



# ANNUAL REPORT

1 JUNE 2020 - 31 MAY 2021

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# FROM OUR FOUNDER

After 20+ years of hard work and dedication to the communities that we serve, our Founder and Trustee Anne Paranjoti has decided to move on to a new chapter. Anne's strong community focus, ambitious vision and ethos has been embedded within the Reef-World team, and will continue to guide us and our work forever. Reef-World's successes will always flow directly from Anne's powerful and forward thinking leadership. We thank her for her guidance and support all these years. Below are her departing thoughts as she moves on to new ventures:

A coral reef lives in nutrient-poor waters. That is why those that make up the reef community become good at holding onto resources. Reef communities create an ecosystem that is highly efficient at capturing, using and maintaining nutrients in many ways. The resources that reefs need to be healthy are similar to the resources that we need to live a good life in harmony with our environment.

If we are mindful, and take time to think what we really need, we can consider what a sufficiency economy might look like for ourselves and for the future; sharing rather than taking; collaborating rather than competing. We might think of the impact of our activities on the world and other people around us. We might wonder whether what we did yesterday is still good for today and tomorrow.

Reef-World and Green Fins have come a long way in 20 years and continue to impact around the world – a good example of both large scale activity, and local action. Where visitors meet with local communities, tourism can provide resources in the form of funds from jobs and opportunities to shape the future through grants and programmes. When local communities are able to access funds, and given a voice to shape conservation programmes, they are empowered to be part of the long-term conservation of the world around them. They are part of the creation of solutions. They have a chance to lead and be listened to.

Community conservation is at the heart of Reef-World and Green Fins. Activities and initiatives that link communities around the world and provide open access to resources are a key part of a good future. We all have interesting days ahead. After a pandemic that has impacted all over the world, we know we have to face up to changes together and with the right view in our hearts, no matter what we start with today, we can do anything.



A handwritten signature in blue ink, appearing to read 'Anne Paranjoti'.

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

# ABOUT US



## 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.

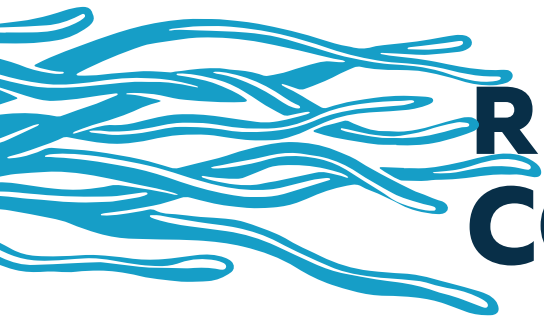
## MISSION STATEMENT

“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 for Green Fins 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.





# REEF-WORLD'S CORE VALUES

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

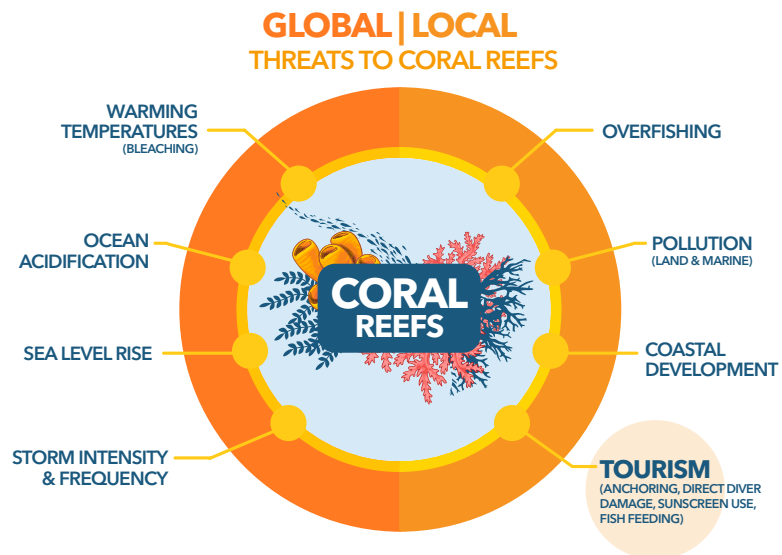


As a charity, we are recognised as the leading voice on practical sustainability solutions for the scuba diving and snorkelling industry; driving sustainable behaviours for environmental protection. Our work through our flagship initiative – Green Fins – has been proven to reduce threats to, and protect, one of the world’s most valuable ecosystems: coral reefs.

# WHAT IS GREEN FINS?

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

At its core, the Green Fins approach 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 encourages and empowers the diving industry to reduce the local pressures tourism puts on coral reefs, which helps make corals healthier and more resilient to other stresses.



## GREEN FINS:

- is a proven conservation management approach
- leads to a measurable reduction in environmental impacts associated with marine tourism
- encourages and empowers the diving industry to act to reduce the pressures on coral reefs
- protects coral reefs by providing – and measuring compliance to – the only internationally recognised environmental standards for diving and snorkelling
- helps marine tourism operators minimise environmental impact both above and below the water
- offers marine tourism companies practical, low-cost alternatives to harmful practices such as anchoring, fish feeding and chemical pollution
- 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 so tourists can choose environmentally responsible operators

Dive and snorkel operators who become Green Fins members undergo an annual assessment to evaluate their environmental impact and ensure year-on-year improvement. 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, using a weighted score 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 encourage, 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 scuba diving 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 are growing fast, and although the latest Intergovernmental Panel on Climate Change report was released after the dates of this reporting period, it sets a sober and solid foundation for reducing local threats to coral reefs. The report calls the current climate situation a 'code red for humanity'. Never before has this panel used such dramatic or urgent language. Whilst there is a broad range of solutions needed to tackle the impacts of a changing climate, we believe that reducing local threats to reefs (such as those posed by the marine tourism industry) allows reefs to be more resilient to these impacts.

The lives of coastal communities are closely tied with the sustainability of marine ecosystems. Local communities with access to environmental information and tools – such as the Green Fins Dive Guide e-Course and scholarship fund – 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 own communities and among customers. By educating and empowering them to use sustainable practices, we can nurture responsible on-reef tourism, listen and learn from local communities and protect marine ecosystems for future generations.

Our work is inspiring, educating and empowering these people who live with and rely on coral reefs to take a stand in the front lines of ocean conservation. In doing so, we are making a tangible difference to the protection of these delicate ecosystems. Based on sound science and over 20 years' experience in the field, our work through Green Fins delivers practical solutions for marine conservation around the world. We are dedicated to supporting, inspiring and empowering governments, businesses, communities and individuals around the world to protect their precious underwater ecosystems.

Through Green Fins, around 600 marine tourism businesses have committed, complied with and shown demonstrable improvement in 15 key areas related to negative environmental impact. The initiative is currently involved with 13 countries, which are home to some of the world's most biologically important coral reef sites: Antigua and Barbuda, 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.

“In the new era of tourism, we not only have to build back greener, but we need to “build back bluer”, as stated by Palau’s President Tommy E. Remengesau Jr., at the UN General Assembly Meeting this September 2020. The Green Fins program is a guide that will help Palau to rise to the challenge on RESTARTING tourism in a sustainable and equitable manner.”

Kevin Mesebeluu,  
Director, Palau Bureau of Tourism (2020)

# DELIVERING ON SUSTAINABILITY TARGETS

Green Fins currently works in 13 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.

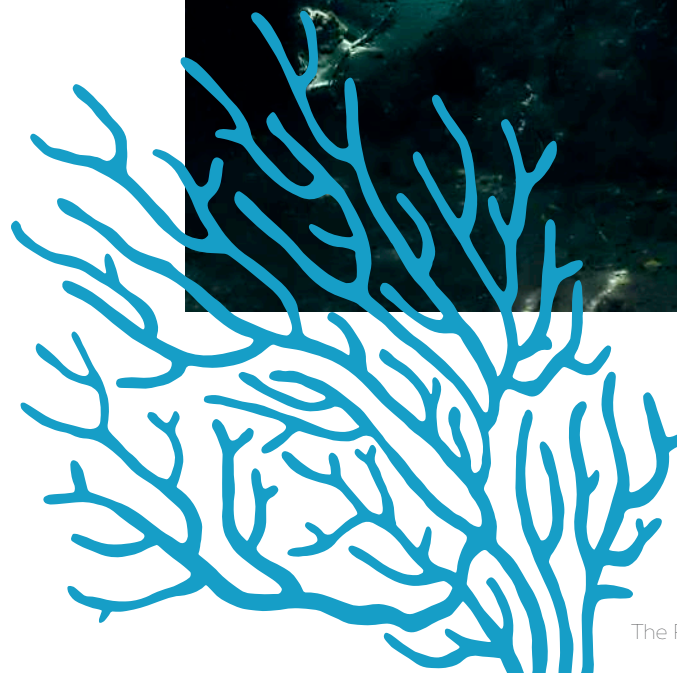
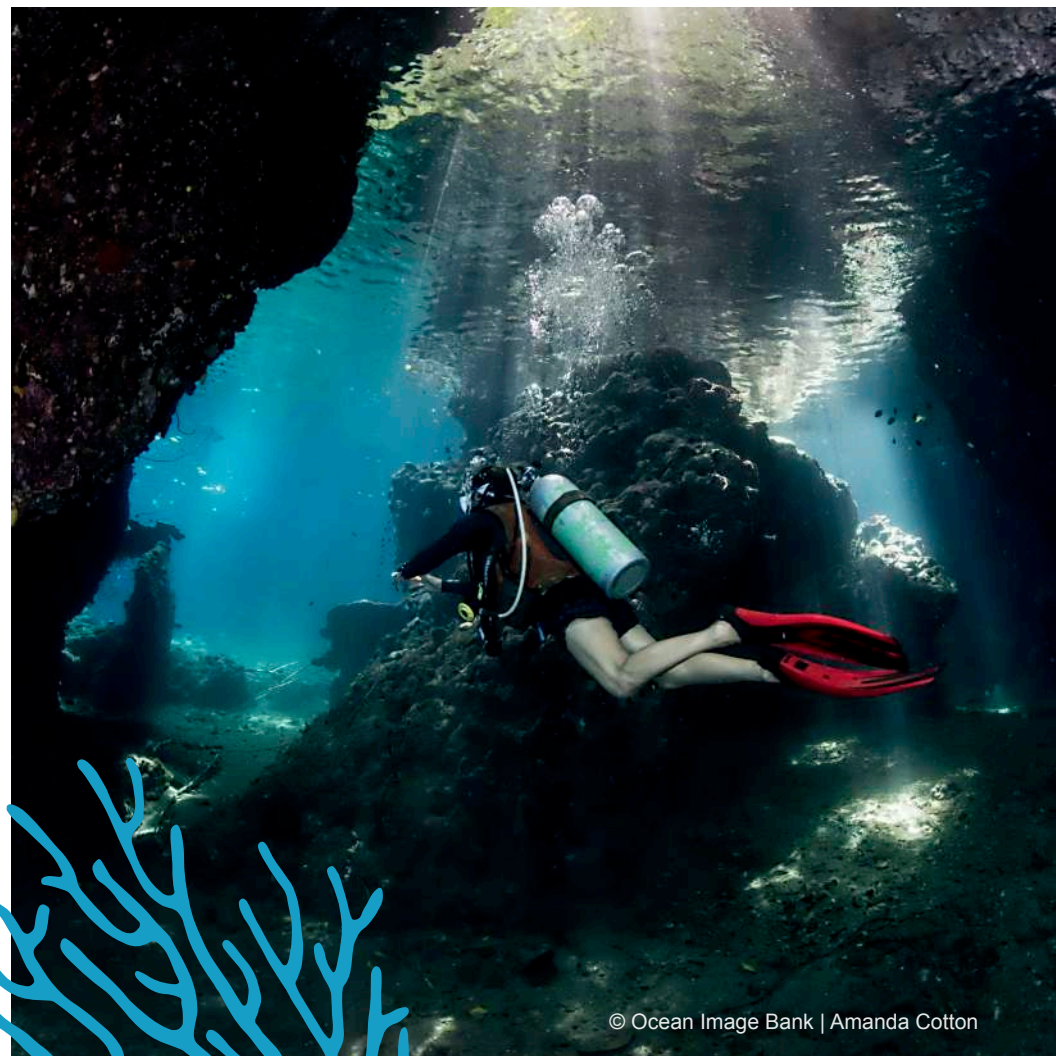
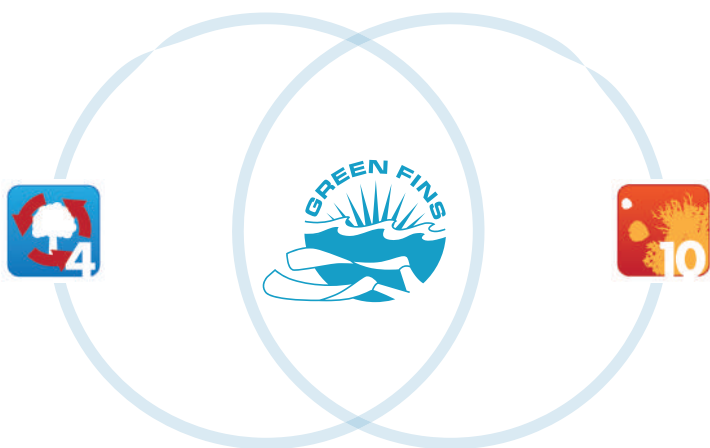
Green Fins has also directly delivered on the **Convention of Biological Diversity: Aichi Biodiversity Target 10** - by reducing anthropogenic pressures on coral reefs - and towards Aichi biodiversity Target 20 by helping the private sector take responsibility for, and meaningfully contribute to, coral reef conservation.

### **Aichi Biodiversity Target 10**

“By 2015, the multiple anthropogenic pressures on coral reefs, and other vulnerable ecosystems impacted by climate change or ocean acidification are minimised, so as to maintain their integrity and functioning.”

### **Aichi Biodiversity Target 20**

“By 2020, at the latest, the mobilisation of financial resources for effectively implementing the Strategic Plan for Biodiversity 2011-2020 from all sources, and in accordance with the consolidated and agreed process in the Strategy for Resource Mobilisation, should increase substantially from the current levels. This target will be subject to changes contingent to resource needs assessments to be developed and reported by Parties.”



## 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), due to be held in October 2021 in Kunming, 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 by including clear, specific and actionable indicators in the Global Biodiversity Framework, which will lead to better interventions aimed at improving reef integrity, quality and function.

Reef-World has been an active member of the corresponding communications sub-group of the ad hoc committee, working with other ICRI members to promote the Recommendation and secure uptake by governments during the Convention on Biological Diversity.

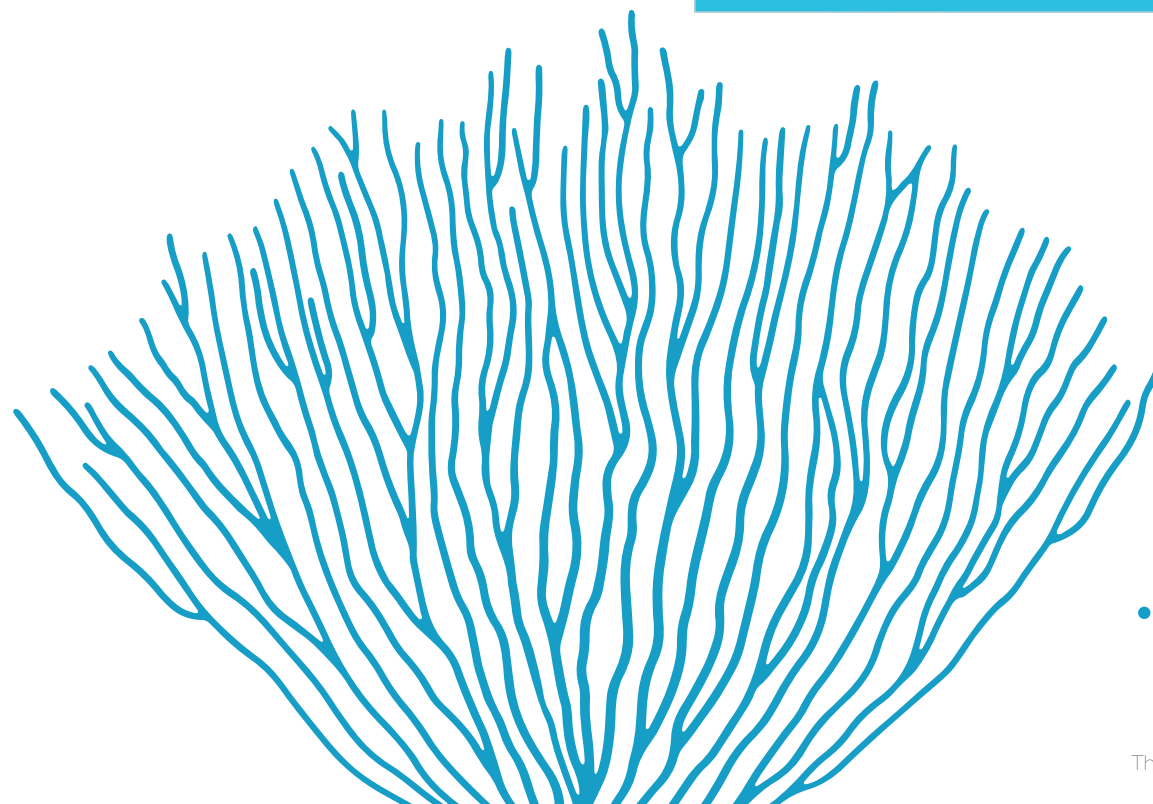


**We are now facing Paradise lost, but if you give up, it's over. There are still enough healthy areas in our oceans, particularly coral reefs, to give us hope. Protect the natural systems as if your life depends on it because it does! Our lives do depend on making peace with nature.**

**Dr. Sylvia Earle**

PIONEERING MARINE BIOLOGIST & EARTH ACTIVIST

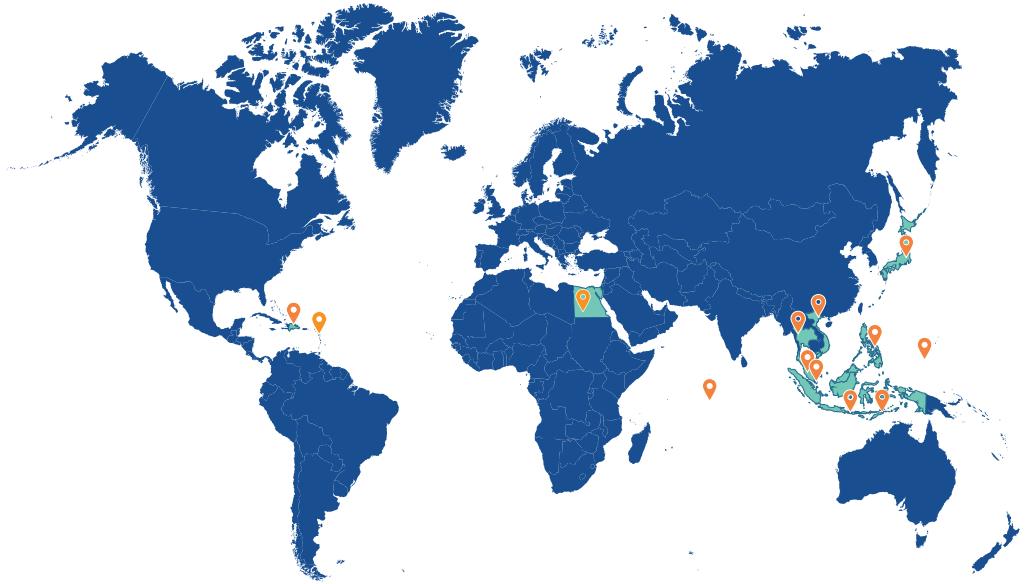
[WWW.CORALPOST2020.ORG](http://WWW.CORALPOST2020.ORG)



# YEAR IN NUMBERS

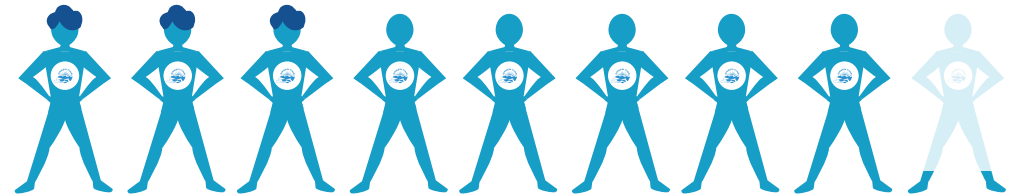
**75** diving hotspots across South East Asia, the Indian Ocean, the Pacific, the Caribbean and the Red Sea

**13** countries involved with Green Fins



**32** national and local government agency or NGO implementing partners engaged

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



 = 10

**6** active Green Fins Assessor Trainers globally (67% female)



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

**15.3%** increase in web traffic on the Green Fins website



**181.75%** increase in web traffic on the Reef-World website



**13,649** downloads of the Green Fins tools and resources

# THE GREEN FINS NETWORK

## CARIBBEAN

**Momentum of Green Fins is strong:**

- **Dominican Republic:** The TUI Care Foundation project is well underway with 197 local students aged 11-18 engaged in marine environmental education. Remote Green Fins Assessor Refresher Training Programme conducted for 4 Assessors (50% female).
- **Antigua and Barbuda:** Remote Green Fins Assessor Refresher Training Programme conducted for 3 Assessors (33% female)

**DOMINICAN REPUBLIC**  
**ANTIGUA AND BARBUDA**

### **The Great Caribbean Barrier project:**

Collaboration with pilot project in the Caribbean to establish the world's largest coastal resilience initiative by extending existing and create new natural barriers throughout the Caribbean Sea, from water catchment to coral reefs.

## CENTRAL & SOUTH AMERICA

- **Colombia:** Agreement in place to remotely establish Green Fins in Colombia with local NGO Corales de Paz for later in 2021 as part of the 1st phase of implementing Green Fins in the country alongside the Government of Colombia.
- **Costa Rica:** Plans for expansion into Costa Rica are in place for when travel opens up.

## RED SEA

**EGYPT**

Since the training of a new team of assessor in Hurghada by Reef-World in March 2019, there have been a growing number of operators who have joined Green Fins working in coordination with the Chamber of Diving and Watersports in Egypt.





## ASIA AND PACIFIC

Continued presence, development and capacity building for Green Fins across active countries:

- Awareness raising activities are underway in Japan and plans for expansion are in place for when travel opens up again.

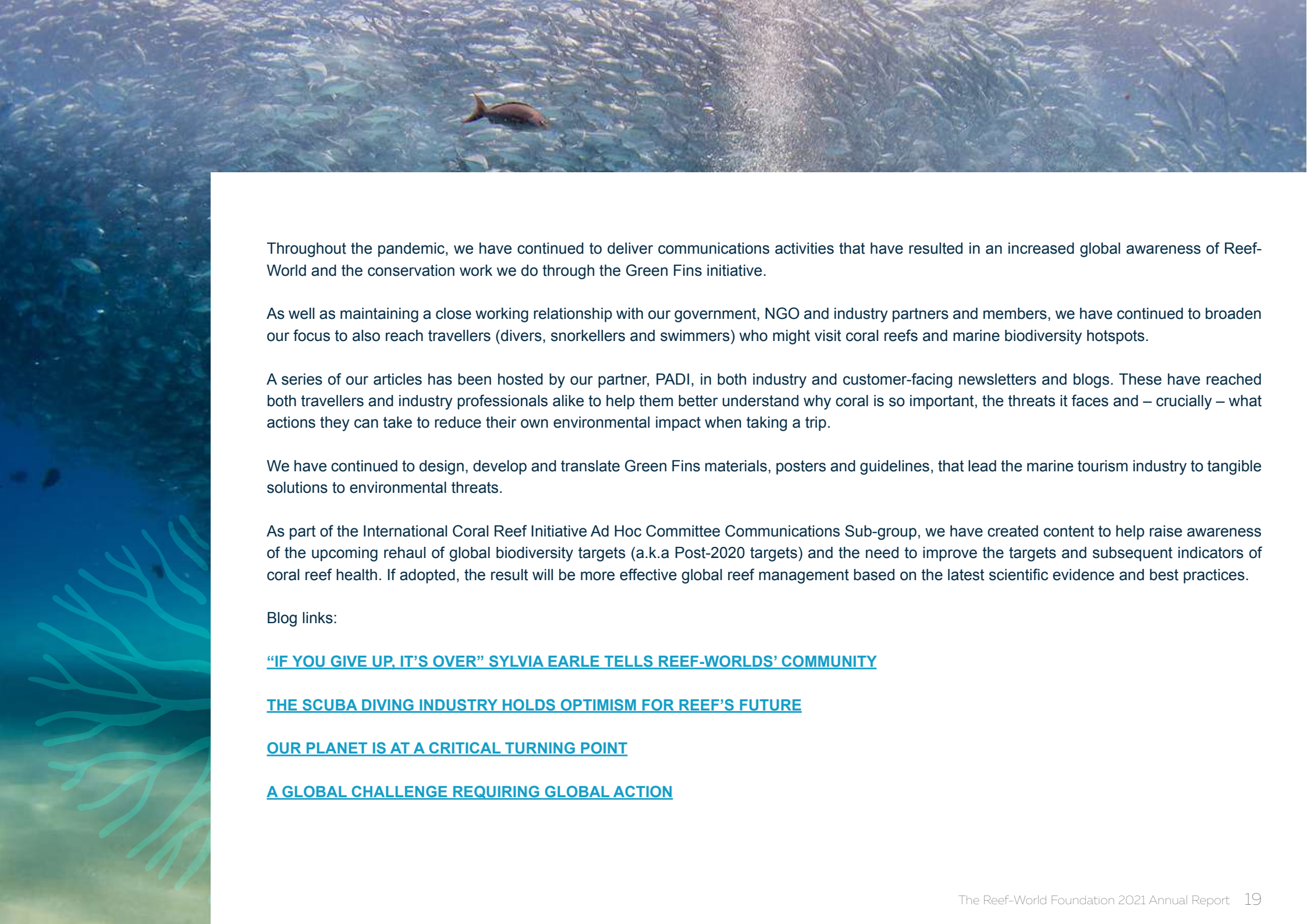
## LIVEBOARDS

Continuing to work closely with our liveaboard partners Explorer Ventures and Blue O Two / Worldwide Dive and Sail alliance to inform how we can maximise our conservation impact across the liveaboard sector.

# COMMUNICATIONS



Continuing our impact through new audiences and supporting global biodiversity



Throughout the pandemic, we have continued to deliver communications activities that have resulted in an increased global awareness of Reef-World and the conservation work we do through the Green Fins initiative.

As well as 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.

A series of our articles has been hosted by our partner, PADI, in both industry and customer-facing newsletters and blogs. These have reached both travellers and industry professionals alike to help them better understand why coral is so important, the threats it faces and – crucially – what actions they can take to reduce their own environmental impact when taking a trip.

We have continued to design, develop and translate Green Fins materials, posters and guidelines, that lead the marine tourism industry to tangible solutions to environmental threats.

As part of the International Coral Reef Initiative Ad Hoc Committee Communications Sub-group, we have created content to help raise awareness of the upcoming overhaul of global biodiversity targets (a.k.a Post-2020 targets) and the need to improve the targets and subsequent indicators of coral reef health. If adopted, the result will be more effective global reef management based on the latest scientific evidence and best practices.

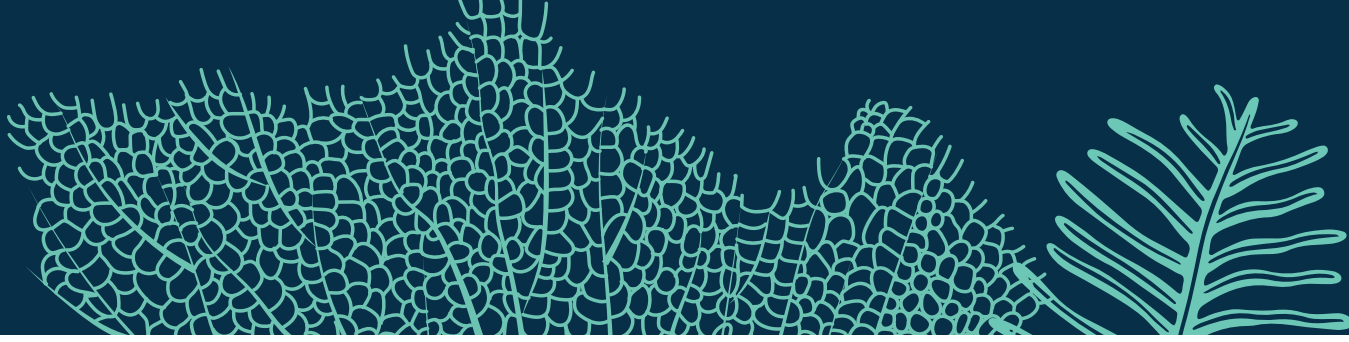

Blog links:

[“IF YOU GIVE UP, IT’S OVER” SYLVIA EARLE TELLS REEF-WORLDS’ COMMUNITY](#)

[THE SCUBA DIVING INDUSTRY HOLDS OPTIMISM FOR REEF’S FUTURE](#)

[OUR PLANET IS AT A CRITICAL TURNING POINT](#)



[A GLOBAL CHALLENGE REQUIRING GLOBAL ACTION](#)

Over tens of millions of years coral reefs have survived and adapted to gradual planetary change. In the process, they have become home to a delicate and dazzling array of life. The death of coral reefs is playing out in our lifetimes, and we must find ways to take action before it's too late.

**Jim Toomey**  
CARTOONIST, CREATOR OF SHERMAN'S LAGOON

WWW.CORALPOST2020.ORG


Enough damage has been done to our reefs which adversely affects our oceans and planet as a whole. We must cherish and protect what healthy spots remain. The greatest threat to humanity is humanity itself. Now is the time to become responsible custodians for our future generations.

**Sharon Kwok Pong**  
ACTRESS AND CONSERVATIONIST

WWW.CORALPOST2020.ORG





Coral reefs are beautiful hotspots of biodiversity and ocean productivity. They are monuments of life on our planet and should be treated with the same respect, and given the same intrinsic value, as humankind's dearest accomplishments. We must protect coral reefs because they are there.

**Pierre-Yves Cousteau**  
MARINE CONSERVATIONIST, FOUNDER @COUSTEAUDIVERS & FILMMAKER

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Coral reefs are our planet's crown jewels. Resplendent in unparalleled colour and grandeur, our tropical reefs flit with exotic gems beyond compare. Hidden crevices provide nurseries for marine life that drives our aquatic economies. These essential environments are under assault from all angles. Unless we act soon, our reefs will be a thing of the past.

**Steve Backshall**  
NATURALIST, EXPLORER, WRITER AND TELEVISION PRESENTER

WWW.CORALPOST2020.ORG







Never has there been a time where we need as many eyes underwater as now. To see what we're dumping into the seas, and what and how we're taking out of them. Most people don't know where their trash ends up, and most fishermen don't see what their gear does to the bottom. We need to change. We can't afford to lose what we have left.

**Rich Horner**  
FILM DIRECTOR & #RUBBISHDIVER

WWW.CORALPOST2020.ORG

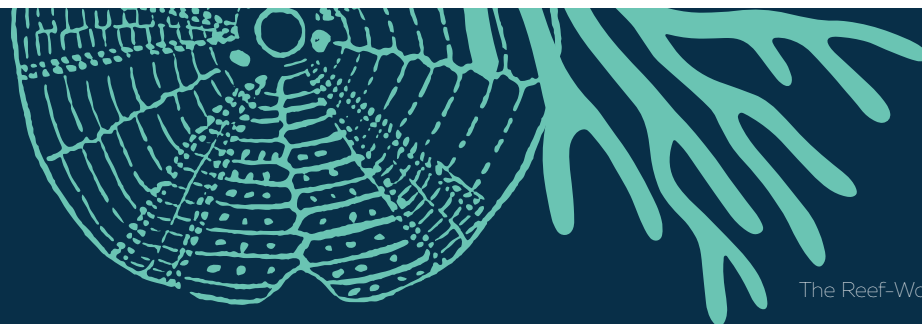

I want to show my son a thriving, healthy, and vibrant underwater world that's bursting with life and color. All of us must be reminded of what we are fighting for and working to save. Reefs are at the very foundation of a healthy ocean. Quite literally, reefs = life.

**Meghan Heaney-Grier**  
THE IMPERFECT CONSERVATIONIST

WWW.CORALPOST2020.ORG




Content created as part of the International Coral Reef Initiative Ad Hoc Committee Communications Sub-group



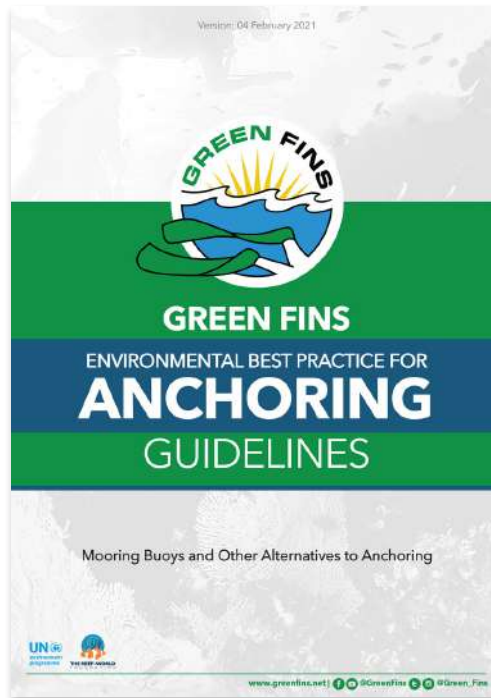
# NEW MATERIALS

Reef-World is continually 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 new materials are:

## Cleanup Guidelines



## Anchoring Guidelines



## Arabic translation (Set of 22 posters)



## Japanese translation (Set of 24 posters)



## Portuguese translation (Set of 18 posters)



## Spanish translation (Set of 18 posters)



More new materials will continue to be launched in 2021 and beyond.

# PRESS COVERAGE

From 1 June 2020 – 31 May 2021

**323**

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

**BBC**  
**NEWS**

**Bloomberg** **TRAVEL+**  
**LEISURE**

**INDIA**  
**TODAY**

**UN**  
environment  
programme

**yahoo!**

## ONLINE ARTICLES HAD:

**147**  
million

estimated  
coverage views

**16.1k**

social shares

**43**

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.



**f 6,787**  
Facebook fans

**334** Posts

**444,970** Impressions  
(1.2k average daily impressions)

**5,557** Engagements  
(2.2k reactions, 389 shares & 94 comments)

**1.3%** Engagement rate per impression

**t 1,140**  
Twitter followers

**737** Tweets

**261,495** Impressions

**5,280** Engagements  
(1,846 likes, 781 retweets, 2,121 clicks & 38 replies)

**2.0%** Engagement rate per impression

**i 2,642**  
Instagram followers

**197** Posts and Stories

**472,635** Impressions  
(1.3k average daily impressions)

**10,251** Engagements  
(9.4k likes, 415 comments, 481 saves & 5 replies)

**2.2%** Engagement rate per impression

**in 496**  
LinkedIn followers

**33,677** Website users  
**44,201** Website sessions





**f 20,737**  
Facebook fans

**330** Posts

**863,092** Impressions  
(2.4k average daily impressions)

**24,937** Engagements  
(9.4k reactions, 1k shares & 463 comments)

**2.9%** Engagement rate per impression

**t 1,297**  
Twitter followers

**682** Tweets

**189,992** Impressions

**3,470** Engagements  
(952 likes, 446 retweets, 1,871 clicks & 18 replies)

**1.8%** Engagement rate per impression

**i 3,604**  
Instagram followers

**184** Posts and Stories

**421,071** Impressions  
(1.1k average daily impressions)

**10,097** Engagements  
(9.4k likes, 453 comments, 254 saves & 5 replies)

**2.4%** Engagement rate per impression

**6.4k** Facebook video views  
**3k** YouTube video views

**29,068** Website users

**42,748** Sessions

**13,649** downloads of the Green Fins tools and resources



# FOLLOWER DEMOGRAPHICS

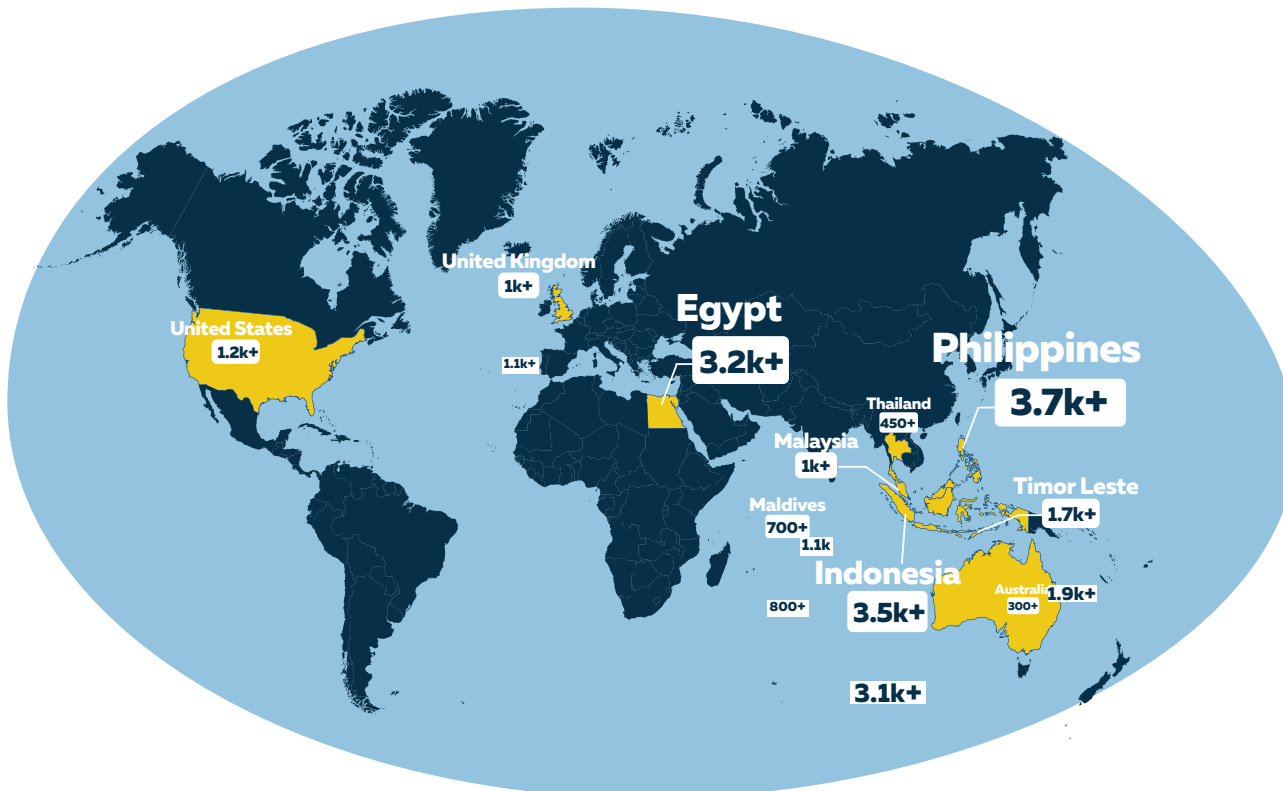


## GREEN FINS FACEBOOK

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



### Top 10 countries



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

### Gender



**42% Female**

**57% Male**

**1% Nonbinary/  
unspecified**

### Age

**25 - 34  
(35.4%)**

**18 - 24  
(26%)**

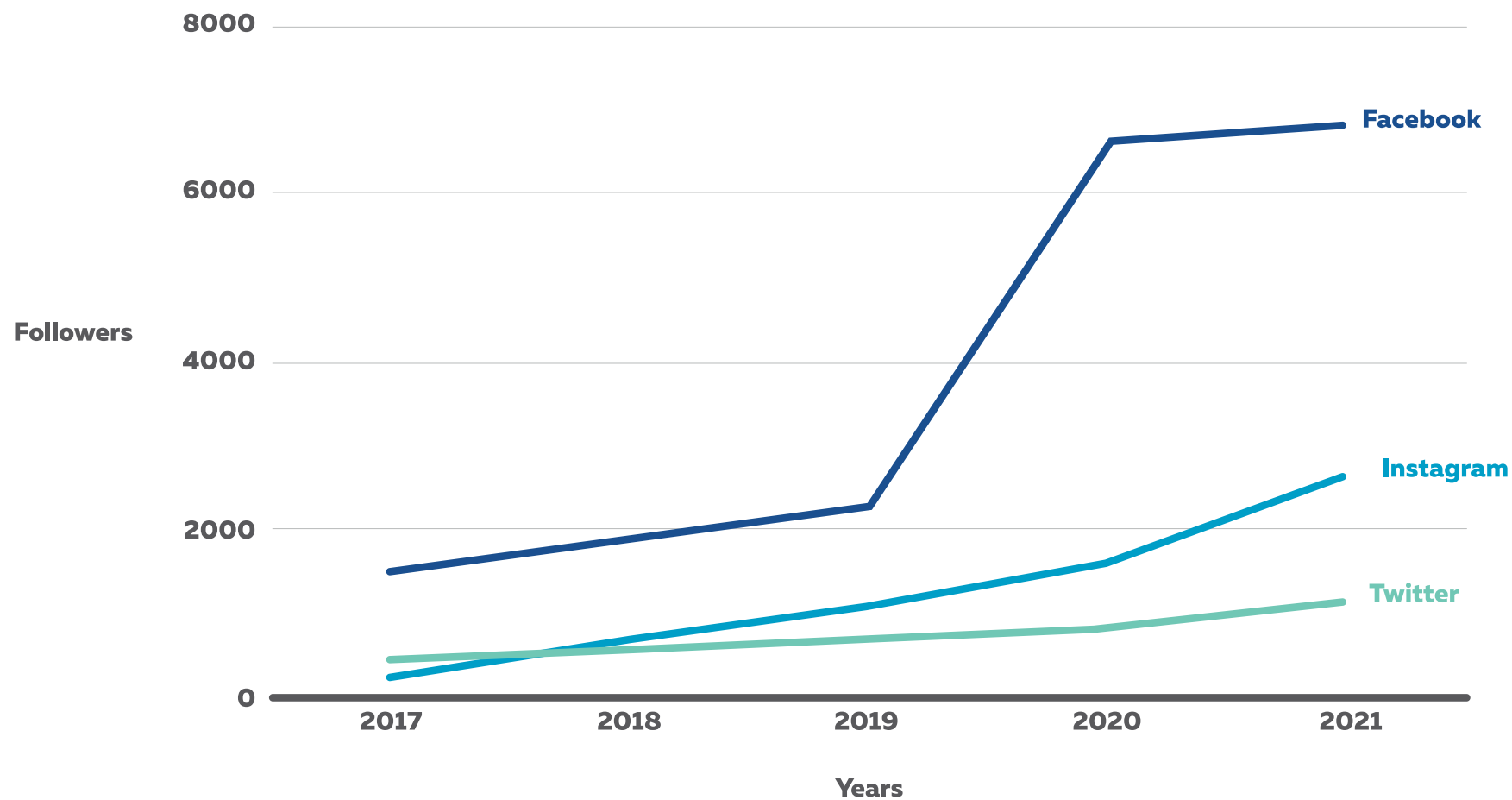
**35 - 44  
(21.3%)**

# FOLLOWER GROWTH



THE REEF-WORLD  
FOUNDATION

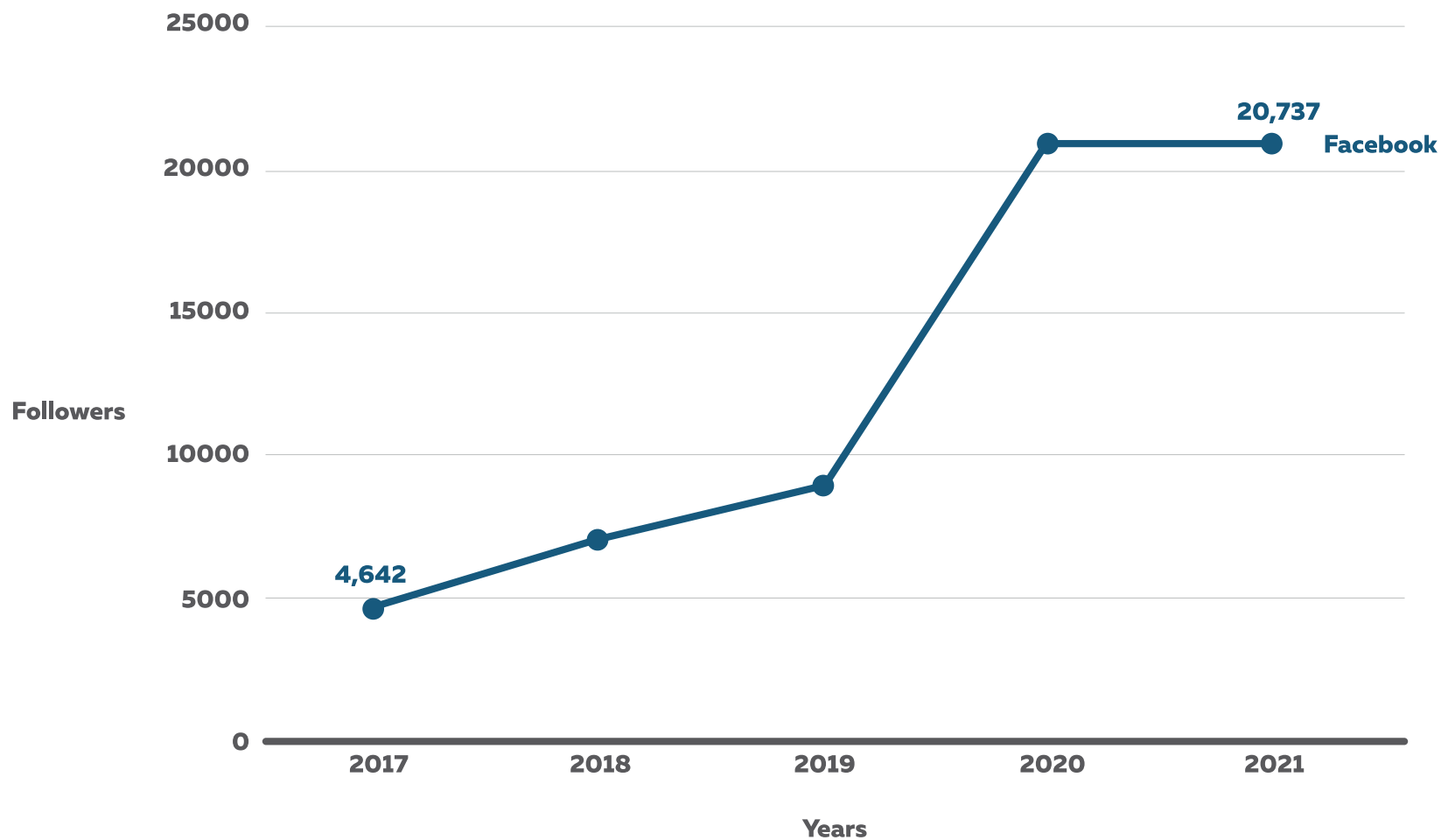
## REEF-WORLD'S SOCIAL MEDIA PLATFORMS



# FOLLOWER GROWTH



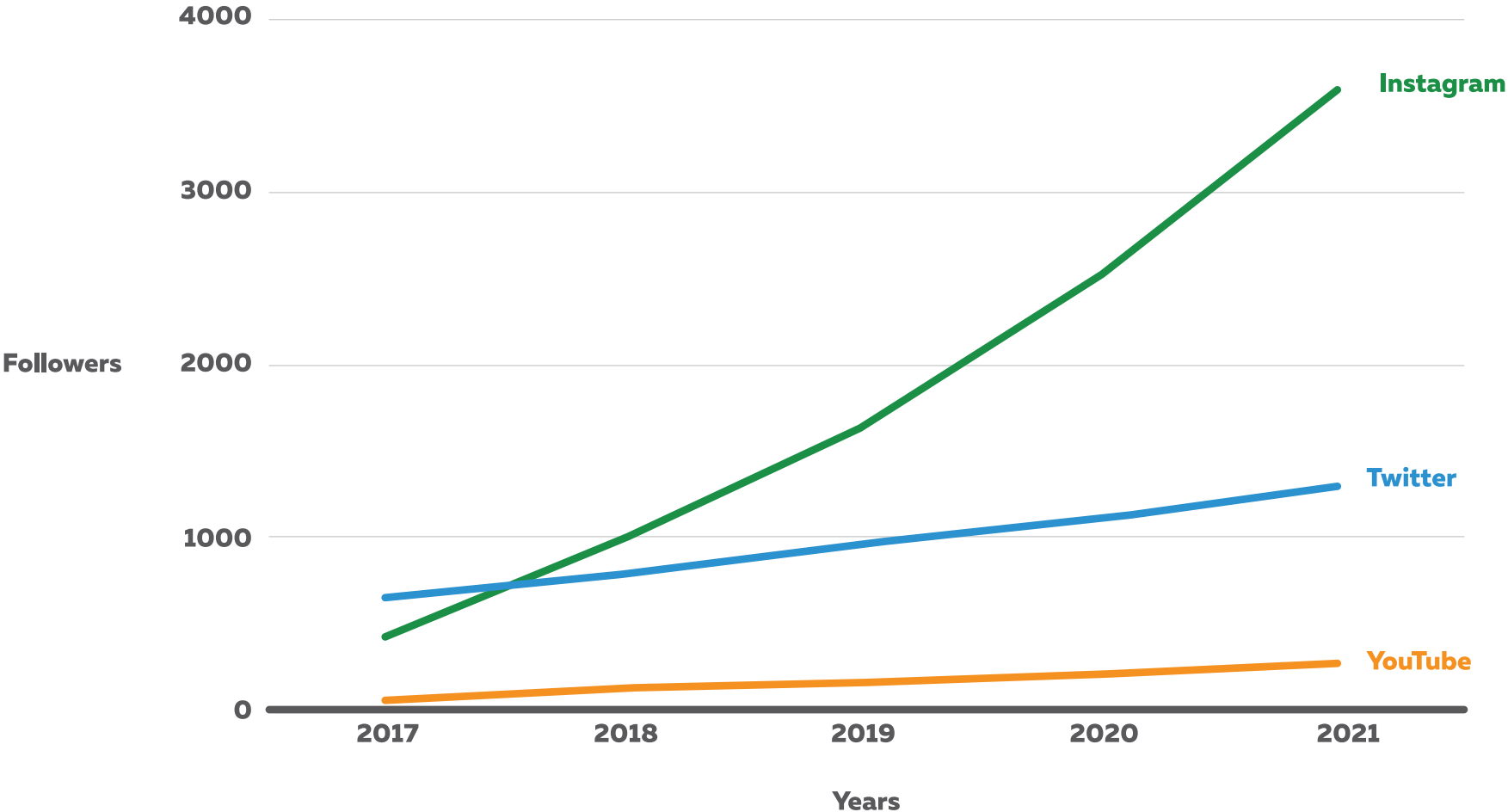
## GREEN FINS' SOCIAL MEDIA PLATFORMS



# FOLLOWER GROWTH







## GREEN FINS' SOCIAL MEDIA PLATFORMS



# CONFERENCES, MEETINGS AND INTERNATIONAL EVENTS

Despite the pandemic, 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
	Virtual scuba diving expo	Virtual, October 2020	Reef-World exhibited at Scuba.Digital - the world's first fully virtual dive show - to raise awareness of the charity and our work to promote sustainable diving through Green Fins. In partnership with the UN Environment Programme, Reef-World prepared and hosted a two-part virtual panel event to discuss sustainability across the diving industry, particularly in light of the Covid-19 pandemic.	<ul style="list-style-type: none"> <li>• Dive equipment manufacturers</li> <li>• Diver training agencies</li> <li>• Tour operators</li> <li>• Diving operators</li> </ul>
	The Diving Equipment & Marketing Association	Virtual, November 2020	Reef-World hosted a sustainable diving seminar in collaboration with NOAA Florida Keys National Marine Sanctuary and used their expert insight to showcase Green Fins, the importance of ocean-conscious business models and how businesses can be inspired to become more sustainable.	<ul style="list-style-type: none"> <li>• Dive equipment manufacturers</li> <li>• Diver training agencies</li> <li>• Tour operators</li> <li>• Diving operators</li> <li>• ISO diving services working group</li> </ul>
	Developing ISO standards	Virtual, November 2020	James Harvey is part of the working group on developing new standards (ISO/TC228/WG1 "Diving services") and has been involved in the development of new standards for rebreathers. The aim is to ensure that environmental considerations are part of all new standards being developed.	<ul style="list-style-type: none"> <li>• ISO diving services working group</li> <li>• Diver training agencies</li> <li>• Scientists</li> <li>• Intergovernmental organisations</li> </ul>
	International Coral Reef Initiative – 35 GM	Virtual, January 2021	Chloe Harvey attended the ICRI 35th GM and showcased the impact of Green Fins in diving hotspots around the world. As with previous years, ICRI proved to be a great platform for accessing the latest coral reef science and conservation research as well as networking with current and potential funders, national partners and potential Green Fins countries.	<ul style="list-style-type: none"> <li>• Gov. officials</li> <li>• Scientists</li> <li>• Intergovernmental organisations</li> </ul>

# HIGHLIGHTS AND NEW DEVELOPMENTS



© Ocean Image Bank | Gregory Piper

# TRUSTEES

Reef-World's founder Anne Paranjoti (Miller) started Reef-World in Thailand in 1999 and has long served as our charity's chairperson. After 24 years dedicated to helping communities be in a stronger and wiser position to tackle the many environmental threats facing their livelihoods, she has decided to step down. Green Fins simply wouldn't have existed if it were not for her persistence, guidance and belief in the approach. Her dedication and support to the charity has been extraordinary and her wisdom and support will be greatly missed.

The scholarship for dive guides who are unable to pay for the Green Fins Dive Guide e-Course certificate was renamed the 'Andrea Leeman Green Fins Dive Guide Scholarship Fund' in honour of Reef-World's trustee who passed away on the 1st April 2020. Andy was a valued and inspired trustee who helped oversee some of the key decisions in the running and direction of Reef-World. It is hoped that renaming this scholarship fund will help to continue to remind us all of Andy who dedicated so much of her time and energy to helping The Reef-World Foundation.

## NEW UK OFFICE IN BRISTOL

Reef-World is now based in Future Leap in Bishopston in Bristol, a newly built zero carbon shared office space with a focus on sustainability. As part of the Future Economy Network, Reef-World was one of the first tenants in the building that provides an efficient, productive and carbon free (all year round!) environment in which to lead the overall management of the charity.

## ACCOUNTING

As the charity has grown, so have our administration responsibilities. In order to achieve better project delivery and to increase the amount of time the Directors can put directly towards project implementation and charity growth, we have engaged the services of accountancy specialist Godfrey Wilson Ltd. Based in Bristol, they provide accountancy and consultation services to small and medium sized businesses in the charity sector.

## TEAM COACHING

Whilst we were already a team working remotely across time zones, the lockdowns and travel restrictions due to Covid-19 exacerbated the isolation of our staff. To support our staff navigate these challenging circumstances 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.

## IMPROVING OUR STRATEGIC PLANNING PROCESSES

Reef-World has been growing rapidly in the last few years and as our team and impact builds, we are also maturing our internal infrastructure and planning processes to support this growth. Many small NGOs struggle with this work as the guidance available is typically designed and priced for large-income non-profit organisations. We'd like to thank Fair Development for their guidance and facilitation of our strategy and theory of change processes and their expertise applying these within smaller organisations.

# UPDATING THE GREEN FINS LOGO

The Green Fins logo is the most identifiable part of the initiative. Originally created in 2004, the logo has not changed in over 16 years. However, the Green Fins initiative has changed and evolved greatly over this time. Seeing the positive reception to the Green Fins brand update in 2016, we felt it was time for the logo to be brought up to speed.

We have been creating a new design that incorporates the Green Fins' ethos, the vast network of country teams and members and the maturity of the initiative. The logo will be relatable and modern, whilst keeping its approachability and very neutral nature.

We'd like to thank everyone involved in the creation of this logo so far, from the designers to the stakeholders who will be using it. You all played a key role in its creation! We're excited to be launching it in the next reporting period.



## Green Fins Target Audiences

- Dive operators
- Diving and snorkelling tourists
- Dive professionals (guides, instructors)
- Governments/ Green Fins national teams
- Industry partners
- UNEP



## Green Fins Logo Update

November 2021

## What we aim with the new logo design:

- UPDATE from the current logo, more modern
- Show, in an inclusive way, the human element of Green Fins
- Show what Green Fins works to protect
- Reliable, familiar, keep its approachability and very neutral nature
- Bring it to current brand standards
- Work with 2 versions of the logo:
  - Wordmark & icon / Stamp



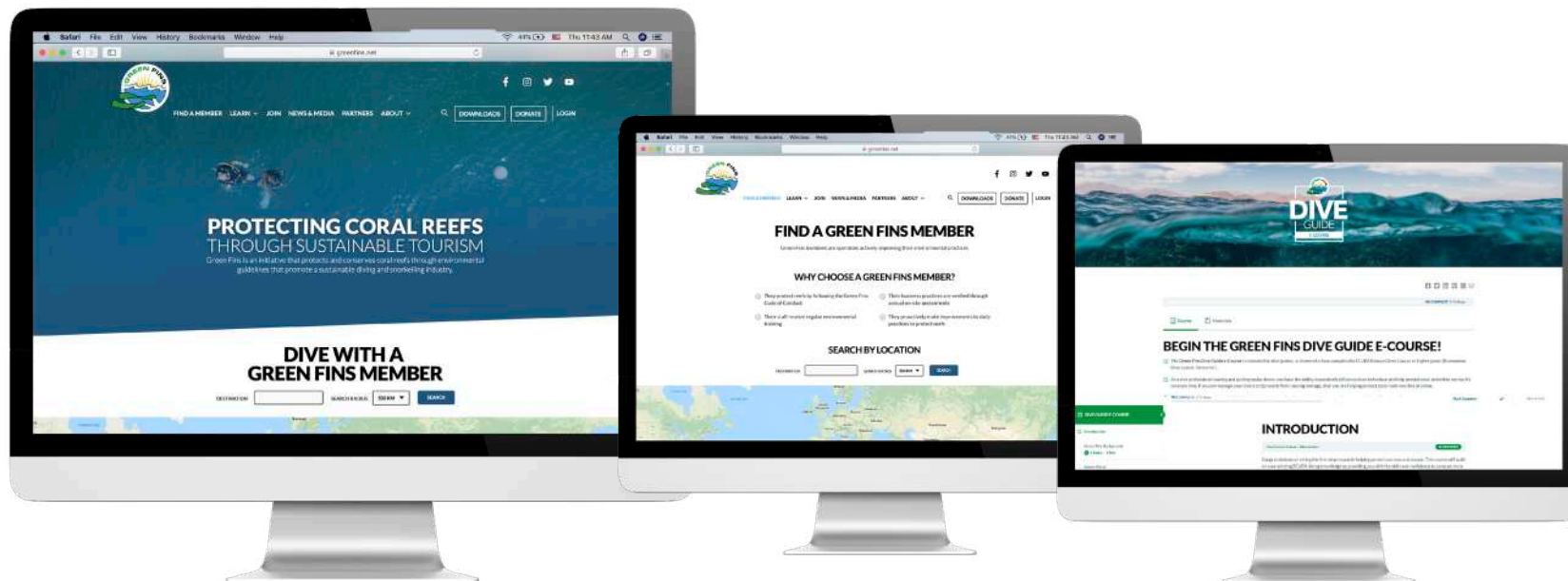
# NEW GREEN FINS WEBSITE

In October 2020, Reef-World relaunched the [Green Fins website](#) in line with our five year digital strategy to increase tourist demand for Green Fins as a membership incentive, and to consolidate our digital portfolio. Finding active Green Fins members to dive with is now easier with a live member map. Visitors can also browse member lists categorised by country and location (and see the people supporting implementation there).

Visiting tourists and operators can more easily see what they can do to protect coral reefs with our new content structure. The free material downloads area is now searchable and filterable and the site includes an integrated learning management system so that we can guarantee a good learning experience and offer course content updates with ease. The site now costs less than half as much to run each year, loads faster, works better on mobile, and has been built to scale for peaks in visitor traffic.

# EXPANDING OUR ONLINE GREEN FINS COURSES

Since launching the Green Fins Dive Guide e-Course in 2019, in collaboration with Professional Scuba Schools International (PSS), we have been exploring ways to expand the online reach of our environmental education content. After two successful years of partnership with PSS and their unique online learning platform, we are now hosting our online courses independently on the Green Fins website. Although launched outside the dates of this annual report, much of the development of the Green Fins Diver e-Course was carried out during this reporting period. This new course will enable us to meet the demand for education about sustainable diving from recreational divers.



## UPDATING THE GREEN FINS MEMBERSHIP STRUCTURE

Reef-World is developing a new membership structure for Green Fins members that will incorporate 'ranks' based on environmental performance, as determined by their annual assessments. This new structure is to be rolled out later this year and will involve a cut-off point for membership; whereby operators that are shown to pose high risk to the environment will be required to improve their daily practices before being accepted as Green Fins members. This represents a significant shift for Green Fins, moving towards a minimum acceptable environmental standard for dive and snorkel operators.

## EXPANDING OUR REACH WITH GREEN FINS DIGITAL MEMBERSHIP DEVELOPMENT

Demand for the Green Fins initiative by both operators and governmental bodies has increased substantially over the past few years, surpassing Reef-World's capacity to meet these requests even before COVID-19-related travel restrictions. Since 2018, we have been developing a 'Green Fins Digital Membership' that will be a completely online process of self-evaluation for dive and snorkel operators - including liveboards - across the world. We are pleased to report that significant progress has been made during this reporting period and we are in the midst of prototyping the platform that will host the Digital Membership process. Green Fins Digital Members will be operators that complete a self-evaluation of their daily environmental practices, commit to an action plan of environmental solutions, and participate in sharing lessons in the new Community Forum. Expected to be piloted in early 2022, we are extremely excited about the potential conservation impact of this new digital tool.

## BUILDING BACK BETTER WITH THE BEYOND TOURISM GRANT

We're delighted to announce that we, along with our partners Reef Check Dominican Republic and Misión Tiburón in Costa Rica, have been selected for the [Beyond Tourism Innovation Challenge](#) (The Inter-American Development Bank (IDB), through its innovation laboratory, IDB Lab). The challenge seeks to foster innovative solutions to transform and revitalize the tourism sector. This grant has allowed us to develop the online platform that will host the new Green Fins Digital Membership, as well as building the capacity of the Green Fins Dominican Republic network and bringing the initiative to a new country - Costa Rica.



## 2020 CONSERVATION X PRIZE FINALIST

In August 2020, Reef-World was shortlisted as a finalist in the 2020 Conservation X Tech Prize competition. The [Con X Tech Prize](#) provides opportunities for seed funding to anyone, anywhere to turn their bold new ideas for conservation into reality over a 12-week prototyping period. The 2020 round of the Con X Tech Prize attracted 167 submissions from around the world. Reef-World's project, the development of the Green Fins Hub that will house the upcoming Green Fins Digital Membership, was one of 20 finalists, and won the specialist Lemur's Choice Award (\$5000) for greatest potential for real world impact.

## NEW ISO STANDARD DEVELOPMENT

As part of the working group on developing new standards (ISO/TC228/WG1 "Diving services"), Reef-World has been involved in the development of new standards for rebreathers. Our role on the working group is to ensure that any new standards that are developed for scuba diving activities ensure that environmental considerations are integrated within the criteria, promoting a sustainable global industry.

## THE ESCAPE 100

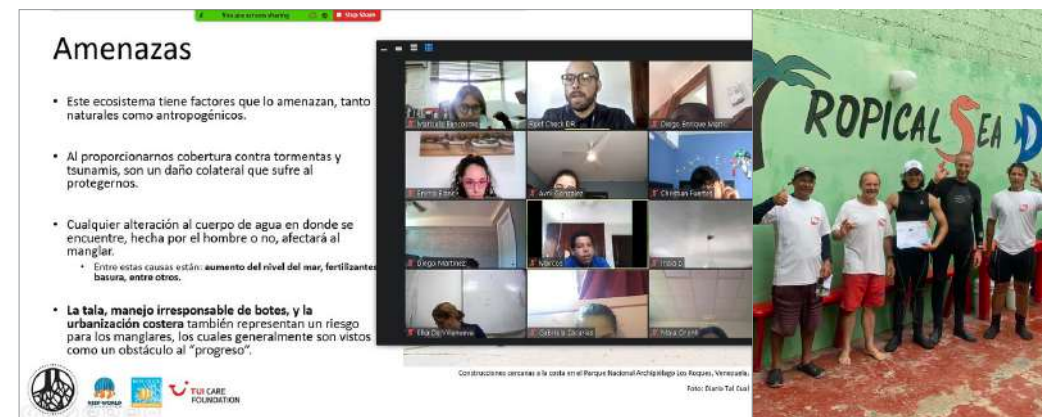
In February 2021, we were delighted to learn that we remain on The Escape 100 list of Best Companies to Escape to 2021. The Escape 100 is a campaign by Escape The City, which set out to find the most progressive organisations to work for. 8,000 organisations were nominated, and Reef-World's score of 96 and 10/10 employee rating put it an impressive 66th in the top 100 list.

# TUI CARE FOUNDATION INITIATIVE CONTINUES

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. During this second year, we adapted the in-school training to fit a Zoom format, delivering tailored marine environmental education courses to 511 school children and partnering with 15 schools. Through our bespoke course designed to fill the gap in the national curriculum, these Youth Ambassadors are being inspired to champion coral reef conservation projects and lead activities within their local communities.

Another major component of this project is delivering the Green Fins initiative with scuba diving operators to increase the resilience of coral reefs by building awareness of, and facilitating, environmentally friendly best practices for diving and snorkelling activities. Despite many marine tourism businesses being closed or not having many tourists, Reef Check was still able to work with a third of our 3-year target of 30 businesses and provide in-house training to their staff.

As the coronavirus pandemic continues to present new challenges, we continue to work hard to adapt to new ways of training and working with those who depend on our project the most, ensuring that despite the restrictions in place, we can continue to ensure that school children and communities are not deprived of key knowledge.



# VOICES FROM OUR NETWORK



“Protecting the ocean and marine life should be as important as protecting our families. This course by Green Fins really opened my mind to how precious marine life is, and how we should treat them to keep them safe. The Code of Conduct and the posters help overcome language barriers to make our job easier. Thanks Green Fins.”

- Islam El Sehmawy, Green Fins Dive Guide e-Course scholar, Egypt

“Since becoming a Green Fins dive center, we have learned more and been motivated to do even better. Green Fins also provided us with some great materials, especially posters, that we use in our briefings to inform our clients about responsible diving. It is also nice to be part of a group of dive centers that have the same idea, and we hope more dive centers decide to become Green Fins members in the future.”

- Julie, Slow Dive Casa Chihuahua (PADI dive centre) Green Fins member since 2018



“Being a Green Fins member puts environmental awareness at the forefront of our business and affords the assurance of external validation of our intention to be the most ecologically responsible dive center in Dahab. It has also provided a framework for the customers and shows our commitment to continuing high-value environmental performance in all areas of our operation.”

- Sameh Sokar, Scuba Seekers Dahab (PADI Dive Centre) Green Fins member since 2019

“If every dive operator and organisation working in marine tourism applied the 15 points in the Green Fins Code of Conduct, the level of environmental impact would be lowered. That resulting lower level of pressure will provide time-and-space for marine ecosystems to recover and thrive again.”

- Wayan Suanda, AquaMarine Diving-Bali (PADI Dive Centre) Green Fins member since 2017

“Green Fins arrived in the Dominican Republic and the Caribbean based on pure need. Being an important tourist destination which is mainly focused on coastal marine environments, environmental standards were lacking. The local government has endorsed and adopted the Green Fins Program in coordination with other local NGOs such as Reef Check DR, as this is the perfect opportunity to better organize the diving industry and promote better practices.”

- Dr Ruben Torres, President, Reef Check Dominican Republic



© Ocean Image Bank | Amanda Cotton

# 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:

1.

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 6,500 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.

2.



**The Matthew Good Foundation** is supporting the development of the online platform that will host the new Green Fins Digital Membership.

3.

As a non-profit partner of the **1% for the Planet** global movement, Reef-World is promoted to over 3,000 member companies around the world that give one percent of their revenues to environmental causes.



4.

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.



5.



The initial outputs for our partnership with **Professional Scuba Schools International (PSS)** revolving around the Green Fins Dive Guide e-Course are complete and we look forward to the next evolution of our partnership together.



## 6. ZU BLU

**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.

7. **GSTC** is helping to maximise Reef-World's conservation impact by promoting Green Fins solutions to its network.



8. **Dive O'Clock** has also 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 as part of their Ocean Box selection, and donate part of the proceeds to support Reef-World's work.

10. 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.



“Building a symbiotic partnership with The Reef-World Foundation has allowed us to combine our expertise with Green Fins practices to elevate our business and set an example for other dive industry operators.”

- Clay McCardell, President, Explorer Ventures Liveaboard Diving

# THANK YOU TO OUR DONORS

**PARLEZ**

**Parlez:** through the 1% for the Planet, Bristol based clothing company donated to The Reef-World Foundation to help increase our global impacts

## Monthly Donors

Alex Bottle  
Ben Forster  
Jonathan Holliday  
Menz Lou



**ZEME ORGANICS**

Thank you to **Zeme Organics** for supporting Reef-World with a portion of sales under their Save the Oceans campaign.

## Andrea Leeman Dive Guide e-Course Scholarship Fund donors

Judit Prigge  
Maggie Jans  
John Harvey



We are grateful to **The Marine Diaries**, another 1% For The Planet Nonprofit Partner, for their donation under their Marine Ecosystem Diaries project.

## Individual Donors >50

Priya Chotai  
Rebecca Daniel  
Anna Cederbank  
Jennifer Downie  
Grace Forward  
Nancy Mathews

# 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 towards wide scale international scientific or management advancement. Additionally, Reef-World provides consultation and support to students studying coral reefs and impacts of marine tourism in specific areas of research that are aligned to our programmes of work and the charity's objects.

This year, Reef-World was requested to be a commissioning party to support Manon Mellen, a 3rd year student at the University of Finland, to cooperate on her final year thesis using data and guidance from the charity. Her thesis, titled "Scuba Diving and its Environmental Sustainability: Open Water Certifications, New Diver Training and Influencing Factors for Dive Centre Management", directly supports and contributes towards the charity's objects and will be a useful tool in our future work with our stakeholders.

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**

# FINANCES



© Ocean Image Bank



The UN Environment Programme 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 gratefully received from TUI Care Foundation and IDB Lab's Beyond Tourism Challenge. Reef-World also received £10,576 in partnerships with

## INCOME OF £248,382



Allocation of costs:

**Raising funds - 4.9% of total income**

**Charitable activities - 95.1% 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)

**£248,382**

## EXPENDITURE

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

**£172,092**

# LOOKING FORWARDS

With the impacts from COVID-19 still causing a major disruption to the travel and tourism sector, Reef-World, like many other organisations, has had to adapt and develop to this new world. Once again highlighting our resilience and ability to cope with change, Reef-World has continued to operate and survive in these challenging times. Seeking new partnerships and funding opportunities has been crucial to our survival.

At the very core of what has been critical to our continued success has been our team's ability to cope in extremely challenging times. Working and living remotely - often in isolation with many unknowns - has been more than a challenge and we are immensely proud of what they have managed to achieve during the charity's most difficult operating times since its founding in 1999.

The pandemic has certainly impacted all of us, but not all in negative ways. We have adapted to long-term remote working and taken advantage of the lack of fieldwork to work on our internal processes which usually are hard to prioritise around operations! We have focussed on improving how we work with each other within the team and our external stakeholders, which has led to the evolution of a more understanding, empathic and caring approach to our work style that has benefited us and the impact of our work. New protocols have been developed as a team and a new charity strategy moving forwards has allowed us to continue working whilst prioritising mental health awareness. New recruitment methods have ensured we get the best candidate for the role whilst ensuring we are prioritising diversity and equality, values at the core of our approach.

As we move towards 2022 at a rate of knots, we are a stronger, more dynamic and fluid team ready to take on new challenges. The biggest changes to Green Fins since its inception are about to take place and I have every confidence in our team's ability to ensure that these changes benefit our stakeholders and prioritise coral reef health moving forwards.

These are difficult and uncertain times but also exciting and a real chance to maximise our potential and the impact that we can have on a global scale with a stronger and bigger team.



JJ Harvey,  
Director, The Reef-World Foundation

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



# THE REEF-WORLD FOUNDATION

## Board of Trustees

Chairperson and Founder: Anne Paranjoti  
Secretary / Marine Science Advisor: Dr Viv Stein-Rostaing  
Treasurer: Dr Paul Younge

## The Reef-World team

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

## Current staff

Chloe Harvey - Director  
James J. Harvey - Director  
Samantha Craven - Programmes Manager  
James Greenhalgh - Digital Strategy Manager  
Teresa Moh - Communications Officer  
Juliana Corrales - Creative Consultant

## Previous staff and interns (2019-20 period)

Lindsey Bonner - Partnerships Development Manager  
Melissa Hobson - Communications Manager  
Anne Rutten – Green Fins Diver e-Course development

## Volunteers

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

Giselle Reis: translation  
Rae White: PR & media relations  
Julia Thomas: social media  
Charlotte Hukin: research and content development  
Wendy Hobson: proofreading and editing  
Hannah Hesford: content development  
Izzie Blake Milton: content development  
Amber Ahmad: digital marketing and social media  
Harriet Baldwin: graphic design





**THE REEF-WORLD**  
FOUNDATION



**INTERNATIONAL  
COORDINATOR**

## 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.



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@GreenFins

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

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