

AT REEF-WORLD, WE FOCUS OUR ATTENTION ON HOW WE LIVE AND WORK TO RECOGNISE THOSE SMALL CHANGES THAT HAVE US LIVING IN HARMONY WITH OUR PLANET; WE AIM FOR ALL OF US TO BE PART OF THE SOLUTION.

Anne Paranjoti, Trustee and Founder



FROM OUR FOUNDER

This year marks Reef-World's 20th anniversary and is a good time to reflect on our work and everything we've achieved. Over those years, we have created many programmes to help others find it easier to join in with long-term conservation initiatives. At Reef-World, we focus our attention on how we live and work to recognise those small changes that have us living in harmony with our planet; we aim for all of us to be part of the solution. Our original charitable objectives have helped guide us over the years - from our early days working with the Phuket Marine Biological Centre in Thailand and the United Nations Environment Programme. We have always focused on how local people and visitors could join with larger conservation programmes and we have helped shape some of those programmes to better fit with local communities.

This year we have expanded the UN Environment's Green Fins programme into the Caribbean and improved online educational opportunities for those interested to find their own roles in reef conservation. We have supported numerous initiatives in many of the countries in which we work, such as the World Nomads Travel Film Scholarship in Malaysia. And, just recently, we have joined with TUI Care Foundation to go back to our roots with a long-running Youth Ambassador programme for coral reef conservation in the Dominican Republic.

Next year, we will continue to search for ways to help encourage and facilitate reef and coastal conservation actions around the world. One small change might be a drop in the ocean, it's true; yet our work over the years has shown that many drops do make a difference. Like the tiny coral animal - that can create one of the largest natural structures on earth - so can each of us make a huge difference if we keep searching for one thing every day that helps us live as we were meant to: in harmony with our planet's resources and each other.

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



ABOUT US



CHARITABLE OBJECTIVES

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.

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, snorkellers and related businesses, in order to achieve conservation impact on the ground and preserve coral reefs around the world.

PHILOSOPHY

Reef-World's work has been proven to reduce threats to, and protect, one of the world's most valuable ecosystems: coral reefs. By inspiring, educating and empowering the people who live with and rely on coral reefs to take a stand in the front lines of ocean conservation, we are making a tangible difference to the protection of these delicate ecosystems. 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.

Reef-World's flagship programme, Green Fins, leads to a measurable reduction in the negative environmental impacts associated with the marine tourism industry. Green Fins encourages and empowers members of the diving industry to act to reduce the pressures on coral reefs by offering dive and snorkel companies practical, low-cost alternatives to harmful practices - such as anchoring, fish feeding and chemical pollution — as well as providing strategic training, support and resources. By reducing the local direct and indirect pressures tourism puts on coral reefs, it helps make corals healthier and more resilient to other stressors, such as those associated with climate change.



THE BIGGER PICTURE

Reef-World is dedicated to supporting, inspiring and empowering governments, businesses, communities and individuals around the world to act in conserving and sustainably developing coastal resources. Based on sound science and 20 years' experience in the field, we deliver practical solutions for marine conservation around the world.

In collaboration with the UN Environment, Reef-World leads the global implementation of the Green Fins initiative, which focuses on driving environmentally friendly scuba diving and snorkelling practices across the industry. Through the Green Fins approach, Reef-World currently operates in 10 countries, supporting governments and communities in the sustainable consumption and production of coastal resources and marine life.

Our work helps these organisations 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 the following points:

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.

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.

Green Fins also directly delivers towards **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.











Convention on Biological Diversity





MAKING SUSTAINABLE DIVING THE SOCIAL NORM





Reef-World developed Green Fins in partnership with the UN Environment; supported by national governments and networks from the pioneering countries: Thailand, Malaysia, Indonesia and the Philippines. As international coordinator, we lead Green Fins' technical development on behalf of the UN Environment.

Green Fins provides the only internationally recognised environmental standards for diving and snorkelling based on a 15-point Code of Conduct and associated performance assessment system which measurably reduces environmental impact. The proven system gives marine tourism operators recommendations of how to minimise environmental impact both above and below the water. Best practice is promoted by providing this Code of Conduct, and many resources explaining how to implement the code, free of charge on the Green Fins website for both members and non-members.

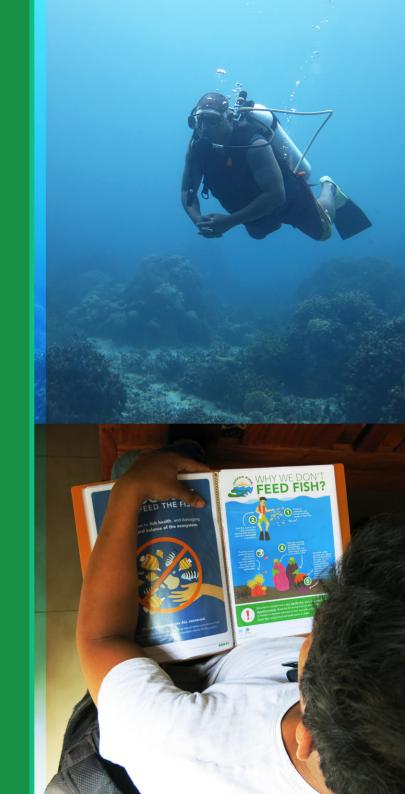
Diving and snorkelling centres are uniquely positioned to enact positive and lasting changes within their own communities and among customers. By educating and empowering them to use alternatives to unsustainable practices, we can nurture sustainable on-reef tourism activities and protect local marine habitats for the public good.

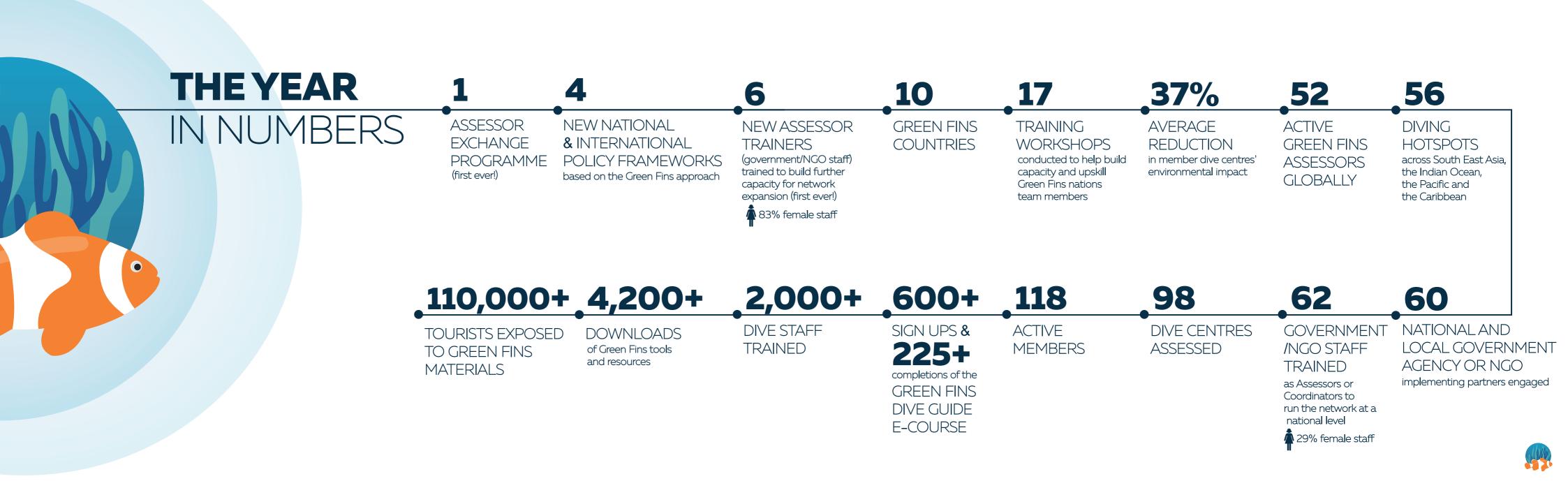
Through Green Fins, nearly 600 marine tourism businesses in 10 countries have committed, complied with and shown demonstrable improvement in 15 key areas related to negative environmental impact.

Each year, members undergo an assessment which evaluates their level of environmental impact and ensures they improve year on year. Performance is evaluated 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, based on a weighted score for each threat, to identify and mitigate risks. The assessment then enables Green Fins assessors to offer practical alternatives to the most pressing threats posed by that business. Active members are listed on Green Fins' website so tourists can pro-actively choose environmentally responsible options.

Green Fins is currently active in 10 countries, which are home to some of the world's most biologically important coral reef sites: Antigua and Barbuda, Dominican Republic, Indonesia, Malaysia, the Maldives, Palau, the Philippines, Singapore, Thailand and Vietnam.

Reef-World's very ethos - and the purpose of the Green Fins initiative - is to encourage, educate, inspire and empower people to protect their local marine ecosystems through robust, evidence-based approaches. We do not focus on one target audience; rather, we aim to have a broad influence – communicating with tourists, tour operators, governments, equipment manufacturers etc. in ways that will engage them most effectively. Through this broad influence we aim to collectively inspire the whole scuba diving industry to shift towards sustainability, making sustainable diving the social norm globally.



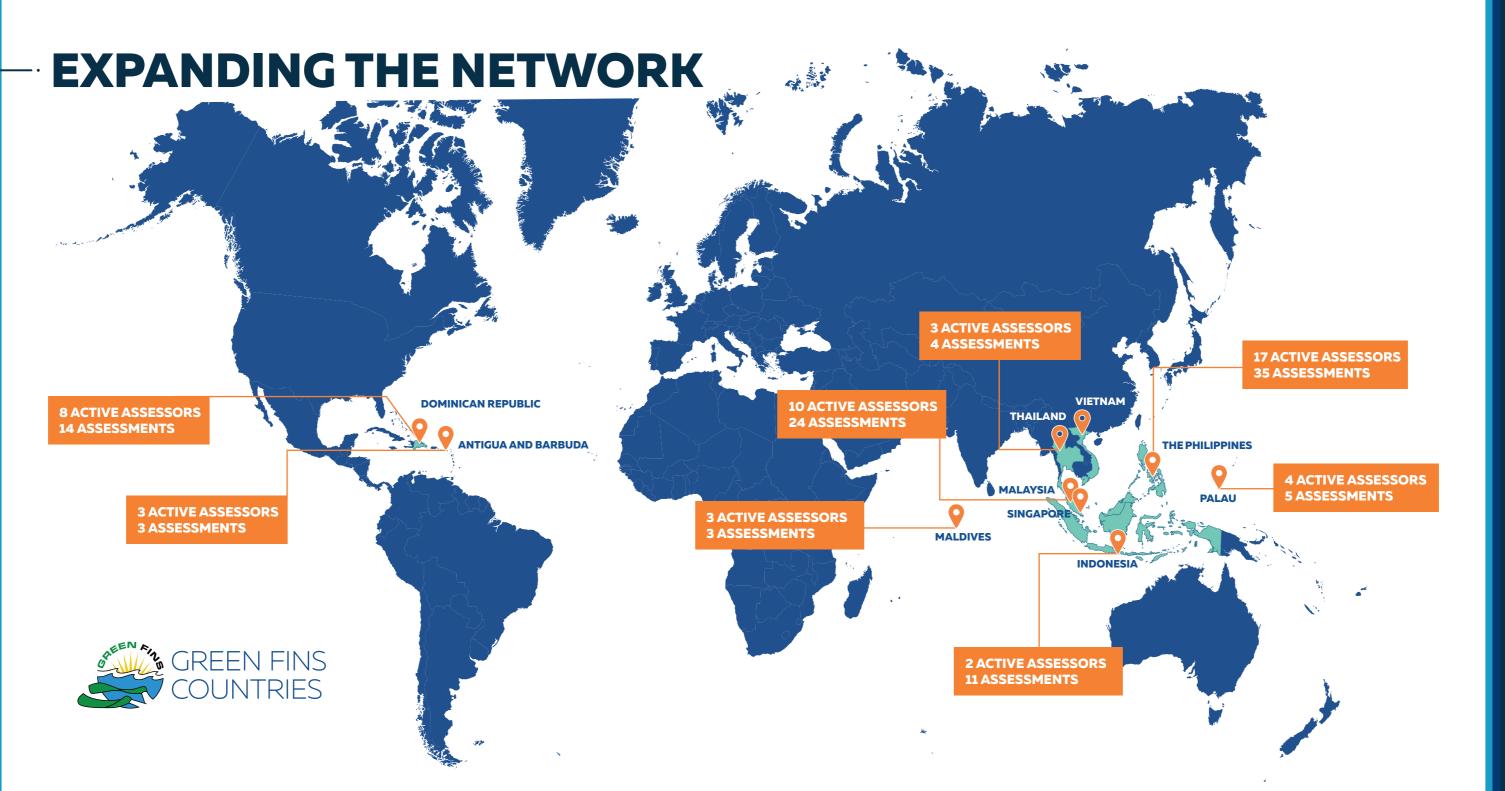


Expanded into **Antigua and Barbuda** in 2019, bringing the total number of active Green Fins countries to 10!

Caribbean: development of Green Fins in the Caribbean is getting off to a great start in Dominican Republic and Antigua and Barbuda with continued requests for implementation being received from several other countries.

- Dominican Republic: 2 training programmes completed with 8 Assessors being certified. There are now 14 active members across 10 locations, which reach around 80-100 dive staff in the country
- Antigua and Barbuda: launched in May 2019 when 3 new assessors were trained.
 6 new members certified to date.
- Continued demand for Green Fins implementation across the region with requests from countries including Barbados, Colombia, Cuba, Florida, Haiti, Jamaica, Mexico, Panama, Puerto Rico and Trinidad and Tobago.

Red Sea: following a successful scoping trip to identify present threats in the region, and funding being secured, Green Fins is due to be introduced in Egypt later in 2019.



Asia and Pacific: continued developments and capacity building in active Green Fins countries. Pilot scale implementation of Green Fins is planned for Guam,

Japan and Timor-Leste.

Indonesia: hosted the first ever Green Fins Assessor Exchange programme to inform and improve network expansion across the country.

Malaysia: Took part in the Assessor Exchange programme and continued recruitment, assessments and awareness raising. 3 Assessors qualified as Assessor Trainers (to build capacity for continued expansion) who then certified 2 new Assessors for Malaysia.

Palau: 2 new Assessors trained, 5 active members and 367 guides and instructors reached (from both member and non-member operators)

Philippines: ran 3 training programmes to certify 16 coordinators, 6 dive assessors and 7 snorkel assessors, which will significantly boost capacity in the country.

Thailand: Trained 3 Assessors in Phuket as Assessor Trainers, who then qualified 4 new Assessors for Thailand.

Liveaboards: continuing to work closely with our first ever liveaboard partner and pioneer of Green Fins for liveaboards **Explorer Ventures** to implement Green Fins across the fleet. This partnership is helping to inform how we can support other liveaboards interested in adopting Green Fins and is supporting further development of Green Fins in the Caribbean. Reef-World is now also partnering with the Blue O Two / Worldwide Dive and Sail **alliance**, which operates 16 boats across 15 countries globally. Following the development of a new company-wide environmental policy, Reef-World will prepare a roadmap for monitoring progress towards achieving these ambitious environmental goals. The new Dive Guide e-Course and upcoming Green Fins online support system are also options that will help Liveaboards identify and mitigate threats and risk to their local environment.



HARNESSING BEHAVIOUR CHANGE

As Reef-World and Green Fins continue to grow, there's an increasing need to streamline and scale up our communications. As well as helping to educate and support Green Fins members, our communications channels can help us reach new audiences, understand their behaviours and encourage them to make changes to reduce their environmental impact.

This year, Reef-World has increased its focus on how marketing processes can help us define a specific audience behaviour (for example, novice divers and snorkellers who touch, kick or step on coral), understand the reasons behind it and take steps that will successfully influence behaviour change. This has informed a new communications strategy which is being developed and implemented to raise awareness of our work and help achieve our overarching goal: to protect coral reefs through sustainable diving practices across the global marine tourism industry.

REEF-WORLD AND GREEN FINS IN THE PRESS

pieces of coverage were published showcasing Green Fins, its members and the IYOR 2018 campaign across

66 different publications,

59 of which we'd never been published in before!

Online articles had

1.2 million estimated coverage views,

12.4k social shares

and an average domain authority of **54**

This year, we were featured in publications around the world including:





















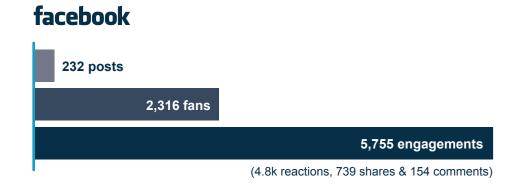




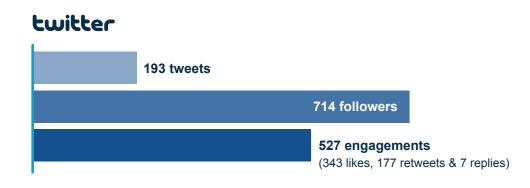


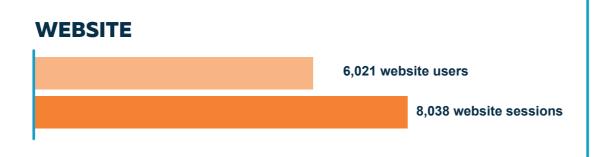
SOCIAL MEDIA & WEBSITE HIGHLIGHTS BY NUMBERS





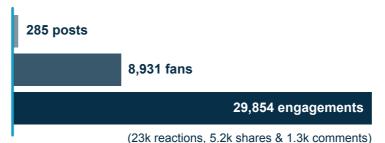




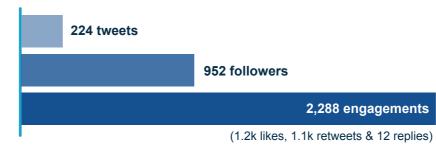








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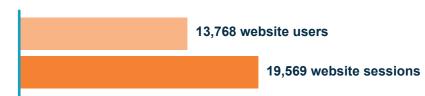




VIDEO VIEWS



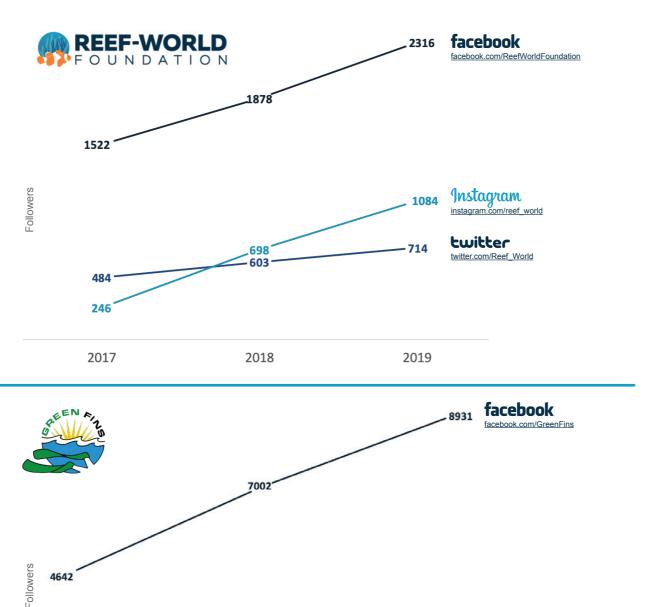
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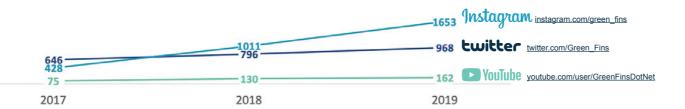




OUR FOLLOWER GROWTH







CONFERENCES, MEETINGS AND INTERNATIONAL EVENTS

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

EVENT	EVENTTYPE	COUNTRY / DATE	GREEN FINS SHOWCASED / PRESENTATION	AUDIENCE
APGRS 4 th Asia-Pacific Coral Reef Symposium	Asia Pacific Coral Reef Symposium	Philippines, June 2018	Green Fins was highlighted in four different talks and several National Green Fins team members were present.	Gov. officialsScientistsNGOsUniversity researchers
ITB ASIA	Travel Convention	Singapore, October 2018	Reef-World attended the conference to establish links with travel industry leaders and professionals	 Destinations Airlines and airports Hotels and resorts Tour operators and DMCs Travel tech companies Booking companies
Green o Bubbles	Sustainable Scuba Diving Workshop	Genoa, Italy, October 2018	Chloe Harvey, Reef-World Director, chaired several sessions about sustainable scuba diving as well as presenting Green Fins' impact on environmental sustainability to delegates.	Diver training agenciesNGOsUniversity researchersDive industry representatives
OUR OCEAN BALI, 29-30 OCTOBER 2018	Marine conservation conference	Bali, October 2018	Reef-World participated in two major coral reef events at the conference and networked with delegates to showcase Green Fins.	GovernmentsScientistsCivil society organisationsNGOsCorporate sector compan
DEMAShow.com	The Diving Equipment & Marketing Association	Las Vegas, November 14-17 2018	Green Fins was showcased at a series of seminars on building a case and capacity for ocean-conscious business models, and Reef-World provided expert insight into how businesses can be inspired to become more sustainable.	 Dive equipment manufacturers Diver training agencies Tour Operators Diving Operators ISO Diving Services Working Group

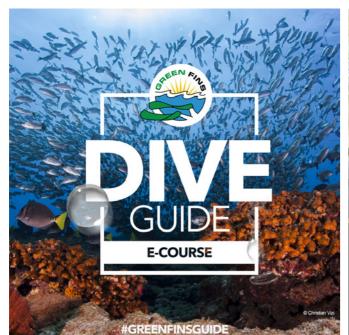




EVENT	EVENT TYPE	COUNTRY/DATE	GREEN FINS SHOWCASED / PRESENTATION	AUDIENCE
ICRI INTERNATIONAL CORAL REEF INITIATIVE	International Coral Reef Initiative – 33 GM	Monaco, December 2018	Chloe Harvey attended the ICRI 33rd GM and showcased the impact of the Green Fins IYOR communication campaign. ICRI continues to be a great platform for accessing the most current research on coral reef science and conservation, as well as connect with current and potential funders, national partners and potential Green Fins countries.	Gov. officials Scientists Intergovernmental organisations
CAUDALÍE	Media event	UK, 6-7 March 2019	As a result of our new 1% for the planet partnership with cosmetic company, Caudalie, JJ was invited to attend the launch of the company's new reef-safe sunscreen range. JJ gave a presentation explaining the work of Reef-World / Green Fins to the media attendees and talked about how the new partnership will help our global expansion.	Beauty, lifestyle and consumer press Bloggers
ANNIVERSARY CELEBRATING A SILVER MILESTONE	Scuba diving expo	Singapore, April 2019	Green Fins was showcased through the presentation of the Green Fins Award - part of the UW360 Awards, of which Chloe Harvey was a judge. Reef-World also organised and hosted two Sustainable Diving events and shared the Green Fins approach with industry representatives and members of the public through individual meetings and at the Green Fins booth. We also launched a competition in partnership with ZuBlu to raise awareness of what divers can do to reduce their single-use plastic intake.	Members of the public (mainly from SE Asia). Diving industry representatives Gov. officials Scientists Tour Operators Diving Operator Business
Pacific Asia Travel Association	New Tourism Frontiers Forum	Philippines, May 2019	Reef-World attended the conference to learn the latest insights into sustainable tourism and network with relevant delegates.	Gov. officials NGOs Businesses Intergovernmental organ
Global Sustainable Tourism Council	Webinar	Remote webinar, May 2019	Reef-World hosted a webinar to explain the Green Fins approach and how it can help organisations in their sustainability efforts.	Diving Operator Business Travel industry represent NGOs Gov. officials Corporate sector



NEW DEVELOPMENTS





This year, Reef-World launched its new **Dive Guide e-Course**.

This free online course is designed to help dive professionals reduce the negative impacts of scuba diving on the underwater environment and conduct more environmentally friendly dives. It's the only course in the world which teaches dive professionals how to prevent diving-related damage to coral reefs by following the highest environmental standards, as set out by Green Fins. Dive professionals can take the course whether or not their dive operator is a Green Fins member. Students can opt to donate (£19) and receive an electronic certificate of completion and further support our work. The launch has already been a huge success with over 500 sign ups in the first two months alone.

"The Green Fins Dive Guide e-Course is the most important and innovative program to advance sustainable diving that's come along in years, perhaps ever." - Alex Brylske, President, Ocean Education International and Sustainability Editor, Dive Center Business and Dive Training magazine



Train the Trainer Programme

2019 also saw the successful pilot of the Green Fins "Train the Trainer" programme; the first of its kind in the world in the 11 years Green Fins has been adopted as a management approach by participating governments. The independence, and subsequent operational sustainability, this offers these experienced country teams to meet industry demand is a huge leap forward for the initiative. As part of the programme, Reef-World has successfully certified three new Green Fins trainers in Malaysia and three in Thailand. These six champions of the Green Fins network are now qualified to train new Green Fins assessors in country; building capacity for the initiative's continued expansion in each country.

"I think the course was very useful because, on the national level, we have built capacity of people to be trainers; it's like planting one tree which then grows fruit to spread." - Petchrung Sukpong, Green Fins Assessor Trainer Thailand

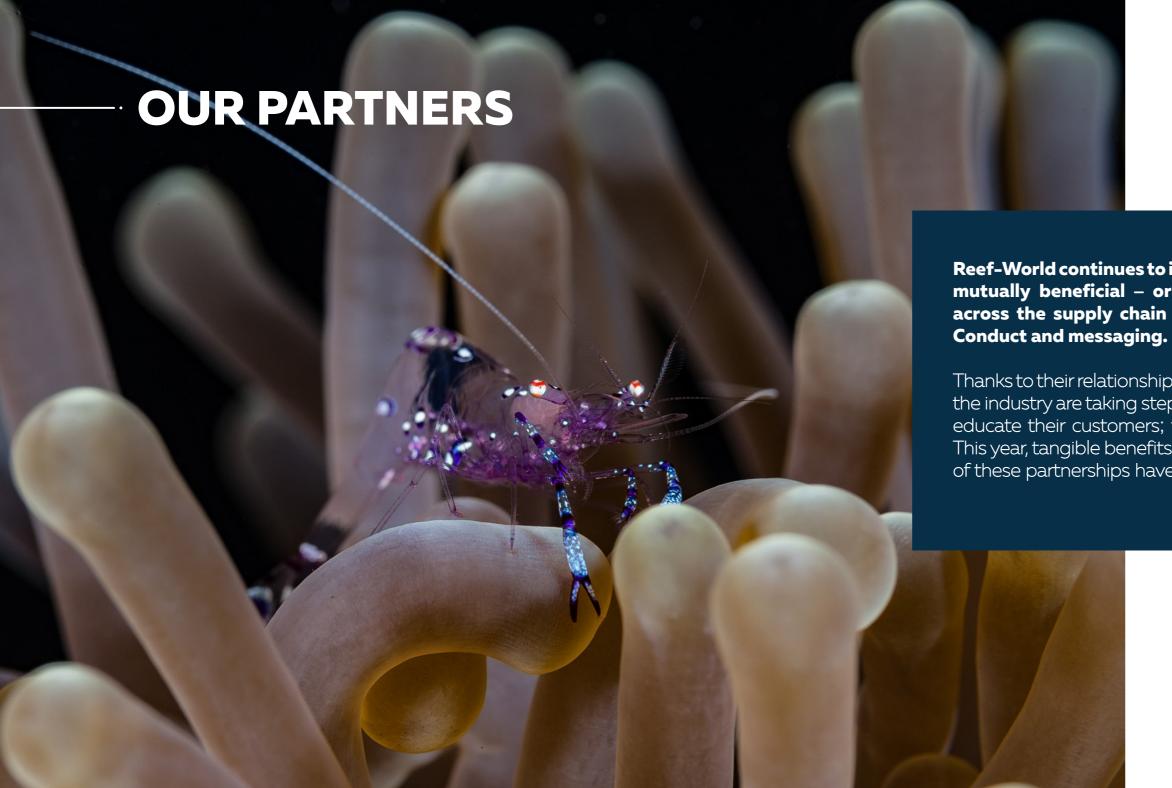


Assessor Exchange Programme

The Indonesian Assessor team hosted an Assessor Exchange programme, welcoming Alvin who is an Assessor from Malaysia. Together they conducted assessments, Alvin delivered a workshop on how they have integrated Green Fins with national government processes in Malaysia, and shared lessons. All participants found the experience very valuable.

"The exchange was valuable for my role and organisation to implement the Green Fins programme in Indonesia. Lessons learned from Green Fins Malaysia included implementation of assessments and training, member management, dealing with critical issues, programme expansion, assessor recruitment, and working together with government and dive centres" – Marthen Welly, Green Fins Assessor Indonesia





Reef-World continues to influence the wider diving industry by forging mutually beneficial — or symbiotic — partnerships with businesses across the supply chain to drive uptake of the Green Fins Code of

Thanks to their relationship with Reef-World, pioneering businesses across the industry are taking steps to improve their environmental practices and educate their customers; thus, raising the bar for sustainability globally. This year, tangible benefits for the ocean that have come about as a result of these partnerships have included:

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 dive staff and divers. As a strategic partner with 6,500 dive centres globally, PADI can have a considerable conservation impact globally through the Green Fins initiative.



The Way the World Learns to Dive®

Reef-World has been accepted as a non-profit partner of the 1% for the Planet alliance of more than 1,200 member companies in 40 countries that give one percent of their revenues to environmental causes. This increased visibility among 1% for the Planet members has already resulted in a partnership with cosmetic company Caudalie which has helped fund Green Fins implementation in Antigua and Barbuda. This partnership came about thanks to consultative advice Caudalie received from its strategic advisors from PUR Project.





Explorer Ventures Liveaboard in the Caribbean has continued its support as the first liveaboard to adopt the Green Fins Code of Conduct. The company has now launched its Dive Green sustainability policy which includes policies in line with Green Fins advice.







A new partnership was forged with the Blue O Two / Worldwide Dive and Sail alliance of liveaboards to support in the development and uptake of a company-wide environmental policy. The partnership will draw upon Reef-World's expertise and networks to design a roadmap to achieve the company's ambitious environmental goals, provide practical solutions and support organisational capacity and monitoring of successes.



Professional SCUBA Schools International (PSS) has provided support which has enabled the creation, launch and ongoing maintenance of the Green Fins Dive Guide e-Course.



ZuBlu, a dive holiday booking platform, provides the opportunity for guests to donate to the Green Fins initiative. When a booking is made with a Green Fins member, these donations are also matched by ZuBlu. At this year's ADEX 2019, Reef-World organised and ran a #wediveforchange contest with ZuBlu; highlighting the effects of plastic pollution on the ocean and encouraging divers to choose environmentally friendly dive centres. The competition, which was incentivised by a money-off offer for a dive holiday booking, reached 800+ people with tips on how to decrease their plastic use.



Equipment Manufacturer Fourth Element has been continuing to support Reef-World in setting industry sustainability standards. As well as its compostable packaging and wetsuits made using recycled 'ghost' fishing nets, Fourth Element has now added a label for their gloves warning divers not to touch any marine life.

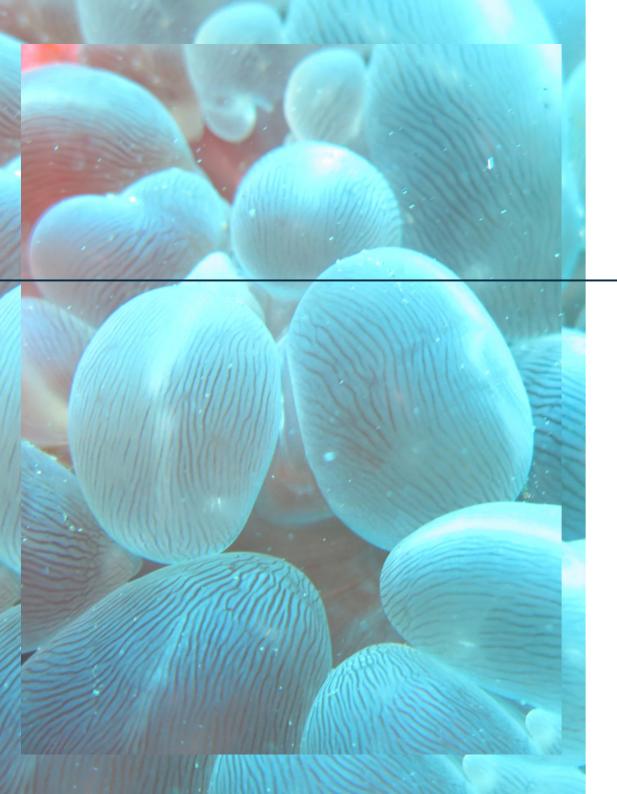


Pioneering resort Six Senses Laamu is continuing to use Green Fins as an educational tool and, in collaboration, we have released engaging visuals and video to help educate other resorts and the general public about sustainability best practice.

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 partners' businesses which help to achieve the UN Sustainable Development Goals.







SCIENTIFIC PUBLICATIONS

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







All decision-making regarding programme development is underpinned by sound science.

As new issues emerge (e.g. the negative impact of chemicals regularly found in sunscreen on coral reef health) the Reef-World team 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.

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

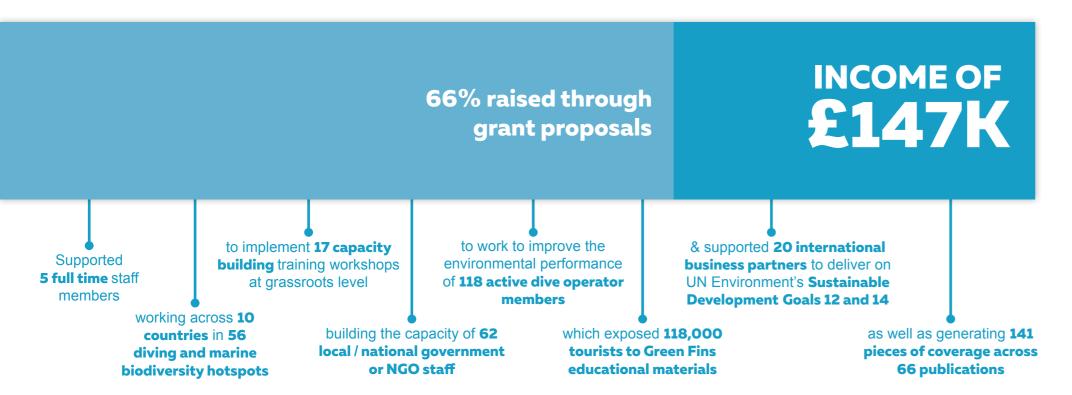
In 2016 Reef-World published a scientific paper demonstrating the environmental impact of Green Fins in peer reviewed journal Environmental Management

Recreational diving impacts on coral reefs and the adoption of environmentally responsible practices within the SCUBA diving industry

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 The Regional Activity Centre for the Protocol Concerning Specially Protected Areas and Wildlife for the Wider Caribbean Region.



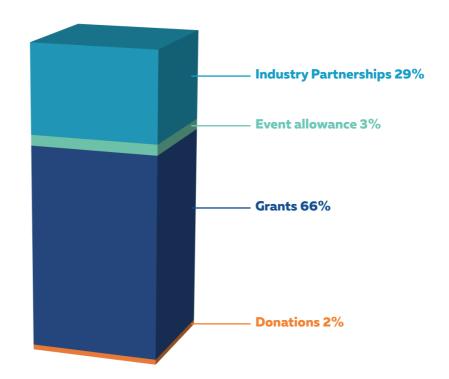


Please note, Reef-World's reporting covers income and expenditure for the charity's management of the Green Fins initiative. This does not include the budgets of each national team, which is managed independently by the relevant country team.

FUNDING

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

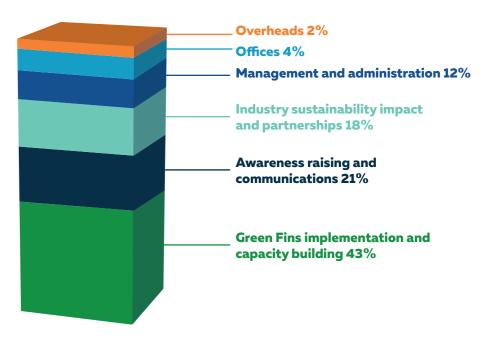
Total: £ 147,333 GBP



EXPENDITURE

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

Total: £ 125,311 GBP





- LOOKING AHEAD

2020 will see Reef-World continue our efforts aim to inspire widespread behavioural change and reach our goal to make sustainable diving the social norm globally. Further expansion of Green Fins to more sites across our destinations in South East Asia, the Pacific, the Red Sea and Caribbean will make sustainable diving practices more widely available in tourism hotspots. What's more, several new Green Fins countries are coming soon with Egypt due to launch in September 2019 and plans for Green Fins expansion in Japan, Guam and Timor-Leste well underway.

In response to a growing global demand, we're also working on testing the viability of an online support system, which would allow us to provide training and bespoke environmental consultation to thousands of businesses, whether or not they are in an active Green Fins location.

Following a particularly successful ADEX 2019, we will continue to work with industry leaders and corporate partners on future events that help businesses transparently discuss successes, challenges and learnings and improve their journey towards sustainability. We'll also continue to work closely with our symbiotic partners – both existing and new – to help businesses become more sustainable while helping secure long-term financing for global Green Fins efforts.

With so much exciting activity underway, we're now also scaling up our global communications efforts to keep our members and followers updated and reach new potential supporters. We'll be continuing to work closely with the UN Environment on programme development and communications campaigns that inspire widespread behavioural change and continue to drive us towards our goal of making sustainable diving the social norm globally.

The generous donations and words of encouragement from the general public over the years have really encouraged and inspired us to continue the battle to protect our coral reefs around the world, we thank you very much for your continued support.



THE REEF-WORLD TEAM



Reef-World full time staff

2006 - 2007: 1 2008 - 2012: 2 2013 - 2015: 4 2016 - present: 5

Chloe Harvey, Director
James J. Harvey, Director
Samantha Craven, Programmes Manager
Melissa Hobson, Communications Manager
Klementina Dukoska, Global Partnerships Manager
Juliana Corrales, Creative Consultant
Ankaret El Haj, Intern
Aine Gavin, Intern
Anne Rutten, Intern

Board of Trustees

Chairperson and Founder - Anne Paranjoti
Secretary / Marine Science Advisor - Dr Viv Stein-Rostaing
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Trustee - Andrea Leeman





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The Reef-World Foundation
Bwthyn Banadlen, Brynteg, Anglesey, LL78 7 JH, UK
+44(0) 1248 852 327
info@reef-world.org | reef-world.org