



# ANNUAL REPORT

1 JUNE 2019 - 31 MAY 2020





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## FROM OUR FOUNDER

When UNEP asked me to create a framework for Green Fins back in the 1990s, I wanted to create something that would be open to all and provide a role for anyone that wanted to do something to protect the natural world around us. Today, the Green Fins tools and resources are still free for all wishing to join and provide a framework for anyone that would like to contribute and be part of a wider active community of conservators. The model underpinning Green Fins is one that allows us all to have a role – no matter how small – in protecting the natural environment and demonstrate actions that truly promote core values and reach beyond a limited view of sustainability. The outcome is, thus, enriched lives for all and sustainability of our beautiful natural resources.

In the past few months of a pandemic world, a steep reduction in human activity in many places has allowed the planet's natural resources and ecosystems an opportunity to thrive. Perhaps this, in turn, gives us an opportunity to reflect on ways to prioritise others and our world as we sustain ourselves.

Reef-World – as a UK registered charity – must continue to demonstrate, through all its activities, that it fulfils its charitable objectives and is for the public benefit. Our objectives are to protect and educate about coral reefs and related natural resources so that humans are able to live in harmony with nature. Green Fins is more than an industry standard for good environmental practices. It is also a model for anyone wishing to start learning about the fundamental importance of coral reefs, what others are doing and find their role in conservation as part of a wider team. By finding a role for ourselves, combined with a gentle will, we can change our world for the better.



Anne Paranjoti,  
Trustee and Founder, The Reef-World Foundation

Over the past year, Reef-World has been driving sustainability across the diving industry by:

### TRAINING

**1,870+** dive staff in person and  
**1,100+** dive professionals online  
to empower them to conduct more environmentally friendly dives

### ASSESSING

**115** dive centres in **31** biodiversity hotspots  
to measure compliance to the Green Fins Code of Conduct  
helping them spread awareness of environmental best practice to  
**115,000+** travellers





# ABOUT US

## CHARITABLE OBJECTIVES

1. To promote the wise use of natural resources, particularly coral reefs and related tropical coastal resources, for the benefit of the local community, potential visitors, visitors and future generations.
2. To promote the advancement of education about natural resources, coral reefs, related ecosystems and their conservation.

## MISSION STATEMENT

“To inspire and empower people to act in conserving and sustainably developing coastal resources, particularly coral reefs and related ecosystems.”

## VISION

Reef-World’s vision for Green Fins is to make sustainable diving and snorkelling the social norm by inspiring and empowering the community of divers, snorkellers and related businesses, in order to achieve conservation impact on the ground and preserve coral reefs around the world.





# REEF-WORLD'S CORE VALUES

These values inform who we are as an organisation, how we act and the decisions we make. The charity, and each member of staff, uses these principles to guide everything we do:

## **WE EMPOWER**

our colleagues, our stakeholders, our partners and our supporters to have conservation impact

## **WE ARE ACCESSIBLE**

We are friendly and approachable to each other, our stakeholders, partners and the public. Our communications aim to be easily understood by everyone – not just scientists or conservationists

## **WE ARE STRATEGIC**

with our planning and approaches in order to have the maximum conservation effect

## **WE STAY OPTIMISTIC**

in our decision-making and in our approach to tackling global conservation issues

## **WE ARE EFFICIENT**

We strive to maximise all opportunities for Reef-World, our partners and our stakeholders – especially if resources are limited – to ensure maximum conservation impact

## **WE COLLABORATE**

Our approach is not competitive – the more we collaborate, the stronger the conservation impact we will have

## **WE SEEK TO INFORM**

The messages we bring to the public's attention are based on sound science. We strive to keep ourselves informed and in tune with the latest science and approaches

## **WE ARE REALIABLE**

Those who need our support can trust and count on us

## **WE ARE INNOVATIVE**

We explore new ways to grow and harness new technology that helps us do so. We are not afraid to break from the norm, and use innovative approaches, to achieve conservation impact





# OUR CONSERVATION IMPACT



As a charity, we are recognised as the leading voice on practical sustainability solutions for the scuba diving and snorkelling industry; driving sustainable behaviours for environmental protection. Our work through our flagship initiative – Green Fins – has been proven to reduce threats to, and protect, one of the world’s most valuable ecosystems: coral reefs.



# WHAT IS GREEN FINS?

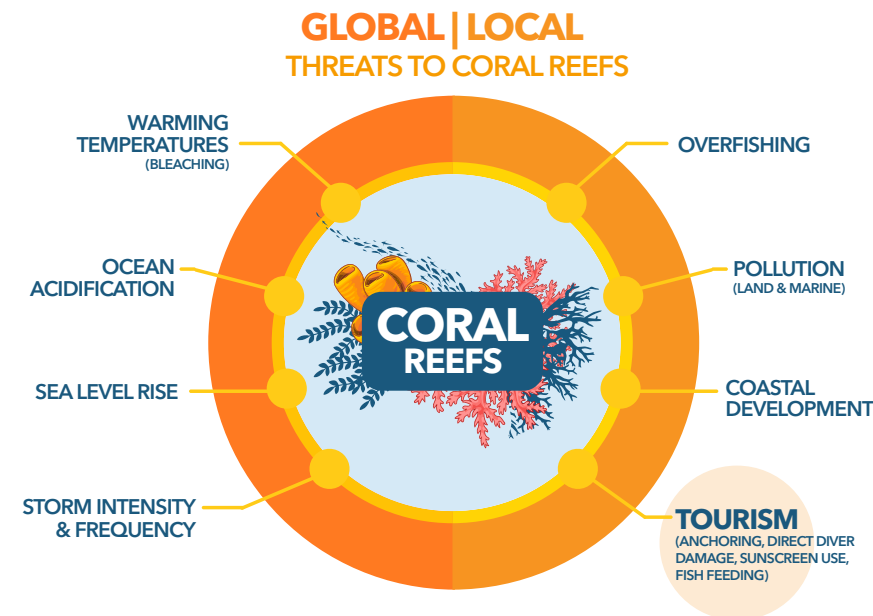
Reef-World developed Green Fins in partnership with the UN Environment Programme and supported by national governments and networks from the pioneering countries: **Thailand, the Philippines, Indonesia and Malaysia**. As international coordinator, we lead Green Fins' technical development on behalf of the UN Environment Programme.

At its core, the Green Fins approach provides a practical, accessible and measurable way to reduce the negative environmental impacts associated with marine tourism. Its Code of Conduct, free resources and robust assessment system encourages and empowers the diving industry to reduce the local pressures tourism puts on coral reefs, which helps make corals healthier and more resilient to other stresses.

## GREEN FINS:

- is a proven conservation management approach
- leads to a measurable reduction in environmental impacts associated with marine tourism
- encourages and empowers the diving industry to act to reduce the pressures on coral reefs
- protects coral reefs by providing – and measuring compliance to – the only internationally recognised environmental standards for diving and snorkelling
- helps marine tourism operators minimise environmental impact both above and below the water
- offers marine tourism companies practical, low-cost alternatives to harmful practices such as anchoring, fish feeding and chemical pollution
- provides its Code of Conduct, and many supporting resources, free of charge for members and non-members
- provides strategic training and capacity-building assistance for its network
- promotes active members so tourists can choose environmentally responsible operators

Dive and snorkel operators who become Green Fins members undergo an annual assessment to evaluate their environmental impact and ensure year-on-year improvement. Performance is evaluated using a 330-point system that scores impacts: the lower the score, **the lower the impact the business has on coral reefs**. The assessment system was developed using Reef-World's Green Environmental Assessment Rating System (GEARS). Based on a financial risk assessment methodology, GEARS uses a green-amber-red rating system, using a weighted score for each threat, to identify and mitigate risks. This enables Green Fins to offer practical alternatives to the most pressing threats posed by that business.



By reducing the local direct and indirect pressures tourism puts on coral reefs, Green Fins helps make corals healthier and more resilient to other stressors, such as those associated with climate change.

“REEF-WORLD'S GLOBAL IMPLEMENTATION OF THE GREEN FINS INITIATIVE FOR SUSTAINABLE DIVING AND SNORKELLING HAS BEEN PROVEN TO REDUCE THE NEGATIVE IMPACT ON CORAL REEFS IN THE LOCAL AREAS THE INITIATIVE IS ACTIVE. THIS, IN TURN, HELPS INCREASE CORAL REEFS' RESILIENCE TO LARGER GLOBAL THREATS, SUCH AS THE EFFECTS OF CLIMATE CHANGE.”

Gabriel Grimsditch, Programme Management Officer,  
United Nations Environment Programme





# MAKING SUSTAINABLE DIVING THE SOCIAL NORM

Reef-World's very ethos – and the purpose of the Green Fins initiative – is to encourage, educate, inspire and empower people to reduce the pressures on coral reefs through robust, evidence-based approaches. For maximum conservation impact, we communicate the benefits of sustainability with the whole scuba diving industry (tourists, tour operators, governments, equipment manufacturers etc) as well as involving and informing local communities.

Diving and snorkelling centres are uniquely positioned to make positive, lasting changes within their own communities and among customers. By educating and empowering them to use sustainable practices, we can nurture responsible on-reef tourism, listen and learn from local communities and protect marine ecosystems for future generations.

The lives of coastal communities are closely tied with the sustainability of marine ecosystems. Local communities with access to environmental information and tools – such as the Green Fins Dive Guide e-Course and scholarship fund – are not only better equipped to protect their reefs but can also develop or supplement their livelihoods.

Our work is inspiring, educating and empowering these people who live with and rely on coral reefs to take a stand in the front lines of ocean conservation. In doing so, we are making a tangible difference to the protection of these delicate ecosystems. Based on

sound science and over 20 years' experience in the field, our work through Green Fins delivers practical solutions for marine conservation around the world. We are dedicated to supporting, inspiring and empowering governments, businesses, communities and individuals around the world to protect their precious underwater ecosystems.

Through Green Fins, around 600 marine tourism businesses have committed, complied with and shown demonstrable improvement in 15 key areas related to negative environmental impact. The initiative is currently active in 11 countries, which are home to some of the world's most biologically important coral reef sites: Antigua and Barbuda, Dominican Republic, Egypt, Indonesia, Malaysia, the Maldives, Palau, the Philippines, Singapore, Thailand and Vietnam.



Together, we can make sustainable diving the social norm globally.



“IT IS SO IMPORTANT THAT WE PROTECT AND PRESERVE THE RED SEA'S EXQUISITE MARINE LIFE FOR FUTURE GENERATIONS. AS SUCH, WE ARE EXCITED TO PROMOTE ENVIRONMENTAL BEST PRACTICE TO OUR MEMBERS AND HELP THEM REDUCE NEGATIVE IMPACTS ON LIFE UNDER THE SEA, THROUGH THE IMPLEMENTATION OF THE GREEN FINS INITIATIVE.”

Hesham Gabr,  
Chair of the Chamber of Diving & Watersports





# DELIVERING ON SUSTAINABILITY TARGETS

Green Fins currently operates in 11 countries supporting governments and communities in the sustainable consumption and production of coastal resources and marine life. Our work helps these organisations deliver on specific targets of Multilateral Environmental Agreements that most countries have committed and agreed to.

For the 2030 Agenda for Sustainable Development, Green Fins addresses:

## SDG 12

### ‘To ensure sustainable consumption and production patterns’

By promoting collaboration between governments and the private sector, the Green Fins assessment system provides a robust and effective tool to promote and monitor compliance to sustainable tourism practices.

## SDG 14

### ‘To conserve and sustainably use the oceans, seas and marine resources for sustainable development’

Promoting coral reef resilience and reducing threats by improving the sustainable practices of its member operators – from reducing direct diver damage to promoting better waste management.



© Coral Reef Image Bank | Matt Curnock



Green Fins also directly delivers towards the Convention of Biological Diversity: Aichi Biodiversity Target 10 - by reducing anthropogenic pressures on coral reefs - and towards Aichi biodiversity Target 20 by helping the private sector take responsibility for, and meaningfully contribute to, coral reef conservation.

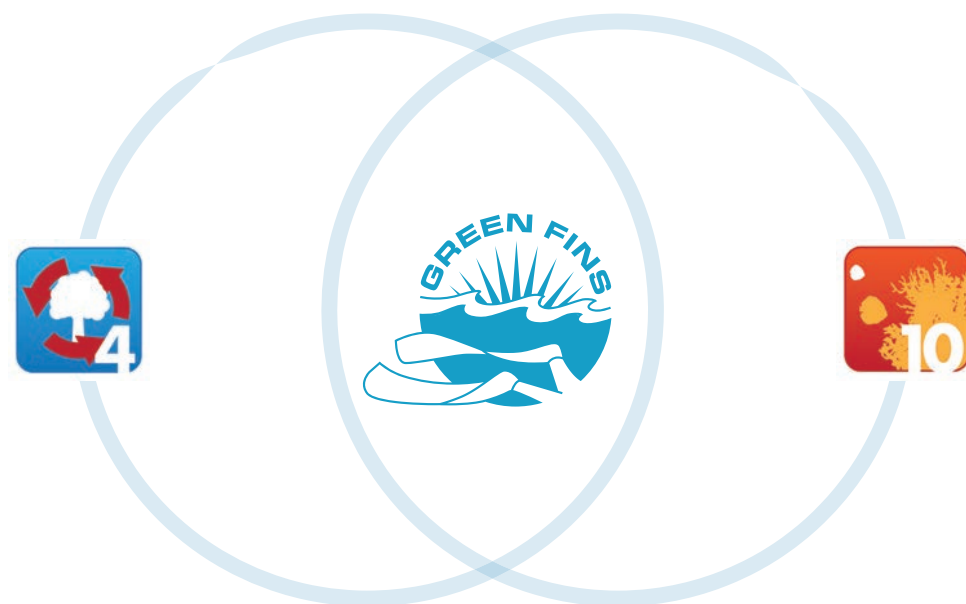
#### **Aichi Biodiversity Target 10**

**“By 2015, the multiple anthropogenic pressures on coral reefs, and other vulnerable ecosystems impacted by climate change or ocean acidification are minimised, so as to maintain their integrity and functioning.”**

#### **Aichi Biodiversity Target 20**

**“By 2020, at the latest, the mobilisation of financial resources for effectively implementing the Strategic Plan for Biodiversity 2011-2020 from all sources, and in accordance with the consolidated and agreed process in the Strategy for Resource Mobilisation, should increase substantially from the current levels. This target will be subject to changes contingent to resource needs assessments to be developed and reported by Parties.”**

It is expected that Green Fins will continue to contribute to the next set of Post-2020 targets which are currently in development.



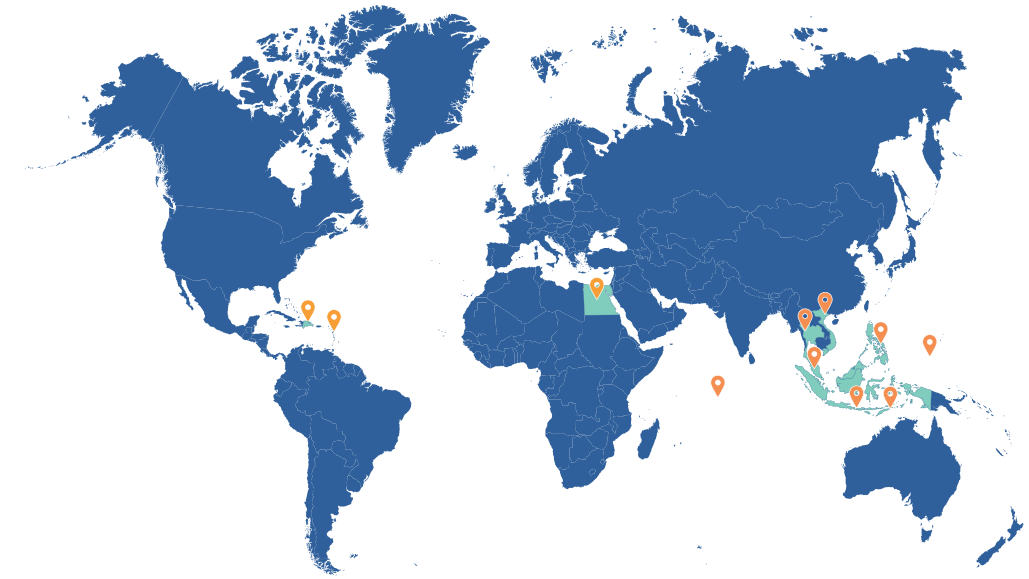
“THIS IS THE KIND OF PARTNERSHIP I VALUE AND SEARCH FOR. BASED ON RESPECT, EXCHANGE OF KNOWLEDGE, BUILDING CAPACITY AND AT THE END REALISE THE TARGETS THROUGH SHARING THE CULTURE. IT FULFILS ALL THE REQUIREMENTS OF SUSTAINABILITY. WE ARE BUILDING A COMMUNITY TOGETHER. MARKETING THE RED SEA ON THIS BASIS IS SOLID AND SUSTAINABLE. WE ARE VERY HAPPY ABOUT THE IMPLEMENTATION OF GREEN FINS IN EGYPT.”

Amr El Ezabi, Director of the Egyptian State Tourist Office  
(UK and Ireland)



# YEAR IN NUMBERS

**11 countries** **31 diving hotspots** across South East Asia, the Indian Ocean, the Pacific and the Caribbean



**82 active Green Fins assessors globally** (26% female)



= 10

**6 active Green Fins Assessor Trainers globally** (67% female)



**168 active members**

**115 assessments undertaken**

**1,870+** dive staff trained through  
**78 environmental awareness raising sessions**

**20% average reduction in member dive centres' environmental impact**



**1,140+** sign ups to the Green Fins Dive Guide e-Course

**30 implementing partners engaged**  
national and local government agency or NGO

**33 government/NGO staff trained**  
as Assessors or Coordinators to run the network at a national level (24% female)

**8 training workshops**  
conducted to help build capacity and upskill Green Fins nations team members



**7,450+** downloads of the Green Fins tools and resources

**115,000+** tourists exposed to our educational materials

“WE’RE HOPING THAT THROUGH THIS PROGRAMME WE’LL HAVE MORE DIVING AND SNORKELLING BUSINESSES COMING ON BOARD TO ENSURE THE PRACTICES ACROSS THAT INDUSTRY REMAIN ENVIRONMENTALLY FRIENDLY.”

Vashti Casimir, Antigua and Barbuda’s Senior Tourism Officer  
Responsible for Sustainable Tourism



# EXPANDING THE NETWORK



DOMINICAN REPUBLIC

ANTIGUA AND BARBUDA

## CARIBBEAN

### Momentum of Green Fins is going strong

- **Dominican Republic:** The TUI Care Foundation project is well underway with 197 local students aged 11-18 engaged in marine environmental education.
- **Antigua and Barbuda:** Ongoing government support for Green Fins implementation in the country. The Ministry of Tourism continues to provide financial assistance.
- Continued demand for Green Fins implementation across the Caribbean and America with requests from countries including **Barbados, Colombia, Cuba, Florida, Haiti, Jamaica, Mexico, Panama, Puerto Rico and Trinidad and Tobago.**





## ASIA AND PACIFIC

**Continued presence, development and capacity building for Green Fins across active countries**

- **Indonesia:** 1 Assessor Training Programme completed in Ambon, certifying 6 new assessors and 1 new coordinator to support existing sites and expansion across 4 new provinces.
- **Malaysia:** 1 additional assessor trainer certified. Assessor Trainers independently trained and certified 2 new Assessors to meet continued high demand in Malaysia.
- **Philippines:** 1 Assessor Training Programme in Mabini certifying 4 assessors and 2 coordinators. Memorandum of Understanding (MOU) established between Reef-World and the Philippines' Department of Environment and Natural Resources (DENR).
- **Thailand:** Reef-World's ongoing remote technical support is ensuring long-term sustainability. Continued government support includes Green Fins being considered in a draft of a coral reef management master plan (5 years).
- **Timor-Leste:** Scoping trip and situational analysis for future implementation.

## RED SEA

Green Fins expanded into Egypt in 2019 – with 11 new Assessors and 1 Coordinator trained in 2019 and 2020 – bringing the total number of active Green Fins countries to 11!

**PLANS FOR EXPANSION** into **Guam, Japan and Costa Rica** are in place for when travel opens up again.

## LIVEBOARDS

Continuing to work closely with our liveboard partners Explorer Ventures and Blue O Two / Worldwide Dive and Sail alliance to inform how we can maximise our conservation impact across the liveboard sector.

“SUSTAINABILITY IS A CRUCIAL ELEMENT OF THE EGYPT TOURISM REFORM PROGRAM THAT EGYPT IS UNDERTAKING TO IMPROVE THE STANDARDS AND THE QUALITY OF BOTH THE TOURISTIC INFRASTRUCTURE AND ITS HUMAN ELEMENT. THE EFFORT WILL SURELY PUT EGYPTIAN TOURISM AT THE FOREFRONT OF EASTERN MEDITERRANEAN DESTINATIONS. AND HAS SO FAR RESULTED IN EGYPT BEING THE FOURTH HIGHEST IMPROVEMENT IN TOURISM COMPETITIVENESS.”

*Ahmed el Wassief, Chair of the Egyptian Tourism Federation*





# COMMUNICATIONS

## INCREASING OUR IMPACT THROUGH NEW AUDIENCES

Over the past year, our streamlined and upscaled communications strategy has resulted in an increased global awareness of Reef-World and the conservation work we do through the Green Fins initiative. As well as maintaining a close working relationship with our government, NGO and industry partners and members, we have continued widening our focus to also reach travellers (divers, snorkellers and swimmers) who might visit coral reefs and marine biodiversity hotspots.

While businesses across the marine tourism industry are uniquely positioned to lead the way when it comes to behaviour change, if each individual traveller plays their part too the cumulative impact can be significant.

By educating travellers before they leave for their destination, we can help them better understand why coral is so important, the threats it faces and – crucially – what actions they can take to reduce their own environmental impact when taking a trip.

By reaching local communities with environmental education, we work to inform them about the issues that are impacting their livelihoods and are aware of the marine tourism industry's dedication to protecting the local ecosystems they depend on. We also bring their experience and local knowledge of these sectors to inform policies and ensure the voices of local communities are represented.

By influencing positive behaviour change among this wider audience, our marketing strategy is pushing us closer to our overarching goal: making sustainable diving the norm (for businesses and guests) across the global marine tourism industry.

“TOURISTS CAN ALSO HAVE A TANGIBLE IMPACT ON THE MARINE BIODIVERSITY HOTSPOTS THEY VISIT BY ALWAYS FOLLOWING THE GREEN FINS GUIDELINES FOR BEST PRACTICE. TOGETHER, WE CAN ALL TAKE POSITIVE ACTIONS THAT WILL PROTECT OUR CORAL REEFS, KEEPING THEM HEALTHY AND THRIVING FOR YEARS TO COME.”

Gabriel Grimsditch, Programme Management Officer,  
United Nations Environment Programme



# NEW MATERIALS

Reef-World is continually developing new Green Fins materials to help the network improve their sustainable practices and educate both staff and guests about actions that can be taken to protect coral reefs. Our latest new materials are:



More new materials will continue to be launched in 2020 and beyond.

# PRESS COVERAGE

From 1 June 2019 – 31 May 2020

291

pieces of coverage were published showcasing Reef-World, Green Fins and its members in publications around the world including:



ONLINE ARTICLES HAD:

2.7 million

estimated coverage views

20.2k

social shares

51

average domain authority

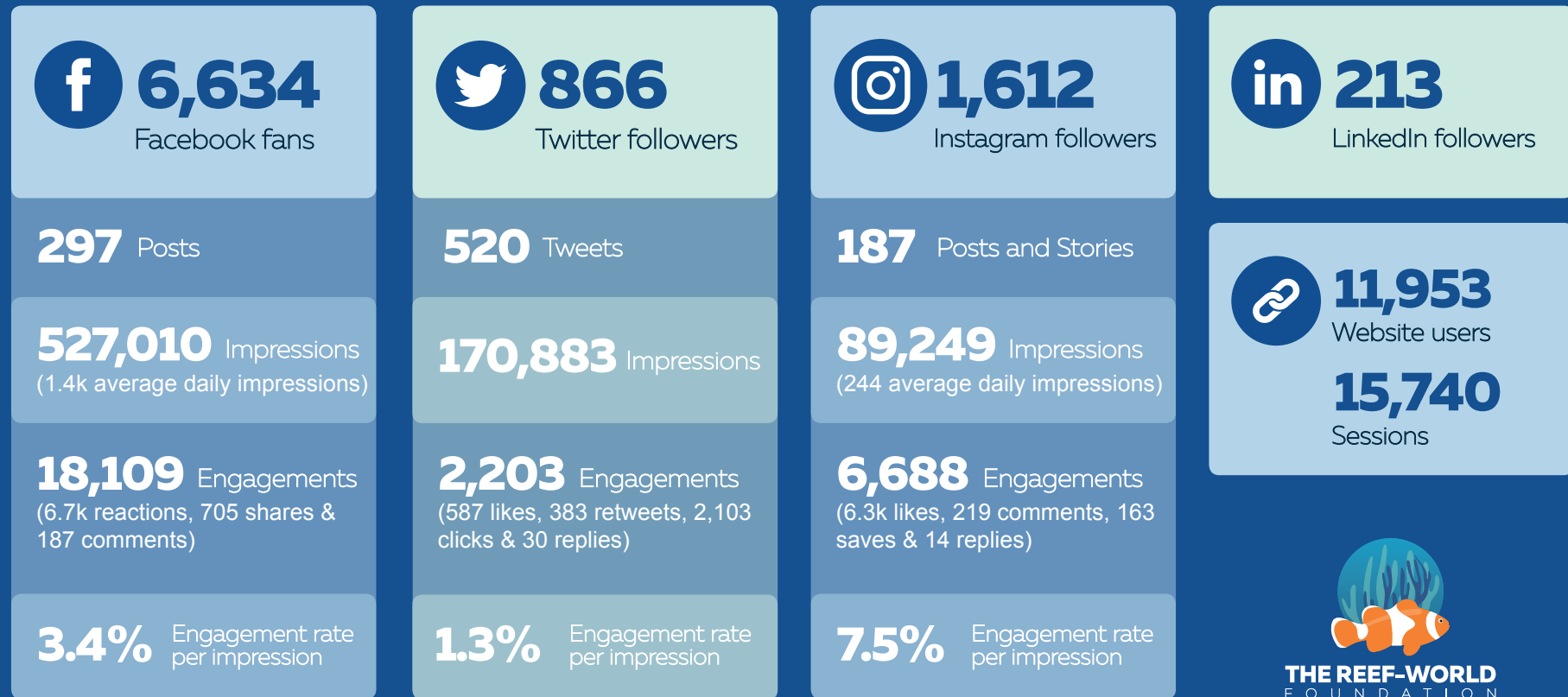


# WEBSITE AND SOCIAL MEDIA HIGHLIGHTS

Our social media channels are followed by **34k+** passionate scuba divers, snorkellers and marine conservation enthusiasts around the world.

“AT SEVENSEAS MEDIA WE VALUE THE GOOD WORK OF ALL PARTNERS IN CONSERVATION AND ARE SO THANKFUL FOR THE CLOSE RELATIONSHIP WE HAVE DEVELOPED WITH REEF-WORLD OVER THE YEARS. ALL THEIR CONTENT – FROM WRITING TO INFOGRAPHICS TO VIDEO – HAS PROVEN TO BE WONDERFULLY RECEIVED BY OUR GLOBAL AUDIENCE. THE ATTENTION TO DETAIL AND CARE TOWARDS INTERNATIONAL READERSHIP DOES NOT GO UNNOTICED AND IT IS A PLEASURE WHENEVER WE CAN PROMOTE THEIR WORK. GREEN FINS UNDOUBTEDLY HAS HAD A LASTING EFFECT ON SPREADING AWARENESS OF THE IMPORTANCE OF SUSTAINABLE DIVING AND ITS EFFECT ON MARINE CONSERVATION.”

Giacomo Abrusci, Executive Director & Editor-in-Chief, SEVENSEAS Media





# FOLLOWER DEMOGRAPHICS

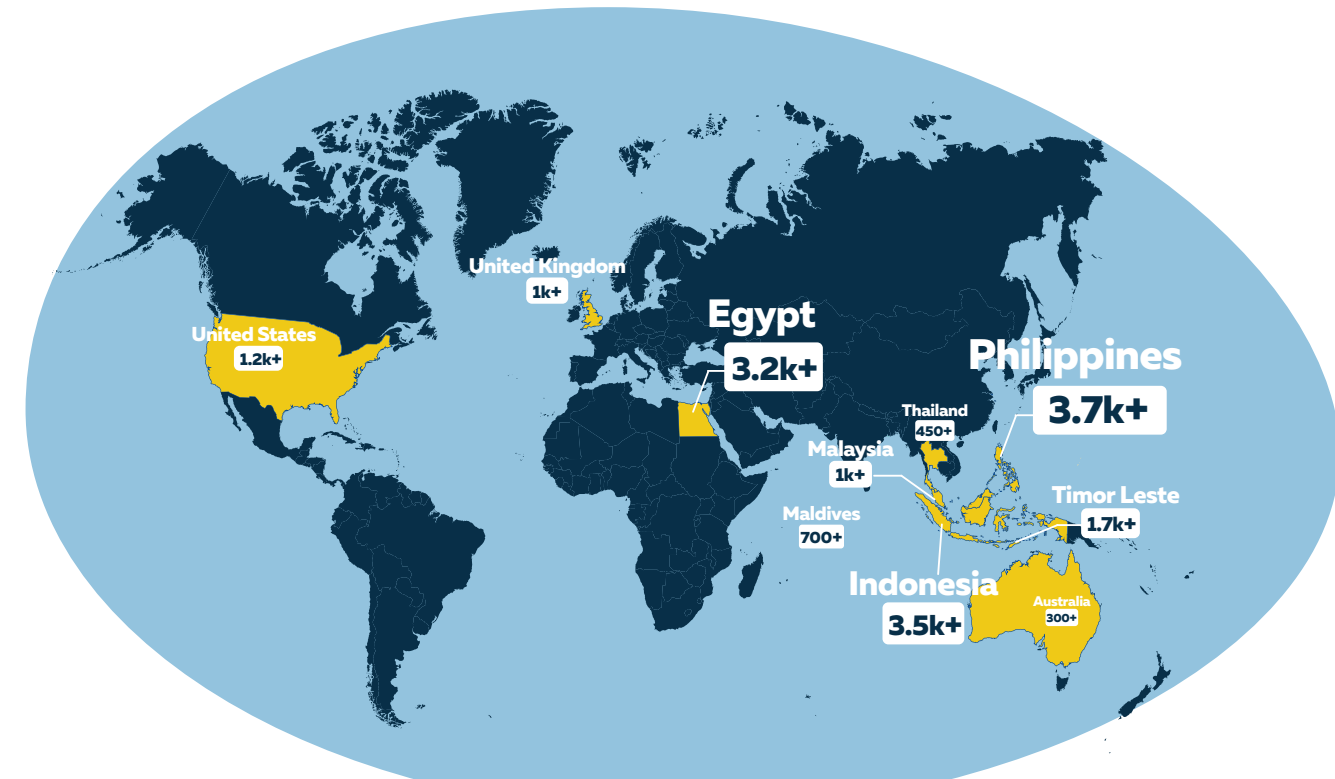


## GREEN FINS FACEBOOK

The Green Fins Facebook page is our main channel with almost 21k dive professionals and recreational divers from around the world following the page.

**21k**

### Top 10 countries:



...with followers also in Singapore, France, Spain, Italy, Japan, Dominican Republic, China, Palau and many more!

### Gender:

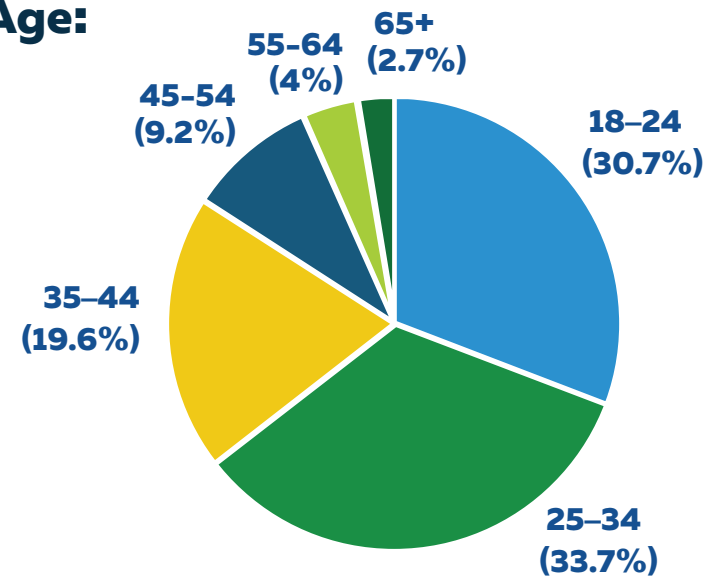


**42% Female**

**57% Male**

**1% Nonbinary/  
unspecified**

### Age:

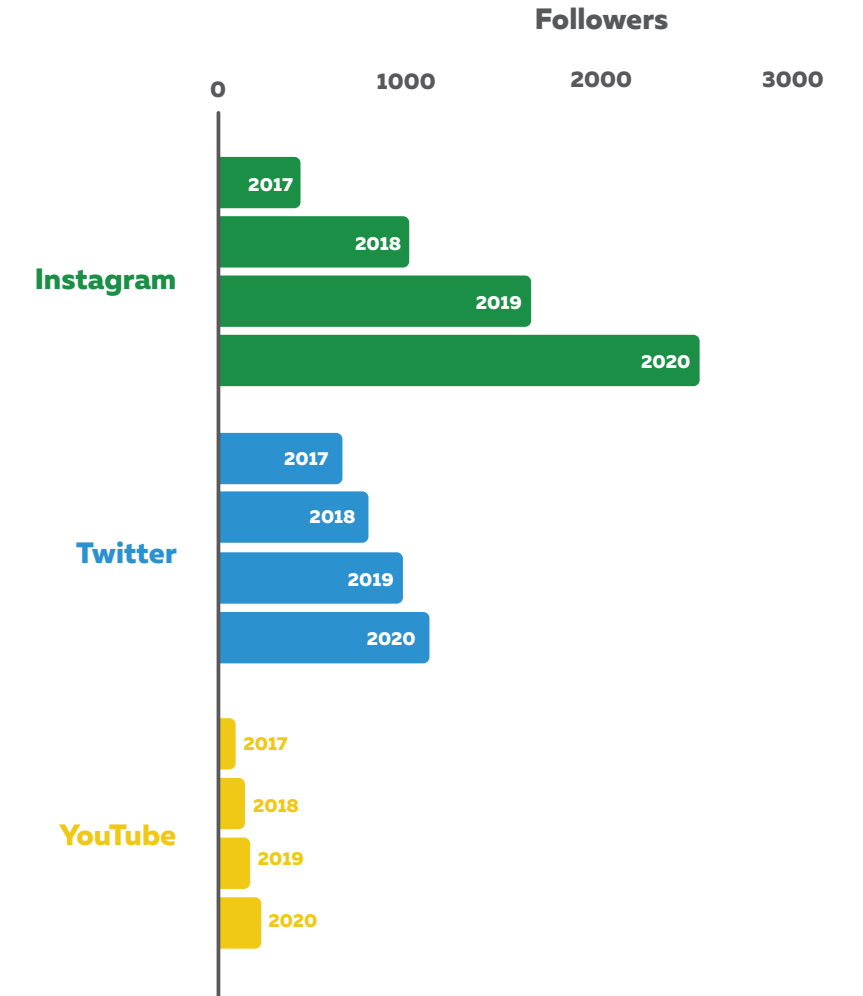
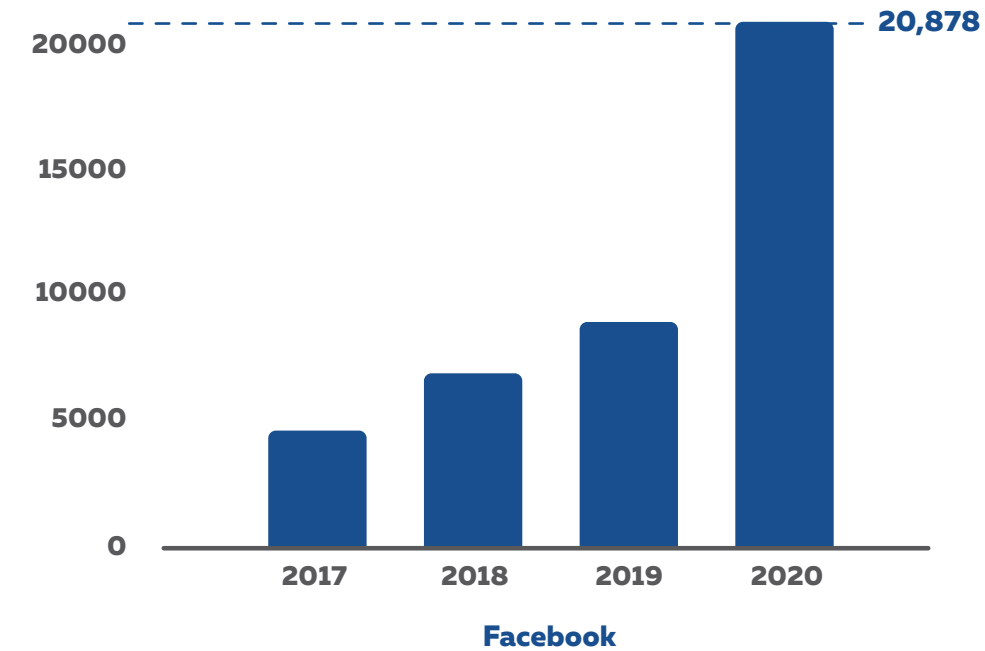


# FOLLOWER GROWTH

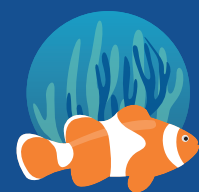


## GREEN FINS SOCIAL MEDIA PLATFORMS

Followers 25000

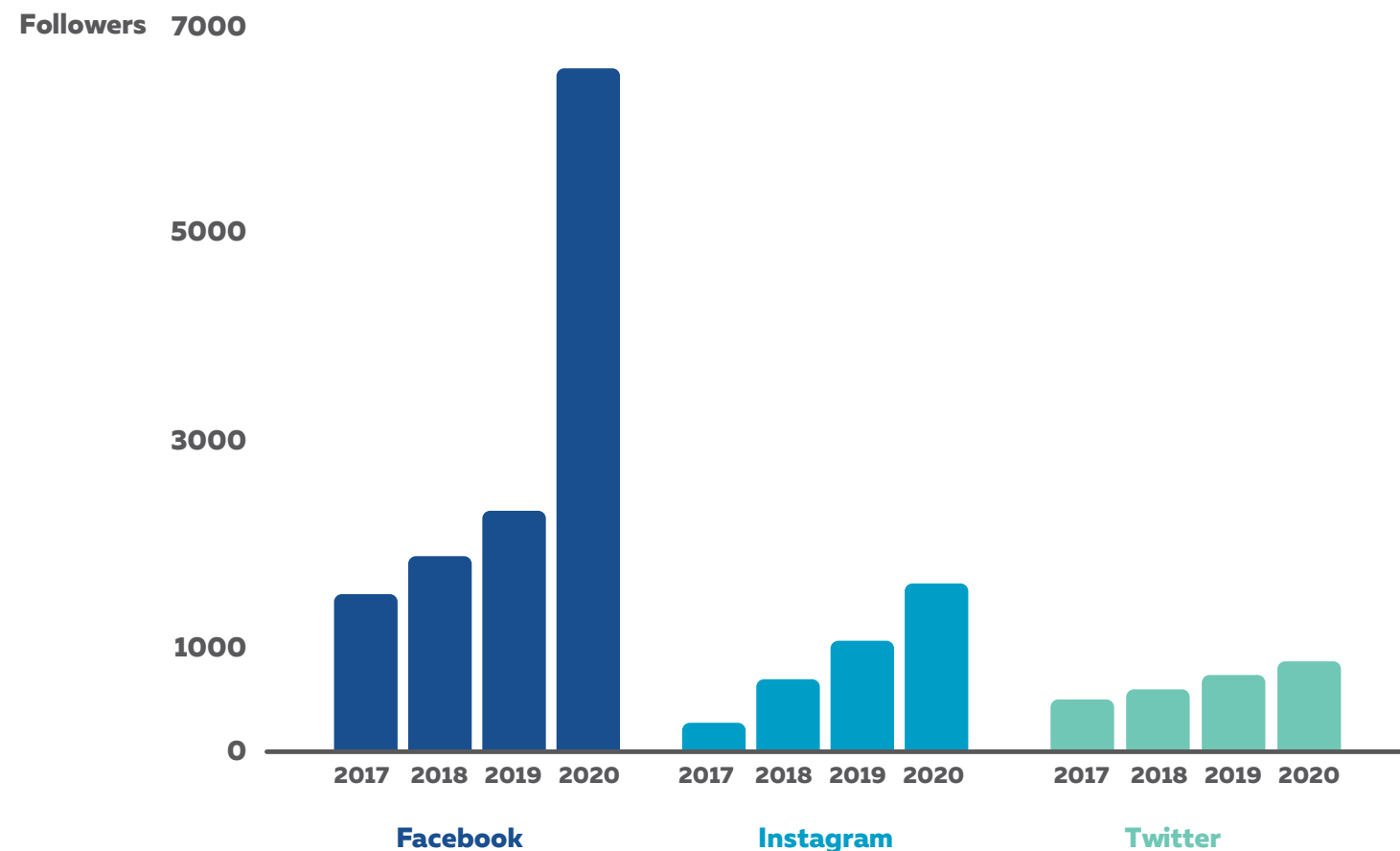









THE REEF-WORLD  
FOUNDATION

## REEF-WORLD'S SOCIAL MEDIA PLATFORMS



## CONFERENCES, MEETINGS AND INTERNATIONAL EVENTS

The Reef-World Foundation has continued to increase awareness of, and engagement with, Green Fins by showcasing the initiative at a variety of key events around the world.

EVENT	EVENT TYPE	COUNTRY / DATE	OVERVIEW	AUDIENCE
	The Diving Equipment & Marketing Association	Orlando, November 2019	Reef-World hosted a series of sustainable diving seminars and used their expert insight to showcase Green Fins, the importance of ocean-conscious business models and how businesses can be inspired to become more sustainable.	<ul style="list-style-type: none"> <li>Dive equipment manufacturers</li> <li>Diver training agencies</li> <li>Tour operators</li> <li>Diving operators</li> <li>ISO diving services working group</li> </ul>
	International Coral Reef Initiative – 34 GM	Townsville, Australia, December 2019	Chloe Harvey attended the ICRI 34th GM and showcased the impact of Green Fins in diving hotspots around the world. As with previous years, ICRI 2019 proved to be a great platform for accessing the latest coral reef science and conservation research as well as networking with current and potential funders, national partners and potential Green Fins countries.	<ul style="list-style-type: none"> <li>Gov. officials</li> <li>Scientists</li> <li>Intergovernmental organisations</li> </ul>
	Virtual scuba diving expo	Webinar, April 2020	Reef-World joined the first ever ADEX Pixel Virtual Expo after ADEX 2020 was cancelled due to the COVID-19 pandemic. During one of the programme's webinar sessions, Chloe Harvey appeared as an expert panellist and shared her insights into why sustainability (and the Green Fins approach) is key to the future of a strong and resilient dive industry.	<ul style="list-style-type: none"> <li>Members of the public (mainly from SE Asia).</li> <li>Diving industry representatives</li> <li>Gov. officials</li> <li>Scientists</li> <li>Tour operators</li> <li>Diving operator Businesses</li> </ul>

“[REEF-WORLD'S SUSTAINABLE DIVING] EVENT WAS AN EYE OPENER FOR ME. THERE WERE SO MANY PEOPLE FACING THE SAME PROBLEMS AS ME AND, ON THE OTHER HAND, MANY WHO HAD ALREADY MADE CHANGES AND WERE NOT SHY IN SHARING THEIR KNOWLEDGE AND EXPERIENCE. I KNOW IT MIGHT SOUND LIKE A SMALL THING BUT THIS EVENT CHANGED EVERYTHING.”

Petra Schmiedl, General Manager, Lembah Resort (PADI dive centre, Indonesia)





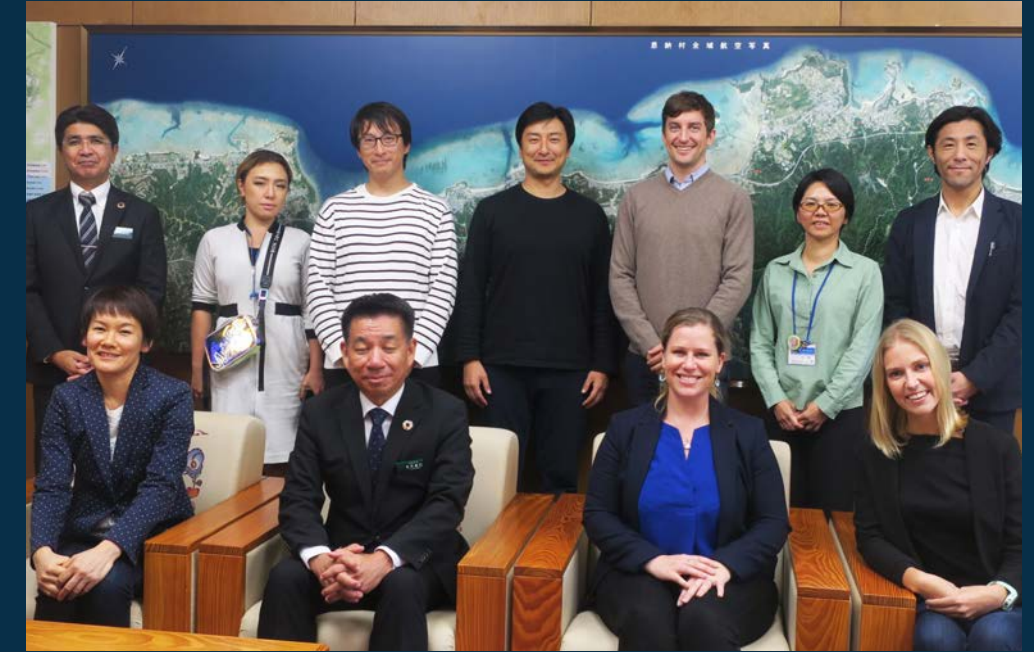
© Coral Reef Image Bank | Matt Cumock

# HIGHLIGHTS AND NEW DEVELOPMENTS

## New Memorandum of Understanding with UNEP



This year, Reef-World established a Memorandum of Understanding (MOU) with the UN Environment Programme (UNEP) which shall remain in effect until December 2025. The MOU strengthens the framework of cooperation between Reef-World and UNEP to best facilitate our international coordination of the Green Fins initiative. Together, we will continue to educate the global marine tourism industry about sustainable marine tourism and its positive impacts on fragile marine ecosystems. We will also continue to develop and expand the Green Fins initiative; helping governments, operators, dive professionals and individuals minimise their negative impacts on coral reefs and continuing to help local communities be heard and involved with activities that affect their livelihoods. We're delighted to have an MOU confirmed with UNEP and look forward to a productive five years.







# GREEN FINS GUIDELINES

Environmental Best Practice for Chemical Cleaning Agents

Safe Management & Disposal of Hazardous Waste & Chemicals in a Post COVID-19 World



## Promoting an environmental focus during the pandemic

It will be no surprise to hear that the COVID-19 pandemic impacted our fieldwork and plans as much as it has done for businesses and organisations all over the world. Here at Reef-World, we knew this would be a tough time for the marine tourism sector and that, as a collaborative network we would need to work together to weather this storm as best we can. We knew resilience would be key – not only for coral reefs but also for the sector – and that we needed to take the opportunity provided by global travel restrictions to pause and prepare; ready to come out stronger.

Throughout this period, we have been working tirelessly to help the industry keep an environmental strategy high on its agenda despite the many changes taking place for travel businesses as a result of the crisis. We launched new Green Fins guidelines which outline how to deal with chemical cleaning agents in an environmentally friendly way and waived our usual £20 fee for the Green Fins Operational Handbook (encouraging operators to instead ‘pay what you can’).

“WE APPRECIATE THAT THIS IS AN INCREDIBLY TOUGH TIME FOR THE DIVING AND SNORKELLING INDUSTRY. THE CORONAVIRUS PANDEMIC HAS MANY NEGATIVE CONSEQUENCES FOR MANY PEOPLE BUT THERE ARE SILVER LININGS INCLUDING THE POTENTIAL TO ‘REDEFINE’ THE TOURISM INDUSTRY AND USE THIS DOWNTIME TO PUT BETTER ENVIRONMENTAL POLICIES IN PLACE; ESPECIALLY SINCE MORE AND MORE TOURISTS ARE DEMANDING SUSTAINABLE PRACTICES FROM THEIR PROVIDERS.”

Chloe Harvey, Director, Reef-World



## New TUI Care Foundation initiative



In January 2020, we were thrilled to launch an initiative to help protect coral reefs in the Dominican Republic in partnership with the TUI Care Foundation. The initiative is part of the international TUI Junior Academy programme and will deliver tailored marine environmental education courses to Youth Ambassadors, inspiring them to champion coral reef conservation projects and lead activities within their local communities. As part of a multi-faceted approach to protecting coral reefs, it will also introduce environmentally friendly guidelines to promote sustainable diving and snorkelling. With the support of Reef Check Dominican Republic and the Ministry of Environment of the Dominican Republic, the project aims to significantly reduce any direct detrimental impact on coral reefs by building awareness of, and facilitating, environmentally friendly best practices for diving and snorkelling activities.

As a result of the three-year partnership, over 300 people from a variety of local reef-based businesses will receive specialised training on how to work more sustainably. More than 65,000 tourists will receive information on coral reef protection and over 2,000 members of the community will also learn about reef protection through the environmental activities of Youth Ambassadors.

“THE DOMINICAN REPUBLIC IS SURROUNDED BY EXTRAORDINARY CORAL REEFS WHICH CONSTITUTE A KEY COMPONENT OF THE ISLAND’S UNIQUE NATURAL HERITAGE AND BIODIVERSITY. LOCAL ECONOMIC ACTIVITIES, SUCH AS FISHING, AND MARINE LIFE IN GENERAL, RELY ON STRONG, HEALTHY REEFS. WE ARE VERY EXCITED TO BE LAUNCHING THIS NEW PROJECT WITH REEF-WORLD THAT BRINGS THE LOCAL COMMUNITY TOGETHER AND PUTS EDUCATION AT THE VERY CENTRE OF FUTURE ENVIRONMENTALLY SUSTAINABLE SOLUTIONS.”

Thomas Ellerbeck, Chairman of the Board of Trustees of the TUI Care Foundation





## Green Fins launches in Egypt



2020 also saw the nationwide rollout of Green Fins Egypt in partnership with the Chamber of Diving & Watersports (CDWS). Green Fins was piloted in South Sinai Governorate in September 2019 and was expanded nationwide in February 2020, following a week-long training for six new Green Fins Assessors in Red Sea Governorate. Through the implementation of the Green Fins initiative nationally, the Egyptian marine tourism industry is playing its part in protecting coral reefs from the negative impacts associated with diving and snorkelling. In the coming year, CDWS aims to certify 30 marine tourism operators, train 150 dive guides and raise awareness of sustainability best practice among 30,000 tourists.

“GREEN FINS IS A CRITICAL PART OF OUR AMBITIOUS ACTION PLAN TO STRENGTHEN SUSTAINABILITY WITHIN THE MARINE TOURISM SECTOR ACROSS EGYPT AND WE ARE EXCITED TO SEE THE CONTINUED RESULTS.”

Hesham Gabr,  
Chair of the Chamber of Diving & Watersports



## Green Fins Dive Guide e-Course scholarship fund

In October 2019, we launched a scholarship campaign to help scuba diving guides receive vital environmental certification. [The Dive Guide e-Course Scholarship Fund](#) was created in response to feedback from dive guides who passed the course and were keen to download and display their personalised electronic certificate but are not financially able to cover the associated cost (£19 / \$24 USD). Dive guides in need can [apply for the scholarship at any time through the Green Fins website](#). The Scholarship Fund will enable 50 dive guides to receive their [Green Fins Dive Guide e-Course](#) environmental certification, which is kindly provided by PSS's EVO platform.

“TO BUILD MEANINGFUL AND IMPACTFUL PARTNERSHIPS IS A BIG PART OF OUR ETHOS. AS A COMPANY WITH A PASSION FOR THE OCEAN, WE NEED TO DO EVERYTHING WE CAN TO RAISE AWARENESS ABOUT HOW TO PRESERVE IT. OUR PARTNERSHIP WITH THE REEF-WORLD FOUNDATION AND THE GREEN FINS DIVE GUIDE E-COURSE INITIATIVE IS CONTRIBUTING A LOT TO THIS MISSION.”

Jacob Dalhoff, Partnership Manager, Paralenz



## The Escape 100

In September 2019, we were delighted to be chosen as one of [The Escape 100: Best Companies to Escape to 2019](#). The Escape 100 is a campaign by [Escape The City](#), which set out to find the most progressive organisations to work for. 13,000 organisations were nominated, more than 2,000 took part, over 4,000 employees voted and Reef-World's score of 130 and 10/10 employee rating put it an impressive 16th (tied with Terracycle and Keep Cup) in the top 100 list.

“MAKING IT INTO THE TOP 100... IS A REAL TESTAMENT TO THE CHARITY'S PROGRESSIVE AND FORWARD-THINKING NATURE, ESPECIALLY CONSIDERING THE STAGGERING NUMBER OF NOMINATIONS WE RECEIVED DURING THIS CAMPAIGN.”

James Macdonald, Special Projects Coordinator at Escape The City





## VOICES FROM OUR NETWORK

“With our sister companies in Malaysia both being top ten members of Green Fins, there is an expectation from our guests to adhere to the same very high standards. There is no doubt that customers are becoming more conscious of the businesses they choose when they travel, so showing that we are committed to sustainability by adhering to Green Fins guidelines has provided us with incredible feedback.”

- Lydia Daniels from Scuba Junkie Komodo (PADI dive centre)  
Green Fins Member since 2018

“Since becoming a Green Fins member, we have seen a significant increase in numbers of divers. We are able to show customers that we are taking an environmentally friendly approach to their dive experience and, at this point in time, I do believe many customers will actively search for a dive company who does not just provide an enjoyable dive but also shows a responsibility towards and a passion for the environment. Simply put, we now offer a product with value added!”

- Rosie Cotton, Owner and General Manager of Tioman Dive Centre  
(PADI dive centre) Green Fins member since 2014

“Our eco-focus programme, our philosophies and operational values attract like-minded people. We often have guests comment that they came to dive with us because of our eco-friendly ratings, awards, Green Fins status and our sustainable programme.”

- Robert Scales from Ceningan Divers on Nusa Ceningan, Bali (PADI dive centre)  
Green Fins member since 2018



“I can’t thank you enough for helping me so much during my Green Fins Dive Guide e-Course and for the scholarship and certificate. Be sure the knowledge acquired on the course will be actively used in Brazil by me and the Salve Maracaípe environmental movement. The Green Fins guidelines will be great news for the local environment and local business ... You guys can count on me in Brazil, let’s make environmentally friendly diving a norm!”

- Márcio Carvalho, Green Fins Dive Guide e-Course scholar (Brazil)

“The Green Fins approach aligns with our goals of using fun, creative, and unique marketing approaches that reach across language barriers to engage both visitors and residents in reef-safe tourism. Guam’s reefs are under continuous threat from climate change and other local stressors. We view Green Fins as a valuable communication tool and business opportunity to showcase and lift up operators that are actively taking steps to help us protect coral reefs for the future, and we hope it will encourage others to do the same. We are grateful for The Reef-World Foundation’s partnership over the last few years as we work together to bring Green Fins to Guam!”

- Mallory Morgan, Sustainable Marine Tourism Coordinator, Guam Visitors Bureau

“My Green Fins experience has provided new opportunities to engage with the community to work together in marine environment conservation. As local Green Fins network assessors, we have facilitated the continuation of dialogue from formal office settings and engaged people who are working in the field. The Green Fins guidelines are one of the best practice guidelines in which the diving/snorkelling industry throughout the Maldives can easily adapt and adhere to improve the health and sustain the use of the coral reefs and the environment. It also helps us to build a network of partners across the country who promote and practice the guidelines and sustainably enforce a standard across the industry.”

- Ahmed Basheer, Citizen Science Officer, IUCN (International Union for Conservation of Nature) Maldives

“The [Train the Trainer programme] was intensive but now we’re well equipped to take on the Green Fins trainer role with extensive coaching during the training. The training allows us to expand the Green Fins programme easily as the demand for Green Fins in Malaysia is increasing.”

- Sue Chelliah, Reef Check Malaysia







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# OUR PARTNERS

Thanks to their relationship with Reef-World, pioneering businesses across the marine tourism industry are taking steps to improve environmental practices and educate customers and local communities—thus, raising the bar for sustainability globally.

## WE'D LIKE TO THANK ALL OUR PARTNERS FOR THEIR SUPPORT.

Their dedication to, and passion for, sustainability is contributing to our coral conservation mission and global awareness of reef protection as well as the financial sustainability of the Green Fins initiative through their generous donations. What's more, by making changes to their businesses, in line with Reef-World's recommendations, they are helping to achieve the UN Sustainable Development Goals.





**This year, our partnerships have resulted in tangible benefits for the ocean, including:**

Leading diver training organisation **PADI** is helping to promote Green Fins to its members as a proven solution for improving the environmental performance of dive centres and educating staff and guests. With 6,500 dive centres globally, PADI's support of Green Fins is having a considerable conservation impact globally through an increase in the uptake and usage of our environmental tools and resources.



## Paralenz

As well as supporting Reef-World's sustainable diving events, underwater camera company **Paralenz** helped the launch of the **Dive Guide e-Course Scholarship Fund**: a campaign set up to help 50 deserving dive guides receive their environmental certification.

What's more, through its Blue Friday fundraiser, Paralenz and its customers raised a staggering **\$32,400** towards the expansion of Green Fins!

Equipment Manufacturer **Fourth Element** has been continuing to set industry sustainability standards through its global #Mission2020 campaign – encouraging companies to reduce their plastic use – and involvement in Reef-World's sustainable diving events as well as generating funds through its Blue Friday campaign.



fourth element



Through their innovative online learning platform EVO, **Professional SCUBA Schools International (PSS)** continues to provide technical support for the Green Fins Dive Guide e-Course, which helps dive guides around the world improve their environmental knowledge and skills.

After becoming the first liveaboard to adopt the Green Fins Code of Conduct, **Explorer Ventures** continues to support the programme through its Dive Green sustainability policy, promotion of best practice to guests and involvement in Reef-World's sustainable diving events.



As a non-profit partner of the **1% for the Planet** global movement, Reef-World is promoted to over 3,000 member companies around the world that give one percent of their revenues to environmental causes.

## CAUDALIE

PARIS

French cosmetics company **Caudalie**, which enabled the launch of Green Fins in Antigua & Barbuda, has continued to support implementation in the country as well as helping to raise global awareness of the importance of reef-safe sunscreen.



Pioneering Maldivian resort **Six Senses Laamu** supported Green Fins' ongoing conservation awareness raising activities through the creation of educational videos about sustainable practices such as plastics and reef-safe sunscreen.



**ZuBlu**, a dive holiday booking platform, showcases Green Fins members through its search filters and provides the opportunity for guests to donate to the initiative. The company matches any donations made and is also helping raise global awareness of sustainability issues through educational messaging provided to all guests.



**PATA** helps promote Reef-World's sustainability messaging to its network of members across the Asia Pacific.



**World Nomads** and **The Footprints Network**

have raised vital funds for the Green Fins initiative in Indonesia and will help raise awareness of the initiative and the benefits of sustainable marine tourism through the creation, production and promotion of a 10-minute video documentary.



**MyDivePro** is encouraging its network of dive professionals to take the Green Fins Dive Guide e-Course as a means of improving their environmental awareness.



Reef-World is delighted to have partnered with **EXO Foundation** who will raise awareness of Green Fins by promoting the initiative to EXO Travel's operators as well as supporting capacity-building for, and expansion of, Green Fins in key biodiversity hotspots.



With Reef-World's support, the **Blue O Two / Worldwide Dive and Sail** alliance of liveaboards has developed and launched a sustainability roadmap which will push the company to achieve ambitious environmental goals.

**Dive O'Clock** has also helped the Green Fins Dive Guide e-Course reach as many dive professionals as possible by promoting the course on its website.



**GSTC** is helping to maximise Reef-World's conservation impact by promoting Green Fins solutions to its network.

“THERE ARE SO MANY PADI OPERATORS THAT HAVE ALREADY ADOPTED THE GREEN FINS PROGRAM AND ARE SERVING AS ROLE MODELS IN THEIR COMMUNITIES ON HOW TO OPERATE A MORE SUSTAINABLE BUSINESS. WE ARE CONFIDENT THAT OUR PARTNERSHIP WITH GREEN FINS WILL CONTINUE TO ENABLE US TO ADVANCE THE PADI VISION TO ACHIEVE BALANCE BETWEEN HUMANITY AND OCEAN SO THAT WE CAN CONTINUE TO EXPLORE AND ENJOY THE UNDERWATER WORLD WE LOVE.”

Katie Thompson, Global Director, Corporate Social Responsibility, PADI Worldwide





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# DIVE GUIDE E-COURSE

## THANK YOU TO OUR DIVE GUIDE E-COURSE DONORS

**Paralenz**

[www.paralenz.com](http://www.paralenz.com)

Paralenz Group ApS is a Danish tech startup dedicated to the Ocean. Together with divers across the globe, they have developed a camera that enables divers to capture and share the state and life of the ocean as a seamless part of the dive. Thanks to Paralenz, it has never been easier to directly impact the wellbeing of the ocean by just going underwater. Divers who connect their Vaquita camera to the Paralenz app can choose to share dive videos and data – which is logged by the Vaquita’s sensors – to inspire divers and help scientists worldwide to save our ocean.

The Dive Guide e-Course Scholarship Fund, which was created by Reef-World, was supported by a generous donation of £2,946 from Paralenz, as part of a wider partnership with the charity, which will enable 155 dive guides to receive their Green Fins Dive Guide e-Course environmental certification.





[www.pssworldwide.org](http://www.pssworldwide.org)

Professional SCUBA School International (PSS) is a scuba diving and freediving training agency which offers advanced online study systems for teaching and training monitoring. It was the first diver training agency to have four complete professional lines and PSS certifications are recognised throughout the world. Without PSS' support, the creation of the Green Fins Dive Guide e-Course would not have been possible so we'd like to say a huge thank you to everyone who has been involved in this project.

### Sven Brückner

Thanks to Sven for sponsoring one dive guide to become Green Fins certified.

### David Harris

Thanks to David's generosity, five deserving dive guides will be able to receive their Green Fins Dive Guide e-Course certification. On behalf of each of them, we'd like to say a big thank you!

### Menz Lou

A big thank you to Menz Lou for his ongoing support. His monthly donations help us continue our vital conservation work.



"I want to express my gratitude for granting me the scholarship. The course was really knowledgeable and informative. Big thank you! Hope to contribute towards betterment of our coral reefs and marine ecosystems in future."

Gaurav Sharma, Green Fins Dive Guide e-Course scholar (Philippines)



"...this course has proved to me how some very basic behaviours can be effective on our divers and also marine life too...That's why the Green Fins Code of Conduct matters so much. As these basic habits and behaviours spread around the world, it would be easier to conserve corals, marine life and our oceans."

Kaan Atalay - Green Fins Dive Guide e-Course scholar (Turkey)



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# SCIENTIFIC PUBLICATIONS

Reef-World is committed to building the charity's strategy, programme implementation and communications based on sound science. This is achieved through ensuring all staff are up to date with the latest relevant science, ongoing programme monitoring and evaluation and scientific research.

All our decision-making is underpinned by sound science. As new issues emerge (e.g. the environmental impact of chemical cleaning products recommended to dive shops in their COVID-19 response) Reef-World conducts reviews of the available research and literature and communicates the results to their stakeholders in a way that is relevant, solution-driven and balanced.

In 2013 The Green Fins Methodology was published as a scientific paper in the peer reviewed journal Ocean and Coastal Management.

**The Green Fins approach for monitoring and promoting environmentally sustainable scuba diving operations in South East Asia**

In 2016 Reef-World published a scientific paper demonstrating the environmental impact of Green Fins in peer reviewed journal Environmental Management

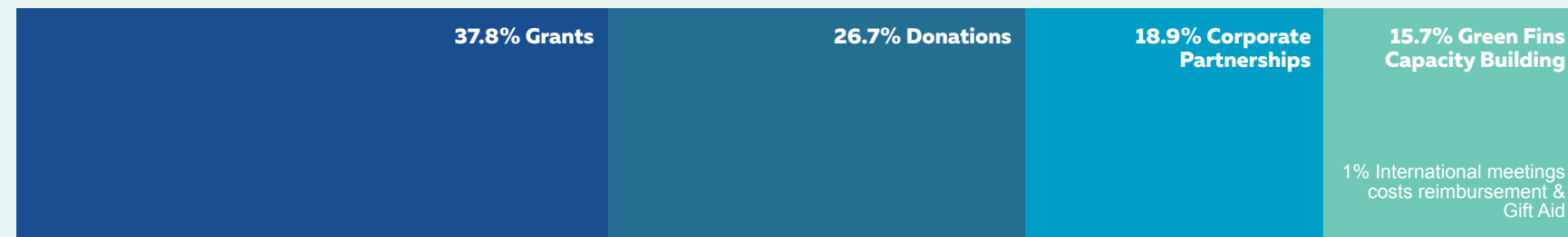
**Recreational diving impacts on coral reefs and the adoption of environmentally responsible practices within the SCUBA diving industry**



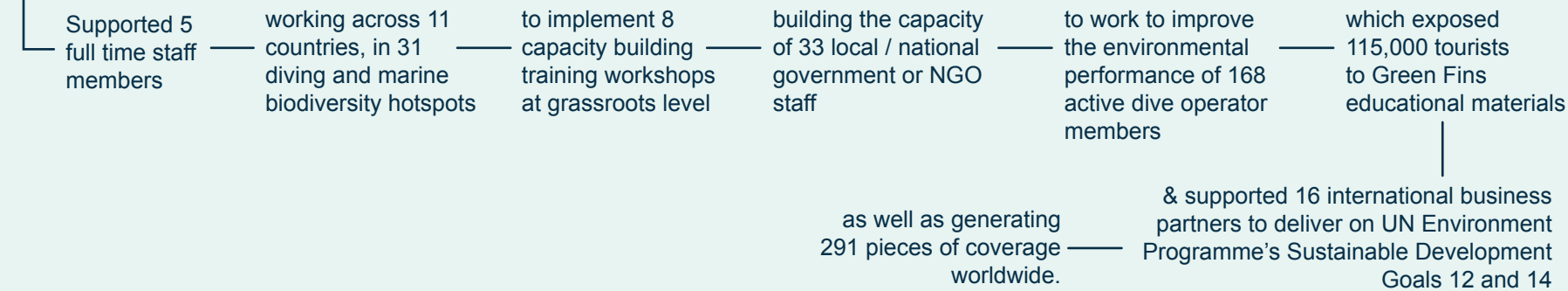
# FINANCES



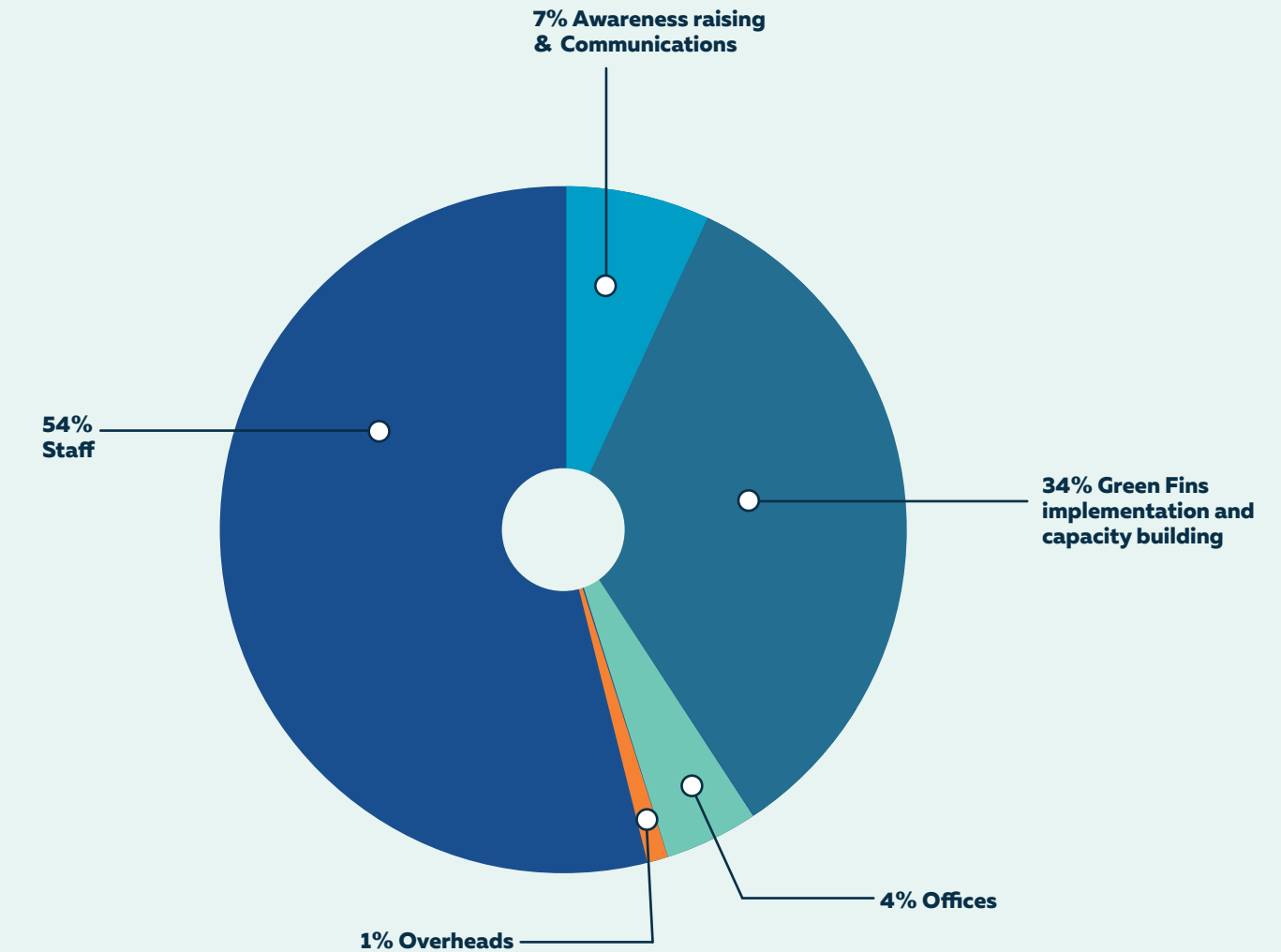
The UN Environment Programme is currently Reef-World's main donor. Funds are provided in support of the international coordination, implementation and development of the Green Fins initiative. This year, grants have also been gratefully received from TUI Care Foundation, the Matthew Good Foundation, EXO Foundation and World Nomad's Footprints programme.



## INCOME OF £149,708



## EXPENDITURE OF £173,171



Please note, Reef-World's reporting covers income and expenditure for the charity's management of the Green Fins initiative. This does not include the budgets of each national team, which is managed independently by the relevant country team.



# LOOKING AHEAD

2020 has been an incredibly tough time for the tourism industry. While the sector has been hit hard, it has demonstrated the strength and resilience of dive and snorkel operators around the world as we all adapt to this new normal. The local communities who depend on marine tourism – for food, livelihoods or indirectly – have not only been hit hard but are also a significant and valuable part of the solution. It's been inspiring to see the industry use this downtime to put better environmental policies in place. It has also highlighted the strength of consumer demand for sustainability across the board: more and more tourists are demanding sustainable practices from their providers and we're proud to be helping Green Fins operators meet this demand.

As a collaborative network of ocean guardians, we need to work together to weather this storm as best we can. We appreciate the coming months will be challenging for the travel industry and the Reef-World team is dedicated to supporting our network in their sustainability efforts. We'd like to thank everyone for their efforts over the past year and are excited to work with you to forge a stronger path for sustainable tourism in the future.

While the immediate future is unknown, the future of reefs hasn't changed and the impacts of the climate change crisis are set to grow in coming years. Reducing our environmental risk will make our tourism businesses, the people we support and the ecosystems we rely on more resilient. Together, we'll find a way to make a better normal.

[The generous donations and support from the general public over the years have inspired us to continue the battle to protect our coral reefs around the world. We thank you all for your continued support.](#)



## Board of Trustees

Chairperson and Founder: Anne Paranjoti  
Secretary / Marine Science Advisor: Dr Viv Stein-Rostaing  
Treasurer: Dr Paul Younge  
Trustee: Andrea Leeman

## The Reef-World team

Reef-World full-time staff:  
2006–2007: 1  
2008–2012: 2  
2013–2015: 4  
2016–present: 5

## Current staff

Chloe Harvey, Director  
James J. Harvey, Director  
Samantha Craven, Programmes Manager  
Melissa Hobson, Communications Manager  
James Greenhalgh, Digital Strategy Manager  
Juliana Corrales, Creative Consultant

## Previous staff and interns (2019-20 period)

Klementina Dukoska, Global Partnerships Manager  
Priya Chotai, Intern

## Volunteers

*A huge thank you to the volunteers who have donated their time and expertise to help us in our conservation mission:*

Giselle Reis: translation  
Rae White: PR & media relations  
Julia Thomas: social media  
Charlotte Hukin: research and content development  
Wendy Hobson: proofreading and editing



## REMEMBERING ANDY LEEMAN

Andrea Leeman – better known to us as Andy – was one of those rare enigmas in life who might have seemed small and somewhat frail in appearance but was as determined and strong-willed as the toughest out there. If she wanted to achieve something, she wasn't afraid of rolling up her sleeves and getting the job done. It was this kind of mentality that helped Reef-World realise that if you want to do something tough (and perhaps a task others might leave to someone else for fear of not being able to do it) you shouldn't be afraid to have a go. More often than not, you will succeed and inspire others along the way.

So, thank you Andy for all your hard work, love, laughter and direction that will live on in your memory through Reef-World continuing to do what we do best: working with people, remembering not to be afraid to have a go at a tough task, keeping the mission simple and looking to nature to tell us what we should be doing.

We will all miss you.

“ANDY’S WISE COUNSEL AND TRUE MORAL COMPASS HAS BEEN INVALUABLE IN GUIDING OUR PATH HERE AT REEF-WORLD. LIKE ANY GOOD RECIPE, HER VALUES WERE COMPLEMENTED BY OTHER KEY INGREDIENTS IN THE FORM OF THE PRINCIPLES, SKILLS AND EXPERTISE OF THE OTHER TRUSTEES. TOGETHER, THEY COMBINE TO CREATE AN AWARD-WINNING RESULT. SHE WAS ALWAYS ABLE TO HELP KEEP US GROUNDED, SIMPLIFY COMPLICATED DECISIONS AND BOOST MORALE WHEN TIMES WERE TOUGH.”

JJ Harvey, Reef-World Director



**THE REEF-WORLD**  
FOUNDATION



**INTERNATIONAL  
COORDINATOR**

## CONTACT INFORMATION

The Reef-World Foundation leads the global implementation of the UN Environment Programme's Green Fins initiative, which focuses on driving environmentally friendly scuba diving and snorkelling practices across the industry globally.

Please visit [www.reef-world.org](http://www.reef-world.org) and [www.greenfins.net](http://www.greenfins.net) or follow us on social media.



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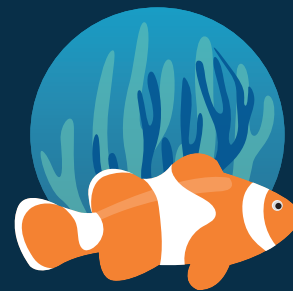


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Contact Reef-World on [info@reef-world.org](mailto:info@reef-world.org)

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