

OBJECTIF ATLANTIDE

**A unique organization
in the scuba
diving world
since 1989**



EVENTS PRESENTATION DOSSIER



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● ● ● OBJECTIF ATLANTIDE MEDITERRANEAN

Since 2003: Objectif Atlantide Mediterranean, **Naturalist submarine Treasure Hunt**

PROJECT

Submarine treasure hunt associating several Mediterranean coastal cities at the same time for 4 months. The Mediterranean Treasure hunt is the biggest event in the world in recreational scuba diving, both in its number of



participants and its length.

EVENT'S OBJECTIVES

To create a unique touristic and fun attraction on the Mediterranean coast.

- A touristic and economic attraction: The treasure hunt draws in several thousands of scuba divers on our coasts. This event is a touristic attraction which develops a positive image of the Mediterranean region, coupled with a rising sporting activity (150 000 divers registered with FFESSM clubs in France). The objective is to create a big annual rendezvous for the scuba diving world. This event encourages a new public to practice this sport, while bringing a fun aspect to that activity.
- Educational and ecological aspect of the event:

The association cares deeply about marine environment preservation. Through its actions, it participates in raising scuba divers' awareness about protecting the submarine fauna and flora, and in the discovery of scuba diving on the Mediterranean coast. The animal and vegetal species are the clues the scuba divers have to find during this naturalist treasure hunt.

- This event enjoys a large media coverage (see list in annex)

The event's fourth instance was covered several times in the news by various channels such as TF1, France 2, France 3 etc. We were also on the front page of several daily newspapers and we have numerous articles in magazines. Each year, we do extensive work on media coverage.

Since 2007: the « Subaquatic Hiking Tour » (see below)

We offered each partner city to organise one to



three days to discover the submarine world, with beach activities with fins, masks and snorkels.

Those activities have two essential aims:

- Raising awareness among a larger public about the submarine environment
- To have non-initiated people discover scuba diving



● ● ● OBJECTIF ATLANTIDE MEDITERRANEAN

TARGET AUDIENCE

Beginner and advanced scuba divers for the submarine treasure hunt
The general non diver public for the submarine environment beaches tour.

DESCRIPTION

Information on the research sites can be found on www.funexplorers.fr
The participants have to dive to discover animal and vegetal species and photograph them with a digital camera.

Registration is mandatory but free, since our objective is to have the maximum number of people participating in the event.

TREASURE

A scuba diving trip for 2 for the winners.

PRIZES

More than 200 hundred prizes are up for the win on all the scuba diving sites in the partner cities. They are offered by sponsors, and there is scuba diving gear, restaurant invitations, or other lots depending on the sponsors.

LOCALIZATION

On the Mediterranean French coast.

DATE

From the 1st of january until the 31st of november.

PUBLIC PARTNERS

The Regional Councils PACA et Languedoc Roussillon, the cities of Marseillan, Toulon, Bandol, Marseille, La Grande Motte, le Cap d'Agde, Carnet en Roussillon, the Bouches du Rhône General Council.



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PRIVATE SPONSORS

Beuchat, Scubapro, the FFESSM (French Scuba diving federation), Cabinet Lafont the official FFESSM insurer, Agence Blue Lagoon, France Bleu and all the scuba diving press.



● ● ● THE SUBAQUATIC HIKING TOUR

OBJECTIVE

To create a touristic and fun activity that is unique on the Mediterranean beaches, aiming at the discovery of the marine environment and of snorkeling by a maximum number of people.



- The beginnings: Launched during the summer of 2007, with the partnership of Marseille-based scuba-diving equipment manufacturer Beuchat and France Bleu radio station, the beaches tour was a popular and media hit. Today, thousands of people have participated to this discovery of the marine environment and of snorkeling; hundreds have won the opportunity to scuba dive for the first time; several thousands of vacationers have followed those activities as an audience.

- Expansion of the existing event to a period of 15 days minimum on the littoral beaches. The vacationers will have clues to find on the shores. They will be able to win kits including fins, a mask and a snorkel. Another way to draw vacationers onto the beaches.

- Educational and ecological aspect of the event: the Objectif Atlantide association de-

ply cares about the preservation of the marine environment. Through its actions, it participates in raising awareness about the submarine fauna and flora among bathers and it contributes to giving more exposure to snorkeling on the Mediterranean coast. A fun system to raise awareness among the public (an educational briefcase unique in France) will be put in place throughout the tour.

- The event benefits from the media attention brought by the submarine treasure hunt (organized by the same association). For this 8th occurrence of the event, we will work on media coverage. From 2007 until today, we have been followed by TV channels, radio channels and newspapers.

TARGET AUDIENCE

Bathers and tourists from 8 years old, with basic swimming notions for beach activities.

DESCRIPTION

The snorkeling activity is organized according to the regulations of the Submarine Studies and Sports French Federation, with qualified personnel and in the best security conditions.

The general public will be offered to put on a wetsuit, fins, a mask and a snorkel to discover how to use them for free and securely.

An educational briefcase, containing information on the fauna and flora living in shallow coastal areas, will allow participants to discover and to better understand the areas they visit. A game with questions and activities on environment protection will potentially allow players to win additional prizes when coming out of the water.

A series of specific immersed clues will allow everyone to participate in the event and to win a first time at scuba diving.



● ● ● THE SUBAQUATIC HIKING TOUR

Length of the hike: from 20 to 30 minutes per person, depending on the number of people and on water temperature.



PARTNERSHIPS

The event associates public collectivities and private partners. We are offering to associate to this event one or two large public partners that wish to reach a large public available on the beaches through our activities. Fifteen days on the beaches between the 1st and 30th of July represent hundreds of thousands of people available to receive information!

LOCALIZATION

The Provence-Alpes-Côte d'Azur and Languedoc Roussillon regions for now, while we wait for other openings. We are working on a project of a beach tour all around the Mediterranean.

DATE

Between the 1st and 30th of July every year.





● ● ● OBJECTIF ATLANTIDE JEUNES

Raising awareness among teens to prepare them to marine environment preservation. This event ends with the Objectif Atlantide Jeunes Treasure Hunt.

PROJECT OBJECTIVES

- To discover our region's marine fauna and flora in a fun way, through collaborative work with middle and high schools of the PACA region.
- To discover the « diving » activity through strong media coverage.
- To allow young non-divers from 13 to 16 to become acquainted with subaquatic hiking while having them discover the beauty of diving sites.

TARGET AUDIENCE

Middle school and first year of high school students.

DESCRIPTION

1) Educational work with the PACA region's middle and high schools (35 classes – schools). From March, an educational dossier is distributed to biology and sports teachers to raise awareness about submarine fauna and



flora among teens. In May, a series of films – which we produced – connected to the dossier is presented in all the classrooms.

2) Discovering the submarine world: 35 classes will be invited to discover the submarine environment. The Objectif Atlantide Jeunes association covers all the logistic and provides



personnel to accompany the teens. This event will happen during two weeks in June. Previous experiences have shown us that most teens in our region had never « put their heads underwater ».

TIME PERIOD

March – June

PARTENERS

Bouches du Rhône General Council, Toulon Provence Méditerranée, cities of Marseille and Toulon, the Water Agency, the Nice and Aix-Marseille Education Offices, the selected middle schools. Agence de l'eau, Rectorats de Nice et d'Aix Marseille.



● ● ● OBJECTIF ATLANTIDE JEUNES

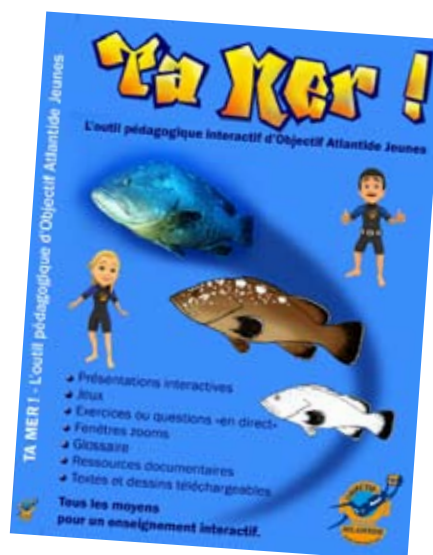
EDUCATIONAL TOOLS

Objectif Atlantide Jeunes's educational DVD « Your Sea » and the educational briefcase.

EDUCATIONAL DVD

Based on the experience of the Objectif Atlantide Jeunes team in raising awareness of teens about the marine environment, this DVD is a tool that teachers can use to help them transmit a certain number of messages and key facts about marine life.

It offers interactive educational processes, which teachers can adapt as they wish, as well as download and printable elements



structures that wish to have the general public discover the submarine environment.

It was thought out to accompany the discovery of the Mediterranean shallow coast areas, both in their physical aspect (snorkeling, scuba diving) and their naturalist aspect (species, milieus, behaviors...).

This briefcase included laminated cards (which can be taken into the water), games and a documentary dossier offering subaquatic activities personnel some suggestions and references to help them.



allowing each student to create their own documents to be used in class (exercises, questionnaires...).

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It exists as a DVD, and we are working on uploading it on the Objectif Atlantide Jeunes website.

EDUCATIONAL BRIEFCASE

The aim of this initiation to subaquatic activities and submarine environment briefcase is to bring support and tools to people or





● ● ● OBJECTIF ATLANTIDE JEUNES

This is an innovative and original creation for several reasons:

- It is the first support tool for subaquatic activities personnel. It brings them support, suggestions and references on the sport, technical, naturalist and scientific aspects of the activity.
- It is the first tool of this sort, taking into account both the discovery of the physical activity and the aquatic environment and marine life.



- It is the first tool to be both educational and fun, bringing the ultimate users (the general public) a roadmap to a personal and autonomous discovery: it is an « accompanied » approach rather than a guided one.

Allowing everyone to live their own discovery, this tool helps users to forge their own intimate knowledge of the submarine environment, of its richness and diversity, thereby developing an individual emotional bond – which is a prerequisite for any notion of respect and preservation.

BRIEFCASE CONTENTS

- Mediterranean shallow areas species guide
16 copies
- Subaquatic activities cards:



- Discovering subaquatic hiking
2 copies
- Discovering scuba diving
2 copies
- Naturalist discovery cards:
Submarine meadows: Posidonia meadows
2 copies
- Flowery balconies: what is growing on the rocks?
2 copies
- Twirling rainbow wrasses
2 copies
- Small groundfish: blennies, gobies and the others...
2 exemplaires
- Balls of thorns: sea urchins
2 copies
- Greedy flowers: sea anemones
2 copies
- « True? Not true? » game cards.
8 copies
- The teacher's leaflet
Advice and reference documentary dossier
(65 pages)
- Originals to be photocopied
Answer sheets for the "True? Not True?" game et for the subaquatic hiker's game-questionnaire

(C) registered Objectif Atlantide
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● ● ● OBJECTIF ATLANTIDE INTERNATIONAL

Treasure Hunt as a submarine adventure taking place abroad.

The submarine event allows teams – which are often sponsored – to live a unique adventure in several countries every two years.

PROJECT'S OBJECTIVES

- Economic objective: to incite submarine divers to choose one of our partner countries as their holiday destination. To expand the French diving centers' activity while demanding a proper training in order to participate in big adventures.



- To create a big event for submarine divers. To insist on the importance of training to practice scuba diving.
- To attract public figures to practicing this activity; the general public will follow their example.



- Media objective: To promote scuba diving and the FFESSM's activity through strong media coverage.

- Educational and naturalist objective: To discover the pleasure of shallow diving (no deeper than 20 meters). The raise awareness among divers about marine environment protection through strong actions each year and in each country.





● ● ● OBJECTIF ATLANTIDE INTERNATIONAL

TARGET AUDIENCE

Adults (men and women) who practice scuba diving and who accompany non-divers.

DESCRIPTION

At the start of the hunt, each team receives a dossier of about 50 pages, containing archives, maps of the region, various testimonies..., that tell the story of a lost treasure.

It is then up to the team to understand the plot, to find the clues hidden underwater or on the shore. The participants have four days to



find the treasure by scuba diving or on foot in the jungle or in the desert.

Besides the treasure, one or two other prizes can be found during the treasure hunt.

Reference

website: www.objectif-atlanti-de.org





● ● ● OBJECTIF ATLANTIDE FUN EXPLORERS

2012: launch of the international nature treasure hunt

PROJECT PRESENTATION

DISCOVERING A COUNTRY'S TREASURES

For 32 years, Objectif Atlantide has allowed divers to discover new treasures. Today, we offer them the possibility to discover the biggest and the most beautiful of treasures: the submarine and terrestrial environment and the natural, cultural and culinary heritage.

More and more people own digital cameras. The clues we ask participants to bring back are photographs of terrestrial and submarine species, as well as of natural, cultural and culinary heritage.



- to promote some living organisms, and to have the participants – who often travel a lot – discover the richness of a country which they were not aware of.
- to contribute to people having a better knowledge of the natural milieu and thereby inciting them to protect it.
- to discover a country's culture and gastronomy
- to create an additional activity for touristic structures that is easy to put in place
- to open the door to the submarine world in the schools of the participating countries



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It is of course forbidden to touch any living species.

This game is interesting for several reasons, because it allows us to:

- have the divers discover specific environment through the selection of species.



● ● ● OBJECTIF ATLANTIDE FUN EXPLORERS

It can be interesting:

- **scientifically**, because of the numerous testimonies participants can bring back about rare species or unusual behaviors and biological phenomena...
- **economically**, by creating a constant animation that will draw in tourists (hotels, restaurants, diving, hiking, tour, flying centers, tour-operators, etc.)
- **economically and socially** by having the countries' population discover their country in-depth.
- **educationally** through potential additional activities in the schools of partner countries.

THE GAME'S PRINCIPLE

The participants have to photograph some elements of the terrestrial and submarine fauna and flora, and of the natural, cultural and culinary heritage.



The species or clues that are to be found and photographed are listed on the game's website. Each participant has to register on the website and upload their collection of photographs in order to have as many as possible.

The best ranked collections will then be presented to a jury which will check the identi-



fications and will determine the winner(s).

GAME ORGANIZATION

The game has to be the object of a strong communication campaign in hotels, gourmet restaurants, diving centers, tourism offices and all related media, in order to have a maximum number of participants.

It is aimed at people who own a digital camera, but the hosting structures can also provide a loaning or renting system for equipment.

We will make all the necessary documentation available to hosting structures on a reference website: leaflet with photographs of all the species, game regulations, posters...

PROJECT'S OBJECTIVES

- To have the general public discover a destination, a country and its natural and cultural richness through a fun and easy to access event.
- To create a long-lasting and constant animation
- To promote the destination and the activity through media coverage
- To constitute a database by encouraging the participants to register on a website
- To promote environment protection
- To bring new revenues to the game's partners

● ● ● OBJECTIF ATLANTIDE FUN EXPLORERS



COMMUNICATION GAME PROTECTION

For this game to succeed, it is necessary to promote it. Our partners will be able to choose between asking our organization to manage its promotion and media exposure, or taking care of it themselves.

To promote a destination, we can negotiate with all tour operators to put a link to the event on their website and a banner on their homepage. There have to be a French and an English version.

GAME FUNDING

This project requires several sources of funding. For a game that lasts between six months and a year, we have to fund the following:

- The creation of a website to host the game
- The creation of the game in the country and the photographs' preparation
- The scientific costs
- The image rights

- The setting and the administrative and scientific follow-up of the game throughout its duration.

In addition: costs to be determined depending on the partners' demands:

- Game promotion – advertisement and communication – realization of a promotional – TV shows – Negotiations with tour operators
- A specific event for the game's launch (press tour – VIP ?)
- Travel costs (flight-hotel-meals-car-diving) to set up the event (photographs + scientific + negotiations)

Number of people to be determined depending on the project.

- Translation of the game to adapt it to foreign tourists; translation of the website, the leaflets and of the handbook.

- Lots
- Other demands

A financial contribution can be asked of the participants. To be determined with the partners.



● ● ● OBJECTIF ATLANTIDE FUN EXPLORERS

PRECISIONS ON THE GAME'S PROCEDURE

We will select around forty photographs of marine and terrestrial organisms, monuments, natural sites and gastronomic dishes. Information about the clues to be photographed will mainly be reference photographs, but also a few written descriptions and even riddles.

Moreover, participants may be asked (to be determined with the organizing partners) to upload photographs not illustrating a species but a theme of scientific, ecological or naturalist interest: association between species, adaption to the milieu, rare or unusual species in the region, etc. The great number of involved observers can therefore allow to collect information of scientific interest.

Finally, even if the quality of the photographs should be decisive in their judging (provided their remain « readable »!), we can envision a « photographic bonus » leading to a specific prize. All the element defining the subjects to be searched for and photographed will be available on the game's website. They will be printable.

Above: an example of game support tool for the Mediterranean and the French Provence region.

The participants will therefore have to realize a series of photographs of the chosen subjects. The principle of the game could be to take all the photographs in a minimum time period.



Everyone will be able to open an account of the website (free access or access with a code given out by the hosting structures, depending on prior agreements) to upload their series of photographs. We could also think about giving the participants the possibility to update their collection throughout the game.

The collections uploaded by participants, and in particular the best ranked ones, will be visible by all the users.

This procedure allows the game to be dynamic, since the best players have the possibility to gain exposure. It also helps ensure that the participants will not present 'hacked' or 'stolen' photographs, since any cheating will quickly be identified by other users.

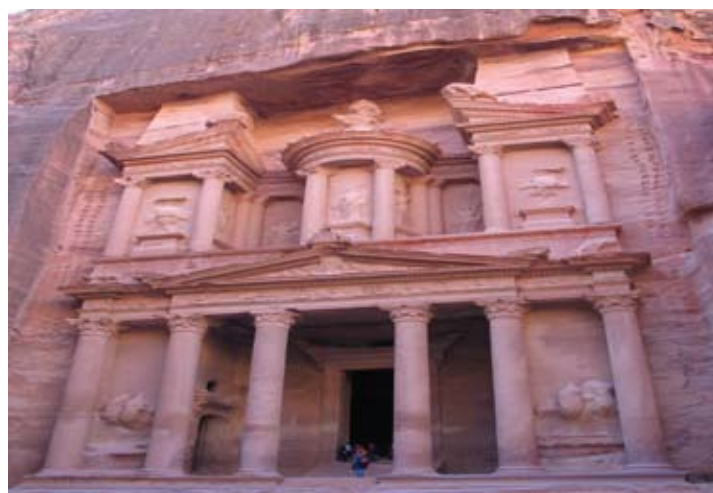




● ● ● OBJECTIF ATLANTIDE FUN EXPLORERS

At this stage, it is the participants who identify the photographs, although they may be subject to control later on. Indeed, when the game closes, a jury will be in charge of verifying, for the best-ranked collections (20 to 50 collections, number to be determined), the identity of the photographed species. If need be, the jury will also determine the grades to be attributed to the theme photographs of naturalist or scientific interest, and the potential photographic bonus.

The prize list established by the jury can be the end of the game. We can also envision a final phase of the game, reserved to the best-ranked contestants: a new specific



A particular event can be organized at the end of the game in order to mobilize the media: an award ceremony, an exhibition of the winning collections at the various submarine or natural images festivals...



contest organized on site, a riddle to solve, an online questionnaire about the destination...

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A similar procedure works very well for the Objectif Atlantide Méditerranéan treasure hunt.





● ● ● EVENT HISTORY

OBJECTIF ATLANTIDE MEDITERRANEAN

2003 : Marseille, Toulon

8 000 participants et 40 clubs FFESSM (French Diving Federation) clubs registered

2004 : Agde, Palavas les Flots, Carry Le Rouet, Marseille, La Ciotat Toulon, Hyères, Communauté Urbaine Marseille Provence Métropole, Région PACA, Région Languedoc Roussillon

15 000 participants et 81 clubs FFESSM (French Diving Federation) clubs registered

2005 : Port Vendres, Argelès, Agde, Marseille, Sanary sur Mer, Toulon, Cavalaire, Région PACA, Région Languedoc Roussillon

21 000 participants et 160 clubs FFESSM (French Diving Federation) clubs registered

2006 : Port Vendres, Argelès, Agde, Sète, Marseille, Sanary sur Mer, Toulon, Cavalaire, Région PACA, Région Languedoc Roussillon, Conseil Généraux des Pyrénées Orientales et des Bouches du Rhône.

21 900 participants et 189 clubs FFESSM (French Diving Federation) clubs registered

2007 : Port Vendres, Argelès, Agde, Sète, Marseille, Sanary sur Mer, Toulon, Toulon Provence Méditerranée, Région PACA, Région Languedoc Roussillon, Conseil Généraux des Pyrénées Orientales et des Bouches du Rhône.

23 000 participants et 215 clubs FFESSM (French Diving Federation) clubs registered

2008 : Argelès, Agde, Sète, Marseille, Sanary sur Mer, Toulon, Toulon Provence Méditerranée, Région PACA, Région Languedoc Roussillon, Conseil Généraux des Pyrénées Orientales et des Bouches du Rhône.

22 500 participants et 211 clubs FFESSM (French Diving Federation) clubs registered. 4000 snorkeling initiations on the beaches.

2009 : Argelès, Agde, Sète, Marseille, Toulon, Toulon Provence Méditerranée, Région PACA, Région Languedoc Roussillon, Conseil Généraux des Pyrénées Orientales et des Bouches du Rhône.

22 100 participants et 229 clubs FFESSM (French Diving Federation) clubs registered. 1200 snorkeling initiations on the beaches.

2010 : Agde, Sète, Marseille, Bandol, Toulon, Toulon Provence Méditerranée, Région PACA, Région Languedoc Roussillon, Conseil Général des Bouches du Rhône.

20 000 participants et 252 clubs FFESSM (French Diving Federation) clubs registered. 2900 snorkeling initiations on the beaches.

2011 : Canet en Roussillon, Gruissan, Agde, Marseille, Bandol, Toulon, Toulon Provence Méditerranée, Région PACA, Région Languedoc Roussillon, Conseil Général des Bouches du Rhône.

18 000 participants et 204 clubs FFESSM (French Diving Federation) clubs registered. 2600 snorkeling initiations on the beaches.

2012 : St Cyprien, Canet en Roussillon, Agde, La Grande Motte, Marseille, Bandol, Toulon, Fréjus, Région PACA, Région Languedoc Roussillon, Conseil Général des Bouches du Rhône.

4 073 participants et 36 clubs FFESSM (French Diving Federation) clubs registered. 2 776 snorkeling initiations on the beaches.

2013 : Canet en Roussillon, Agde, Marseillan, La Grande Motte, Marseille, Bandol, Toulon, Région PACA, Région Languedoc Roussillon, Conseil Général des Bouches du Rhône.

4 411 participants et 47 clubs FFESSM (French Diving Federation) clubs registered. 2 597 snorkeling initiations on the beaches.

2014 - 2015 - 2016: Agde, Sète, Marseillan, Carry le Rouet, La Grande Motte, Marseille, Bandol, Toulon, Région Languedoc Roussillon, Conseil Général des Bouches du Rhône.

4 821 participants and 55 FFESSM (French Diving Federation) clubs registered. 2701 snorkeling initiations on the beaches.



● ● ● THE SUBAQUATIC HIKING TOUR

2007 : Argelès, Agde, Sète, Marseille, Six -Fours les plages, Toulon.

- 1300 participants - 6 days

2008 : Argelès, Agde, Six Fours les Plages, La Seyne sur mer, le Pradet, Hyères, Toulon

- 2900 participants - 12 days

2009 : Agde, Sète, Marseille, Toulon

- 1200 participants - 5 days

2010 : Gruissan, Agde, Sète, Marseille, Bandol, Six Fours, Hyères, Toulon

- 2952 participants - 12 days

2011 : Canet en Roussillon, Gruissan, Agde, Marseille, Bandol, Six Fours, Toulon

- 2650 participants - 12 days

2012 : Canet en Roussillon, Gruissan, Agde, Marseille, Bandol, Six Fours, Toulon

- 2776 participants - 13 days

2013 : Canet en Roussillon, Gruissan, Agde, Marseille, Bandol, Six Fours, Toulon

- 2597 participants - 12 days

2014-15-16-17: Agde, Marseillan, Sète, La Grande Motte, Marseille, Bandol, Toulon, Carry le Rouet

- 2700 participants - 11 days





● ● ● OBJECTIF ATLANTIDE JEUNES

2001 – 2002 – 2003 : 33 teens were selected nationwide to participate in the first, second and third occurrences of the event, which took place in the Côtes d'Armor and the Var.

42 teens were selected nationwide to participate in the second occurrence of the event, which took place in the Var, in Six Fours-les-Plages, on the Embiez island.

39 teens were selected nationwide to participate in the third occurrence of the event, which took place in the Var, St-Mandrier, Six Fours-les-Plages, La Seyne-sur-Mer, Toulon and Hyères.

2004 – 2005 - 2006 : 45 teens were selected nationwide to participate in the fourth, fifth and sixth occurrences of the event which took place in the Var, St-Mandrier, Six Fours-les-Plages, La Seyne-sur-Mer, Toulon and Hyères.

1100 middle school students attended the environment class, were initiated to snorkeling and participated in the naturalist contest.

2007 : 36 teens were selected nationwide to participate in the seventh occurrence of the event which took place in the Var, St-Mandrier, Six Fours-les-Plages, La Seyne-sur-Mer, and Toulon.

1100 middle school students attended the environment class, 900 were initiated to snorkeling and participated in the naturalist contest.

The best grade obtained on the questionnaire was of 41 out of 41, which is an excellent result given the difficulty of some of the questions. The students of the Bartavelles middle school in Marseille obtained the best results on average (33.5 over 41) and the students of l'Herminier in La Seyne sur Mer (34 over 41).

2008 : 45 teens were selected nationwide to participate in the eighth occurrence of the event which took place in the Var, St-Mandrier, Six Fours-les-Plages, La Seyne-sur-Mer, and Toulon.

1300 middle school students attended the environment class, 1100 were initiated to snorkeling and participated in the naturalist contest.

The best grade obtained on the questionnaire was of 41 out of 41, which is an excellent result given the difficulty of some of the questions. The students of the Bartavelles middle school in Marseille obtained the best results on average (32.82 over 41) and the students of Les Maristes in La Seyne sur Mer (33.1 over 41).

2009 : 45 teens were selected nationwide to participate in the ninth occurrence of the event which took place in the Var, St-Mandrier, Six Fours-les-Plages, La Seyne-sur-Mer, and Toulon.

1300 middle school students attended the environment class, 770 were initiated to snorkeling

2010 : 45 teens were selected nationwide to participate in the tenth occurrence of the event which took place in the Var, St-Mandrier, Six Fours-les-Plages, La Seyne-sur-Mer, and Toulon.

1170 middle school students attended the environment class, 920 were initiated to snorkeling.

2011 : 45 teens were selected nationwide to participate in the eleventh occurrence of the event which took place in the Var, St-Mandrier, Six Fours-les-Plages, La Seyne-sur-Mer, and Toulon.

1050 middle school students attended the environment class, were initiated to snorkeling and participated in the naturalist contest.

2012 : 45 teens were selected nationwide to participate in the twelfth occurrence of the event which took place in the Var, St-Mandrier, Six Fours-les-Plages, La Seyne-sur-Mer, and Toulon.

932 middle school and high school students attended the environment class, were initiated to snorkeling and participated in the naturalist contest.

2013 : 45 teens were selected nationwide to participate in the thirteenth occurrence of the event which took place in the Var, St-Mandrier, Six Fours-les-Plages, La Seyne-sur-Mer, and Toulon.

1057 middle school and high school students attended the environment class, were initiated to snorkeling and participated in the naturalist contest.



● ● ● THE EDITIONS OF OBJECTIF ATLANTIDE INTERNATIONAL

1990 : Iles de Lérins (Cannes - France) - 36 participants
press, radio and TV journalists.

1991 : Iles du Frioul (Marseille - France) - 48 participants, including 2 Belgian teams,
press, radio and TV journalists.

1992 : Ile de Porquerolles (Hyères - France) - 54 participants, , including 1 Belgian team,
TV team from Canal+, press, radio and TV journalists .

1993 : Cala Montjoi (Rosas - Spain) - 48 participants, including 2 Spanish teams,
a TV team from TF1, press, radio and TV journalists, a private TV images production team.

1994 : Perhentian islands (Terengganu - Malaysia) - 60 participants, from France, the UK, Switzerland,
Malaysia, and New Caledonia,
press, radio and TV journalists (NHK, Eurosport), a TV team from RFO New Caledonia, a private TV ima-
ges production team.

1995 : Islas de la Juventud (Cuba) - 54 participants, from France, Sweden, Cuba, Island, the UK, Saint
Bartholomew and Saint Martin,
press, radio, TV journalists coming from France, the UK, Sweden, Israel, the US, Japan, Cuba and Saint
Bartholomew.

1996 : Racha Yai and Racha Noi islands (Thailand) - 42 participants coming from France coming from
France, Canada, Sweden, Japan and Thailand, and Sweden,
press, radio and TV journalist coming from France, Canada, Sweden, Japan and Thailand, a private TV
images production team.

1999 : Ibiza island (Baléares-Spain) - 36 participants coming from France and Sweden,
press, radio and TV journalists coming from all over Europe and from Japan. Teams from RFO and TF1
were on site, a private TV images production team.

2000 : Erquy – Côtes d'Armor (France) - 33 divers for the first nationwide teen selection,
press, radio, TV journalists coming from all over France, a partnership with Ouest France and Radio Fran-
ce Armorique, a private production team.

2001 : Portsmouth – (Dominica) - 36 participants coming France, Sweden, St Barth's, Martinique, Gua-
deloupe,
press, radio, and TV journalists from all over Europe and Japan. An RFO team on site, private French and
Spanish production teams on site.

2004 : Nha Trang – Whale island – (Vietnam) - 36 participants coming from France and Sweden,
press, radio and TV journalists from all over Europe and Asia, a private French production team on site.

2006 : Rodrigues – Mauritius – (Mauritius) - 36 participants coming from France,
press, radio and TV journalists from all over France and from Mauritius, two private French production
teams.

2008 : Marsa Nakari – (Egypt) - 39 participants coming from France
press, radio and TV journalists from all over France, two private French production teams.

20

2010 : Moucha island – (Djibouti) - 45 participants coming from France and Djibouti,
press, radio and TV journalists from all over France and Djibouti, two private image and photo pro-
duction teams.



● ● ● THE EDITIONS OF OBJECTIF ATLANTIDE INTERNATIONAL FUN EXPLORERS

2018 : Cabilao Island - Bohol island - (Philippines) - 23 participants and press, radio and TV journalists.



2019 : Puerto Galera Island - (Philippines) - 21 participants, and press, radio and TV journalists.



2023 : Padre Burgos - Leyte Island - (Philippines) - 29 participants, and press, radio and TV journalists.



● ● ● PARTNERSHIP HISTORY

OBJECTIF ATLANTIDE SPONSORS DURING 32 YEARS

OBJECTIF ATLANTIDE'S PARTNERS OVER THE YEARS IN THE DIVING WORLD:

Arca Plongée, Archimède, Beuchat, Bigata, le Comptoir des Sports, DSM Bruxelles, les Hommes Grenouilles de Paris, Lavandou Plongée, Oasis Plongée, OK Maldives, Aqualung, Star France, 3B, Subexplor, les montres Beuchat, club MJ Sub 95, club H20, club d'Erquy, la FFESSM. Scubapro Uwaterc, Le Vieux Plongeur, Cressi Sub, Oceanic, Topstar, Mares, Ralf Tech, SSI, Ibiza Diving, Plongespace, le Club Apnée, les Argonautes (Bordeaux), le T.O. Blue Lagoon, Assurances Axa Lafont.

Diving magazines :

Océans, Octopus, Subaqua, Apnée, plongée mag, plongeurs international, chercheurs d'eau, Plongez!

PRIVATE PARTNERS AND INSTITUTIONS THAT HAVE TRUSTED US:

Sud-Ouest Marine, Novamarine, les montres Japy, les montres Yema, Yamaha, Bombard, Route du Rhum, Suzuki, Cir Rosas, Peintures ASSOFCE, Meubles Atlas, Azurnet, Boucheries Bernard, Bollé, BNP, BPS Grelet, BMW, Canon UTM, montres Casio, Supermarchés Champion, Château Guibeaud, Crédit Mutuel, EDF – GDF, Fujicolor, GEAB, IBM, Imprim' 33, Intermarché, Joker, Laser Alsace, LOH, Microware, Mutuelles de Poitiers, Ets Neveu, Nikon, OFI, Pacifique, Peak Performance Suède, Port Autonome de Bordeaux, Repro LR, Roehri Sports, Sarber PRDB, SIMA, Sollac, Sony, Stecco, Uni Center, Yves Rocher, Belgacom, le Casino du Val André, Eurest, Scolarest, Compass, la maison des jeunes des Embiez, Paul Ricard, Chantier Naval d'Erquy, Bateaux Mouche, le Crédit Agricole du Midi, BNP Paribas, Clioblue, le Groupe Accor, Canon France, Thomson CSF, Congas, Imprim' 33, KP Winter (location de bateaux de Cuba), Lomac, le Martin-Pêcheur, Promer, Tienda Brothers, montres Yema, Yamaha Marine, Zodiac Espagne, Eurest, Scolarest, Médiwest, Compass. La Sodeal Cap d'Agde, le resort de l'île de la Baleine au Vietnam, Euro-Village SA (Cala Montjoi en Espagne), le Lagon Bleu de Djibouti, la Marine Nationale Malaysienne. France Bleue Armorique, France Bleue Provence, France Bleue national, Neoplanète, Toinou les fruits de Mer.

Malaysia Airlines, Thai Airways, Cubana de aviation, Air Mauritius, AOM, Eva Air.

Ministry of Tourism of: Malaysia, Cuba, Thaïland, Ibiza, Domenica, Egypt, Mauritius, Rodrigues, Djibouti and Philippines.

Le Ministère de la Jeunesse et des Sports, le ministère de l'écologie, l'Education Nationale, le CG des Côtes d'Armor, Le CR de Bretagne, Le CG du Var, Le CR PACA, Le CR Languedoc Roussillon, Toulon Provence Méditerranée, Marseille Provence Métropole, le Comité du tourisme des Pyrénées Orientales, la Ville de Palavas, la Ville de Agde, la Ville de Hyères, La ville de Fréjus, la ville de Bandol, la ville de La Grande Motte, la ville de St Cyprien, la ville de Argelès, la ville de Cavalaire, La Ville de Marseillan, la ville de Canet en Roussillon, la ville de Sète, la ville de Toulon, la ville de Marseille, la Ville d'Erquy, la ville de Port Vendres, la ville de Sanary sur mer. L'Agence de l'eau. La Marine Nationale.

L'office du tourisme de Sète, d'Agde, de Cavalaire, de Marseillan, d'Argelès, de Port Vendres.

Partner in 1994, Yema decided to create a scuba diving watch with the colors of Obejctif Atlantide; its distribution started in September 1995.

In 2012, upon request from its égérie, the singer Natasha St Pier, our partner Clioblue launched a piece of jewelry to support our environmental actions. That piece of jewelry is a fish.



● ● ● THEY PARTICIPATED IN OBJECTIF ATLANTIDE

(in alphabetical order) :

Claude ABITBOL	journalist
Gérard ALBOUY	journalist at Le Monde
Déborah ANDOLLO	free diving world champion
Cécile AUCLERT	actress
Caroline AVON	journalist / TV host on France 2
Vincent BACHELOT	sports assistant editor at CANAL+
Perrine BAGLAN	journalist at BFM TV
Nicolas BARRAQUE	chief editor and director of diving magazine PLONGEZ!
Jean Luc BEAUD	technical chief editor at TéléStar
Karine BELLY	actress
Yann BELTRAMI	director magazine Chercheurs d'Eau
Karima BENAMROUCHE	journalist at I Télé
Pascale BEROUJON	photographer for Edgar magazine
Laetitia BESSON	journalist at Canal+
Fabrice BOISSIER	chief editor magazine Chercheurs d'Eau
Marie-Laure BONNEMAIN	chief editor - journalist at TF1
Franck BORDE	actor
Isabelle BRES	TV host on TF1
Claude BRETEGNIER	senior reporter at RFO
Hélène CAMI	journalist at I télé
Pierre CAULE	journalist at NHK Japan
Cécile CIONI	chief editor Plongée Mag
Dounia COESENS	actress
Marie COESENS	actress
Marie France CUBADA	news anchor on TF1 and RFO
Dominique DABIN	Manager / journalist at Var Matin
Nathalie DALY	journalist / host on RFO
Yolaine DE LA BIGNE	journalist at France Info and France Inter
Luc DE TIENDA	director - cameraman
Frédéric DEBAN	actor
Daniel DEFLOIRIN	photographer for Océans magazine
Mylène DEMONGEOT	actress
David DOUILLET	olympic judo champion
Stéphane DUGAST	journalist at Cols Bleus / movie director
Margo DUPONTONT	journalist at Vivre l'Aventure
Albert FALCO	the Calypso captain
Mickael FITOUSSI	actor
Jean-Pierre FERRET TAMISIER	journalist at TF1
Philippe GALLINI	journalist at La Provence
Daniel GUEORGUEUSKY	TV host on the Odyssée channel, adventure show
Arthur GUERIN BOERIE	Worldwide free diving champion
Rebecca HAMPTON	actress
Philippe HOCHART	chief editor at Les Nouvelles de Saint Barth
Philippe JEANTOT	sailor - creator of the Vendée Globe
Jean-Pierre JONCHERAY	archeologist



● ● ● THEY PARTICIPATED IN OBJECTIF ATLANTIDE

Claire KEIM	actress and singer
Camille LACOURT	worldwide swimming champion
Martin LAMOTTE	actor
Bruno LAURENS	director / journalist at RFO
Eva LEONARD	singer (Star Ac)
Sandrine LEVEUGLE SOUAN	chief editor Diving mag PLONGEZ!
Bixente LIZARAZU	Soccer world champion in 98 – TV host on Canal+
Pascal MARCELIN	cameraman TF1
Pierre MARTIN-RAZI	chief editor Subaqua
Elisabeth MAURIS	ex-chief editor Océans
Bernard MAURY	journalist on the Région channel and chief editor at RTL Toulon
Bénédicte MENU	chief editor- journalist at Figaro Magazine
Alice MODOLO	worldwide free diving champion
Karine MICHEL	chief editor at Var Matin
Ambre MINGAZ	journalist at Var Matin
Luc MOUSSEAU	chief editor at France 3
Pierre Louis PAGES	journalist at Var Matin
Gérard PAOLINI	journalist F3 région
François PARIS	assistant editor at Pays de Bretagne magazine
Julien PASCAL	journalist at Europe 2 et host on France 2
« PIPIN » - F. FERRERA	free diving world champion champion
Paul POIVERT	chief editor Octopus
Jacques PRADEL	journalist
François PRIVAT	journalist F2
Christian RAUTH	actor – director – screenwriter
Anne Marie REVOL	journalist F2
Isabelle ROSS	journalist F3
Roméo SARFATI	actor
Philippe SENIK	chief editor Plongée on line
Dominique SERAFINI	Cousteau cartoonist
Natasha ST PIER	singer
Pierre Antoine SOUCHARD	journalist at a press agency
Cécile THIMOREAU	journalist at TF1
Prisca THIVAUD	journalist at Var Matin
Thierry TRESOR	host on LCM
Thibaud VANECK	actor
Aurélien VANECK	actress
Alexandre VARGA	actor
Elodie VARLET	actress
Lionel VENTURINI	chief editor at l'Humanité
Claude WESLY	chief diver on the Calypso
Tania YOUNG	TV host on I Télé



● ● ● SOME OF OUR VIP'S





Patrons of the subaquatic hiking tour : David Douillet,
Natasha Saint-Pier, Tania Young
and Albert Falco, Captain of Calypso (famous boat of JY COUSTEAU)

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