



THE REEF-WORLD
FOUNDATION

STRATEGY

May 2023 - June 2028

PROBLEM:

Coral reefs could be gone in your lifetime – if they go, the health and well-being of people and planet go with them.



Coral reefs are under severe threat from:

1. Human activities
2. Impacts of climate change
3. Other threats such as coral disease, outbreaks of Crown of Thorn Starfish and invasive species

Without corals and related ecosystems, the ocean would lose a huge diversity of life which will affect humans too. Coral reefs are home to more than 25% of all marine life. Every second breath we take, comes from the ocean. We are intrinsically linked to ocean health.

OUR VISION IS FOR CORAL REEFS TO HAVE TIME TO ADAPT AND FLOURISH, PROTECTING THE FUTURE RESILIENCE OF OUR NATURAL WORLD.

OUR MISSION IS TO MOBILISE COLLECTIVE, URGENT AND WILFUL ACTION WITHIN THE MARINE TOURISM INDUSTRY TO PROTECT CORAL REEFS AND THE HEALTH AND WELLBEING OF PEOPLE AND PLANET.

OUR VALUES



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.



WE SEEK TO INFORM

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

OUR APPROACH

- Radical Listening – We put trust in our stakeholders and beneficiaries and let them own their knowledge and experience. We seek case studies and successes that challenge our truths and create space for us and our programmes to shift.
- Believing in the power and knowledge of local coral reef communities
- Making information accessible for all
- Blending grassroots approaches with innovation and partnerships to scale
- Mobilising willful champions to take urgent action
- Creating a bridge between science and real life at a local and global level

STRATEGIC AIMS

1. Healthy and functioning coral reef systems still exist across all tropical geographic regions in 2050.
2. Increased health and wellbeing for those who rely on coral reef resources.
3. Healthy reefs supporting livelihoods and food security for reef reliant communities.

Reef-World believes that champions within local coral reef communities around the world can solve the current coral reef health crisis. Reef-World aims to discover and listen to these champions – together we will develop and make accessible the tools and resources needed to take action to reduce local direct threats to coral reefs, thus building their resilience and health.



ORGANISATIONAL OBJECTIVES



1. Grow the people capacity of The Reef-World Foundation to a level that enables us to move closer to achieving our impact
2. Scale our reputation as the 'go to' voice in sustainable marine tourism
3. Influence systems change across all industry players
4. Increase income from existing and new sources to support the growth plans of the charity
5. Introduce new processes and systems to achieve a Culture of Care, asynchronicity, and improve productivity
6. Further develop our approach to monitoring, evaluation and learning to support programme improvements and income generation



OUR FOUNDING STORY

Anne Paranjoti (nee Miller) was a diving professional and nature lover who sought a way to quickly illuminate to snorkellers and divers what was going on underwater and give them an opportunity to directly help protect the reef system.

In 1999 Leonardo Di Caprio wanted to protect the incredible marine life he had been connected to while filming *The Beach* in Thailand. He provided Anne with funding which founded The Reef-World Foundation and supported a series of projects to empower local communities to live in harmony with their natural resources and develop sustainable livelihoods from tourism.

In the late 1990s the United Nations Environment Programme asked Anne to create a framework for the Green Fins pilot in Thailand to promote best environmental practice within the diving and snorkelling industry. From the beginning, she wanted to create something that would be open to all and provide a role for anyone that wanted to do something to protect coral reefs. Reef-World's first contract with UNEP was in 2000, and has been renewed continuously ever since to support the ongoing development and implementation of Green Fins.

Anne handed the Reef-World reins over to Chloe (nee Hunt) and JJ Harvey in 2008. They developed the training and management systems needed to transform Reef-World's projects into proven and replicable programmes which are now active across the world and supporting thousands of government, resource management, business and local community leaders to protect their marine resources.

OUR PARTNERS

PROGRAMME PARTNERS



PHILANTHROPIC PARTNERS



CORPORATE PARTNERS



OUTREACH PARTNERS



ACADEMIC PARTNER





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