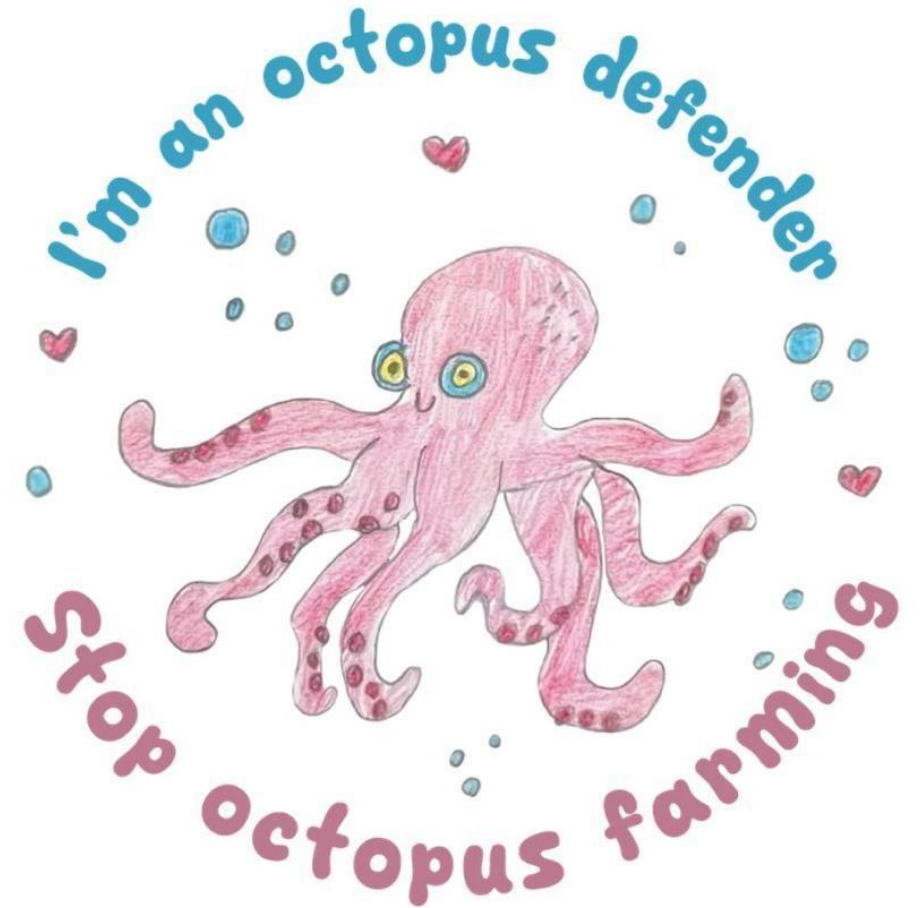


I'M AN OCTOPUS DEFENDER STOP OCTOPUS FARMING



Lily Niederhofer

FEBRUARY 2025



6 REASONS TO STOP OCTOPUS FARMING



1

Octopus like hanging out alone

2

They are highly intelligent

3

Their diet of fish would make farming unsustainable and cruel

4

They are very fragile and would suffer in captivity

5

There is no legislation yet to protect their welfare

6

Washington State already moved ahead with a ban

FROM PASSION TO ACTION



Independent school research project (Octopus)
Learns about a planned octopus farm in the Canary Island
Leads to call for action



Peter Singer, Australian moral philosopher and Emeritus Ira W. DeCamp Professor of Bioethics at Princeton University



Assisted in choosing from 3 charity projects & introduced CIWF
Sponsored Octoswim & used its reach throughout the campaign
Safeguarding



Charity 1



Charity 3



My Partners

Project **Sponsor**



Project **Charity**



THE OCTO-DEFENDER CHALLENGE

Algarve, Portugal
~ Weekend of the 25th of May 2024 ~

HELP LILY SWIM AGAINST THE OCTOPUS FARM!

Lily is swimming to fundraise against the proposed Octopus Farm that Nueva Pescanova is trying to build in the Canary Islands.



Farming the octopus is unethical and unsustainable. Lily has been a vegetarian for years, and a passionate defender of the ocean and its wildlife. She sees that this farm is cruel, and will put the animals through a lot of suffering.



DONATE TO LILY'S CAMPAIGN

She is combining her passion and her sport; this May, Lily will organise a swimming fundraiser in Algarve, where other people can also join.



JOIN THE OCTOPUS DEFENDER TEAM

She hopes to raise money for Compassion in World Farming, an organisation that is researching the negative impacts of this farm and working hard to ban octopus farming.



Swim Challenge
2km open-water swim



Where
From Quinta do Lago beach to Garrão beach



When
May 25, 2024



Join
Swim, cheer or support

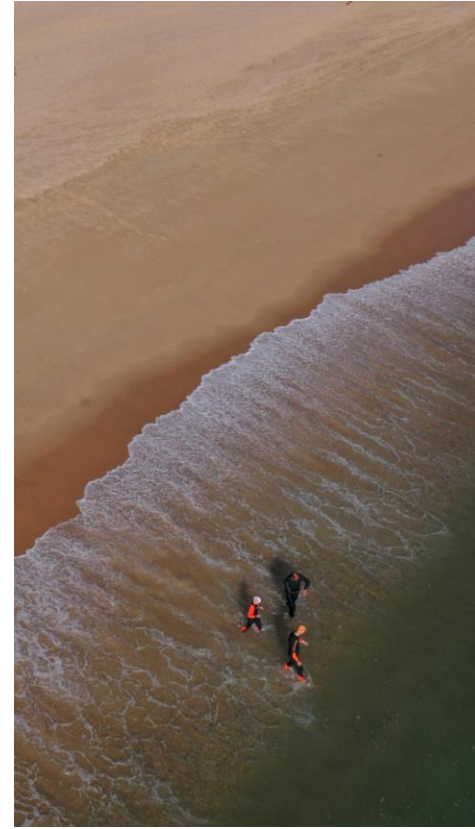


Follow on Instagram
@swimforimpact

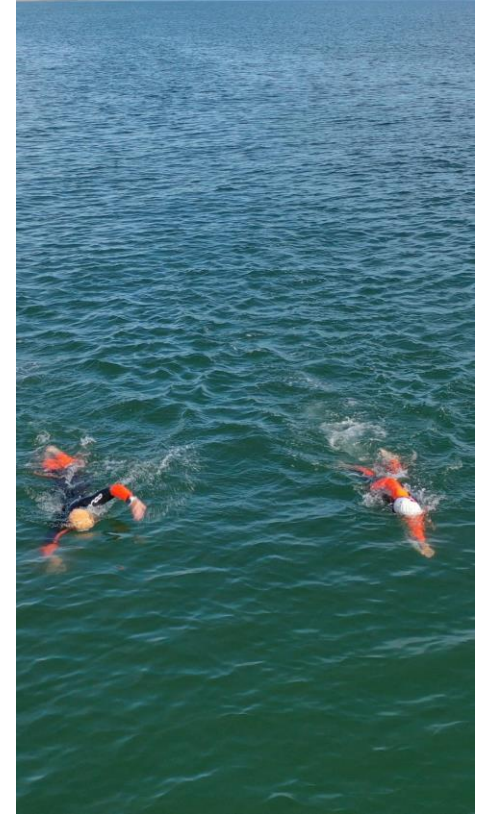


My coach Jaõa

Open-Water Training



My swim team

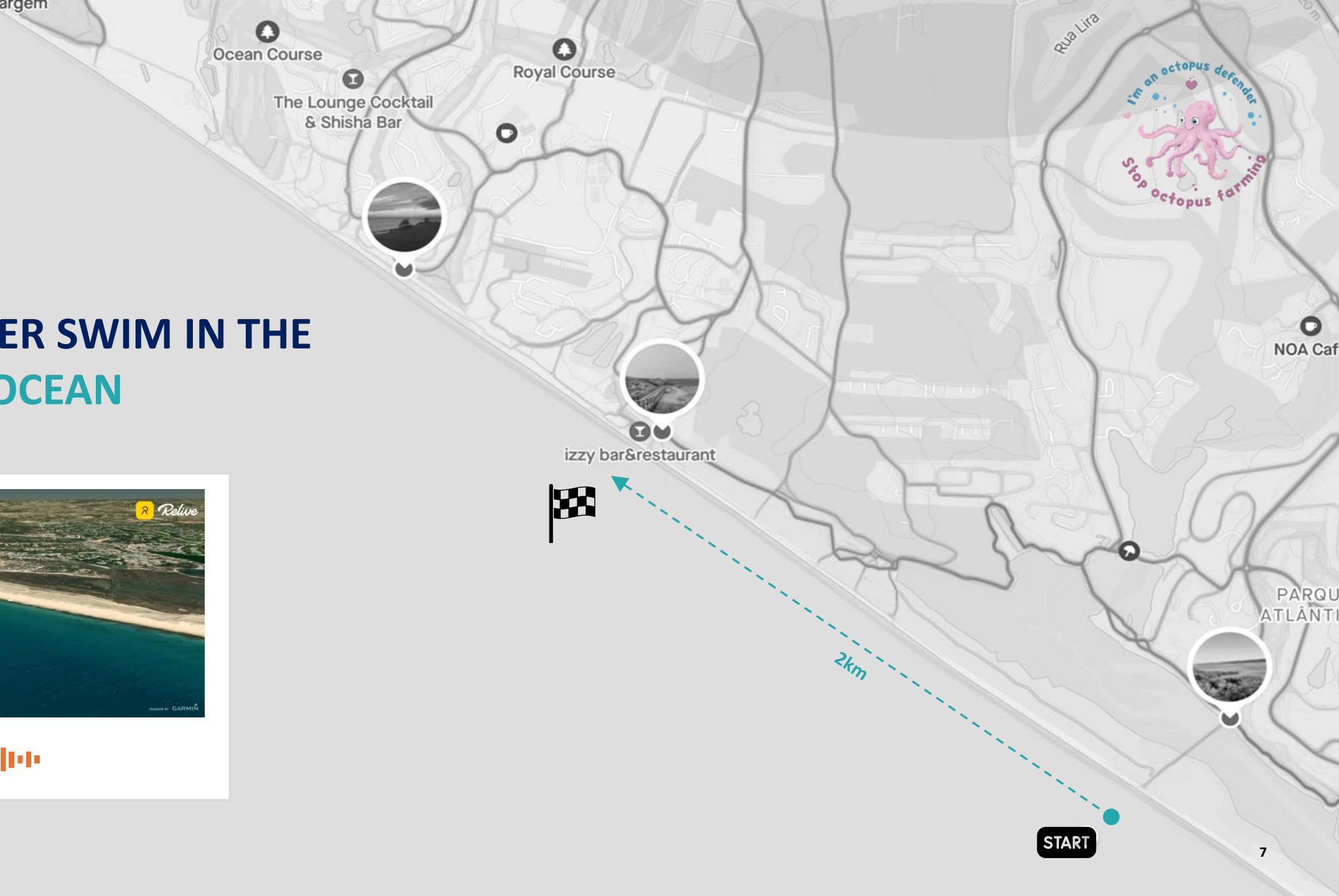


Swim session

OPEN WATER SWIM IN THE ATLANTIC OCEAN



November, 2024





The swim squad

November, 2024

Community Support



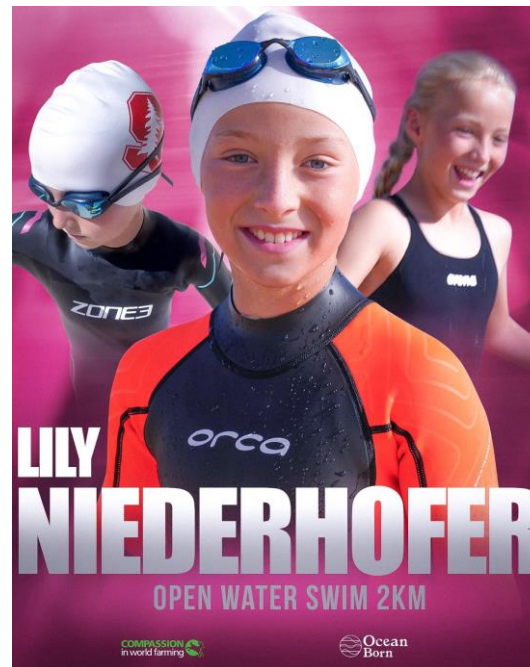
At the finish



November, 2024

Become An Octopus Defender


YOU CAN CHALLENGE YOURSELF
IN SO MANY DIFFERENT WAYS



Funds raised

 > **EUR 11,762**

Number of Octodefenders

6 

Number of Supporters

306 

November, 2024

Fundraiser

From the kind people on this flight who took time to listen



 Eurowings Flight 9643

A fantastic challenge for a really important cause. Well done for raising awareness [...] and good luck with swim

 The Mountain Family



Greetings from America! Thank you Lily for your compassion!

 Peter Wood

Thank you for standing up for the 


 Sharon Carpenter

Nice work! Soo impressed!! Br, Tony

 Stawrebreg Tony G

Well done Lily, good luck with the swim and thank you for raising awareness. You're a very impressive young woman and the world is lucky to have you

 Anonymous

What a wonderful and strong girl. Lots of love and best wishes from Denmark! 

 Mariann Victoria

Young people like you are the pride of the world. Well done, Lily!

 Mandi

Dear Lily, Paul Nicklen, myself and the entire crew of Sealegacy 1 will be joining you on your big day by doing a swim in the ocean. We will be in Australia and we will be cheering for you!

 Mitty

Really inspiring!! Sending lots of love and support from California

 Ferdi

Thank you Lily for your dedication [...]

 Julie from France

YOU CAN HAVE A VOICE



SOCIAL / Seen

Summer Seen

What's up in the Algarve by Kam Heskin

Lily Niederhofer is swimming for impact. She is a 9-year-old girl from the Algarve who is taking part in the first international swimming challenge for octopus farms in Spain. Lily is fundraising for the Octo-Defender project, which aims to stop the cruel practice of intensive octopus farming in the Algarve.

COMPASSION in world farming

SUSCRÍBETE | NUESTRAS CAM... | DONAR

Lily a 9 anni attraverserà l'Atlantico per difendere i polpi

La bambina donerà il ricavato a COME per fermare il progetto allevamento a scopo commerciale, che si preannuncia essere molto più dannoso.

Your News

Swimming for my Octofriends

THE OCEANIC campaign was created by Compassion in World Farming. It calls on animal lovers to take part in the Swim for the Sea challenge and help fund the Octo-Defender project. Lily is taking part in the challenge and helping to raise funds for the Octo-Defender project. She is a 9-year-old girl from the Algarve who is taking part in the first international swimming challenge for octopus farms in Spain. Lily is fundraising for the Octo-Defender project, which aims to stop the cruel practice of intensive octopus farming in the Algarve.

SNAPPED

LAST Wednesday was the end of the busy month of November for the octopus. This is when it is usual to see the octopus in the Algarve.



ohga!

Chi è Lily Niederhofer, la bambina di 9 anni che nuoterà 2000 km per protestare contro l'allevamento intensivo di polpi

health wellness group ohga?

Willness

Desafío Octo-Defender

Lily Niederhofer, alumna de 9 años de la Escuela Internacional Nobel del Algarve, está recaudando fondos para ayudar a detener la creación de una piscifactoría de pulpos en las Islas Canarias.

in Comunidad, Otros eventos, Algarve · 07 Apr 2024 · 0 Comentarios

Lily Nuoterà per Fermare il Primo Allevamento di Polpi al Mondo

Lily Niederhofer ha 9 anni e non vuole restare a guardare passivamente l'apertura del primo allevamento commerciale di polpi al mondo.

Daniela Brighenti and 1.7K others

art's TV | Giornale

Home > Curiosità & FreeNews > Lily, la bambina che nuoterà nell'Atlantico per fermare il primo allevamento intensivo di polpi al mondo

Curiosità & FreeNews

THE WEEK Junior

Plunging in to help octopuses

A young activist takes to the sea to raise money.

People

Lily, a 9 year old moved to Portugal is going to take part in a sponsored swim in the Atlantic ocean, to raise funds to protect octopuses for welfare & environmental charity. World Farming, to stop the wo commercial octopus farm.

The swim is part of a campaign for welfare & environmental charity. World Farming, to stop the wo commercial octopus farm.

LILY SE LANZA AL AGUA PARA AYUDAR A DETENER LA GRANJA DE PULPOS



LILY TAKES THE PLUNGE TO HELP STOP OCTOPUS FARM

Ending factory farming. Ending animal cruelty.

COMPASSION in world farming

MEDIA AND NEWS NEWS 2024 04 LILY TAKES THE PLUNGE TO HELP STOP OCTOPUS FARM

algarvedailynews.com

9 YEAR OLD WILL TAKE ON GRUELING SWIM CHALLENGE TO RAISE FUNDS TO PROTECT OCTOPUSES

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Octo-Defender Challenge

9 year old Nobel Algarve International School student Lily Niederhofer is fundraising to help stop the creation of an octopus farm in the Canary Islands. Lily shared "I really love the ocean and I have turned vegetarian for the sea animals almost two years ago. I am a competitive swimmer and I train with two local Portuguese coaches who are absolutely amazing and I raised GBP 1680 by swimming 5k for the GOSH children's hospital last year."

She added: "For my Independent Inquiry Project this term I chose to speak about the octopus - my favourite animal. While researching the octopus I came across plans to open the world's first octopus farm. This was a huge shock to me and I knew I wanted to do something to stop these plans."

With the support of the Madrid-based Ocean Born Foundation, Lily has started a fundraising event for Compassion in World Farming called the Octo-Defender Challenge. Lily told The Portugal News "I am looking for passionate individuals who want to help stop the creation of an octopus farm in the Canary Islands."

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COOL CREATURES

Octopus blood is blue because it has copper in it rather than iron, which makes blood red.

Lily braved the chilly sea.





Honored to be recognized by

The Lewis Pugh Foundation

(UN Patron of the Oceans)

November, 2024



RECENT ADVOCACY IN THE US



CAMPAIGN TIMELINE



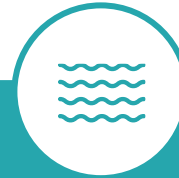
WHAT I HAVE LEARNT

It Has Become So Much More



Execution is the art

Everyone has ideas. Making it happen is difficult



Ocean Born made the difference

Charity selection, safeguarding and amplifying the message



I learnt how to present my story

Great & relevant research, media connections



Make "noise" to raise awareness and funds

Every article helped to raised donation. Social media can help to spread the message. Speak to as many people as possible



Inspire others close to you

Family & friends, school, sport clubs



Compassion In World Farming is resourceful

Great & relevant research, media connections

TAKEAWAYS FOR YOU



Protect what **YOU** love



Use **YOUR** voice



YOU have agency & impact no matter your age





Stay in touch



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[@swimforimpact](https://www.instagram.com/swimforimpact)

email
Lily.niederhofer@gmail.com

November, 2024