



## PRESS RELEASE

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### ***“How To Unlock the Potential of the Ocean Conscious Business Model”***

*Industry Leaders Sponsor First-Ever #BlueGreen Seminar Series to  
Help Dive Operators Thrive in Profound Change*

(Las Vegas, NV – Oct 30, 2018) -- A series of first-ever seminars will be presented at DEMA Show 2018 to help dive businesses embrace the fundamental changes impacting the industry right now. Leaders across all segments of the diving industry, from the dive operations to manufacturers, to resorts to online booking agents, will benefit from this #BlueGreen seminar series.

**Sponsored** by [Fourth Element](#), [Stream2Sea](#), [Lembah Resort](#), and [Crittters@Lembah](#), the seminars will explain the key consumer and business trends dive pros need to know about to thrive, and learn how an ocean-conscious approach will address these major changes, and unlock a myriad of untapped scalable opportunities.

#### **First-Ever Introduction to Green Fins at #DEMASHow 2018**

In the seminars, presented by [Blue Ocean Network](#) and [The Reef-World Foundation](#), [Attendees](#) will learn how to make simple operational shifts using a proven and measurable approach called [Green Fins](#). This is the first time that attendees will catch a glimpse of the [Green Fins](#) approach at the DEMA Show.

With a 15-year proven track record, Green Fins is a free system already adopted by 600+ dive operators. [Green Fins is a UN Environment initiative managed by The Reef-World Foundation](#), an NGO tasked with implementing the Green Fins approach at dive operations worldwide.

Programmes Manager at [The Reef-World Foundation](#), Chloe Harvey says, “The Dive Operators we work with are testimony to what Green Fins and an ocean-conscious business model can do. These businesses are engaging better staff, reducing costs, protecting dive sites and invigorating existing markets. And that’s just the beginning.”

#### **Get a Behind-the-Scenes Look at Green Fins Operators**

Chloe Harvey will give attendees behind the scenes insights into her ten years working with dive operations. [Attendees](#) will dive into the inner workings of [Green Fins](#) and be introduced to several dive operators (some of whom are DEMA Exhibitors) who are already embracing Green Fins’ proven methods.

#### **Learn What Your Competition is Doing**

Attendees will learn what stages their competitors have achieved along the pathway and get real life examples of what these operators are doing to unlock the business potential inherent in the [Green Fins](#) approach.

#### **Understand the Value of an Ocean-Conscious Business and the Consumers Who Crave It.**

[Blue Ocean Network](#)’s co-Founder Laurie Wilson will discuss the ocean conscious ‘blue’ business model that is a natural outcome of the Green Fins approach. [Attendees](#) will learn about the consumer trends driving the



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change, and how operators are attracting the fastest growing consumer market ready to buy diving experiences and so much more.

"The ocean is our most valuable business partner. Up until recently, it's been treated like a backdrop. When we treat it like a business asset, and value it in daily operations, businesses begin to thrive," explains Laurie Wilson.

### Free Resources, Support and Take-Aways

[Attendees](#) will walk away feeling supported; They'll receive a free Green Fins Toolkit to get started, access to a professional network of operators already on the pathway, and learn more about industry initiatives like [#Mission2020](#) that are inspiring more industry stakeholders to hop on the sustainable ocean pathway.

### Event Details: 3 Seminar Times to Choose From

[How to Unlock the Potential of the Ocean Conscious Business Model](#) has two intro seminars and one deep dive seminar. Pick a time to come and join the conversation.

- \* **On Thursday Nov 15**, Fourth Element will host the introductory seminar at **4pm** in Room **N237**.
- \* **On Friday Nov 16 at 10am**, Stream2Sea will host a second introductory seminar in Room **N233**.
- \* [Attendees](#) are encouraged to stay in Room **N233** on **Friday Nov 16** for the following hour (**11am- 12noon**) when Lembeh Resort and Critters at Lembeh will host a deeper dive into live examples and details of the Green Fins approach brought to you by the operators involved – many are direct competitors.

### Sign up in Advance to get the Free Toolkit

Attendees can register in advance at the [Eventbrite page](#) to be eligible for a FREE toolkit from Green Fins. Can't make it? Sign-up anyway to get the same support tools for the system adopted by 600+ operators worldwide. [Reserve your spot here](#).

### Ocean-Conscious Sponsors

This seminar series is made possible by the sponsorship of four companies who are already on the sustainable diving pathway and represent different stakeholder groups in the dive and travel industry:

- [Stream2Sea](#) offers reef-friendly sunscreen and personal care products, tested and proven safe for freshwater fish, saltwater fish, and coral larvae;
- [Fourth Element](#) is innovating dive manufacturing by producing dive gear using ghost fishing nets, biodegradable packaging made from vegetables are leading the latest environmental movement within the industry – [#Mission2020](#);
- [Lembeh Resort, and Critters@Lembeh](#) in beautiful North Sulawesi, Indonesia embed ocean-conscious management into their business with their social and environmental initiatives.

### Can't Make it to One of the Seminars?

Make sure to [reserve your spot](#) anyway to receive the free toolkit. Follow the proceedings and find the presenters at #DEMAShow 2018 by following on Instagram, Twitter and Facebook with #BlueGreen #SustainableDiving #HealthyOceanHealthyBusiness #DEMAShow

For More Information:

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