



PRESS RELEASE EMBARGOED UNTIL 24/3/2022 7AM CET

Unique franchising launched to accelerate ocean restoration

A Dutch social company has launched a unique new franchising programme that gives a business approach to increasing ocean restoration around European seas.

Using traditional franchising to replicate a conservation solution in this way is unique and is initiated by the Sea Ranger Service, a social business which trains young people as Sea Rangers to improve the sustainable management and restoration of the ocean environment.

The new franchising programme, through which experienced entrepreneurs can apply to establish a Sea Ranger Service in their own regions, offers a tailor-made training, coaching and business support programme to support new businesses to establish ocean restoration projects.

“As a younger generation of entrepreneurs, we see how entrepreneurship can play a role in accelerating innovation to make a positive impact for the planet. We are using traditional, commercial business models to scale projects that can help restore our environment.”

Effie Baert, Chief Development Officer, Sea Ranger Service

The Sea Ranger Service franchise programme has been developed with the support of various partners who have offered pro bono support, amongst them are IKEA Social Entrepreneurship...

“We’re proud to see Wietse launch the Sea Ranger Academy, its very own franchise model that grew out of the participation in the Dela Accelerator: Looking forward to see how this can create more jobs for vulnerable youth and more sustainable protection for oceans around the world”

Åsa Skogström Feldt, Managing Director, IKEA Social Entrepreneurship

The Sea Ranger Service has been at the forefront of driving innovation in the field of conservation since 2016 and has won numerous awards in recognition of its contribution. The company currently works in collaboration with five government agencies and over 40 partner



companies to further develop and replicate the impact of its social ocean business approach.

Since its inception the Sea Ranger Service has provided training for over 100 young people, as an introduction to a maritime career or to become full-time Sea Rangers. Over the past few years Sea Rangers have assisted government agencies in managing oceans more sustainably. Tasks mandated to Sea Rangers have included:

- Monitoring of marine protected areas in the North Sea,
- Surveillance around protected historical wreck sites which harbour biodiversity,
- Offshore sampling of chlorophyll to research changing oceans due to climate change,
- Assistance in seagrass restoration to enhance natural carbon capture in the ocean.

“By expanding using a franchise model, we are sharing what we have learnt over the past few years with new partners. This will allow them to start their own service a lot faster and get down to the truly important social and environmental work quicker”

Wietse van der Werf, Founder and CEO, Sea Ranger Service

The company’s aim is that with the launch of their new franchising programme, more people will join and help expand the much needed Sea Ranger Service in coastal regions all across Europe.

Video of the announcement can be viewed [here](#).

More information on the franchising programme can be found at: searangers.org/academy

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CONTACT DETAILS NOT FOR PUBLICATION

For more information or to request an interview or high-res footage, please contact Dan Benham at dan@searangers.org or on +4478 1556 1922.

Images for publication can be found at searangers.org/media