

# SEGO Initiative's Ocean Awareness & Activation Season

## Online Ocean Education Sessions

SEGO Initiative, a not-for-profit association dedicated to environmental causes, is offering online webinar sessions as part of its educational programming to raise awareness and inspire people to take action against the issues facing the oceans and the planet.



The sessions are a lead-up to the association's second #TogetherApart International Coastal Cleanup. For more than a decade, SEGO Initiative has been organizing the Fujisawa Beach Cleaning Project/Clean S.E.A. The Project includes three pillars:

- Volunteering with the participation of corporate, family and student volunteers
- Public education via citizen science and art
- Reconnecting to the marine environment that we are trying to protect via sailing

The fall cleanups are part of the International Coastal Cleanup Campaign (ICC) that is held annually in more than 100 countries. Due to Covid-19, the association will once again lead #TogetherApart ICC cleanups for volunteers to connect, clean and collect close to where they live, work or play. As always, all debris will be counted and results aggregated so that participants can know how much they have intercepted from the waste stream that inevitably leads to our oceans.

This fall programming only happens with the generous support of our corporate sponsors. But we do need your help. As we expand into winter and spring programming, we would be more than happy to welcome new supporters!



More information can be found on the Expo Mer Fujisawa website, SEGO Initiative's online space dedicated to sharing inspiring artworks and featuring a diverse array of speakers and artists who offer local, regional and global perspectives.

<https://art.segoinitiative.org/sessions/>

 Expo Mer Fujisawa

Webinar program sponsored by:



J.P.Morgan

**Date:** Sept. 16, 2021 | **Time:** 5–6:45pm | **Platform:** Zoom | **Language:** English and Japanese

**Topic:** Meet Ai, Subaquatic Messenger, double freediving Guinness World Record holder, Ocean Ambassador of Japan's Ministry of the Environment (5–5:45pm, English and Japanese)  
Break—Intermission with Videos (5:45–6pm)

Meet Ellen, Executive Producer of the Oscar-winning documentary My Octopus Teacher & CEO of WaterBear Network (6–6:45pm, English)

**Organizer:** 一般社団法人SEGO Initiative

**Contact:** Alana Bonzi [alana@segoinitiative.org](mailto:alana@segoinitiative.org)

For registration and inquiries: [art.segoinitiative.org/sessions](https://art.segoinitiative.org/sessions)

## SPEAKERS' BIOS

### Ai Futaki, Subaquatic Messenger 二木あい 水族表現家



Double freediving Guinness World Record holder and Ocean Ambassador of Japan's Ministry of the Environment, Ai Futaki is one of the very few people in the world who conveys the splendors of the sea to us through various means.

By representing the aquatic realm in a way that the world has never seen, Ai highlights the meaning and expression of the human–water connection. Her films are featured on television programs, commercials, and exhibitions around the globe. In 2019, she had her first exhibition as a photographer in Madrid, and in Tokyo in 2020.

素潜りギネス世界新記録を2種目樹立。環境省「森里川海プロジェクト」海のアンバサダー。水族表現家という日本国内外問わず唯一無二の存在として、水中と陸上の架け橋となるべく世界を舞台に活動。空気ボンベを使わず、海洋哺乳類と同じ様に自分の肺一つで潜り、彼らの中に溶け込むことで仲間の一員となり、ありのままに、ある時は被写体、そしてまたある時は自身が撮影者として「私たちは自然の一部であり、自然と共に生きている」そんな繋がりを表現している。

TEDxTokyoスピーカー、2012年情熱大陸「二木あい」ワールドメディアフェスティバル金賞。NHK特別番組「プレシャスブルー」がシリーズ番組となっている。近年では、ISSEY MIYAKE や世界的な写真家とのコラボレーションなど国の枠を超えて活躍。写真家として個展「中今」を2019年にスペイン マドリード、2020年に銀座にて開催。

### Ellen Windemuth, CEO of WaterBear Network



Ellen is the CEO of WaterBear Network, overseeing the strategy and direction of the new free streaming platform dedicated to the future of our planet.

Prior to WaterBear, Ellen was owner and CEO of Off the Fence, having founded the company in 1994. Under her leadership, Off the Fence acquired, produced, and co-produced more than 6,000 hours of content.

Ellen is a seasoned executive producer and distributor, and has produced more than 500 hours to date herself. She executive produced My Octopus Teacher, which won this year's BAFTA and Oscar for Best Feature Documentary. She is the Chair of the Jackson Hole Film Festival Board, Honorary President of the Sunnyside Doc 2019 festival in La Rochelle, France and is active in conservation and land development. Ellen was presented with Wildscreen's Christopher Parsons Outstanding Achievement Award in 2018. She has three children and a great passion for the outdoors.

## MODERATOR'S BIO

### **Tsuyoshi Nakai, Vice President, J.P. Morgan Chase JPMC Go Green Japan and Japan Philanthropy Committee Member**



Tsuyoshi has been an active member of the Japan Philanthropy Committee for more than 10 years and a Go Green Japan member for two years. During this time, he has organized many activities for J.P. Morgan Chase volunteers, including cleanup activities at Mt. Fuji and awareness tours at Fuji Harness Guide Dog Center.

He is a founding member of J.P. Morgan Chase's Go Green Japan chapter which leads the employee effort for green actions in the office. Go Green organizes sessions on sustainability topics such as plastic pollution and provides clear actions employees can take to help reduce their plastic footprint at work.

### **Simon Bray, Executive Director, J.P. Morgan JPM Go Green Japan**



Simon is the lead and founding member of J.P. Morgan's Go Green chapter in Japan. Go Green's mission is to harness the collective power of the firm's employees to make a positive contribution towards the environment and climate change. Go Green aims to give all employees access to environmental education, information and events to encourage a focus on sustainability both at work and at home. Simon has been leading the Japan chapter's efforts since 2019, including overseeing and organizing awareness events, speaker sessions and environmental cleanups.



My Octopus Teacher



Co-Exist「共に生きる」

## SEGO Initiative

### Michel and Alana Bonzi Founders



SEGO grew out of our Fujisawa Beach Cleaning Project, which we started in 2009. Its goal was to bring foreign and Japanese people together to give back to the local community. We are based 800 meters from the sea in Fujisawa, Kanagawa Prefecture, and as both of us are originally from coastal areas, it was natural for us to look to the ocean and beach as the best way for us to meet our goal. Volunteers are mainly staff from corporate sponsors, their families and local youth. Over time, the Project has evolved into three key pillars: volunteering, public education via citizen science and art, and reconnecting to the marine environment via sailing.

