

### *Creating Value in Building Oyster Reef Habitats*

**Oyster Heaven** was founded in 2021 by George Birch. Based in the Netherlands, their mission is to make marine regeneration financially sustainable. Ocean Exchange awarded them the \$100,000 Neptune award in 2024.

They have created a biodegradable, climate friendly and low cost 'Mother Reef' with a significantly lower cost and higher yield. The reefs are deployed and built by local fishermen



thereby including local knowledge and providing new revenue streams for that segment. In addition, Oyster Heaven sells the ecosystem services that oyster reefs provide to businesses that want to become more sustainable and manage their environmental footprint.

Since the Ocean Exchange funding in 2024, Oyster Heaven has launched multiple long term restoration projects and has just completed the first to deploy 4 million native oysters into the Veerse Meer, the Belgian

national restoration project as well as launching Europe's largest restoration project off the North Norfolk coast.

**Winning Formula from CEO George Birch:** I think my winning formula has focused around built in redundancy from the very start. We always have multiple backup plans or alternate options. Someone told me once that at any one point 50% of an ant colony is doing basically nothing, they are just ready in case a flood comes or there is a big picnic that needs to be dealt with. Redundancy with us means having the ability to find alternative oyster sources, materials, legal strategies, partners and projects and being able to slip between them. It is more expensive, it is more time consuming, but it means that we have just had to deal with bumps in the road rather than show stoppers. We are never a hostage to a single plan.

Discover more about their mission and technology at <https://oysterheaven.com/>

#OysterHeaven, #AdoptAMotherReef, #OysterRestoration, #OceanHealth, #OceanExchange