

«Dream the Ocean Clean» – donate to marine conservation while you sleep

Press Release

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"Our oceans are the source of our life. They produce over half of the oxygen we breathe and provide habitats for countless animals as well as plants," says Sigrid Lüber, president and founder of the NGO OceanCare. Marine conservation can now count on prominent support: Icelandic musician Ólafur Arnalds and the Swiss film composer trio Diego Baldenweg with Nora Baldenweg, and Lionel Baldenweg composed a lullaby that lulls babies and adults to sleep with the sounds of the sea. The proceeds of the campaign, which is played out via Spotify, will be fully invested in projects to protect the world's oceans.

Since it was established in 1989, the Swiss-based NGO has been working to protect the oceans and their inhabitants worldwide. Since 2011, it has also acted as UN Special Advisor on marine conservation issues. President and co-founder Sigrid Lüber on her motivation: "The seas and oceans are suffocating in plastic waste, and more trash is added every day, it is high time to stop plastic entering the sea."

Research, educate, and act

Through research and conservation projects, campaigns, environmental education, and involvement in international bodies, the organization is taking concrete steps worldwide to improve the condition of the oceans so it can continue to foster unique ecosystems. For example, OceanCare has worked with partners to ensure that the corridor between the coast of Spain and the Balearic Islands, which is so vital for whales, is a protected area. The organization relies on financial support to implement its projects because OceanCare's work is 100% funded by donations.

Generating donations while you sleep

"The challenges in marine conservation are great. New approaches are urgently needed to inspire future generations about this unique habitat," says Fabienne McLellan, who has been managing the marine conservation organization since the beginning of 2022. The Dream the Ocean Clean campaign is an innovative way to inspire future generations' love of this unique habitat. The song "Dream the Ocean Clean" was created thanks to a collaboration between the Icelandic musician Ólafur Arnalds and the Swiss film composer trio Diego Baldenweg, Nora Baldenweg, and Lionel Baldenweg. The lullaby uses ocean sounds to help babies and adults fall asleep. As the bubbling and roaring remind babies of the time in the womb, it lulls them to safety and thus to sleep. The song "Dream the Ocean Clean" can be listened to on Spotify on repeat. The NGO invests all the streaming revenues generated in projects to protect the world's oceans.

For healthy and living oceans

"Our vision is a healthy and living ocean. To turn our vision into reality, we need for the international community to come together with perseverance and continuity, particularly in a time of global crises and transboundary threats," McLellan continues. With "Dream the Ocean clean", the NGO wants to reach people in a creative way and encourage them to donate. The money raised will be invested in urgent conservation projects. Thus, the song not only helps people to fall asleep but also to protect our oceans sustainably.

"We are hugely excited to be involved in this innovative, creative project. Simply by streaming this song, everyone can directly contribute to the protection of the world's oceans. Since we grew up by the sea ourselves, the issue is especially close to our hearts," say Diego, Nora, and Lionel Baldenweg.



Stream the song "Dream the Ocean Clean" now on Spotify:

<https://open.spotify.com/track/5P73Lx7iE4bV8nkNy25A3P?si=4ededbcc68c64c87>

To accompany the campaign, the director and director of photography Joel Cartier, who regularly campaigns for the protection of our planet with his work, has created an original short film:

YouTube

Deutsch: <https://www.youtube.com/watch?v=uDqXW-D1Yro>

Englisch: <https://www.youtube.com/watch?v=vVxCz64Vg3l&t=4s>

Dropbox Download

Deutsch: https://www.dropbox.com/s/xbofksjeg78jmz9/FINAL_16_9_DE_OCEAN_CARE_Subs.mp4?dl=0

Englisch: https://www.dropbox.com/s/gftamij9q4sodhe/FINAL_16_9_EN_OCEAN_CARE_Subs.mp4?dl=0

Pictures of the campaign

<https://www.dropbox.com/sh/qbu1fm71sanhtss/AACn5bfkFFo3GedNp-ljkz5Ba?dl=0>

Campaign website

www.dreamtheoceanclean.com

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OceanCare

OceanCare has been working for marine animals and oceans worldwide since 1989. With research and conservation projects, environmental education campaigns and intensive involvement in international bodies, the organisation takes concrete steps to improve living conditions in the world's oceans. Since July 2011, OceanCare has been recognised by the Economic and Social Council of the United Nations as a special advisor on marine conservation. OceanCare is committed to plastic-free oceans and is a partner organisation of the UNEP Global Partnership on Marine Litter. www.oceancare.org