

Oceanário de Lisboa



# 17

**RAISING  
AWARENESS  
FOR OCEAN  
CONSERVATION**  
ANNUAL REVIEW



OCEANO AZUL  
foundation

# 2017

## IN NUMBERS



### | VISITORS

**1 360 582** [+8%]

### | VISITOR SATISFACTION

**88%**

### | PARTICIPANTS IN EDUCATIONAL ACTIVITIES

**168 040** [+53%]

### | WEBSITE VISITORS

**1,9 million** [+69%]

### | VIEWS OF OCEANÁRIO FILMS

**2,5 million** [+157%]

### | PARTICIPATION IN BREEDING PROGRAMMES

**14 species**

### | SUPPORT FOR CONSERVATION PROJECTS

**200 thousand euros**

### | CONSERVATION PROJECTS

**10**

### | REVENUE

**€ 17,2 million** [+17%]

### | NET PROFIT

**€ 2,5 million** [+68%]

## VISION | MISSION

Ocean conservation is a responsibility shared by all.

To encourage people to learn more about the ocean and make all citizens aware of their duty to conserve their natural heritage, by changing their behaviour.

### GOVERNING BODIES |

#### PRESIDING BOARD OF THE GENERAL MEETING

##### Chairman

Tiago Ferreira Lemos

##### Secretary

Nuno de Deus Pinheiro

#### BOARD OF DIRECTORS

##### Chairman

José Soares dos Santos

##### Members

João Falcato Pereira

Tiago Pitta e Cunha

Pedro Curto Simões

David Azevedo Lopes

#### AUDIT COMMITTEE

UNTIL 05 DECEMBER 2017

##### Auditor

J. Camilo & Associados, SROC, Lda.

##### Substitute

ABC – Azevedo Rodrigues, Batalha e Costa, SROC, Lda.

SINCE 05 DECEMBER 2017

##### Auditor

ERNST & YOUNG AUDIT & ASSOCIADOS - SROC, S.A.

represented by João Alves or Luís Rosado

##### Substitute

Rui Abel Serra Martins

### SHAREHOLDER |



The new Oceano Azul Foundation was presented to the public on 17 March 2017. This non-profit initiative of the Sociedade Francisco Manuel dos Santos Group has as its mission “to contribute to a productive and healthy ocean for the benefit of our planet”. The Oceano Azul Foundation is currently the sole shareholder of the company Oceanário de Lisboa, S.A.



### MESSAGE FROM THE CHAIRMAN

José Soares dos Santos

Here it is!

In 2017, the path for the Oceanário to follow in the coming years became clear.

Today we know where we want to go, how to get there and who we want to travel with.

The Oceanário will be, in the medium term, an example of environmental education and an important agent of support for ocean conservation.

In 2017, we decided that, over the next three years, 95% of the products sold in our shop will comply with our sustainability policy. We will invest in profitable and high-quality restaurants and cafés that respect our environmental principles. We will increase our space so that we can continue to receive increasing numbers of visitors with a good level of comfort. We have defined the concept for a new temporary exhibition in 2019, as well as its site.

All this has already been decided, scheduled, budgeted and is being implemented with visible effects from May 2018.

Despite the huge effort to prepare our future, we have not been distracted from the present and 2017 was another year of targets met in an outstanding fashion at all levels.

We once again had a year with a record number of visits, with more than 1,350,000 visitors. We were elected the best aquarium in the world by TripAdvisor, for the second time. Visitor satisfaction rose, after 4 consecutive years of slight falls.

We increased total turnover to a record of over €17,2 million, 17% more than in 2016, and we adopted direct management of our shop in order to make it sustainable.

We reached more than 165,000 people with our education programme, an increase of more than 50%, and we offered free educational activities to more than 70,000 children, which represents an increase of 200%. We created a fund that awards €100,000 to ocean conservation projects.

We invested in remodelling our offices in order to install the new Oceano Azul Foundation in the Oceanário, thus guaranteeing that the essential conditions are created for us to extend our Mission of protecting the ocean.

In short, we began to pursue our aim of making a more significant contribution, each year, to the sustainability of the ocean.

In 2018, the Oceanário de Lisboa is celebrating 20 years of existence and of public service of the highest quality. To celebrate this anniversary and honour all those who contributed to making the institution what it is today, we will celebrate it as we have always done: ensuring that ideas and projects, based on essential values for the fulfilment of our mission, can be properly implemented.

We will continue to make a difference.

As in 2017, let this be the future of the Oceanário: exceptional.

# AN AQUARIUM DEDICATED TO THE OCEAN



## RECORD VISITOR NUMBERS 1 360 582

people from 185 different countries visited Oceanário de Lisboa, once again breaking visitor records. Since it opened, the aquarium has offered a unique and exclusive experience to more than 22 million visitors, enriching their knowledge of the ocean.

## 68% FOREIGN VISITORS AND 32% PORTUGUESE VISITORS

Visited by 923 600 foreign visitors and 436 982 Portuguese visitors, this represented a 26% increase in tourists and a 18% reduction in Portuguese visitors compared to the previous year.

## VOTED BEST AQUARIUM IN THE WORLD BY TRIPADVISOR

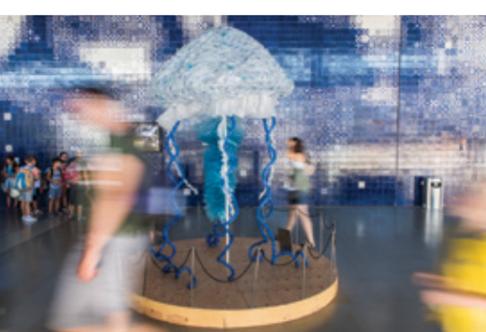
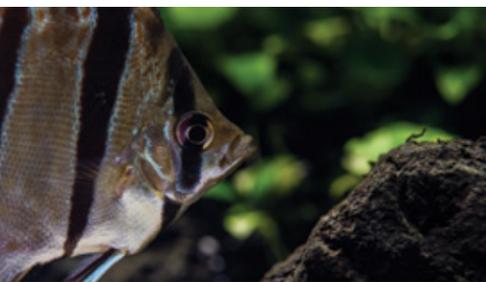
Oceanário de Lisboa was voted the Travelers' Choice Top Aquarium in the World by TripAdvisor, the largest international travel website. The Travelers' Choice Awards name the best destinations in the world as reviewed by users, thus reflecting visitor satisfaction.

## NEW MEMBERSHIP PROGRAMME TO EXPERIENCE THE OCEANÁRIO WITHOUT LIMITS

This programme offers visitors unlimited access to all the exhibitions and the opportunity to actively contribute to ocean conservation, with guided tours and advantages in a partner network. The Oceanário de Lisboa membership programme was acknowledged at the Lusófonos Awards for its design and corporate identity.



## AN AQUARIUM DEDICATED TO THE OCEAN



### NEW SPECIES AND ANIMALS

The introduction of new species and animals into Oceanário de Lisboa's exhibitions helps to increase visitors' knowledge of existing biodiversity and to develop their awareness of threats to these species.

#### NEW AQUARIUM DEDICATED TO EUROPEAN PILCHARDS

The first ever presentation of European pilchards from the Portuguese coast is intended to present this species and raise awareness of the importance of each person's informed choices regarding the fish they eat, contributing to balance and sustainability in the exploitation of marine resources.

#### BLACKTIP REEF SHARKS IN THE CENTRAL AQUARIUM

Two new Blacktip reef sharks (*Carcharhinus melanopterus*) born at Sea Life in Oberhausen, Germany, under the European breeding programme, have been introduced into the Central Aquarium.

#### DEEP ANGELFISH *PTEROPHYLLUM ALTUM*

10 specimens of *Pterophyllum altum*, not previously found in this aquarium, have been introduced into the temporary exhibition "Forests Underwater by Takashi Amano".

### "AQUARIUMS OF THE WORLD AGAINST MARINE WASTE" AWARENESS CAMPAIGN

Participation in the first international awareness programme promoted by the European Commission, which united approximately 100 aquariums on five continents, to warn about the scourge of pollution in the ocean.

### NEW EXHIBITION PRESENTS CONSERVATION PROJECTS

18 information panels present some of the conservation projects that have been supported by Oceanário de Lisboa since 1998. These panels show how conservation work covers a wide range of species, involving breeding programmes, scientific data collection, recovery and repopulation of habitats, ecosystem protection measures, among many other aspects.

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### "OCEANÁRIO FOR YOUNGER VISITORS" ROUTE PROMOTES LEARNING

Comprising a leaflet and information panels throughout the permanent exhibition, this is an educational tool for families with children, challenging younger visitors to look for information on species and the ocean, presenting the different habitats and the most emblematic species, in an attractive, original and fun way.



### NEW ATRIUM LAYOUT TO ACCOMMODATE MORE EXHIBITIONS

Start of the design project for the installation of a new glass façade in the atrium. Its opening to the public in 2018 will help to improve the level of comfort in this central part of the visitor route and provide conditions for better use of this space throughout the year, providing new areas for the installation of new exhibition contents.



### CONVERSION OF SHOP AND CAFÉ SPACES TO IMPROVE SUSTAINABILITY

A project has been developed to convert and reposition the shop and cafés on level 0 in order to create an innovative atmosphere to strengthen visitor involvement with the institution's values and mission.



### CERTIFICATION AND ACCREDITATION



# DEVELOPING AND SHARING KNOWLEDGE

Oceanário de Lisboa supports ocean conservation, particularly through the promotion of scientific knowledge about the species in its biological collection. In this field, it is a pioneer in the breeding of some species, takes part in other projects at a European level, attends specialised conferences within and outside Portugal and works with several university institutions. This cooperation network is an important knowledge-sharing tool for conservation research.



## SUCCESS IN BREEDING SEVERAL SPECIES

**Oceanário de Lisboa has been working to successfully breed several species, resulting in the birth of the following animals in 2017:**

Seahorse species: *Hippocampus guttulatus*, *H. hippocampus*, *H. abdominalis*

Port Jackson shark [*Heterodontus portusjacksoni*]

Ribbontail stingrays [*Taeniura lymma*]

Golden damselfish [*Amblyglyphidodon aureus*]

## ANIMALS AND ORGANISMS SENT TO 12 OTHER AQUARIUMS

**In line with our mission pillar of contributing to biodiversity survival, several species bred at Oceanário de Lisboa have been sent to 12 other aquariums in Portugal and abroad.**

### ANIMALS AND ORGANISMS

Rubber eels [*Typhlonectes natans*]

Polyps and ephyra of jellyfish [*Mastigias papua*]

Polyps of jellyfish [*Chrysaora tuberculata*, *Chrysaora colorata* e *Chrysaora fuscescens*]

Polyps of jellyfish [*Cyanea lamarckii*]

Ephyra of *Chrysaora quinquecirrha*

Round stingray [*Taeniura grabata*]

Port Jackson sharks [*Heterodontus portusjacksoni*]

Anemones [*Entacmaea quadricolor*]

Cuttlefish eggs

Several coral species

### AQUARIUMS

Aquário Vasco da Gama, Portugal

Berlim Aquarium, Germany

Acuário de Sevilla, Spain

Malta National Aquarium, Malta

Aquarium Nausicaa, France

Oceanografic Valencia, Spain

London Zoo, United Kingdom

New England Aquarium, USA

Tennessee Aquarium, USA

The Deep, United Kingdom

Zoomarine, Portugal



## PILOT PROJECTS ON TECHNIQUES FOR THE MAINTENANCE AND BREEDING OF VARIOUS SPECIES

Several pilot projects have been implemented to increase technical capacity for the maintenance and breeding of species. There have been notable advances in breeding techniques for tropical teleosts and information has been collected on the maintenance of species not yet included in the exhibition at Oceanário de Lisboa, including several species of jellyfish and *Syngnathidae*.



## COORDINATION OF THE BREEDING PROGRAMME FOR RIBBONTAIL STINGRAYS (*TAENIURA LYMMA*)

Oceanário de Lisboa heads the European Association of Zoos and Aquaria's breeding programme for the *Taeniura lymma* (Ribbontail stingray), as the European Studbook Keeper.



## INVOLVEMENT IN EUROPEAN BREEDING PROGRAMMES FOR 14 SPECIES

Oceanário de Lisboa participates in breeding programmes (European Studbooks and other similar projects) for several sharks, seahorses and seabirds, with 14 different species in total:

- Zebra shark (*Stegostoma fasciatum*)
- Blacktip reef shark (*Carcharhinus melanopterus*)
- Sandbar shark (*Carcharhinus plumbeus*)
- Inca tern (*Larosterna inca*)
- Short-snouted seahorse (*Hippocampus hippocampus*)
- Long-snouted seahorse (*Hippocampus guttulatus*)
- Horn shark (*Heterodontus francisci*)
- Magellanic penguin (*Spheniscus magellanicus*)
- Common guitarfish (*Rhinobatos rhinobatos*)
- Sandtiger shark (*Carcharias taurus*)
- Spotted ratfish (*Hydrolagus collieii*)
- Common eagle ray (*Myliobatis aquila*)
- Bull ray (*Aetomylaeus bovinus*)
- Leopard shark (*Triakis semifasciata*)



## COMMITTEES AND ASSOCIATIONS | INVOLVEMENT IN DECISION-MAKING

Oceanário de Lisboa is a member of several national and international committees and associations and participates in the decision-making processes of some of the leading organisations linked to management of public aquaria and ocean conservation.

### European Union of Aquarium Curators

- | Presidency
- | Animal Acquisitions Working Group

### World Association of Zoos and Aquariums

- | Conservation and Sustainability Committee

### European Association of Zoo and Aquaria

- | Executive | Aquarium | Communication | Education Committee
- Fish and Invertebrate Taxon Advisory Group (FAITAG)**
- | Chair of the Jellyfish Taxon Advisory Group
- | Elasmobranch Steering Committee of the Elasmobranch TAG
- | Marine Teleost Steering Committee of the Marine Teleost TAG
- | European Studbook Keeper of the *Taeniura lymma* species

### Fórum Oceano – Associação da Economia do Mar

- | Board

## PARTICIPATION IN SPECIALISED NATIONAL AND INTERNATIONAL CONFERENCES

### «Forests Underwater by Takashi Amano – Maintenance of a 160 m<sup>3</sup> nature aquarium at Oceanário de Lisboa»

RAW – Regional Aquatics Workshop, New England Aquarium, Boston, EUA

EUAC Conference, Burgers' Zoo, Arnhem, Netherlands

### «Antimicrobial bacterial resistance in public aquaria. Should we be concerned? Preliminary report concerning 6 years of bacterial in public aquaria cultures and resistance to antimicrobials in fish, seabirds and amphibians»

EAZWV - The Zoo Wildlife Health Conference, Berlin, Germany

### «Evolution in culture and maintenance techniques of *Phyllorhiza punctata* and *Chrysaora quinquecirrha* at Oceanário de Lisboa»

II International Jellyfish Conference, Tianjin, China

### «Oceanário de Lisboa support to in-situ conservation»

EUAC Conference, Burgers' Zoo, Arnhem, Netherlands



## SCIENTIFIC ARTICLES BY OCEANÁRIO DE LISBOA EMPLOYEES

**Baylina, N., Pereira, N., Batista, H., & Correia, J.** 2017. "Collection, transport and husbandry of the blue shark". The Elasmobranch Husbandry Manual II, 43.

**Pereira, N., Batista, H., & Baylina, N.** 2017. "Ultrasound assessment of pregnant ribbontail stingrays, *Taeniura lymma* (Forsskål, 1775)". The Elasmobranch Husbandry Manual II, 325.

Janssen, J. D., Kidd, A., **Ferreira, A.**, & Snowden, S. 2017. "Training and conditioning of elasmobranchs in aquaria". The Elasmobranch Husbandry Manual II, 209.

Tlusty, M. F., **Baylina, N.**, Rhyne, A. L., Brown, C., & Smith, M. 2017. "Public Aquaria". Marine Ornamental Species Aquaculture, 611-622.

## TRAINING FOR STAFF FROM OTHER INSTITUTIONS

Wroclaw Zoo Aquarium, Poland  
Mutrikuko Kardala LHII Aquaculture Vocational Training School,  
Basque Country, Spain

## TRAINING INITIATIVES OFFERED TO SEVERAL INSTITUTIONS

### Universidade de Lisboa

| Coral reproduction | Aquaculture course for the Veterinary Medicine degree  
| Aquariology course | Master's degree in Marine Ecology

### IMM – Instituto de Medicina Molecular

| "Fish Anesthesia, Surgery and Euthanasia" | CAML Advanced Course Laboratory Animal Science

### CIIMAR – BOGA, Porto

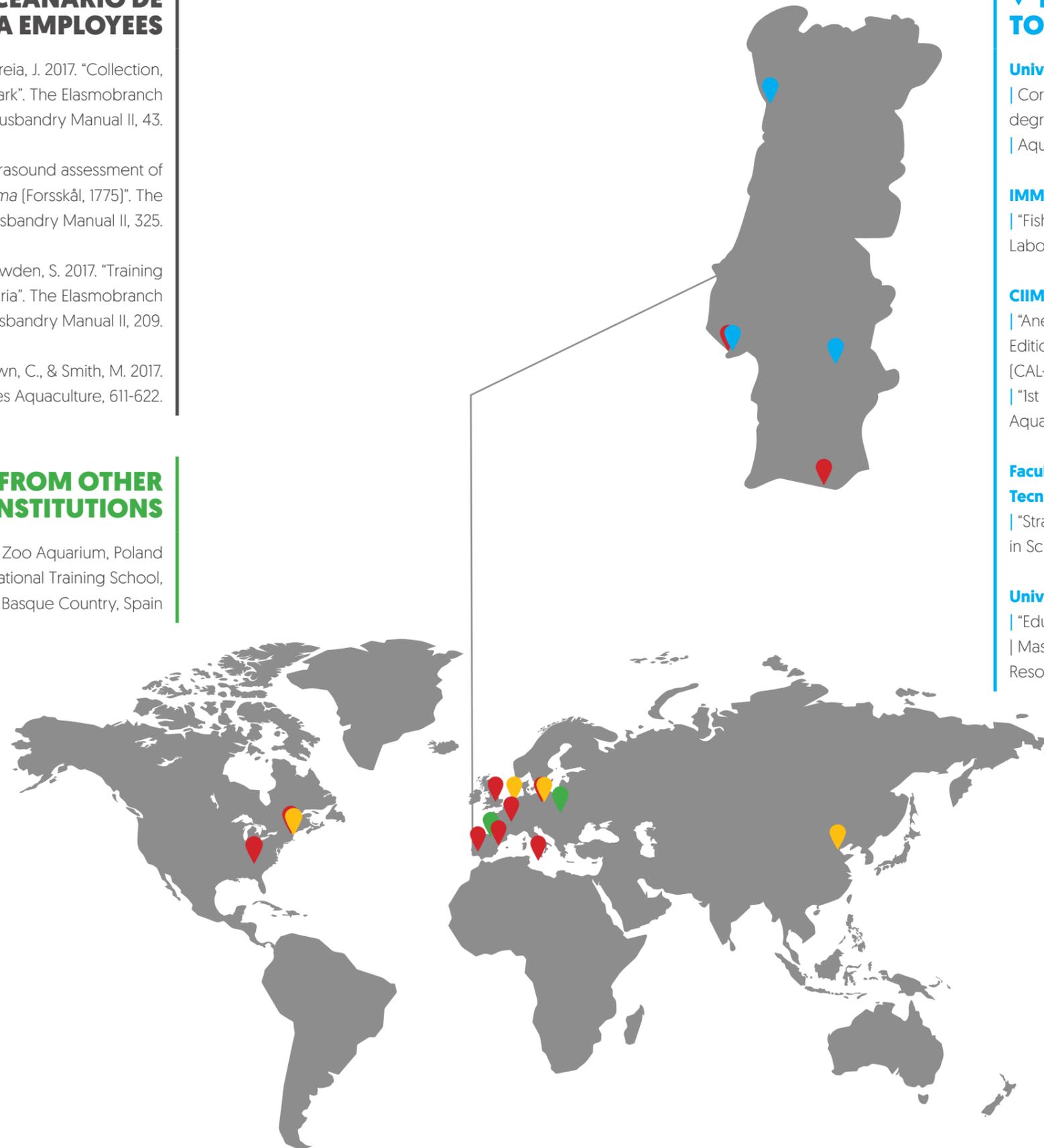
| "Anesthesia and surgery on fish, cephalopods and amphibians" | 11<sup>th</sup> Edition of the Laboratory Animal Science Course - Aquatic Organisms [CAL-AQUA]  
| "1st EBM Funchal's Edition Laboratory Animal Sciences Course - Aquatic Organisms"

### Faculdade de Ciências Sociais e Humanas da UNL e Instituto de Tecnologia Química e Biológica

| "Strategies and techniques for public engagement" | Master's degree in Science Communication

### Universidade de Évora e Instituto Superior de Agronomia

| "Education for conservation and the role of public aquariums"  
| Master's degree in Management and Conservation of Natural Resources



# SUPPORTING AND PROMOTING CONSERVATION



As part of its contribution to natural heritage conservation, a pillar of its mission, Oceanário de Lisboa constantly invests in the development of studies, training and knowledge acquisition, by financing projects in the field of marine biodiversity conservation developed by different national and foreign institutions.

## MORE SUSTAINABLE FISHERIES

“OCTOPARQUE – THE OCTOPUS IN LUIZ SALDANHA MARINE PARK”

The aim is to test more effective measures in the management of octopus fishing and to increase knowledge about the growth, movements and feeding habits of the octopus and their interaction with fishing gear.

This project has been developed in partnership by Oceanário de Lisboa, Instituto Português do Mar e Atmosfera and Instituto da Conservação da Natureza e das Florestas.



## REHABILITATING MARINE ANIMALS AND RETURNING THEM TO NATURE

ECOMARE CENTRE FOR RECOVERY OF MARINE ANIMALS

Opened in June 2017, this Centre of the University of Aveiro's ECOMARE, co-managed with Oceanário de Lisboa and Sociedade Portuguesa de Vida Selvagem, is the largest rescue and recovery centre for marine animals in Europe.



## CONTRIBUTING TO SEA TURTLE CONSERVATION

SEA TURTLE CONSERVATION PROGRAMME IN SÃO TOMÉ AND PRÍNCIPE

Under the ATM Association, this project develops actions to protect sea turtles, guaranteeing the conditions necessary for their nesting, the viability of eggs and the survival of adults. At the same time, it seeks to sensitize local populations by creating educational materials for the school public.



## SUPPORTING AND PROMOTING CONSERVATION



### CONTRIBUTING TO CONSERVATION OF THE ANGEL SHARK

«ANGEL SHARK PROJECT»

Developed in the Canary Islands since 2014, this project results from a collaborative partnership between the Zoological Society of London, Universidad de Las Palmas de Grand Canaria and the Zoological Research Museum Alexander Koenig, and seeks to develop a methodology for external electronic tagging of individuals to be able to collect data on their behaviour and habitat use, in order to implement conservation measures throughout their geographic range.



### FINDING OUT MORE ABOUT CRITICALLY ENDANGERED SPECIES

«FLY WITH BULL RAYS»

By IMAR [Instituto do Mar dos Açores], aims to monitor the populations of Bull rays, *Aetomylaeus bovinus*, through photo-identification of the individuals, allowing to increase the knowledge about this species in the regions of its geographical occurrence. This species, present in the collection of the Oceanário de Lisboa, is classified as "Critically Endangered" in Europe and the Mediterranean.



### REDUCING THE BYCATCH OF SEABIRDS

«CAPREDUX»

Winner of the 3rd INAQUA in 2015, this project represents a cooperative approach with the fisheries sector in order to help reduce the risk of accidental capture and mortality of seabirds in the Aveiro/Nazaré Special Protection Area.



### INCREASING KNOWLEDGE ABOUT THE PRESENCE OF MANTA RAYS AND MOBULAS IN THE AZORES

«MANTA CATALOG AZORES»

This project at the Okeanos R&D centre at the University of Azores aims to understand the importance of habitats in the Azores as "Essential Fish Habitats" for the populations of these species, using photo identification of individuals and obtaining information through remote video stations and through the collaboration of the dive centres of the region.

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## OCEAN CONSERVATION FUND

This 100,000 euros fund was set up by Oceanário de Lisboa and the Oceano Azul Foundation to respond to critical conservation challenges. Each year it will have a different theme related to the conservation of marine species and ecosystems.

### 1<sup>ST</sup> EDITION

«**RAYS AND SHARKS. FROM DARKNESS TO THE LIGHT OF SCIENCE.**»

In addition to its aim of funding projects that contribute to the conservation of this group of animals, the first fund, in 2017, sought to increase the knowledge of society in general about these animals and to raise awareness of the threats that they face in the present day.

The three winning projects address a range of topics, from habitats and ecosystems, to conservation technology and the involvement of civil society. Overall, these projects will have a significant impact on the development of competence and capability in the protection of rays and sharks.

#### «ISLANDSHARK»

OCEANIC ISLANDS AS ESSENTIAL HABITAT FOR SHARKS

Universidade dos Açores/ OMA- Observatório do Mar dos Açores

#### «FINDRAYSHARK»

APPLYING INNOVATIVE TECHNOLOGIES TO THE CONSERVATION OF RAYS AND SHARKS

MARE - Centro de Ciências do Mar e do Ambiente

#### «SHARK ATTRACT»

SHARKS AND RAYS CONSERVATION BY ENHANCING AWARENESS WITHIN FISHERMEN COMMUNITIES AND SOCIETY

MARE - Centro de Ciências do Mar e do Ambiente

# CONTRIBUTING TO A BLUE GENERATION

## 168 040 PARTICIPANTS IN EDUCATIONAL ACTIVITIES

The organisation of educational programmes and activities seeks to raise society's awareness, promoting knowledge about the ocean and a desire to contribute to its conservation. The various educational activities carried out in 2017 registered 168 040 participants, an increase of 53% over the previous year.



### “LINEU ONLINE” CHALLENGES STUDENTS TO LEARN ABOUT THE SEVEN PRINCIPLES OF OCEAN LITERACY

This new activity brings social networking sites into the educational context, reinforcing the involvement and motivation of secondary school students, encouraging a responsible response to the challenges of conservation of the marine world and empowering them for leadership in the sustainable management of the ocean.

### NEW ACTIVITY FOR PRE-SCHOOL AND PRIMARY SCHOOL CHILDREN

A new workshop for pre-school and primary school children has been set up, with a guided tour of Oceanário de Lisboa that presents its “weirdest” animals and has a book specifically published for this activity.

### WORKSHOPS AND OPEN DAY INSPIRE

## 290 TEACHERS

### TO EXPLORE THE OCEAN IN THEIR CLASSROOMS

Teachers from all teaching levels took part in a “Teacher’s Open Day” and training activities to raise awareness of the issue of marine waste, in which creative tools are provided and activities developed that can be easily integrated into the school context in order to promote changes in behaviour.

## 61 956 PARTICIPANTS IN ACTIVITIES AT THE AQUARIUM

Oceanário de Lisboa’s educational programmes increase knowledge of the ocean through a wide range of educational activities organised in a unique setting, capable of transforming and influencing students of all ages. With more than 30 activities, each year it presents new and unexpected activities to discover the magnificent ocean, revealing how we can act to support its conservation.

CONTRIBUTING  
TO A BLUE  
GENERATION

**31 891**  
VISITORS TO THE “VAIVÉM  
OCEANÁRIO” BEAT THE ANNUAL  
RECORD FOR VISITOR NUMBERS

With educational activities aimed at visitors of all the ages, the project for environmental education in movement, with twelve years on the road, has now visited 197 municipalities and welcomed more than 236 000 participants. In 2017, it made 21 excursions and was on the road for 132 days of fieldwork, receiving 31 891 visitors.



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“LUFINHA SCHOOL TOUR” TAKES  
PRO-ACTIVE ATTITUDE TO THE SEA TO  
**5 855** YOUNG PEOPLE

This is an education project in which the international kitesurfing record holder Francisco Lufinha visits schools throughout the country to speak about his exciting adventures and challenges on the Portuguese seas, to inspire young people to follow their dreams, calling for a pro-active attitude in their lives and towards the sea. This initiative reached 3<sup>rd</sup> cycle and secondary school students on mainland Portugal and the archipelagos of the Azores and Madeira.

“MARINE PLASTICOLOGY” RAISES  
AWARENESS ABOUT PLASTIC  
POLLUTION WITH  
**34 226**  
CHILDREN

The project for empowerment and direct mobilisation of school communities is aimed at primary and middle school students in Lisbon and Porto. The activities raise awareness of the pollution generated by the accumulation of plastic in the ocean and provide tools to minimise our impact and to change our relationship with this material. This action involved 34 226 children up to December 2017.



“SUPER ANIMALS 2 – MARINE  
LIFE” TAKES OCEAN LITERACY TO  
THOUSANDS OF FAMILIES AND  
GENERATES AROUND  
**107** THOUSAND EUROS  
FOR CONSERVATION PROJECTS

Comprising a “Great Diver’s Album”, with 120 charts about marine species, a digital album and an augmented virtual reality app that can be used to visit the ocean floor with 360° vision, this partnership, developed with Pingo Doce, presents the marine world, through a fun, educational experience incorporating new technologies. It resulted in an ocean literacy campaign on an unprecedented scale, sharing with thousands of families the view that understanding and protecting the ocean is everybody’s responsibility. Sales of the album generated around 107,000 euros that directly benefited Oceanário de Lisboa’s conservation projects.

**34 112**  
LEARN WITH MUSICAL FOR CHILDREN  
“THE INCREDIBLE FACTORY OF THE  
OCEANS”

Aimed at children aged 3 to 8 and recognised by the Ministry of Education and the Ministry of the Sea as an educational project to promote ocean literacy, this musical was staged from October 2016 to April 2017, in Lisbon, Porto and Madeira, with a total audience of 61 893 children, 34 112 of whom in 2017.



**71 972**  
PARTICIPANTS

**BENEFIT FROM FREE  
EDUCATIONAL ACTIVITIES**

In order to contact and raise awareness with more people, in 2017 Oceanário de Lisboa increased the number and scope of its free educational and mobilisation programmes, with 48 000 more participants than in 2016.

# ADVANCING THE CAUSE OF THE OCEAN

## | NEWS 1 780

The total number of references to Oceanário de Lisboa in the media rose to 1 780 (+25% more than in 2016), including a significant increase of 150% in TV news references.

## | FACEBOOK FANS 92 000

With frequent publications on topics related to ocean conservation and the species that can be found in Oceanário de Lisboa, the Facebook page is followed regularly by 92 000 fans.

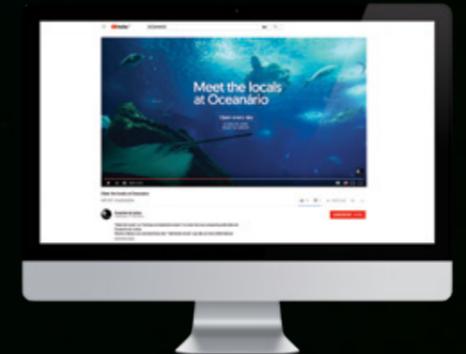
## | WEBSITE VISITORS 1,9 MILLION

With extensive information intended to involve users in the world of the ocean, the Oceanário de Lisboa website received a total of 1,9 million visits (+69% more than in 2016).



## | VIEWS OF OCEANÁRIO FILMS 2,5 MILLION

New videos were developed, produced and published on digital networks that publicise the activities of Oceanário de Lisboa in the context of biodiversity and ocean conservation and achieved a total 2,5 million views.



## | CAMPAIGN “IF IT DOESN'T GO IN THE BIN IT GOES IN THE SEA”

Oceanário de Lisboa and the Oceano Azul Foundation, in partnership with Olá, developed this innovative awareness campaign with the aim of alerting the Portuguese to one of the worst environmental problems on the planet: marine waste, particularly plastic pollution.

The campaign included publicity at all 55,000 points of sale of Olá ice creams and the production of 3 television adverts, illustrating the importance of correctly disposing of waste. The 3 films were presented on all the general Portuguese television channels and also on digital media. Television ensured that 83% of the target audience had contact with at least one of the adverts. The campaign on Facebook, Instagram and YouTube reached 2,4 million users.



# PARTICIPATING IN A RESPONSIBLE SOCIETY

## DISCOVERY OF THE OCEANS FOR SPECIAL GUESTS

838 Oceanário de Lisboa tickets offered to non-profit institutions and charities. Recreational-educational activities under the Education Programme were offered to 64 children from these institutions.



## OPENING OF THE REDEVELOPED “JARDIM DAS ONDAS”

With funding from Oceanário de Lisboa, the iconic Parque das Nações garden, Jardim das Ondas, has been redeveloped and can once again be enjoyed by all the Parque’s residents and visitors.



## INCLUSIVE VISITOR ROUTES

A new inclusive route has been created, funded by Oceanário de Lisboa, offering better accessibility in the surrounding public spaces, eliminating physical barriers and ensuring comfort, autonomy and safety. This initiative encourages proximity with all those wanting to visit the exhibitions, take part in activities and experience the immersion and knowledge of the ocean offered by Oceanário de Lisboa.



## PATRONAGE

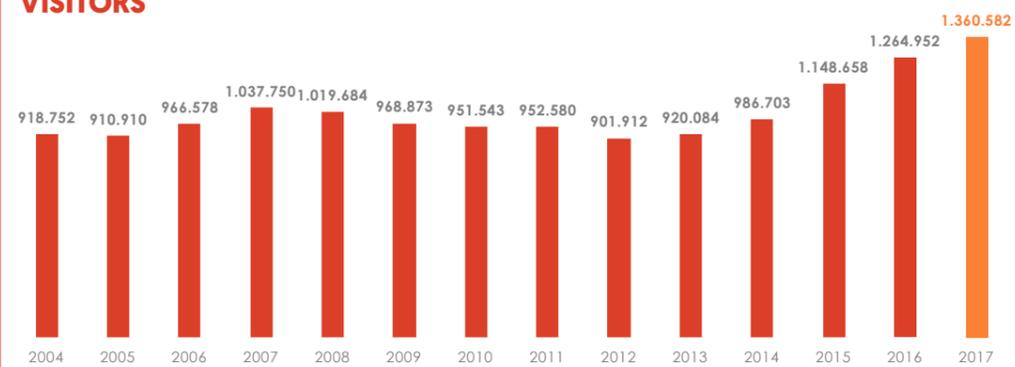
Under its policy of corporate social responsibility and involvement with the community, the Oceanário made a number of donations under patronage law, in a total of around 22,000 euros.





# FINANCIAL INFORMATION

## VISITORS

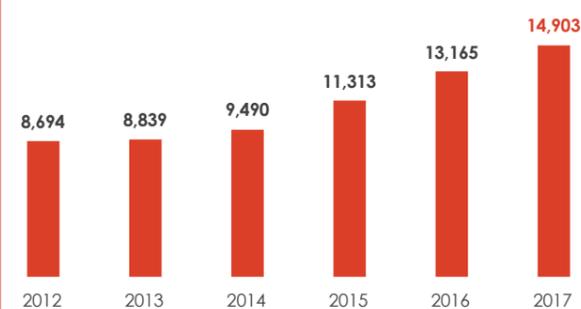


## REVENUE

	2017	2016	VARIATION VALUE	VARIATION %
Admissions	14,903	13,165	1,738	13%
Shop	1,140	0	1,140	-
Shop Rentals	542	901	-359	-40%
Sponsorship	187	150	37	25%
Rental of Event Facilities	60	94	-34	-36%
Other Income and Gains	375	363	12	3%
<b>Total Revenue</b>	<b>17,207</b>	<b>14,673</b>	<b>2,534</b>	<b>17%</b>

thousands of euros

## ADMISSIONS REVENUE THOUSANDS OF EUROS



## COSTS

	2017	2016	VARIATION VALUE	VARIATION %
Cost of Goods Sold	367	0	367	100%
External Supplies and Services	7,343	6,701	642	10%
Staff Costs	2,375	2,174	201	9%
Depreciation and Amortisation Costs	2,179	2,201	-22	-1%
Interests	1,289	1,389	-100	-7%
Other Costs and Losses	320	339	-19	-6%
<b>Total Costs</b>	<b>13,873</b>	<b>12,805</b>	<b>1,068</b>	<b>8%</b>

thousands of euros

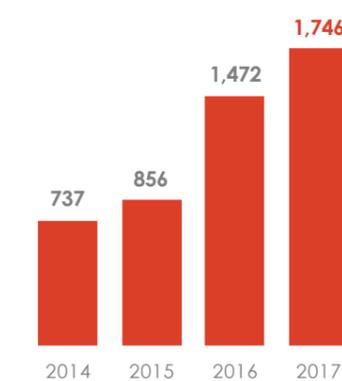
## FINANCIAL RESULTS THOUSANDS OF EUROS



## INVESTMENT

	2014	2015	2016	2017
General investments of the company	149	61	44	1,015
Engineering and Projects	125	181	1,200	642
Biology and Conservation	42	12	61	41
Communication	0	15	0	0
Education	11	7	21	36
Operations	0	0	32	11
Commercial	18	19	114	1
Temporary Exhibition	392	561	0	0
<b>SUBTOTAL</b>	<b>737</b>	<b>856</b>	<b>1,472</b>	<b>1,746</b>
Initial component of the Concession	0	10,000	0	0
<b>TOTAL</b>	<b>737</b>	<b>10,856</b>	<b>1,472</b>	<b>1,746</b>

thousands of euros



# ACKNOWLEDGEMENTS

The Board of Directors would like to thank all those who supported and helped Oceanário de Lisboa to achieve its goals, specifically:

| Sociedade Francisco Manuel dos Santos for their trust and commitment to the institution's values and mission;

| The shareholder, Oceano Azul Foundation for representing a strengthened commitment to ocean conservation;

| Portuguese Government, in particular to the Ministry of the Environment and to the Ministry of Finance, for the trust deposited;

| Oceanário de Lisboa's official sponsor, Pingo Doce;

| Oceanário's franchisees and suppliers – without their cooperation it would have been hard to face the challenges;

| The governing bodies for their cooperation and accessibility;

| Oceanário de Lisboa's employees – their dedication, efforts and commitment once again were the keys to our success;

| All visitors, the "raison d'être" of Oceanário de Lisboa – their preference led to an outstanding year.

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**RAISING  
AWARENESS  
FOR OCEAN  
CONSERVATION**  
ANNUAL REVIEW



Oceanário de Lisboa



OCEANO AZUL  
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