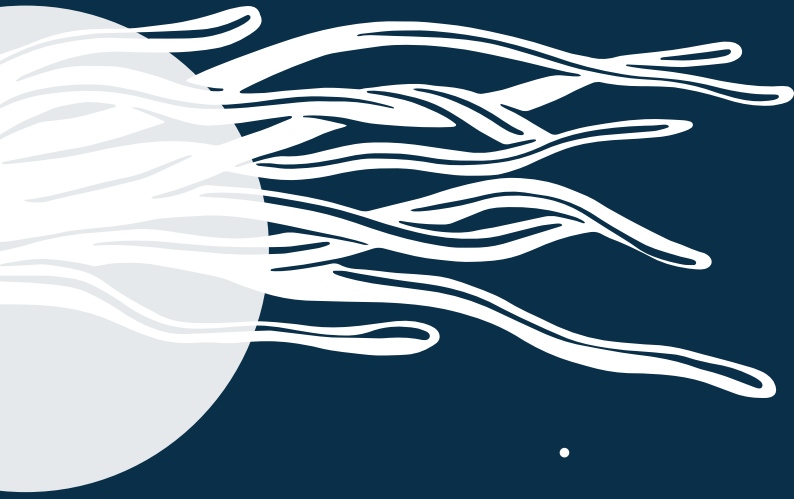




**THE REEF-WORLD**  
FOUNDATION

# ANNUAL REPORT

1 JUNE 2021 - 31 MAY 2022



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# A WORD FROM OUR CHAIR

I have been trustee and marine science advisor to Reef-World for over a decade now, and it has been an honour to act as stand-in Chair this year. During my time on the board, it has been inspiring to witness first-hand the determination and momentum of the team in driving sustainability and conservation across the dive industry in an ever-increasing number of key biodiversity hotspots.

A key mission of Reef-World is to promote coral reef resilience to ensure that these vital habitats have a better chance of surviving accelerating global threats. As the international travel industry shut down at the start of the pandemic, the Reef-World team showed an impressive level of resilience themselves. They demonstrated a flexible and committed approach to work in the face of uncertainty and under challenging times. Not only did they manage to navigate the disruption and stresses of pandemic life from different parts of the world, they used this time to reflect, resourcefully adapt, and prepare for the eventual resumption of international travel and dive tourism. As the world gradually reopened over the last year, the team were more than ready to hit the ground running across the various project countries, with even more drive and determination.

Under the post-pandemic emergence of a new social climate with increased recognition of the importance of sustainability, conservation, and changing environmental behaviours, the role Reef-World plays in the marine realm will continue to grow. The resilience of Reef-World is evident and key to ensuring the continued expansion of a sustainable dive industry globally. In turn, this will enhance the resilience of coral reefs to help preserve them for generations to come.

It's going to be an exciting year with the launch of the Green Fins Hub, the largest project ever undertaken by Reef-World. It is an innovative and game-changing online approach to making dive sustainability the social norm. I know a lot of research and preparation has gone into its development, and the team have been working tirelessly behind the scenes on its launch. It's certainly going to be a key chapter in Reef-World and Green Fins' history, so watch this space!

**Together, we can make sustainable diving the social norm. Read on to find out more...**



Viv Stein-Rostaing

# ABOUT US

## MISSION

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

## VISION

A future where coral reefs are healthy and thriving.

## CHARITABLE OBJECTS

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.
3. To promote sustainable reef-based tourism practices that protect and conserve coral reefs for future generations.

# REEF-WORLD'S CORE VALUES

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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 COLLABORATE

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



## WE STAY OPTIMISTIC

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



## 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. An essential part is ensuring local communities are heard and have clear opportunities to get involved. Our work through our flagship initiative – Green Fins – has been proven to reduce threats and protect one of the world’s most valuable ecosystems: coral reefs.

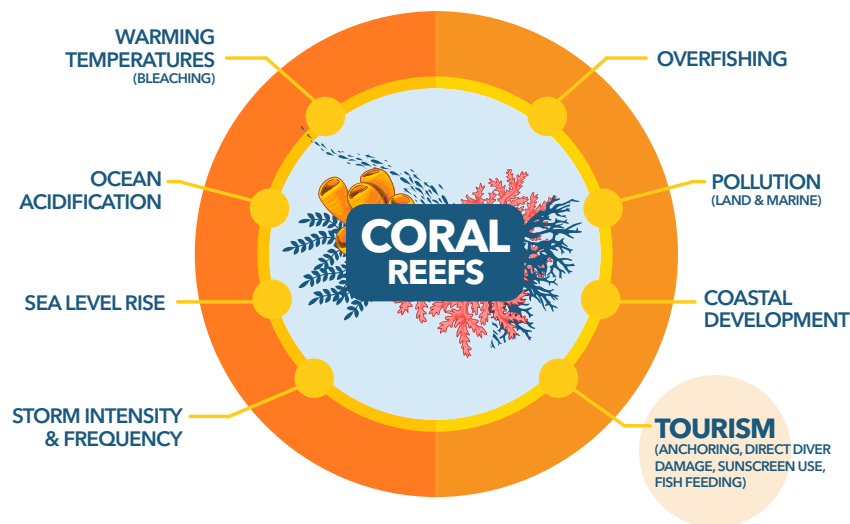


## GREEN FINS

### WHAT IS GREEN FINS?

Green Fins is an initiative developed by the United Nations Environment Programme (UNEP) in 2004 in order to increase public awareness of conserving coral reefs and reducing unsustainable tourism practices. Today, Green Fins is administered and coordinated by The Reef-World Foundation with technical advice from the UNEP and supported by a network of stakeholders, including national governments, NGOs and a global community of marine tourism operators.

## GLOBAL | LOCAL THREATS TO CORAL REEFS



At its core, Green Fins 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 encourage and empower the marine tourism industry to reduce the local direct and indirect pressures tourism puts on coral reefs, making corals healthier and more resilient to other stresses such as the effects of climate change.

## GREEN FINS:

- Is a unique and proven conservation management approach that leads to a measurable reduction in the negative environmental impacts associated with the marine tourism industry—both above and below the water.
- Offers the world's first independent certificate to stop the environmental impact from marine-based tourism.
- Protects coral reefs by providing and measuring compliance to the only internationally recognised environmental standards for diving and snorkelling.
- Encourages and empowers the marine tourism industry to reduce pressures on coral reefs by offering practical, low-cost alternatives to harmful practices.
- 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 to tourists so they are in the forefront of sustainable businesses.
- Provides a means for local communities living close to coral reefs to develop their environmental education or supplement their livelihoods.

Dive and snorkel operators that become Green Fins Members undergo an annual assessment to measure their environmental impact and ensure annual improvements. Performance is assessed 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 and weighted scoring 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.



## MAKING SUSTAINABLE DIVING THE SOCIAL NORM

Reef-World's ethos—and the purpose of the Green Fins initiative – is to 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 marine tourism industry (tourists, tour operators, governments, equipment manufacturers, etc) as well as involving and informing local communities.

This work has never been more critical for coral reefs. The intensity of climate change impacts is growing fast—in the latest Intergovernmental Panel on Climate Change (IPCC) report, we see the mounting urgency for taking climate action: “This report is a dire warning about the consequences of inaction”. Not only does that refer to the need to reduce emissions, but also the need to take drastic steps now to promote climate resilience in our ecosystems. We believe that our work empowers people to safeguard reefs, allowing them to be more resilient to the impacts of climate change and contribute to a more secure future.

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



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

We believe that inspiring, educating and empowering people who live with and rely on coral reefs to take action for ocean conservation will make a tangible difference in the protection of these delicate ecosystems. Based on sound science and over 20 years of experience in the field, our work through Green Fins delivers practical solutions for marine conservation around the world.

Green Fins has reached approximately 700 marine tourism businesses to date. These operators have pledged to comply with the Green Fins Code of Conduct to reduce their negative environmental impact in 15 key areas. Data extracted from 20 years of Green Fins implementation shows that by following the Code of Conduct, marine tourism businesses can improve their sustainable practices to protect the environment on which they rely. The initiative is currently involved with 14 countries, which are home to some of the world's most biologically important coral reef sites: Antigua and Barbuda, Costa Rica, Dominican Republic, Egypt, Indonesia, Japan, Malaysia, the Maldives, Palau, the Philippines, Singapore, Thailand, Timor-Leste and Vietnam.

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

“Though I cannot change things just by myself, with support from and cooperation with many people we can protect the environment and maintain it for future generations, I hope that by using the Green Fins Code of Conduct, we will be able to inform divers about environmental issues more effectively and enable divers to have a wonderful diving experience.”

- Yoshimi Nagahama, Onna Village Mayor (Japan)





# YOUTH AMBASSADOR PROGRAMME

Building a generation of Youth Ambassadors for reef protection in the Dominican Republic

Reef-World continues to deliver on our 3-year joint project with the TUI Care Foundation despite the pandemic challenges facing both Reef-World and our partner Reef Check Dominican Republic. The project has been granted a no-cost extension for 6 months with this project coming to an end in January 2023.

So far, the project has been able to train 1,258 Youth Ambassadors who are being inspired to champion coral reef conservation projects and lead activities within their local communities. This is in partnership with 15 schools whose communities are based on or near the coast and are either directly or indirectly dependent on the coral reefs for their wellbeing. We estimate that we have reached around 4,500 community members so far and expect this number to rise significantly as the programme continues well beyond the lifetime of the project.

This two-pronged approach programme also supports Green Fins' work in the Dominican Republic and has so far resulted in 26 assessments with 18 businesses. Monitoring of ongoing assessments with some operators demonstrates meaningful and measurable reductions in the threats to coral reefs through the improvement of environmental practices.

This includes:

**80%** reduction in contact with corals and marine life

**46%** improvement in role model behaviour

**33%** decrease in the use of anchors

**We have now directly trained 62 members of staff that work at dive centres that follow best practices for scuba diving with key conservation messages reaching approximately 4,300 tourists.**

# DELIVERING ON SUSTAINABILITY TARGETS

Green Fins currently works in 14 countries supporting governments and communities in the sustainable consumption and production of coastal resources and marine life. Our work helps these groups 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.

Green Fins has also directly delivered on 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.

### **Post-2020 Global Biodiversity Framework**

A new set of biodiversity targets will be established at the next Conference of Parties of the Convention on Biological Diversity (CBD), which was due to be held in October 2021 in Kunming, China and was postponed multiple times. Dates are now confirmed for December 2022 in Montreal, Canada under the Presidency of China.

As a member of the International Coral Reef Initiative (ICRI), Reef-World has been part of the ICRI Post-2020 ad hoc committee on the inclusion of a coral reef-related target in the Post-2020 Global Biodiversity Framework.

Through [ICRI's Recommendation](#), countries will be strongly encouraged to prioritise coral reefs through three clear asks:

1. Retain the integrity of existing coral reef ecosystems and restore around them
2. Prioritise the vulnerable ecosystems we depend on, particularly coral reefs
3. Adopt global coral reef indicators.

Reef-World will continue to work with the Green Fins network to promote ICRI's messages and encourage these targets to be clear, tangible and actionable for the protection of biological diversity.



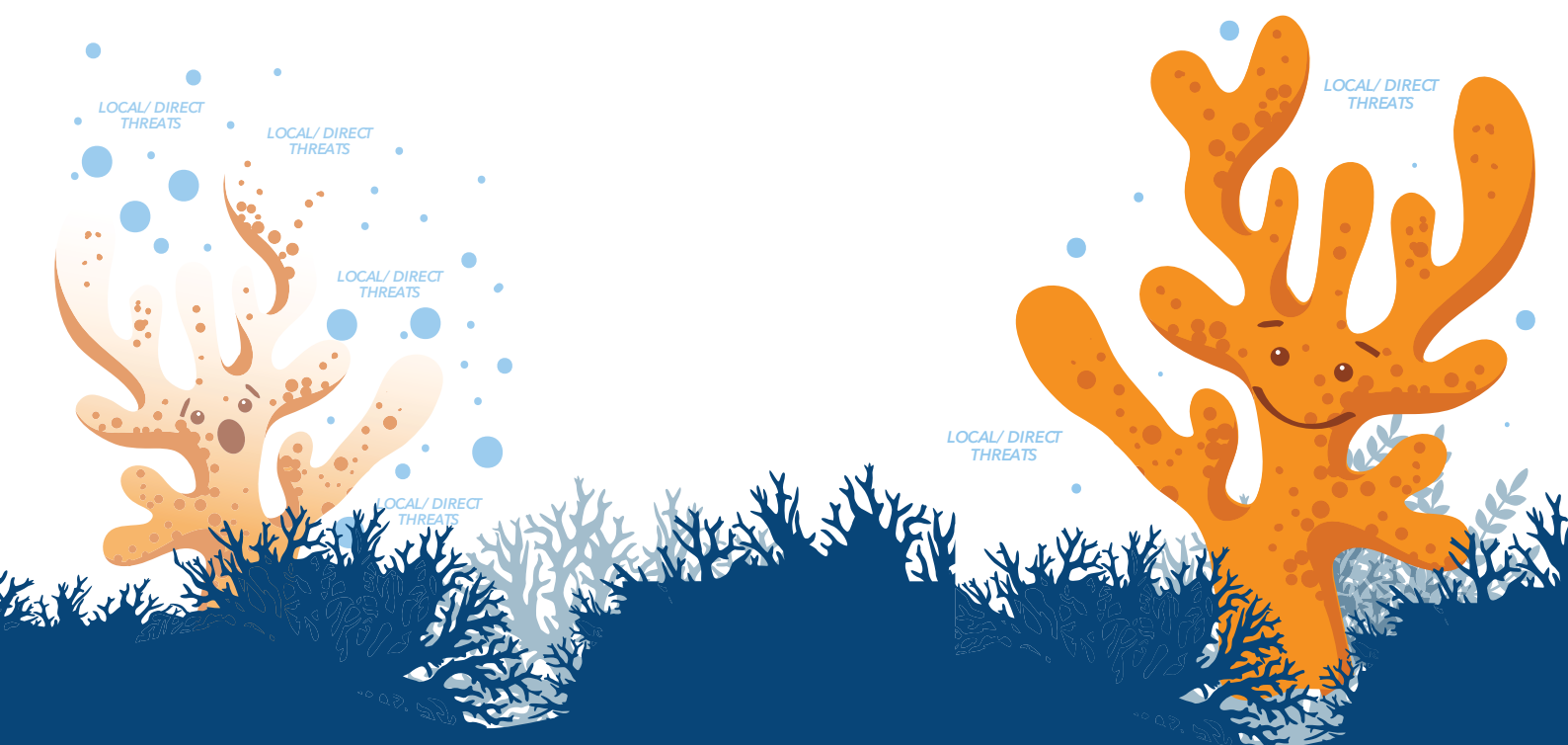


## GCRMN's recommendations

The Global Coral Reef Monitoring Network (GCRM) published the [Status of Corals of the World: 2020 Report](#), which shared findings from a global dataset, spanning over 40 years of observations from more than 12,000 sites in 73 reef-bearing countries. The findings suggest that the big coral losses over the previous 40 years were caused by mass bleaching events in 1998 (8% of the world's coral reefs), 2019 and 2018 (14% combined). However, in between these events, coral cover increased, showing that corals are far more resilient than originally assumed and can recover as long as it is given the conditions and time to do so.

The report states that, "Reducing local pressures on coral reefs in order to maintain their resilience will be critical while global threats posed by climate change are addressed." **Reef-World aligns Green Fins with these findings. We believe that by reducing the local threats of marine tourism on coral reefs, we allow these vital ecosystems to be more resilient to larger global threats, such as climate change.**

Findings showed that during the last decade, the interval between mass bleaching events has declined, meaning that coral reefs do not have sufficient time to recover. We see from this that our work is urgent and we must continue to reduce the negative impacts from marine tourism in order to preserve these ecosystems in our lifetimes.





# YEAR IN NUMBERS

27

**diving hotspots** across North and South East Asia, the Indian Ocean, the Pacific, the Caribbean, Central America and the Red Sea

14

**countries** involved with Green Fins

40

**implementing partners engaged** (national and local government agency or NGO)

59

**Green Fins assessors** globally (32% female)

7

**Green Fins assessor trainers** globally (71% female)

668

**sign ups** to the Green Fins Dive Guide e-Course

91

**sign ups** to the Green Fins Diver e-Course

11,466

**downloads** of the Green Fins tools and resources

202.4%

**increase in web traffic** on the Reef-World website

16%

**increase in web traffic** on the Green Fins website

Over the past year, Reef-World has continued to work under pandemic related restrictions. As a result, the number of sites in which we have been working around the world has reduced (from 75 to 27 sites). However, our network, reach and capacity-building impact continues to grow year on year. Our active sites are expected to grow and expand beyond pre-pandemic levels over the coming year.

A world map with a light blue background. The map is stylized with white outlines for continents and countries. There are three orange location pins: one in the Red Sea region, one in the Caribbean region, and one in the Central & South America region. The title 'THE GREEN FINS NETWORK' is written in large, bold, dark blue letters across the top of the map.

# THE GREEN FINS NETWORK

## RED SEA

- **Egypt:** The number of Green Fins operators continues to grow within Egypt thanks to the Chamber of Diving and Watersports (CDWS). Egypt also became the first Green Fins country to conduct assessments for liveaboards.

## CARIBBEAN

- **Dominican Republic:** Green Fins assessor training was conducted in Bayahibe for 4 assessors (50% female)

## CENTRAL & SOUTH AMERICA

- **Costa Rica:** Green Fins was launched, naming Costa Rica the first country in continental Americas to implement the initiative. Reef-World trained 5 new assessors (60% female).
- **Colombia:** With support from USAID, Reef-World helped adapt existing materials and awareness-raising presentations for local NGO Corales de Paz and delivered a live webinar to help raise awareness for dive centres in San Andrés and Providencia that are recovering from Hurricane Iota that damaged the islands in November 2020. Reef-World is currently seeking support to bring Green Fins to the country on a national level in line with government targets.

## ASIA AND PACIFIC

- **Japan:** Green Fins was successfully launched in Japan and saw the training of 6 assessors (33% female).
- **The Philippines:** An additional Green Fins assessor training to increase capacity with 3 new assessors (66% female) and 2 new coordinators (100% female). Reef-World attended a Green Fins national roadmapping workshop in Cebu City to plan activities until 2025.
- **Malaysia and Indonesia:** In line with national pandemic related restrictions, the Green Fins team in Malaysia and Indonesia have not been able to conduct any Green Fins activities for most of this operating year. Restrictions are now being lifted and the teams, led by Reef Check Malaysia and Coral Triangle Centre in Indonesia, are on the move and starting to once again work with the local diving communities to strengthen sustainability in line with Green Fins.
- **Maldives, Palau, Thailand and Vietnam:** The Green Fins teams are currently considered inactive due to limiting resources or capacity. As we emerge from the pandemic, Reef-World will be seeking support to rejuvenate the Green Fins network and activate Green Fins Assessor teams again.



# COMMUNICATIONS

INCREASING OUR IMPACT BY BROADENING  
OUR AUDIENCE TO INDIVIDUAL TRAVELLERS



While businesses across the tourism industry came to a halt, we took the opportunity during the pandemic to continue increasing our impact. By maintaining a close working relationship with our government, NGO and industry partners and members, we have continued to broaden our focus to also reach travellers (divers, snorkellers and swimmers) who might visit coral reefs and marine biodiversity hotspots.

Tourism plays a big part in the blue economy that combats climate change. By educating individual travellers on the importance and threats our coral reefs are facing, we believe we can help them choose and make better choices so we can all contribute to the regeneration of our planet.

We are focusing on influencing positive behaviour change among this wider audience, and 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.

We have continued to design, develop and translate Green Fins materials, posters and guidelines that extensively increase the reach of Green Fins messaging and practices globally.

“Tourism is a major economic force whose development can have a fundamental impact on societies and the environment, both positive and negative. Governments, citizens, and the private sector have a role in making tourism more sustainable.”

- Leticia Carvalho, Principal Coordinator, Marine and Freshwater Branch at UNEP



# NEW AND UPDATED MATERIALS

Reef-World is continually updating and 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 materials are:

## Environmental Best Practice for Underwater Photographers

**GREEN FINS ENVIRONMENTAL BEST PRACTICE FOR UNDERWATER PHOTOGRAPHERS**

As an operator that cares about our ocean, we ask all underwater photographers to help protect the beautiful underwater ecosystems they visit by following these best practices:

DO	DON'T
<ul style="list-style-type: none"> <li>Secure your equipment in a secure container so it won't get lost and cause damage.</li> <li>Secure the shallowest barium separator and your barium separator from being lost.</li> <li>Practice buoyancy control, breathing and photography skills. Bubbles are the enemy. Advanced buoyancy skills prevent damage to the environment.</li> <li>Be still and quiet. An active subject will not be as good as a still one. The best opportunity for a large group is when they are a group.</li> <li>As you are breathing, don't spray air into the water. This can cause damage to the environment.</li> <li>Be careful with your breath on night dives. A small bubble can cause a shark to bite.</li> <li>The guide who follows best practices will have a better experience than those who do not.</li> </ul>	<ul style="list-style-type: none"> <li>Don't touch. No matter how gentle you are, your touch can cause damage to the reef. Don't touch anything.</li> <li>Don't touch or hold onto coral. Be respectful or more hands-on to get a shot.</li> <li>Don't take too many photos of the same thing. This can cause damage to the reef.</li> <li>Don't touch or hold onto coral. Be respectful or more hands-on to get a shot.</li> <li>Don't touch anything.</li> <li>Don't touch or hold onto coral. Be respectful or more hands-on to get a shot.</li> <li>Don't touch anything.</li> <li>Don't touch or hold onto coral. Be respectful or more hands-on to get a shot.</li> </ul>

If you notice anyone not following these guidelines, please report the incident to your dive shop manager or contact the Green Fins team at [info@greenfins.net](mailto:info@greenfins.net)

[www.greenfins.net](http://www.greenfins.net) | [Facebook](https://www.facebook.com/greenfins) | [Instagram](https://www.instagram.com/greenfins) | [YouTube](https://www.youtube.com/greenfins)

## Environmental Best Practice for Snorkellers

**GREEN FINS ENVIRONMENTAL BEST PRACTICE FOR SNORKELLERS**

AS AN OPERATOR THAT CARES ABOUT PROTECTING OUR FRAGILE MARINE ECOSYSTEMS, WE ASK ALL OUR CUSTOMERS TO HELP PROTECT MARINE LIFE BY FOLLOWING BEST PRACTICES WHEN SNORKELLING:

DO	DON'T
<ul style="list-style-type: none"> <li>Use snorkels to the environment and not to the water.</li> <li>Practice your snorkel skills. If you are a beginner, practice in shallow water.</li> <li>Make sure you get out of the water when you are out of breath.</li> <li>Remove materials and gear from the beach.</li> <li>Stay behind the surface of the water to avoid contact with the reef.</li> </ul>	<ul style="list-style-type: none"> <li>Don't take more than 10 minutes to get a shot.</li> <li>Don't touch anything.</li> <li>Don't touch or hold onto coral.</li> <li>Don't touch anything.</li> <li>Don't touch or hold onto coral.</li> <li>Don't touch anything.</li> <li>Don't touch or hold onto coral.</li> </ul>

If you notice anyone breaking these guidelines, please report the incident to your operator manager or contact the Green Fins team at [info@greenfins.net](mailto:info@greenfins.net)

[www.greenfins.net](http://www.greenfins.net) | [Facebook](https://www.facebook.com/greenfins) | [Instagram](https://www.instagram.com/greenfins) | [YouTube](https://www.youtube.com/greenfins)

## Environmental Best Practice for Divers

**GREEN FINS ENVIRONMENTAL BEST PRACTICE FOR DIVERS**

AS AN OPERATOR THAT CARES ABOUT PROTECTING OUR FRAGILE MARINE ECOSYSTEMS, WE ASK ALL OUR CUSTOMERS TO HELP PROTECT MARINE LIFE BY FOLLOWING BEST PRACTICES WHEN DIVERGING:

DO	DON'T
<ul style="list-style-type: none"> <li>Use snorkels to the environment and not to the water.</li> <li>Practice your snorkel skills. If you are a beginner, practice in shallow water.</li> <li>Make sure you get out of the water when you are out of breath.</li> <li>Remove materials and gear from the beach.</li> <li>Stay behind the surface of the water to avoid contact with the reef.</li> </ul>	<ul style="list-style-type: none"> <li>Don't take more than 10 minutes to get a shot.</li> <li>Don't touch anything.</li> <li>Don't touch or hold onto coral.</li> <li>Don't touch anything.</li> <li>Don't touch or hold onto coral.</li> <li>Don't touch anything.</li> <li>Don't touch or hold onto coral.</li> </ul>

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## Community Beach Cleanup

**GREEN FINS COMMUNITY BEACH CLEANUP**

Help us keep our beach and ocean FREE OF TRASH. Everyone is welcome to take part.

Location: .....  
 Date: ..... Time: .....

We will provide: .....

Bring your own: .....

For more information, please contact: .....

[www.greenfins.net](http://www.greenfins.net) | [Facebook](https://www.facebook.com/greenfins) | [Instagram](https://www.instagram.com/greenfins) | [YouTube](https://www.youtube.com/greenfins)

## Crown-of-Thorns Sea Star Cleanup Guidelines

Version: 18 August 2022

**GREEN FINS**

**CROWN-OF-THORNS SEA STAR CLEANUP GUIDELINES**

Dealing with Crown-of-Thorns Sea Star (COTS) Outbreaks in an Environmentally Friendly Manner

[www.greenfins.net](http://www.greenfins.net) | [Facebook](https://www.facebook.com/greenfins) | [Instagram](https://www.instagram.com/greenfins) | [YouTube](https://www.youtube.com/greenfins)

## Trash Breakdown poster (updated with the latest information to include PPE)

**GREEN FINS HOW LONG DOES IT TAKE FOR OUR TRASH TO BREAK DOWN?**

Item	Breakdown Time
FRUIT/VEG	4-2 WEEKS
COMPOSTABLE WASTE	10-12 WEEKS
FISHING NETS	30-40 YEARS
LEATHER	25-50 YEARS
FOAM BODYS	80 YEARS
BATTERIES	100 YEARS
DISKETS & SANITARY PRODUCTS	450+ YEARS
POLYSTYRENE CUPS	500+ YEARS
STYRENE FOAM FOOD CONTAINERS	500-1000 YEARS
GLASS BOTTLES	1M+ YEARS
TERRA PACK DRINK CARTONS	5 YEARS
PLASTIC BAGS	10-20 YEARS
NYLON FABRIC	30-40 YEARS
TIN CANS	50 YEARS
SOFA CANS (ALUMINUM)	80-200 YEARS
PLASTIC BOTTLES	450 YEARS
PPE: SHOES, FACE MASKS, GLOVES	450+ YEARS
NON-Biodegradable RUBBER LINE	600 YEARS
PPE: GLOVES, GOGGLES, ETC.	1K YEARS

**WHY IS LITTERING BAD FOR THE ENVIRONMENT?** Litter that ends up in the sea or other natural areas is harmful. It can harm or even kill them. It also a problem for humans that get lost and are at the top of the food chain. This means that eating them can be harmful to us. Litter that ends up in the sea or other natural areas is harmful. It can harm or even kill them. It also a problem for humans that get lost and are at the top of the food chain. This means that eating them can be harmful to us.

[www.greenfins.net](http://www.greenfins.net) | [Facebook](https://www.facebook.com/greenfins) | [Instagram](https://www.instagram.com/greenfins) | [YouTube](https://www.youtube.com/greenfins)

**Japanese translation**  
(Set of 9 posters)



**Traditional and Simplified Chinese translation**  
(2 Sets of 13 posters)



**Bahasa Malaysia translation**  
(Set of 25 posters, signs & guidelines)

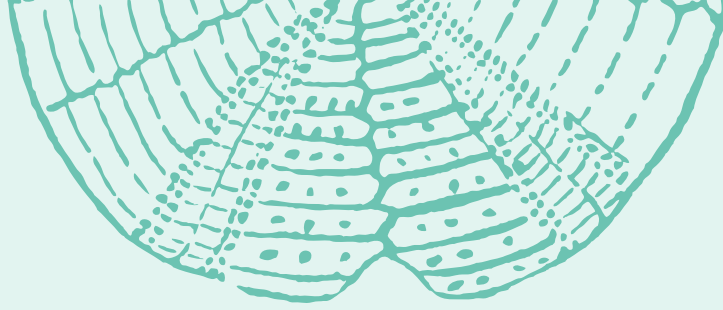


More new materials will continue to be launched in 2022 and beyond.



“Many local boatmen, compressor boys, snorkel guides, divers and snorkellers aren’t fluent in English. Also, with the restarting of tourism in Malaysia, more local tourists are travelling and exploring destinations close to home. Having the Green Fins materials in Bahasa Malaysia makes it easier to get the message across to a much wider range of people that are visiting the reefs, which could have more impact on raising awareness and taking actions to protect them. We hope this will encourage more dive and snorkel operators to use them with their guests.”

– Alvin Chelliah, Senior Programme Manager at Reef Check Malaysia



# PRESS COVERAGE

From 1 June 2021 – 31 May 2022

253

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



EGYPT INDEPENDENT

## ONLINE ARTICLES HAD:

561  
million

audiences

2.6  
million

estimated  
coverage views

8.9k

social shares

52

average domain  
authority

# WEBSITE AND SOCIAL MEDIA HIGHLIGHTS

Our social media channels are followed by **36k+** passionate scuba divers, snorkellers and marine conservation enthusiasts around the world.

 **6,863**  
Facebook fans

**147** Posts

**85,080** Impressions  
(233k average daily impressions)

**5,408** Engagements  
(580k reactions, 130 shares & 40 comments)

**6.4%** Engagement rate per impression

 **1,223**  
Twitter followers

**264** Tweets

**121,215** Impressions

**2,668** Engagements  
(1,013 likes, 332 retweets, 1,077 clicks & 23 replies)

**2.2%** Engagement rate per impression

 **3,227**  
Instagram followers

**143** Posts and Stories

**91,404** Impressions  
(250k average daily impressions)

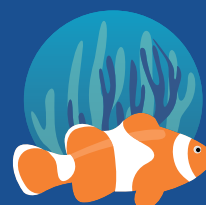
**5,985** Engagements  
(5.4k likes, 227 comments, 360 saves)

**6.5%** Engagement rate per impression

 **636**  
LinkedIn followers

 **101,843**  
Website users

**120,5971**  
Website sessions



**THE REEF-WORLD**  
FOUNDATION



# GREEN FINS



**20,646**

Facebook fans

**168** Posts

**128,770** Impressions  
(352k average daily impressions)

**6,710** Engagements  
(1.9k reactions, 634k shares & 169 comments)

**5.2%** Engagement rate per impression



**1,369**

Twitter followers

**212** Tweets

**69,410** Impressions

**1,300** Engagements  
(473 likes, 171 retweets, 621 clicks & 18 replies)

**1.9%** Engagement rate per impression



**4,440**

Instagram followers

**243** Posts and Stories

**524,862** Impressions  
(700k average daily impressions)

**10,271** Engagements  
(9.5k likes, 308 comments, 470 saves)

**4.0%** Engagement rate per impression



**2.2k**  
Facebook video views

**3.4k**  
YouTube video views



**33,721**  
Website users

**45,881**  
Sessions



**11,466**  
downloads of the  
Green Fins tools and  
resources

# FOLLOWER DEMOGRAPHICS



**GREEN  
FINS**

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

## Age

**25 - 34**  
(36.1%)

**35 - 44**  
(25.3%)

**18 - 24**  
(9.2%)

## Gender

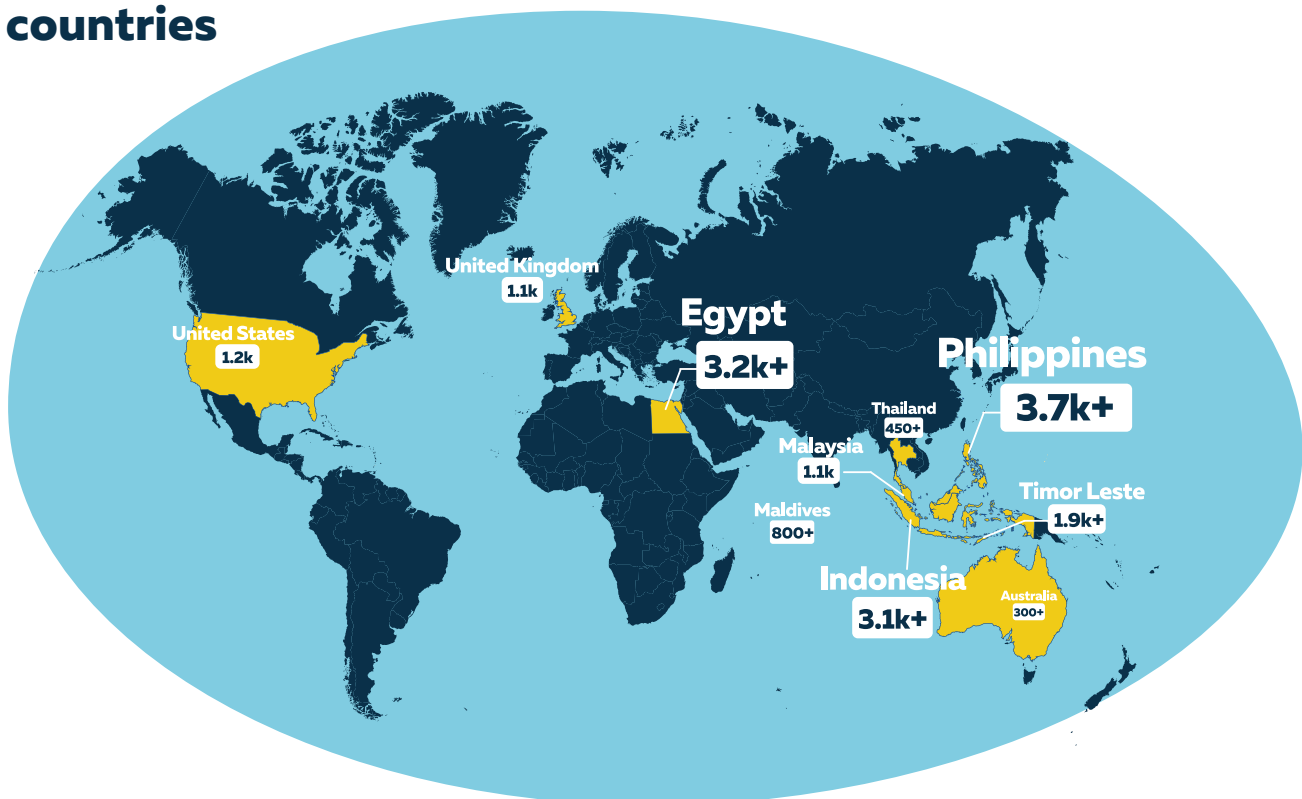


**69% Male**

**30% Female**

**1% Nonbinary/  
unspecified**

## Top 10 countries



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

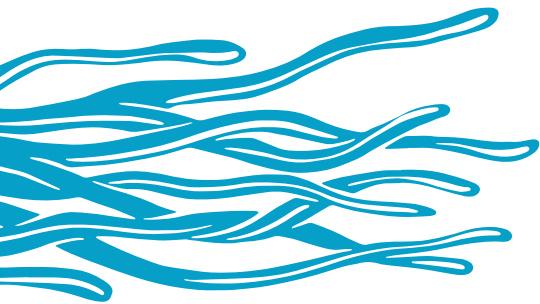


# CONFERENCES, MEETINGS & INTERNATIONAL EVENTS

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

EVENT	EVENT TYPE	COUNTRY / DATE	OVERVIEW	AUDIENCE
<b>ADEX Pixel Virtual Expo</b>	Webinar	International, virtual 8 September 2021	<p>Webinar on Green Fins Diver e-Course hosted by the Underwater 360 team. This session promoted uptake of the course to the wide audience of divers and snorkellers.</p> <p>The YouTube video can be viewed here - <a href="#">UW360 Webinar on Green Fins Diver e-Course</a></p>	<ul style="list-style-type: none"> <li>• Dive industry professionals</li> <li>• Divers</li> </ul>
<b>Green Fins introduction session</b>	Webinar	Colombia, virtual 8 March 2022	<p>Colombia based NGO Corales de Paz hosted and live streamed on YouTube a webinar with Reef-World (James Harvey), Reef Check Dominican Republic (Dr Ruben Torres) and the Director of Quality and Sustainable Development of Tourism of the Colombian Ministry of Commerce, Industry and Tourism Minister Giovani Bataglin Suarez Burgos, supported by USAID.</p> <p>The target of the webinar was to provide the owners and managers of scuba diving operators across Colombia with information on how they can make changes to their operational standards and protocols in line with Green Fins. The resources available (educational materials in Spanish and training videos) to support this uptake were shared.</p> <p>The YouTube video can be viewed here - <a href="#">How responsible dive operators can protect coral reefs in Colombia</a></p>	<ul style="list-style-type: none"> <li>• Colombia-based dive operators</li> <li>• Colombian dive professionals</li> </ul>





EVENT	EVENT TYPE	COUNTRY / DATE	OVERVIEW	AUDIENCE
<p><b>International training for developing countries on coastal and marine ecosystem management</b> (Japanese Government's ODA program)</p>	<p>Online training event</p>	<p>Japan, virtual 25 January 2022</p>	<p>Reef-World recorded a training session for the Japanese International Cooperation Agency (JICA) and the Japan Wildlife Research Center (JWRC). The training was part of the Japanese Government's ODA program to conduct international training for developing countries on coastal and marine ecosystem management for government officers from Fiji, Micronesia, Jordan and Philippines.</p> <p>The target of the session was to provide the government officials with tools to promote best environmental practice among the marine tourism operations within their jurisdictions, as well as information about how to make Green Fins membership available to these operations.</p>	<ul style="list-style-type: none"> <li>• Government officers from Fiji, Micronesia, Jordan and Philippines.</li> </ul>
<p><b>ICRI</b></p>	<p>International Coral Reef Initiative – 36 GM</p>	<p>Virtual December 2021</p>	<p>Chloe Harvey attended ICRI's 36th General Meeting. This was the first General Meeting of the United States of America's third tenure chairing the International Coral Reef Initiative. Due to the ongoing and evolving global COVID-19 situation, the 36th General Meeting was conducted online. Despite this, the Secretariat welcomed over 70 participants to the meeting across two days of productive discussions.</p> <p>3 new members were welcomed into ICRI: the Kingdom of Saudi Arabia, the Commonwealth Secretariat; and the Gulf and Caribbean Fisheries Institute (GCFI).</p> <p>A number of documents were adopted including the 2021-2024 Plan of Action, Turning the Tide for Coral Reefs as a framework document.</p>	<ul style="list-style-type: none"> <li>• Govt. officials</li> <li>• Scientists</li> <li>• Intergovernmental organisations</li> </ul>



# HIGHLIGHTS & NEW DEVELOPMENTS

## TRUSTEES

Dr. Paul Younge stepped down as Treasurer for Reef-World in September 2021. Due to personal circumstances and his confidence in the new trustees, he felt it was the right time. The Reef-World team, especially Directors Chloe and JJ, are hugely thankful to Paul for his time and guidance over his 10-year Trusteeship. Paul did so much during his time at Reef-World, his help to strengthen Reef-World's financial management during a time of growth is particularly noted. Alongside this was his guidance for introducing 360 appraisals, which have been so beneficial to the team's development. He was always enthusiastically passionate about the mission and keen to support in any way he could, including never-ending medical advice for a team travelling

to remote locations around the world. The results Reef-World has achieved during his time with us and the successes yet to come, wouldn't be possible without his support.

We are thrilled to welcome [Vic Hancock Fell](#) to the Trustee board. Through her social enterprise [Fair Development](#), Vic facilitated the Reef-World team in our strategy and theory of change development process. Vic has a huge amount of experience in supporting the governance and operations of small charities, specifically during times of growth. Her wisdom and experience will be specifically valuable as we bolster our team and trustees board in preparation for the times ahead.

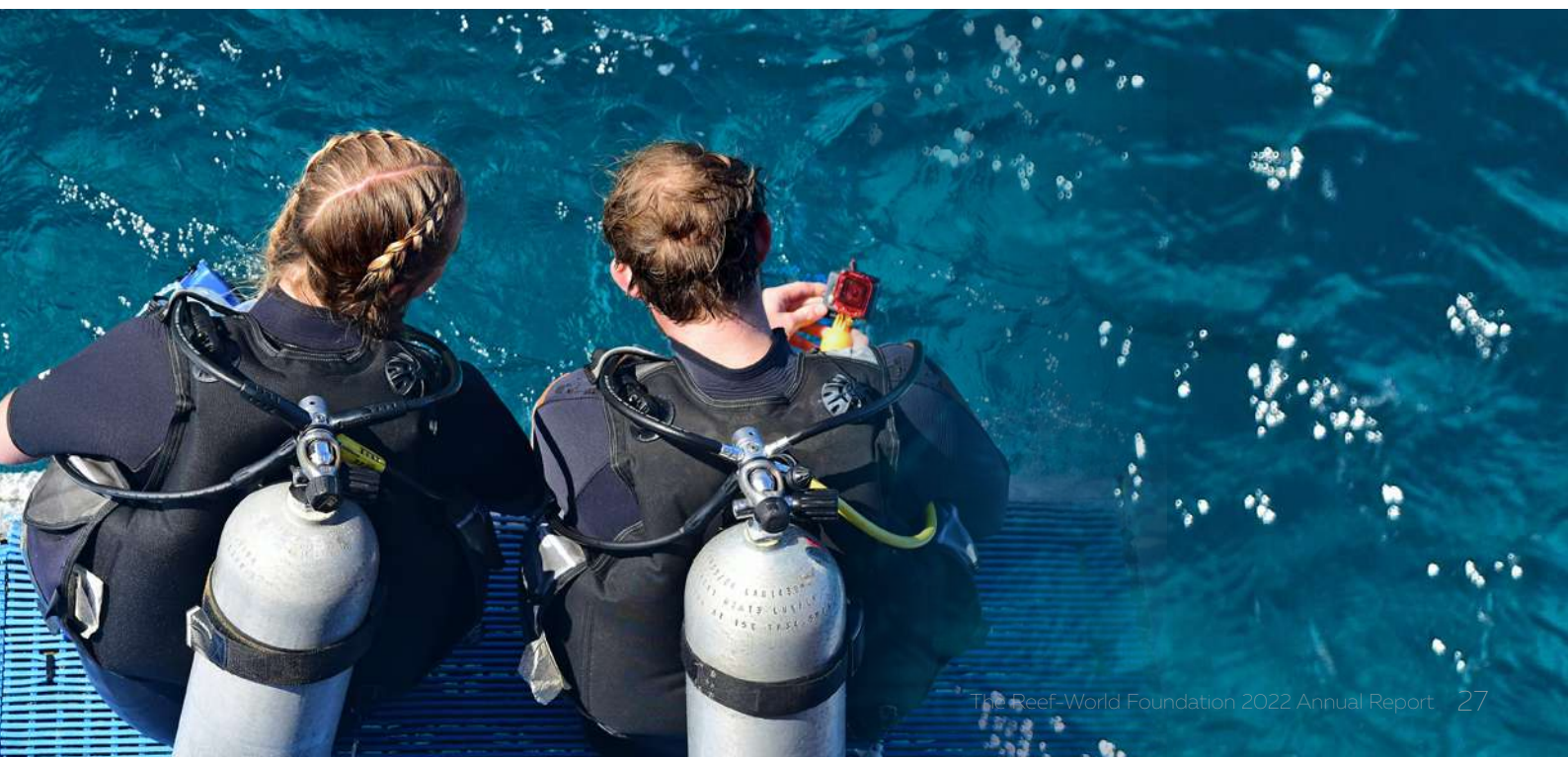
# INTEGRATING A CULTURE OF CARE

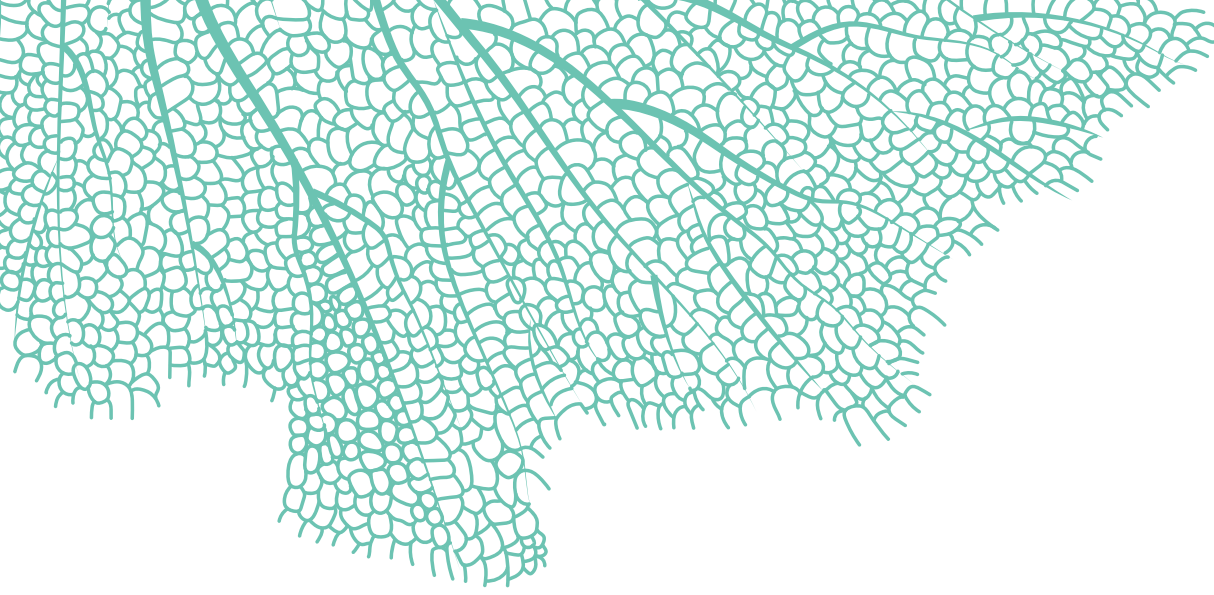
Reef-World is going through an extremely exciting time of growth in impact and scale. With this comes the opportunity to strengthen our workforce, and a risk of spreading the team too thin. The team that leads Reef-World's work is the essence of who and what we are; they are the reason we meet the incredible successes we and our network of stakeholders enjoy year on year. Stress, as a result of being part of a small team supporting a growing charity, has been exasperated by the uncertainties of living through a pandemic and working in isolated and remote conditions. As an organisation, we do not celebrate burnout and are invested in the long-term success of our team personally and professionally.

Reef-World's Directors have embarked on the Great Organisational Shakeup to make sure Reef-World continues to be a place where current and future talent choose to work. In order to inform this process we are very grateful to have gained the support of [Business West](#) who will provide us with free business consultation through the Workforce for the Future programme, to provide valuable insights into workforce development planning and recruitment strategy. We expect the shakeup to focus on three main elements:

- **Bolstering our human resources** – conducting a skills audit to inform an organisational restructuring as well as refining job descriptions to better define areas of responsibility. We will also be doing some workforce development planning to ensure we attract and retain the talent we need to achieve our long-term goals. In addition, we'll identify key areas to upskill our current workforce.
- **Strengthening processes and systems** – to reflect the needs and requirements of the organisation we're proud to be growing into. To ensure our internal communications deliver on the needs of a team of remote working champions around the world.
- **Strategy development** – to provide clear direction and accountability across the organisation. A tree is only as strong as its roots. If we're to achieve the ambitious targets we're hoping for, then the whole team needs clarity into the journey we're taking together, towards a future where coral reefs are healthy and thriving.

As we take steps to adapt and change in line with this project, prioritising a Culture of Care within the organisation sits at the heart of decision-making. Reef-World is an exemplary marine conservation organisation and is considered a leading voice on sustainability in the marine tourism sector. We are determined and fully committed to ensuring that Reef-World also continues to be an exemplary employer, attracting and retaining champions of marine conservation today and tomorrow.





## TEAM COACHING

To support our staff navigate the challenges of working remotely we engaged a coach to train the team and provide regular one-to-one coaching sessions for the team. The results have been invaluable and we're a better team for it.

## GREEN FINS REBRANDED

The Green Fins logo created in 2004 had not changed in over 18 years. However, the Green Fins initiative has changed and evolved greatly over this time. We think it's time to represent the initiative's global expansion, the evolution of its network and the inclusivity of all its stakeholders.

The rebrand comes as the urgency of Green Fins' work ramps up due to climate change impacts. At the same time, the initiative continues to grow and adapt from a simple code of conduct to an ever-expanding sustainable network throughout the marine tourism industry. The rebranding exercise also includes updating the Branding & Communication Guidelines that incorporate the different elements that make up the identities of both The Reef-World Foundation and Green Fins.

The redesign of the logo has undergone a meticulous process for an end product that represents all Green Fins stakeholders and the primary ecosystem that the network aims to protect—the coral reefs. We'd like to thank everyone involved in creating the new Green Fins logo, from the designers to the stakeholders who will be using it. You all played a key role in its creation!





## EXPANDING GREEN FINS ONLINE COURSES

July 2021 saw the launch of Reef-World's second online course: the Green Fins Diver e-Course. This digital tool was created for recreational divers to learn more about the marine environment, how to demand more sustainable practices from dive operators and reduce their environmental impact whilst diving.

The Green Fins Dive Guide e-Course, launched in 2019, underwent a content update in January 2022 in response to feedback from course participants and advice from our stakeholders. The new content includes a large marine biology section, key industry updates and the introduction of a two-year certificate expiry to ensure participants will refresh their knowledge regularly.

“The Green Fins Diver e-Course is more critical than ever to help ensure the survival of reefs and the diving industry. Divers now have a clear roadmap to champion environmental sustainability as our tourism industries build back better.”

- Gabriel Grimsditch, marine ecosystems expert at the UN Environment Programme

## UPDATING THE GREEN FINS MEMBERSHIP STRUCTURE

Reef-World continues to develop a new structure for the current type of Green Fins membership that will be launched later in 2022 – now rebranded as ‘Certified Members’. Certified Members will soon be ranked as Gold, Silver or Bronze based on their environmental performance during their Green Fins in-person assessments. There will also be a new scoring threshold as operators that are shown to pose a high risk to the environment will be required to improve their daily practices before being accepted as Green Fins Certified Members. This represents a significant yet necessary shift for Green Fins, moving towards a minimum acceptable environmental standard for marine tourism operators.



# GREEN FINS HUB AND DIGITAL MEMBERSHIP DEVELOPMENT



Demand for Green Fins membership has grown exponentially around the world in recent years. The Reef-World team has been working to create a single, online platform for Green Fins outreach called the Green Fins Hub. This platform will host the current certified membership, as well as facilitate the new digital membership for operators that don't have access to a local Green Fins team. After years of hard work, we are excited to announce that the Hub and digital membership are in the final stages of development before the official launch in late 2022. **We are immensely proud to bring this new digital tool to the marine tourism industry to inspire global change!**

## IDB BEYOND TOURISM GRANT



Reef-World is now well underway with this 2-year \$656,000 grant (finishing in February 2023) that has allowed us to design and build the Green Fins Hub leading to scuba diving centres, snorkelling businesses and liveboards having access to the Green Fins digital membership. Built by [Abstract Digital](#), software developers in the Philippines, this will lead to new members being able to access the training and solutions to threats on a global scale whilst creating a new sustainable revenue generating stream to support the growth and expansion of Green Fins certified membership.

Under this grant, Reef-World was able to bring Green Fins to Costa Rica in November 2021, the latest Green Fins country with an active national team supported by the government and NGO, Misión Tiburón. Additionally, we were able to boost capacity by training more Green Fins assessors in the Dominican Republic for Reef Check DR, who continue to implement Green Fins across the country.



## TUI CARE FOUNDATION INITIATIVE CONTINUES

Reef-World is approaching the end of this 3-year EUR 205,000 project. The project has been granted a no-cost extension for 6 months with this project coming to an end in January 2023. Despite the pandemic restrictions posing significant challenges to the project's delivery, Reef-World and the national implementing partner, Reef Check Dominican Republic, have worked extremely hard, innovating wherever possible, to ensure maximum conservation impact. See [page 10](#) for more details on the Youth Ambassador Programmes' results.

## THE ESCAPE 100

In May 2022, we were selected for [The Escape 100, 2022: Top purpose-led companies to 'escape' to in 2022](#). Beating some 13,000 other company nominations, we ranked number 6 globally thanks to our inspiring mission, positive impact and flexible working environment – ranking alongside social enterprise giants. The Escape 100 is a campaign by [Escape The City](#), which set out to find the most progressive organisations to work for.

“The mission of The Reef-World Foundation is more important now than ever: “to inspire and empower people to act in conserving and sustainably developing coastal resources, particularly coral reefs and related ecosystems”. The close-knit team are proud to be working towards a meaningful shared goal, in a high-performing and deeply supportive environment. There are opportunities aplenty to grow and develop, both professionally and personally, and the hands-on nature of the organisation means there is no danger of driving a desk all day! They are most certainly one to watch!”

- Hilary Owen, Head of Marketing at  
Escape The City





## **WEST OF ENGLAND SUSTAINABLE TECHNOLOGIES SCALE-UP PROGRAMME**


The [programme](#) will provide Reef-World with fully funded specialist business and innovation support to help accelerate our growth. The Green Fins Hub will transform the way we work, practically and geographically. The scale of the impact Reef-World has will change overnight and Reef-World wants to ensure maximum benefits from this to our stakeholders and the marine environment.

The programme will deliver a package of support from academic experts to help develop our technologies, products, services and impact model. This programme is rooted in the Centre for Sustainable & Circular Technologies at the University of Bath and will facilitate introductions to collaborate with experts from the University of Bath.

## **WORKFORCE FOR THE FUTURE PROGRAMME**

Through this programme, Reef-World has access to free tailored, in-depth support to help ensure our employees have the access to the skills, training and support needed for us to thrive and achieve our goals. We'll receive free support from Business West to ensure Reef-World can identify ongoing skills needs, attract and retain talented people, access the right training and development and invest in our current and future workforce.



An aerial photograph of five divers swimming in clear, turquoise water over a coral reef. The divers are wearing black wetsuits and fins. The water is exceptionally clear, revealing the dark, textured coral reef below. The overall scene is vibrant and serene, capturing a moment of underwater exploration.

# VOICES FROM OUR NETWORK

“It was easy for us to adopt the Green Fins guidelines, and it was attractive to be a part of a global scheme, and receive recognition for our efforts. It feels great to have made a pledge to reduce our impact on coral reefs, and we love the fact that we are a part of a community of like-minded dive centres.”

- Bryan Cunningham, Founder of DiveCarib,  
Antigua and Barbuda,  
Green Fins Member since 2019



“Green Fins has provided us with ways to communicate effectively with our staff at all levels and educate them on our philosophies regarding the environment. Green Fins also provides tools to communicate with our divers and ensure they are reducing their impact on the environment. We feel that being a Green Fins Member has given clarity to our environmental policies and allowed potential guests to see what our stance is and that we are truly committed to making a difference. This in turn has helped our business to grow, especially with guests that care about reducing their environmental impact.”

- Matt Reed, Owner of Evolution Beach and Dive Resort, Philippines,  
Green Fins Member since 2012

“The diving and snorkelling industry is an important ally to promote conservation practices on our marine and coastal ecosystems. Thanks to the industry’s natural involvement with these ecosystems, threats can be mitigated, and a more sustainable diving and snorkelling industry that follows Green Fins international standards can be established.”

- Ilena Zanella, Director of the Mision Tiburon, Costa Rica  
(Green Fins implementation partner)

“Green Fins serve as an important tool for local diving communities to move towards a more sustainable use of their dive sites; so that they can maintain their scenic beauty and biological richness to provide livelihoods for many generations to come.”

- Mauricio Mendez, Technical Director of National System of Conservation Areas (SINAC), Costa Rica

“Green Fins will help to unify all the conservation efforts in Okinawa by applying the guidelines in many areas and raising tourists awareness. We hope this will increase the sustainable value in the diving industry and in turn increase the diving standards in the country.”

- Yuta Kawamoto, CEO of Ocean+a, Japan (Green Fins implementation partner)

“Becoming a Green Fins Member has made us even more aware of how we could improve our dive centre’s efforts to eliminate any negative effect on the marine environment. While there have certainly been challenges, making eco-friendly changes across every aspect of our operation has had a profound impact on our business. Not only are we proud of our efforts, but we are also embracing the opportunity to educate our divers in any way we can when it comes to ocean conservation and general eco-friendly practices and alternatives.”

- Alex, Technical Manager of H2O Divers Dahab, Egypt, Green Fins Member since 2019



# 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; thus, raising the bar for sustainability globally.

We'd like to thank our symbiotic partners for their continued support throughout this difficult time. Their dedication and passion for sustainability is contributing to our coral conservation mission, 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 6,600 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.



[The Matthew Good Foundation](#) is supporting the development of the Green Fins Hub—a new digital platform that will host the new Green Fins digital membership.



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 developing the upcoming Green Fins digital membership.



[Professional Scuba Schools International \(PSS\)](#) continue to be a partner with an agreement being signed in 2021 with the mutual goals to enhance the overall sustainability and conservation impact of the diving industry and develop new strategies to enhance behaviour changes for the protection and sustainable use of coral reefs and associated ecosystems.



[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.



[GSTC](#) is helping to maximise Reef-World's conservation impact by promoting Green Fins solutions to its network.



[Dive O'Clock](#) has helped the Green Fins Dive Guide e-Course reach as many dive professionals as possible by promoting the course on its website.



[WildSocks](#) have designed unique coral socks for their Ocean Box selection and donated part of the proceeds to support Reef-World's work.



As a non-profit partner of the [1% for the Planet](#) global movement, Reef-World is promoted to over 4,800 companies around the world that give one per cent of their revenues to environmental causes.



**CHARITABLE  
TRAVEL**

*for charity, not for profit*

We've partnered with [Charitable Travel](#)—a travel agency that waives their commission to allow customers to donate to Reef-World or another charity of choice when booking a trip, as well as promoting [sustainable marine tourism on their website](#).



To stay current and on top of emerging threats, we have partnered with [Seven Dragons Group Ltd](#) with the joint objectives of ensuring emerging tourist destinations create a sustainable marine tourism industry, increasing awareness and implementing environmental standards for dive and snorkel operators.

**snorkelventure**

We're partnering with [Snorkel Venture](#) on three main objectives; to advance our reach for diver/snorkeller education through the promotion of the Green Fins initiative among their networks; to increase awareness and implementation of environmental standards of dive and snorkel operators, and to contribute to Snorkel Venture conservation efforts.



# THANK YOU TO OUR DONORS

## Monthly Donors

Alex Bottle  
Jonathan Holliday  
Ben Forster  
Olivia Taylor

## Individual Donors

Alexandra Bölling  
Leslie Brown  
Maria Cabada  
Laila Charlesworth  
George Cummings  
Katie Dillon  
Rosemary Donnellan  
Aoibheann Gillespie-mules  
Rachael Hodgson

Claire McCluskey  
Jessica Morton  
Peter Oostrum  
Nandini Patel  
Jason Shigenaka  
Justin Stephenson  
Jessie Turner  
Scout Wirmann







# SUPPORTING SCIENCE

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.

Reef-World is also committed to supporting science through the promotion of diving-related citizen science programmes that directly contribute toward wide-scale international scientific or management advancement. Additionally, Reef-World provides consultation and support to students studying coral reefs and the impacts of marine tourism in specific areas of research that are aligned to our programmes of work and the charity's objects.

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**

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**



# FINANCES



The UN Environment Programme is currently Reef-World’s main consistent donor. Funds are provided in support of the international coordination, communication, implementation and development of the Green Fins initiative. This year, grants have also been gratefully received from IDB Lab’s Beyond Tourism Challenge, The Matthew Good Foundation as well as some donations from the private sector.

## INCOME OF £311,722



Allocation of costs:

**Raising funds - 1.7% of total income**

**Charitable activities - 98.3% of total income**

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.

## FUNDING

(Reef-World’s central income, excluding national Green Fins budgets)

**£311,722**

## EXPENDITURE

(Reef-World’s central expenditures, excluding national Green Fins expenditures)

**£238,686**

# LOOKING FORWARDS

Regroup. Review. Amend. That's what this year has been all about. The pandemic has had a huge impact on the lives of our team and our local community stakeholders. Implementation of the Green Fins approach ground to a halt for almost two years, and only as we have reached the end of this working year have activities started to pick up again. In that time, so much has changed – the marine environment, tourism patterns, and ourselves.

We have lived through a hugely uncertain and unpredictable time. People have lost livelihoods, people have lost family and friends, people's lives have dramatically changed. As we emerge from this period, the Reef-World team has focused their attention on building a culture of care and resilience throughout their team and their networks.

There have been changes to our team - we have welcomed the most incredible Programmes Officer, brought on board a fiery and energetic Communications Consultant for the Green Fins Hub and we are embarking on a recruitment drive for yet another team member early next operational year. All of this has created a wonderful shift within a newly energised team.

This next year is looking to be unprecedented in Reef-World's history. We will launch the Green Fins Hub, an online platform which will make Green Fins available to everyone, everywhere. Our potential reach will rocket from 70+ tourism hotspots across 14 countries to thousands of sites across almost 100 countries! Not only will this scale our impact, but the potential indirect effects of this are wild.

With this online platform we will be informed on environmental impacts from marine tourism operators in sites we've never even visited. We will be able to inform policy decisions with environmental risk data in sites which are only just emerging as tourism destinations. We'll be able to showcase to the next generation of diving tourists businesses who are prioritising sustainable business models. As a result, we will create lasting and systemic change for the local businesses and communities who depend on coral reefs for survival.

The Reef-World team dreams big, and we've proven in the past that when we do so, big things happen. We're super excited about the coming year. To lead and innovate for lasting change, to continue to deliver on the needs of local communities and further secure the long-term sustainability of the marine resources they rely on.

Chloe Harvey,  
Director

The generous donations and support from the general public over the years have inspired us to continue the battle to protect our coral reefs worldwide. We thank you all for your continued support.



**THE REEF-WORLD**  
FOUNDATION



### Board of Trustees

Chair: Dr Viv Stein-Rostaing  
Vice-Chair: Vic Hancock-Fell  
Tim Good

### The Reef-World team

2006–2007: 1  
2008–2012: 2  
2013–2015: 4  
2016–2019: 5  
2019–2020: 6  
2020–2021: 6  
2021–2022: 8

### Current staff (as of 31st May 2022)

Chloe Harvey - Director  
James J. Harvey - Director  
Samantha Craven - Programmes Manager  
James Greenhalgh - Digital Strategy Manager  
Teresa Moh - Communications Officer  
Emma Levy - Programmes Officer  
Juliana Corrales - Creative Consultant (part-time)  
Florian Allgaeuer - Communications Consultant (part-time)

### Volunteers

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

HelloDive: translation and proofreading  
Kevin Clark: Green Fins Hub consultancy  
Tengku Budiman: translation and proofreading  
Tom Quigley: recruitment

### Contributors

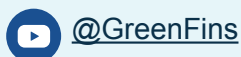
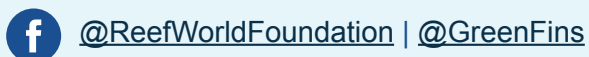
Charlie Wiseman: content development  
Anne Rutten: content development  
Aine Gavin: content development  
Mark Kelly: graphic design and materials update



## 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.



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

The Reef-World Foundation — Registered UK Charity No: 1157096



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FOUNDATION