

• RESPONSIBLE BY NATURE •

bordier | 1844

official
partner
of



• COMMITTED BY CONVICTION •

WE'RE PROUD TO BE AN OFFICIAL PARTNER OF UNDER THE POLE

By supporting Under The Pole, a pioneering underwater research expedition, we are contributing to a more sustainable world. Our support helps advance our understanding of the oceans and preserves our planet for future generations.

*"We protect what we love, and we love
what we know."*

Jacques-Yves Cousteau



MAKING A COMMITMENT AND INVESTING SUSTAINABLY

Today, not only has the survival of our planet become a pressing issue facing society as a whole, but it also poses a challenge to the world of finance and the economy. Every day, this challenge acts as the spur and force driving our commitment to the Under The Pole expedition. We regard broadening mankind's understanding of the role of oceans as of key importance, especially when you realise that "70% of the oxygen we breathe comes from marine plants*". The need to raise awareness among our generation to safeguard the planet is self-evident, as is being involved in shaping a more sustainable world for those generations to come.

Although the urgency of dealing with climate change only comparatively recently became a topic of everyday discussion, we had no real idea just how serious things were going to get. The public health crisis we are currently living through is a timely reminder of what is at stake, bringing home to us all just how everything and everyone are interconnected. The coronavirus pandemic has laid bare for all

to see the harsh realities of our world being brought to a juddering halt, dragging along in its wake an unprecedented economic crisis and a drift towards reversing globalisation. The crisis we are undergoing calls on us to ask searching questions about how we go about things and what sort of world we want. To avoid lapsing back into old bad habits, we really must position a whole host of vital issues centre-stage in our thinking: the environment, health, global warming and deglobalised growth. It is essential for us as we seek to extricate ourselves from this crisis to make the right choices when it comes to kick-starting our hibernating economies back into life. And, more than anything, we need to remember to assess all our investments and our decisions against the yardstick of sustainability.

"Better understanding of environmental issues is, in our view, indispensable, so we can adopt appropriate behaviours and take well-founded, responsible and consistent decisions when investing."

Michel Juvet,
Partner, Bordier & Cie

** Dr Sylvia Earle, marine biologist, explorer, author and lecturer*



CALENDAR

WINTER TO SUMMER 2020

Emmanuelle Périé-Bardout and Ghislain Bardout return to France to promote the 18-month expedition to French Polynesia

AUTUMN 2020

Sailing from French Polynesia, via Easter Island, to Ushuaia in Patagonia, then on to the Antarctic Peninsula

SPRING 2021

Sailing north back up the Atlantic

SUMMER 2021

Back home to Concarneau

SUMMER-AUTUMN 2021

Promoting the expedition in France and Europe-wide: media, festivals, sponsorship campaigns, films, books, etc.

DEEPHOPE

PROMISING INITIAL FINDINGS AFTER THE DIVING PHASE

After a year diving in French Polynesia, the DeepHope programme has delivered outstanding results that look most promising: the largest collection worldwide of corals ever gathered, together with several new discoveries that have changed our perceptions about the significance of deep-sea coral reefs.

DIVING DOWN INTO THE REFUGE ZONE

After finding and taking a sample of the deepest known coral ever found (at a depth of 172 metres), the Under The Pole expedition has helped us understand more about how corals are able to thrive in such hostile ocean environments. This offers a bright ray of hope considering the fragile nature of shallow-water ecosystems, as 60% of coral species are in fact capable of migrating down into such deep waters, which are less disturbed by global warming and human activity, to protect themselves and reproduce.

ANALYSIS IN PROGRESS

With 6,027 samples gathered, attention now switches to our work in the lab. Analyses, DNA testing and statistics crunching will no doubt also deliver their fair share of discoveries and surprises. The findings will in any event go a long way towards bolstering the mission to safeguard reefs. We fervently hope we will be able to present a detailed scientific report on our programme once the shadow of the pandemic has been banished.

"Coral reefs occupy an extremely small footprint, covering less than 2% of the Earth's surface, but they are the most widely diversified ecosystems. They are home to over 25% of marine life, while their biodiversity matches that of the world's tropical rainforests."

Laetitia Hédouin,
Head of Research for the French National Centre for Scientific Research (CNRS) at CRILOBE (Centre for Island Research and Environmental Observatory) and Coordinator of the DeepHope scientific programme

DeepHope – Some key numbers

- 2 years spent preparing for the expedition
- 12 months spent diving in 5 archipelagos in French Polynesia
- 800 dives to sample and collect corals
- 3,984 samples gathered between depths of 30 and 172 metres
- 2,476 samples gathered between depths of 60 and 172 metres
- discovery of 1 new coral species (*Leptoseris hawaiiensis*)



CAPSULE

A NEW LOOK INTO OCEAN-DEEP WATERS

With its Capsule project, Under The Pole has been expanding the incredible potential for making discoveries as highlighted by DeepHope and diving once again into the world of undersea exploration. This time round, it has had the opportunity to undertake more longer-lasting dives, free from the strictures of resurfacing and decompression.

SUCCESSFUL MAIDEN VOYAGE

In September 2019, the entire Under The Pole team came together in French Polynesia to be part of the maiden voyage of the Capsule: a mini-observatory designed to enable the expedition to methodically record observations made in the depths of the ocean concerning plant life and animal behaviours, with an especially intensive scrutiny of the daily lifecycle of the reef.

"Living under water is no straightforward matter. It is no mean feat to eat, sleep and move about freely down there as a diver, but without at any point having to return to the surface."

Ghislain Bardout,
diver, explorer and co-founder of Under The Pole

TWO MONTHS SPENT EXPLORING

The Capsule's naming paved the way for a fresh stage in explorations for the Under The Pole team. Between September and November 2019, no fewer than fifteen divers took turns to spend time in the underwater 'base camp', stationed 20 metres down, for periods of 24 to 72 hours. These dives will also serve as reconnaissance missions for future promising scientific ventures.

"The Capsule gives us freedom of movement and time, opening up new possibilities for finding out more about the oceans."

Emmanuelle Périé-Bardout,
diver, explorer and co-founder of Under The Pole

The Capsule in brief

The Capsule is a lightweight habitat with windows that open onto an undersea world, enabling divers to observe ecosystems round the clock for several days at a stretch.

MEDIA

PHOTOGRAPHS



VIDEOS OF THE CAPSULE PROGRAMME



1. We want to live underwater
september 2019

[Play the video](#)



2. The Capsule is leaking
september 2019

[Play the video](#)



3. I pitched my tent under the ocean
october 2019

[Play the video](#)



4. Let's live 3 days under the ocean
december 2019

[Play the video](#)



5. A window on the ocean
january 2020

[Play the video](#)



6. Under The Pole and Bordier
may 2019

[Play the video](#)

PUBLICATIONS



Newsletter
july 2019

[Read the newsletter](#)



Newsletter
november 2018

[Read the newsletter](#)



Under The Pole brochure

[Read the brochure](#)



Advertising display at Geneva's
Cointrin International Airport

[Take a look at the ad](#)

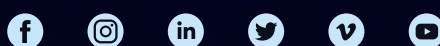
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