



# Jo Ruxton MBE

Jo risked **everything** to teach the world that our health is linked to the Ocean's health.



Jo is the founder of Ocean Generation, a UK charity (1139843) that brings the Ocean to everyone, everywhere by translating complex science into engaging content, programmes and practical actions. Jo is an engaging speaker and passionate campaigner for the Ocean. She has addressed audiences from schools to corporations, parliaments and governments throughout the world after producing her award-winning Netflix documentary, 'A Plastic Ocean'.

After achieving her BSc Hons in Biological Sciences from the London University, Jo's career in conservation took off in the 1980's when she started the first marine programme for WWF in Hong Kong. During those 14 years, Jo was a key advocate for the establishment of the first marine protected areas there. Jo has been producing and directing underwater sequences since the first days of filming on the award-winning Blue Planet series in 1997. During her 12 years at the BBC, Jo was a lead member of the BBC Natural History Unit's diving team and was involved in numerous underwater films from Antarctica to the pristine reefs of the Caribbean and the Pacific Ocean.

Jo recognised the need to increase conservation messages in the films she worked on and decided to leave the BBC to work independently. She knew she had to tell the story of the Ocean as it really was, and not how the beautiful wildlife documentaries portrayed it to be. Jo began to raise the funds needed to make the film 'A Plastic Ocean,' taking 2 years just to get the filming going. It was 8 years before 'A Plastic Ocean' was finally released in 2017 in more than 70 countries and in 15 languages.

Jo's expertise in Ocean health is anchored by a 3-decade long career in marine conservation and her travels to 22 locations around the world, where she's met with scientists who have dedicated their lives to studying the environmental and human impacts of Ocean threats like plastic pollution. Jo raises awareness about the human-made threats our Ocean faces and empowers captivated audiences to take their own Ocean action and restore the ecosystem responsible for every second breath we take.

## Awards & Accolades

- MBE for Services to Marine Conservation in the Queen's 2022 New Years Honours
- 2019 British Airways' '100 Modern Britons who helped shape our country'
- 2018 Sunday Times 'Alternative Rich List'
- 2018 Daily Telegraph 'Pioneering Woman of the Year'

