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PADI and The Reef-World Foundation embark on a global venture to make sustainable diving the social norm

23 November 2018: [PADI®](#) and [Reef-World](#) have joined forces to promote sustainable diving practices for the protection of the marine environment. This partnership will raise awareness and deliver tools to implement the [Green Fins](#) standard of best practice, helping to ensure the long-term sustainability of coral reefs, recreational scuba diving and local livelihoods.

Green Fins is the only internationally recognized environmental standard for dive and snorkel operators, established through a partnership between UN Environment and The Reef World Foundation. Green Fins uses a unique and proven three-pronged approach; green certifications of dive centres, strengthening regulations and environmental education for dive staff, divers and government.

As the largest diver training organization in the world, PADI has the reach and influence to mobilise divers to be citizen activists. With 6,500 PADI Dive Centers and Resorts, 135,000 PADI Professionals and more than 25 million divers around the world, the PADI network has tremendous potential to make an impact on critical environmental issues.

PADI is committed to supporting social and environmental efforts through its Pillars of ChangeSM, designed to empower divers, and the dive industry, with information to get involved with causes they care about in tangible ways. With PADI's support and more dive operators worldwide adhering to the best practices outlined by Green Fins, the dive industry can play a significant role in creating a more sustainable future.

“Reef-World is working in partnership with UN Environment on the front lines alongside business, government and the public to be the driving force for making sustainable diving and snorkelling the social norm globally. Our ultimate goal is to reduce local threats to coral reefs, allowing them to be more resilient to global impacts such as climate change. We're thrilled to work with PADI, alongside other

dive industry leaders, who can engage divers and diving businesses worldwide, helping us to scale solutions with the urgency that is required.”

- JJ Harvey, Reef-World

Many locations are experiencing increasing numbers of tourists who are attracted by vibrant coral reefs. Ensuring that every diver and dive operator in all corners of the globe are equipped with appropriate training and knowledge will help relieve pressure on the marine environment.

“Unquestionably, there are serious and formidable issues threatening the world’s coral reefs. That said, I’m a firm believer in engagement, problem identification and mitigation. The PADI organization is committed to acting as a force for good. By empowering divers and connecting them to the PADI family and global issues relevant to our industry, we can help people be a powerful catalyst for change.”

- Drew Richardson, President and CEO of PADI Worldwide.

“Saving coral reefs as a source of livelihoods and as a business asset requires collaboration between industry, civil society and governments. This partnership is set to raise the sustainability bar of the diving industry and will help establish environmentally friendly diving as the global norm”

- Jerker Tamelander, Head of Coral Reef Unit, UN Environment

The partnership between PADI and Reef-World aims to reach more divers and businesses with the Green Fins lessons and tools. This will be achieved by:

- Collaborating to help scale the proven solutions of Green Fins: PADI supports market research efforts for the development of a new Green Fins online support system for broader global implementation and easy adoption.
- Promoting the Green Fins approach: [PADI Dive Centres and Resorts](#) are encouraged to adopt the Green Fins Code of Conduct and, where available, seek Green Fins certified membership.
- Help deliver on PADI’s Pillars of Change focusing on marine animal protection and sustainable tourism by raising awareness throughout the diving industry about available tools and materials to promote change in business practices and reduce environmental impact.
- Promoting sustainable dive tourism and coral reefs protection through the development of new online media content that inspires environmentally friendly actions.

Working collaboratively provides greater opportunity for dive operators around the world to be better informed and equipped to apply sustainable dive practices, using Green Fins’ guidelines. Reducing environmental threats and pressure on the fragile marine environment will result in improved coral reef resilience and increased sustainable tourism at dive destinations. The partnership delivers on the goals of [Agenda 2030 of the United Nations](#), specifically SDG 12 (Sustainable Consumption and Production) and 14 (Life below water).

About Reef-World:

Reef-World supports governments and communities in sustainable consumption and production of coastal resources and marine life. This is done through the Green Fins initiative, established and implemented in partnership with UN Environment. Green Fins is a free membership programme for participating businesses that provide SCUBA diving or snorkelling activities and pledge to follow a set of best environmental practices. Within the 550+ businesses that have implemented Green Fins across 9 countries, consistent reduction in threats to the marine environment has been measured, reflecting continued improvements in environmental practice. Specific areas of change are seen in reduced single-use plastics and chemical cleaning products, more responsible underwater behaviour among divers and improved environmental awareness within our target audience. For more information visit reef-world.org and greenfins.net.

About PADI:

PADI® (Professional Association of Diving Instructors®) is the world's largest recreational diver training organization with nearly 6,500 dive centers and resorts and more than 135,000 professional members worldwide. Since 1966, PADI has remained dedicated to introducing new divers to the thrill of scuba diving and enhancing the skills of experienced divers. Issuing nearly one million certifications each year, PADI makes underwater exploration, travel and adventure accessible to the public while maintaining the highest industry standards for dive training, safety and customer service. Committed to ocean conservation, with every diver certification issued PADI also creates a growing number of ocean ambassadors to help defend and preserve the marine environment for generations to come. For more information, visit www.padi.com.