



THE REEF-WORLD FOUNDATION

ANNUAL REPORT

EMPOWERING EVEN MORE LOCAL COMMUNITIES TO SAVE OUR REEFS

JUNE 2017 - MAY 2018



THE CORAL REEF IS A GOOD ANALOGY FOR HOW
WE ON THIS PLANET MIGHT WORK TOGETHER.
**MANY DISPARATE PARTS,
WORKING TO NATURE'S PLAN.**

Anne Paranjoti, Trustee and Founder

FROM OUR FOUNDER

The coral reef is a good analogy for how we on this planet might work together. Many disparate parts, working to nature's plan. There is a balance in how things work together. Reef-World as a Foundation was set up to recognise the different ways that individuals in different countries, from different communities, are already working to help preserve and live in harmony with their local natural resources. And how global initiatives could be adapted to enable local communities to really take ownership of programmes designed to preserve and protect our planet's natural resources. To take ownership, communities need the education, resources and autonomy to do things the way that fits their lives and to create their own balance.

As a charity, Reef-World began looking for global initiatives that would really make a difference to people living with coral reefs and their coasts; and it looked for local people that would benefit from being part of those initiatives, but wouldn't ordinarily have the opportunity or knowledge of how to fit in or benefit themselves or their communities. That spirit has continued throughout the 19 years that Reef-World has operated in Thailand and now throughout South East Asia and beyond. Helping to create the Green Fins initiative for the UN Environment, and delivering this to local communities in a way that enables them to take ownership, benefit from their involvement and recognise their active and ongoing role in protecting and conserving their reefs and coasts.

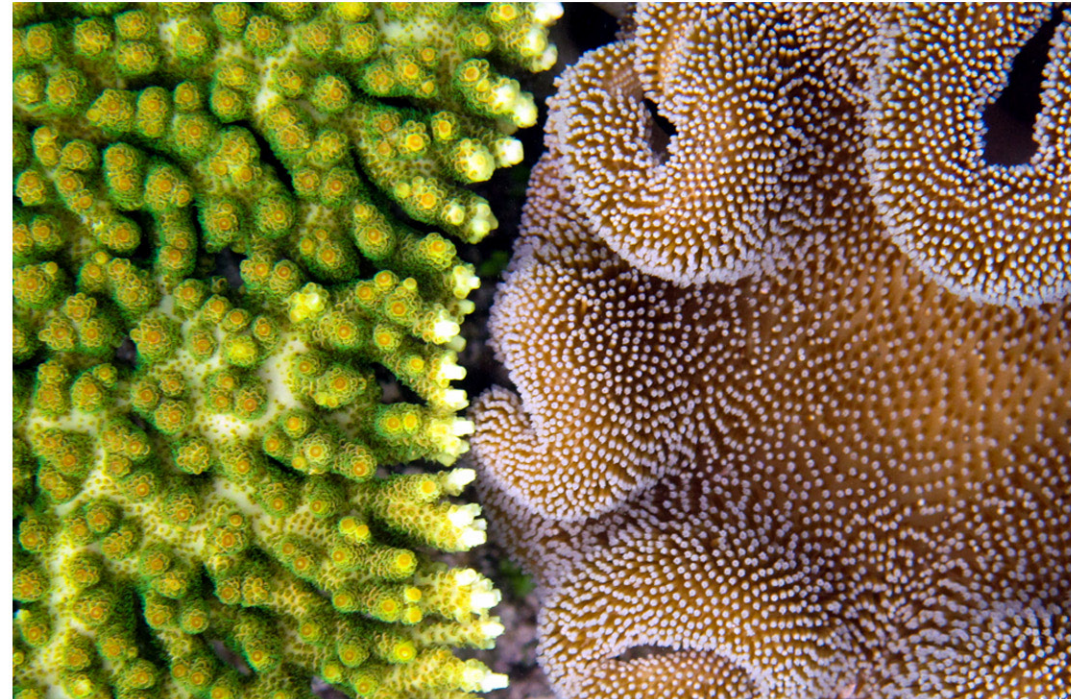
Just as the coral animal builds the structure for the myriad reef community to live around, I like to think of Reef-World as creating the basis for local communities, be they groups within tourism, government or NGOs, to understand what they can and are doing to protect their reefs and coasts, and to help them get the resources, knowledge and ongoing support to do it.



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



ABOUT US



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 is to make sustainable diving and snorkelling the social norm by inspiring and empowering the community of divers, snorkelers and related businesses, in order to achieve conservation impact on the ground and preserve coral reefs around the world.

PHILOSOPHY

Reef-World works with local environmental champions to provide strategic capacity building based on sound science and 19 years of experience in the field. We empower people to spread knowledge and implement solutions alongside their communities or industry for conservation action.

Reef-World's flagship programme, Green Fins, works with the marine tourism industry and the bodies governing and managing them. Scuba diving and snorkelling attracts millions of people from all over the world and the industry itself employs a vast number of people, both foreign and from local communities. By educating this community and empowering it to use alternatives to unsustainable operations and practices, Reef-World contributes to protecting local marine habitats and sustainable tourism industry development.



THE BIGGER PICTURE

Reef-World is recognised as the leading voice on the science and communication of practical sustainability solutions for the diving and snorkelling industry internationally, driving sustainable behaviours and attitudes for environmental protection.

Through the **Green Fins** approach, Reef-World supports governments, businesses and communities to deliver towards specific targets of Multilateral Environmental Agreements that the majority of countries have committed and agreed to.

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

SDG 14, 'To conserve and sustainably use the oceans, seas and marine resources for sustainable development. By providing an effective and proven model to promote sustainable diving and snorkelling activities and operations, Green Fins reduces direct threats to Coral Reefs and promotes resilience.

SDG 12, 'To ensure sustainable consumption and production patterns'. The Green Fins assessment system is a robust and effective tool to promote and monitor compliance to sustainable tourism practices.

Green Fins also directly delivers towards **Aichi Biodiversity Target 10**, by reducing anthropogenic pressures on coral reefs so as to maintain their integrity and functioning. And towards **Aichi biodiversity Target 20**, by providing an incentive model and helping the private sector to take responsibility for and contribute to coral reef conservation.



Convention on
Biological Diversity





BUILDING AN ENVIRONMENTALLY SUSTAINABLE DIVING INDUSTRY

Green Fins was developed and established by **The Reef-World Foundation** and the **UN Environment**, with the support of the national governments and networks of the pioneering countries; Thailand, Malaysia, Indonesia and the Philippines.

Reef-World leads the technical development and implementation of the initiative on behalf of the UN Environment.



Green Fins provides the only internationally recognised environmental standards for the diving and snorkelling industry based on a 15-point Code of Conduct used to measurably reduce environmental impact.

The proven system includes a robust assessment criteria to identify high-risk practices both above and below the water, offering practical alternatives to business managers, and is championed by Green Fins National teams which we train and support.

Diving and snorkelling centres are uniquely positioned to enact positive and lasting changes within their own communities and among customers. Performance of participating business operations is evaluated annually using a 330-point system that scores impacts; the lower the score, the lower the impact the business has on coral reefs. Continued participation and Green Fins certification is dependent on centres improving their scores from year to year. Active members are listed on the Green Fins website enabling tourists to choose environmentally responsible options for their holidays.

This evaluation structure was developed based on our Green Environmental Assessment Rating System (GEARS). The Reef-World Foundation created this system based on a

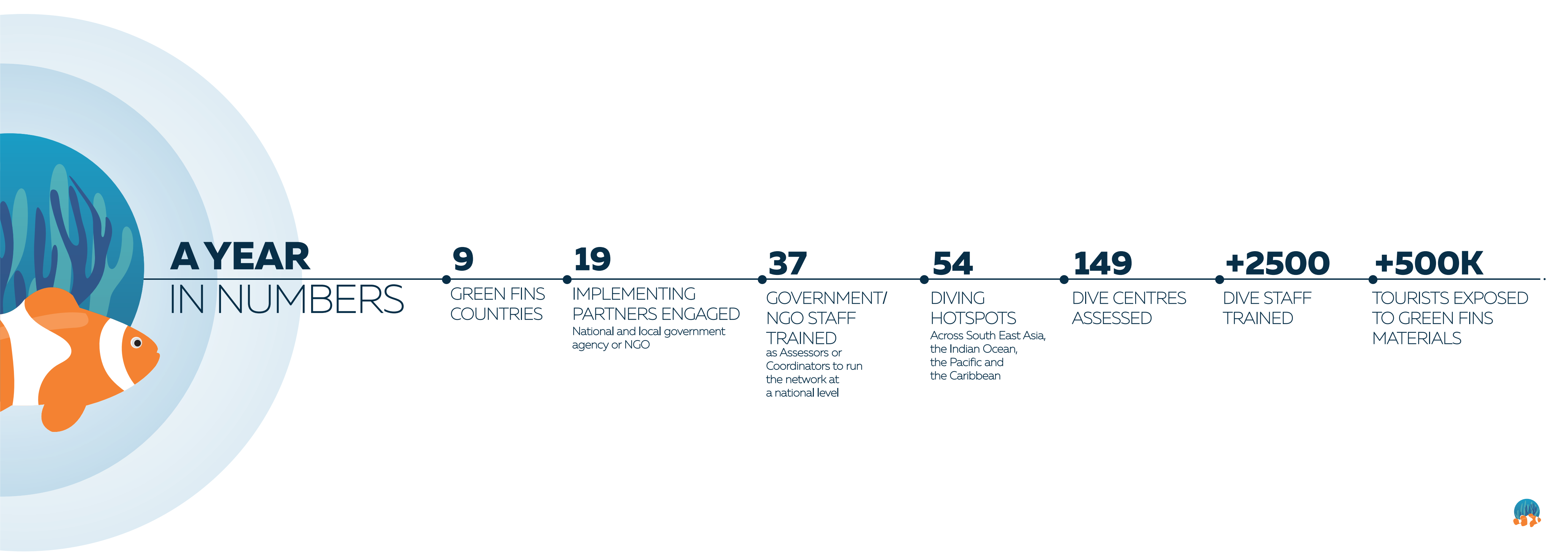


financial risk assessment methodology with the aim to measure the impact of marine conservation projects around the world. In collaboration with the Thai government and dive centres, the system was applied to Green Fins and has since been developed into the assessment system used around the world today.

Under Reef-World and UN Environment's leadership, Green Fins has supported environmentally sustainable diving since 2004 in Asia, including some of the world's top diving destinations in Indonesia, Malaysia, the Maldives, Philippines, Thailand and Vietnam. Since then it has spread to the Pacific, starting with Palau, and the Caribbean, with the Dominican Republic.

By working in these countries Reef-World is able to deliver the education and tools needed to address conservation needs of some of the most biologically important coral reef sites in the world.

The Green Fins network is composed of a diverse group of environmental champions who give life to the message; they are the voice of the environmentally sustainable diving industry.



EXPANDING THE NETWORK

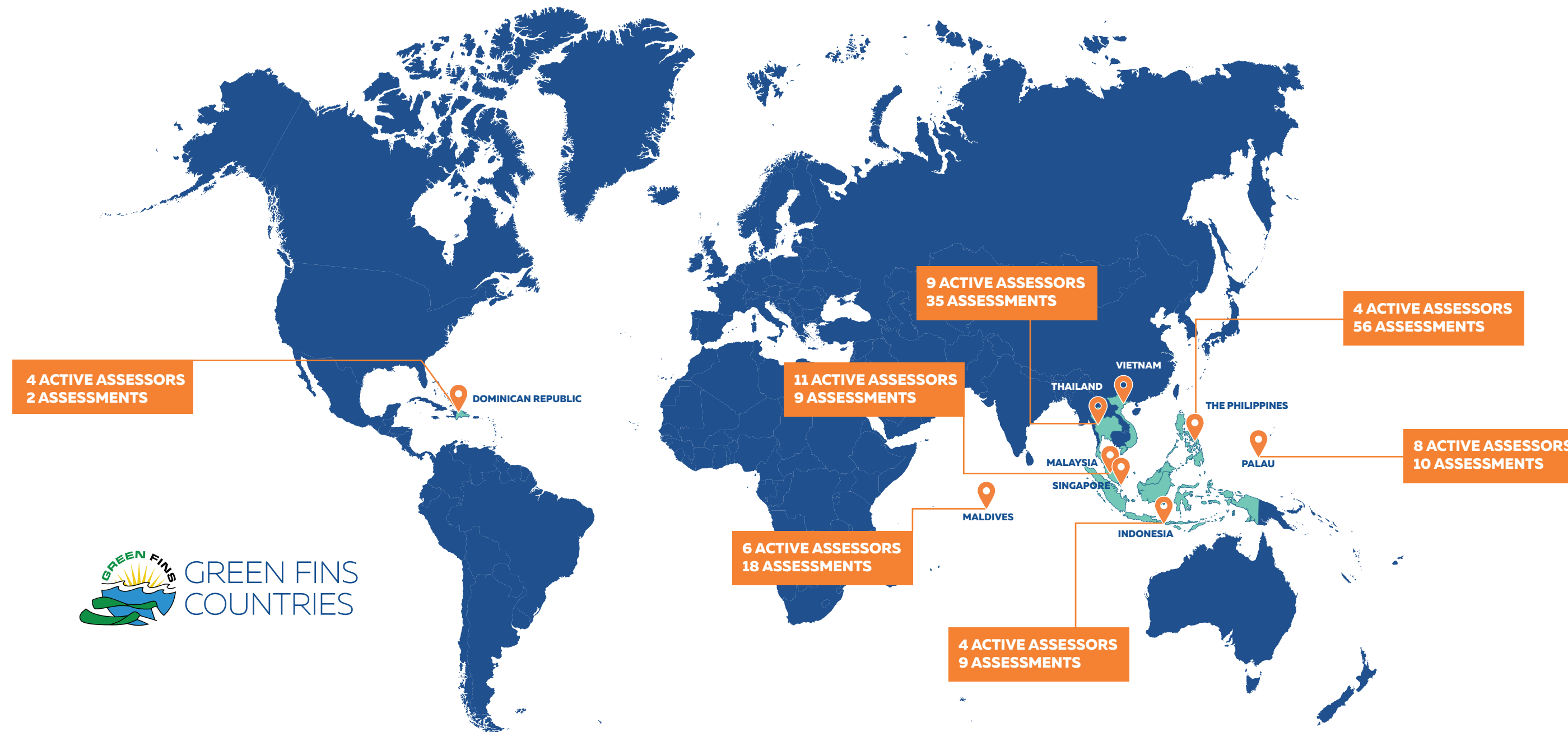
Expanded into the first new country and region outside Asia with **Dominican Republic** joining Green Fins in 2018.

Caribbean: continued calls for Green Fins implementation including Colombia, Mexico, Panama, Antigua and Barbuda, Barbados and Florida. Possible programme under UNDP (Caribbean Biological Corridor) interested in using Green Fins for Cuba, Dominican Republic, Haiti, Puerto Rico and Jamaica.

Mediterranean: exploration of the region has identified the need for standards and best practices to protect coral is not as high as other regions.

Red Sea: continued discussions with NGO who are interested in applying Green Fins. Diving and Snorkelling activities continue to present threats and Green Fins has been identified as key to helping resolve this. Discussions for a funded trip to Egypt in 2018 are underway.

Liveaboards: starting to work more closely with liveaboards who are interested in adopting Green Fins for their fleets, an industry that has previously been hard to reach and work with. The new Green Fins online support system will be an option for Liveaboards in the future and planned trips to further validate our existing criteria to incorporate threats and risk from Liveaboards.



Asia and Pacific: continued developments in active Green Fins countries:

Indonesia: trained 4 new assessors from NGO and government to establish Green Fins Bali. Meetings and consultations to explore national expansion.

Malaysia: continued recruitment, assessments and awareness raising by National teams in Sabah and Peninsular Malaysia. Expansion to Pulau Sibul & Rawa.

Maldives: continued recruitment, assessments and awareness raising by National team.

Palau: 1st country in Pacific to establish Green Fins. Assessor Training conducted in August 2017, qualifying 8 Assessors to work with diving and snorkeling industry.

Philippines: ran 7 training programmes with Government to establish a national Green Fins network. Assessments for Green Fins members in 6 diving hotspots. Committed national budget for Green Fins activities will lead to training more teams across the country.

Thailand: trained 9 Assessors to work with dive and snorkel members. GF recruitment, assessment and trainings have subsequently been conducted in Pattaya, Koh Phangan, Koh Tao.

Interest from new countries including Japan, Guam and Timor Leste.



FOSTERING AN ENVIRONMENTALLY SUSTAINABLE DIVING COMMUNITY



It is through the ongoing work with the Green Fins initiative that Reef-World aims to make **SUSTAINABLE DIVING THE SOCIAL NORM**.

A new behaviour turns into a social norm when a group of people adopt it as a regular habit. This requires multiple communication approaches over an extended period of time, understanding the world through our audiences’ eyes.

In order to maximise effectivity of future marketing and communications efforts, Reef-World is building our team’s capacity to better utilise **Social Marketing principles**. Social Marketing is a planning approach used to influence people’s behaviour for a social or environmental good, in this case the protection and long-term survival of coral reef ecosystems through sustainable diving practices.

Currently, all communications efforts work towards achieving this overarching goal. Alongside the implementation of Green Fins, our communications play a key role in shaping a sustainable marine tourism industry.

111 PUBLICATIONS 56 PLATFORMS

COMMUNICATIONS PARTNERSHIPS

UN ENVIRONMENT	SCUBA DIVER LIFE	SEVENSEAS TRAVEL MAGAZINE	PATA	UW360	BLUE OCEAN NETWORK	NAUI SOURCES
Continued support for article promotion and social media campaigns	Monthly article contribution to diving magazine (2016), bi monthly (since 2017)	Bi monthly article contribution to diving magazine (since 2016).	Continued support for article promotion and social media campaigns as part of the PATA MOU	No set annual schedule, but close partnership always available for any material/ story promotion.	No set annual schedule, but close partnership always available for any material/ story promotion.	First annual agreement to publish in three of their annual editions (2018)

WEBSITE & SOCIAL MEDIA

- The Reef-World Foundation website received 51,805 sessions, a session is considered the period of time a user is actively engaged with the website.
- The Green Fins website received 12,923 sessions during the timeframe of this report.

SOCIAL MEDIA OVERVIEW		2017-18 AVERAGE ENGAGEMENT/VIEWS	2018 FOLLOWERS	2017 FOLLOWERS
facebook	/ReefWorldFoundation	189	1878	1522
	/GreenFins	4995	7002	4642
Instagram	/reef_world	212	698	246
	/green_fins	612	1011	428
twitter	/Reef_World	26	603	484
	/Green_Fins	77	796	646
YouTube	/GreenFinsDotNet	304	130	75
	/Green Fins	-	375	82
deepblu		-	375	82

*Engagement: the sum of interactions with your content (posts, tweets, etc.) | Data shown is from Jun 1 2017 to May 31 2018

ONLINE PRESENCE

Points of Light Award: Anne Paranjoti, Founder and Trustee of The Reef-World Foundation, won 2017’s Points of Light Award, a British award that recognises outstanding individual people who are making a change in their community.

Marine Diving: three new posters were created after the result of research into the emerging diving markets in Asia. Marine Diving is one of the oldest and most famous Japanese diving magazines, the posters were featured on their website as part of their release.

NAUI SOURCES: in 2018’s second edition the first Action Point of the Green Fins IYOR Campaign was released.

Fourth Element: as one of Reef-World’s Symbiotic Partners, Fourth Element has featured several articles about the partnership and the Green Fins IYOR Campaign.

WWF: Green Fins was included in the [Responsible Shark and Ray Tourism to Dive Operators Guide](#) developed by WWF, Project AWARE and The Manta Trust.

World Oceans Day: For the celebration of 2017’s World Oceans Day, [three videos](#) were created in collaboration with the Green Fins Top Ten Members. The members answered the question: What do you do to protect the oceans? Their testimonials were shared on Green Fins social media platforms and on UNEP ROAP website and Facebook, as well [sustain.pata.org](#).

UN Environment: Footage from the Green Fins network was included in two UN Environment’s videos for the Regional Seas Programme. The video [The Work of the Regional Seas - UN Environment](#), was created to show the Program’s work and the Green Fins footage was used to illustrate that. Footage on how dive centres manage garbage was delivered, this was used for the creation of a video featured on the Asia Pacific Ministerial website, the Asia Pacific website and on social media, under the title [Regional Seas Programme and its work on Sea-based pollution](#).

Open Channels: Chloe Harvey delivered a webinar for Open Channels, link. 276 people signed up for the event from 45 different countries. While the attendance was global, because of the timing of the webinar attendance was focused on the Caribbean and United States. The online webinar has since been viewed a further 58 times since the live showing.

Release of the Green Fins IYOR 2018 Campaign: a social media campaign was launched on February 2018 for the International Year of the Reef (IYOR). The campaign promotes solutions to key local threats identified through years of assessment data, and encouraging key stakeholders of the diving industry to take action to reduce the pressures on coral reefs. The campaign is focused on four Action Points:

- 1. Promoting environmentally positive diver behaviour/ ‘Redefine The Dive’,
- 2. Reducing anchor damage/ ‘Alternatives To Anchoring’,
- 3. Reducing fish feeding/ ‘Do not Feed the Fish’ and,
- 4. Promoting a circular economy/ ‘A Healthy Ocean is a Healthy Business’

CONFERENCES, MEETINGS AND INTERNATIONAL EVENTS

The Reef-World Foundation have showcased the Green Fins initiative at a variety of key events globally, effectively growing awareness and engagement with the initiative.

EVENT	EVENT TYPE	COUNTRY / DATE	GREEN FINS SHOWCASED / PRESENTATION	AUDIENCE
DEMA	The Diving Equipment & Marketing Association	USA, November 1-4 2017	Reef-World attended a meeting of the International Standards Organisation, ISO/TC 228 Working Group 1 (Diving services), on which the first ISO Standard on Sustainable Diving and Snorkelling was drafted. Reef-World provided expert input.	Dive equipment manufacturers Diver training agencies Tour Operators Diving Operators ISO Diving Services Working Group
ICRI	International Coral Reef Initiative – 32 AGM	Kenya, November 2017	Presentation on ‘Green Fins - Addressing the threat from anchor damage’	Government officials Scientists Intergovernmental organisations
PATA	New Tourism Frontiers Forum	Palau, November 2017	Official Launch of Green Fins Palau	Government officials NGO’s Businesses Intergovernmental organisations
MedPAN	Mediterranean Protected Areas Network workshop	Slovenia, November 2017	Presentation to MedPAN members titled ‘Green Fins: An Approach to sustainable diving and snorkelling.’	Government officials NGO’s Businesses Intergovernmental organisations
XRFE	9th Xiamen Recreational Fisheries and Aquarium Expo	China, November 2017	Booth and stand showcasing Green Fins approach to the public	Businesses Intergovernmental organisations Members of the public
BOOT SHOW	Boat and Water Sports Show	Germany, January 2018	Industry partnerships meetings	Water sports businesses (sailing, motorboating, yachts, diving, etc.) Members of the public
ADEX 2018	SCUBA diving expo	Singapore, April 2018	Green Fins was showcased as part of the Scuba 360 Business awards, helped design and deliver the ‘Sustainable Think Tank and Diving Dialogue.’ Booth and stand showcasing Green Fins approach to the public.	Members of the public from predominately SE Asian countries. Diving industry representatives Government officials Scientists Tour Operators Diving Operator Businesses
DRT SHANGHAI 2018	SCUBA diving expo	China, April 2018	Booth and stand showcasing Green Fins approach to the public	Businesses Intergovernmental organisations Members of the public

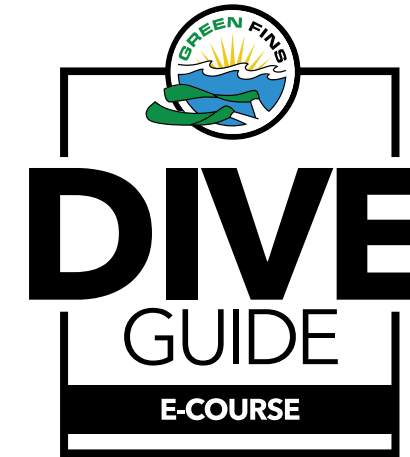
MATERIAL DEVELOPMENT



Green Fins International Year of the Reef (IYOR) 2018 Campaign:

As a committed member of the International Coral Reef Initiative, and a technical partner to the UN Environment, Reef-World are playing a key role on the implementation of the IYOR 2018 as committee members for the campaign.

A whole suite of materials has been developed for the Green Fins IYOR Campaign, from posts, to educational posters, videos, and most importantly the infographics. They can be found on the official [Trello Board](#) of the campaign. Read more about IYOR [here](#).



Dive Guide E-Course:

Reef-World have developed a free online course aimed at dive guides to build on their existing diving knowledge to provide them with greater environmental awareness and information on how to manage their guests with the objective to reduce diver damage and threats associated with the industry to coral reefs internationally. This course is the first freely available course that Reef-World have developed to support the Green Fins initiative and is currently the only such course available on the market globally.

Training the Trainers Course:

In order to strengthen Green Fins sustainability in already running countries, the content for a Green Fins Training the Trainers (TTT) course has been developed. Experienced assessors in Thailand and Malaysia were consulted in the process, and their input included to improve its quality. The final content has been tested with partners in Thailand, Malaysia and Palau.

#REDEFINE THE DIVE #ALTERNATIVES TO ANCHORING #DONOTFEED THE FISH #HEALTHYOCEAN HEALTHYBUSINESS





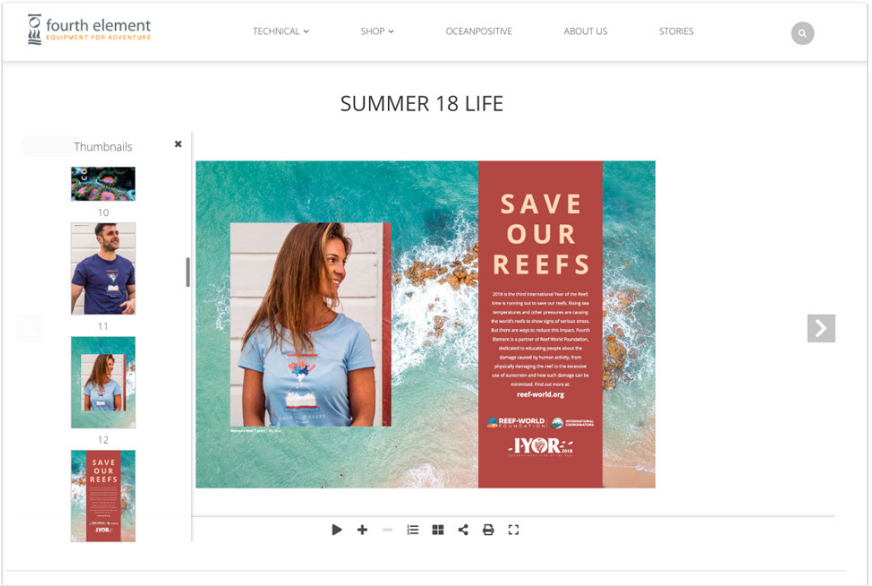
Reef-World has embarked on a journey to develop mutually beneficial tourism industry partnerships that drive sustainable value chains by creating tangible outcomes for the ocean, communities and the economy through the Green Fins initiative.

Pioneering businesses from various segments of the industry are taking progressive steps to implement environmental policies and practices, green their value chains, educate people through showcasing solutions, thus raising the bar of sustainability across the industry through the Green Fins initiative. These partnerships are already having impacts, including:



Greening Equipment Manufacturer’s value chains, through introducing Green Fins messages for wider reach. One example is Fourth Element who have been setting industry standards when it comes to sustainability in manufacturing and establishing ‘circular’ value chains; from compostable packaging to recycled swimwear, to wetsuits made using recycled ‘ghost’ fishing nets.

Fourth Element is greening their value chain further by introducing Green Fins messages, starting with a label for their gloves that warns divers not to touch any marine life from the first step of the purchase. Fourth Element and Reef-World are also working to release t-shirts that will have educational messages, furthermore, no plastic wrapping will be used as packaging.



CREATING SYMBIOTIC PARTNERSHIPS



Leading diver training organisations are interested to embrace Green Fins as a proven solution for improving the environmental performance of dive centres and educating dive staff and divers. Some of the solutions involve adopting Green Fins at scale to green their network of dive centres; educate local businesses and showcase solutions from the field; launch/revamp conservation-based courses with the aim for divers to become more aware of the marine environment, the threats and understand what they can do to protect it. Discussions are on-going and there is an increasing interest for collaboration.

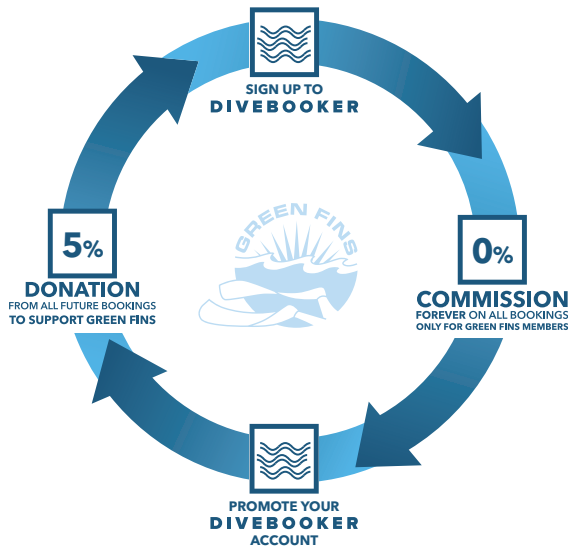


A pioneering resort, Six Senses Laamu is using Green Fins as an educational tool, and in partnership, we have released the first of a series of videos where Six Senses Laamu will share their approach to environmental pre-dive briefings to help educate dive staff and divers; and inspire the industry as a whole.



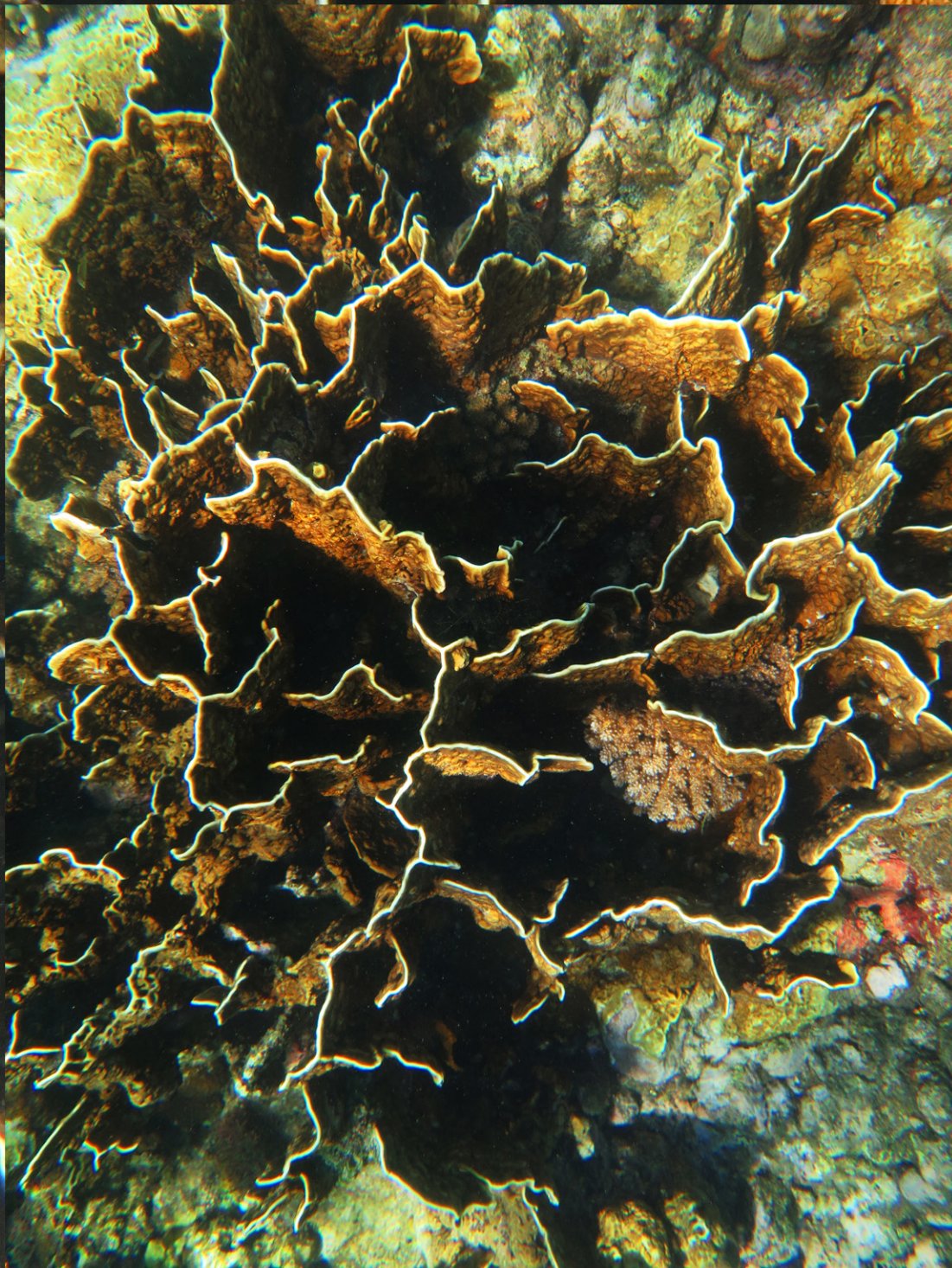
Explorer Ventures Liveboard in the Caribbean has stepped up as the first liveboard to adopt the Green Fins Code of Conduct voluntarily and use the Green Fins International Year of the Reef 2018 Campaign to educate people on sustainable dive practices and operations.

Travel and booking platforms are more and more interested in highlighting and differentiating Green Fins operators and even dedicating a specific section for Green travel/diving where Green Fins operators are promoted. Divebooker, an online reservation system for travelling divers has introduced an incentive for Green Fins dive centres to become part of the platform with 0% commission. A new platform for dive rating called Rateyourdive.com has introduced Green Fins as a filter for divers to be able to locate a green dive centre and has included environmental rating for dive centres. Both of these businesses are driving tourists to more environmental businesses, whilst setting high sustainability standards.



These collaborations contribute to Reef-World's mission to inspire and empower people to act in conserving and sustainably developing coastal resources, particularly coral reefs and related ecosystems. These partnerships also contribute to the financial sustainability of the Green Fins initiative, in addition to educating people and leading to tangible changes in partner's businesses which help to achieve the UN Sustainable Development Goals.





BUILDING UPON SOUND SCIENCE

Reef-World is committed to building the charity's strategy, programme implementation and communications on sound science. This is achieved through ongoing programme monitoring and evaluation, and cutting-edge scientific research.



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

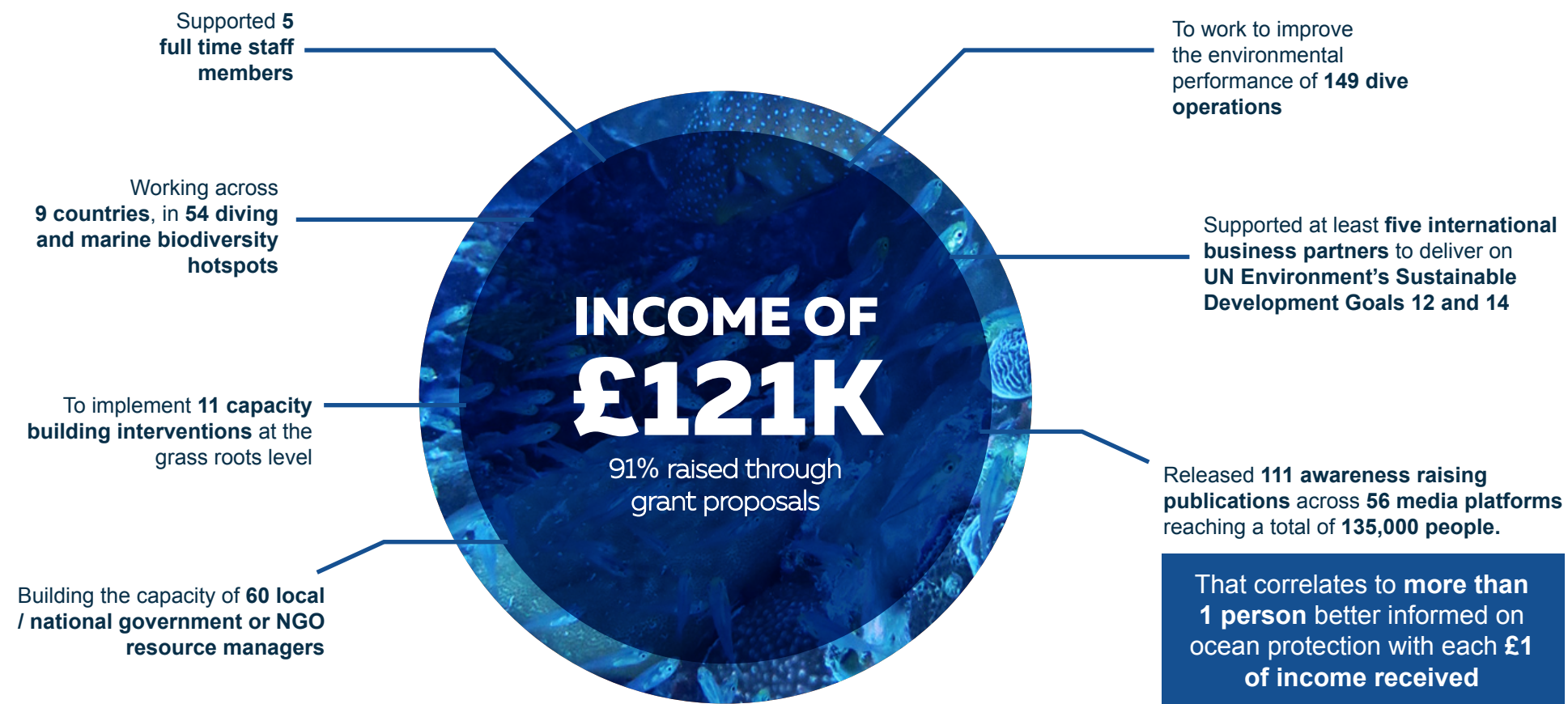
Recreational Diving Impacts on Coral Reefs and the Adoption of Environmentally Responsible Practices within the SCUBA Diving Industry

Currently research is focussed on continuing to assess the environmental impact of Green Fins, as well as investigating the “engagement factor” of staff to environmental behaviour and knowledge. It is hoped that the results of this research will build a better understanding of the enabling factors involved in implementing effective sustainable diving practices. Lessons learned will be folded into implementation techniques and communications.

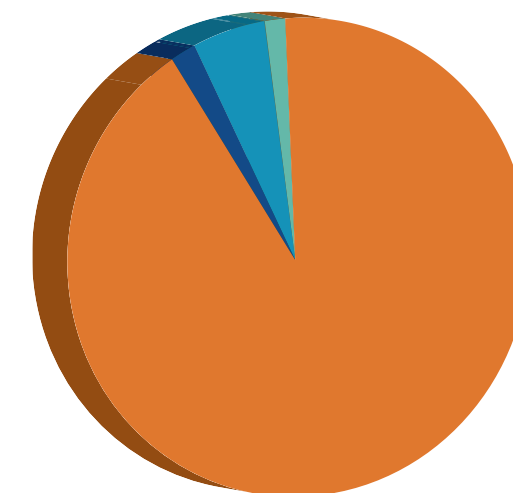


FINANCIAL OVERVIEW

The UN Environment 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 kindly received from the National Fish and Wildlife Foundation and UNEP-WCMC.



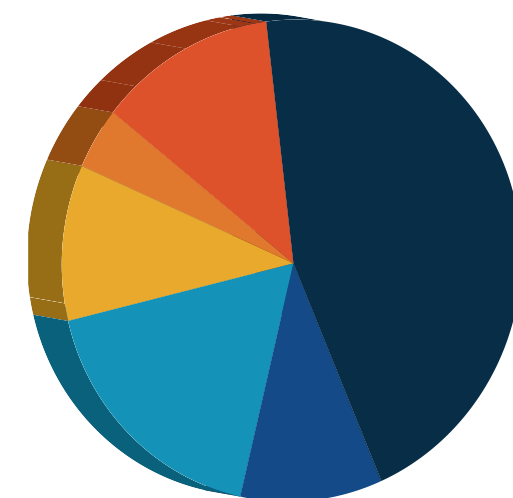
INCOME



Total: £ 120,713 GBP

- GRANTS
- EVENT ALLOWANCE
- INDUSTRY PARTNERSHIPS
- DONATIONS

EXPENDITURE



Total: £ 115,534 GBP

- GREEN FINS IMPLEMENTATION
- AWARENESS RAISING & COMMUNICATION
- INDUSTRY SUSTAINABILITY PARTNERSHIPS
- MANAGEMENT & ADMINISTRATION
- OFFICES
- OVERHEADS (ACCOUNTANCY, BANK CHARGES, TAX, EXCHANGE RATE FLUCTUATIONS)



LOOKING AHEAD

2019 will see Reef-World continue to work on the front lines and gather momentum for environmental stewardship within the global diving community. Our work with industry leaders will support and shine a spotlight on businesses that are ahead of the game in their journey towards sustainability. These symbiotic partnerships will work to guide businesses towards sustainability as well as better help secure financial sustainability for global Green Fins efforts. This will help Reef-World to continue to deliver practical sustainability solutions for coral reef management to protect coral reefs and the livelihoods that depend on them.

Further expansion of Green Fins to more sites across SE Asia, and more countries in the Pacific and Caribbean, will make sustainable diving practices more widely available in tourism hotspots. Development and launch of an online Green Fins support system will help us to scale solutions with the urgency that is required in the battle to save coral reefs. This system will allow us to reach thousands of businesses to provide access to training and bespoke environmental consultation advice if they have no access to a Green Fins network.

Reef-World will build on the impact achieved through communication efforts of IYOR 2018 and work with the UN Environment on their Campaign Reef to inspire widespread behavioural change and continue to drive us towards our ultimate goal ... **to make sustainable diving the social norm globally.**

THE REEF-WORLD TEAM

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

Chloë Harvey
Director

James J. Harvey
Director

Samantha Craven
Project Manager

Klementina Dukoska
Global Partnerships Manager

Juliana Corrales
Media and Communications Manager

[Find out more about our team](#)

BOARD OF TRUSTEES

CHAIRPERSON AND FOUNDER - ANNE PARANJOTI

After 10 years running businesses in the dive and tourism industry in Thailand & elsewhere, I founded Reef-World to spend time on education, and working with other diverse groups of people. I enjoy observing wildlife and the reef environment and have lived with, and listened to, the wisdom of the local people who depend upon healthy reefs and coasts. We all have our own unique ways to make a positive difference in the world. Having created organisational and educational models and frameworks being used in Reef-World and Green Fins today, I continue to support our dedicated and inspiring team as they lead the way in today's fast paced world. I enjoy looking for ways to encourage sustainable diving; and in delivering necessary resources to support those living and working on our coasts and reefs. It's a real pleasure to inspire and empower people to find their own unique ways to be involved with far-reaching conservation programmes that help them in their daily lives and protect the natural resources they depend upon and enjoy.

SECRETARY / MARINE SCIENCE ADVISOR - DR VIV STEIN-ROSTAING

Vivienne is a marine biologist with a BSc in Marine Biology and an MSc in Tropical Coastal Management, and in 2012 she completed a PhD on the effects of ocean acidification. Over the last decade, she has gained marine research and conservation experience in several countries including Madagascar, Honduras, Thailand, Seychelles, and South Africa. She has been an avid supporter of The Reef-World Foundation for many years, becoming Marine Science Advisor and Secretary in 2011. After witnessing first hand large scale coral reef degradation, she is passionate about supporting The Reef-World Foundation in achieving its mission of reducing the environmental impact of marine-related tourism globally in order to alleviate human pressure on these increasingly fragile ecosystems.

TREASURER - DR PAUL YOUNGE

I am very proud to be able to support Reef-World as a trustee. As a hospital Consultant and University tutor I am deeply concerned with human health and deal with this mainly in an acute setting. However I am acutely aware that our evolution and survival on this blue planet results from and is dependant on its vastly more ancient ocean based life foundation. Being exemplars of stunning beauty and biodiversity, coral reefs are iconic in this regard. A wish to help promote their protection, my longstanding love the sea born from growing up in Cornwall, spending as much time as possible in or on the waves, and an amateur environmental campaigning background are what motivates me to help this wonderful organisation. Reef-World's strength and success lies in their hard working, organised, inclusive and very pragmatic approach to conservation that directly involves the diving industry and local communities.

TRUSTEE - ANDREA LEEMAN

My life's work has been centred around food and wine, first as a restaurateur and latterly as a journalist and writer, focussing on the production of local produce in the UK with an organic bias. It involved many hours with fishermen, farmers, cheese makers, horticulturalists and dairymen. Most of them with conservation set high on their agenda.

We watch with horror the damage to our seas and coasts done by mismanagement, over-fishing, reef destruction – and the greatest enemy of all – plastic. When the opportunity arose to become a Reef-World Trustee, it felt like an extension of my own beliefs, too good and too important to turn down. The work achieved by Reef-World over the past few years has been nothing short of miraculous thanks to the diligence and commitment of Chloe, JJ and the staff. It has been thrilling to note the natural global spread of their enthusiasm and to witness the support of large organizations, now involved in funding.



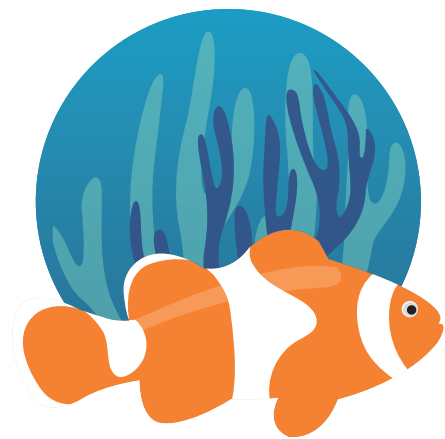
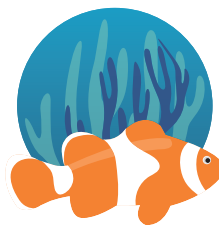


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REEF-WORLD
FOUNDATION

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