



THE REEF-WORLD
FOUNDATION

IMPACT REPORT

1 JUNE 2022 - 31 MAY 2023



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A WORD FROM OUR CHAIR

2022-2023 has been an exciting year for The Reef-World Foundation, following years of navigating the challenges of the pandemic. It has not been without its challenges of course, but there feels to have been a shift, a leap into a new phase of life. With new Trustees joining the Board, new staff members joining our global team and freelance specialists supporting us with new projects as we continue to develop and diversify our approach to organisational development income generation. Our Directors Chloe and JJ have worked incredibly hard on not only the organisation's strategic direction and operational running, but also on curating a very intentional culture of care focusing keenly on staff wellbeing. As a Trustee this has been wonderful to observe and support.

We came together as a team in September 2022 at our offices in Bristol, to think about our organisation's long term strategic direction. We worked together to refine the problem we're trying to solve: that coral reefs could be gone in your lifetime – if they go, the health and well-being of people and planet go with them. Crystallising this renewed our focus and determination to achieve our mission to mobilise collective, urgent and willful action within the marine tourism industry to protect coral reefs and the health and wellbeing of people and planet.

Together we agreed our strategic objectives for the next 5 years. Among them are a mix of programmatic and operational objectives that we're confident will move us closer to achieving our vision for coral reefs to have time to adapt and flourish, protecting the future resilience of our natural world. We are an ambitious organisation and to achieve our vision we continue to innovate and remain optimistic. We listen radically to the people and communities we work with, and encourage them to own their knowledge and experience.

We continue to be incredibly grateful to our partners, collaborators and funders for their support of our work.



A handwritten signature in white ink that reads "Vic Hancock Fell".

Vic Hancock Fell
Chair



ABOUT US

MISSION

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

VISION

A future where coral reefs are healthy and thriving.

CHARITABLE OBJECTS

1. To promote the wise use of natural resources, particularly coral reefs and related tropical coastal resources, for the benefit of the local community, potential visitors, visitors and future generations.
2. To promote the advancement of education about natural resources, coral reefs, related ecosystems and their conservation.
3. To promote sustainable reef-based tourism practices that protect and conserve coral reefs for future generations.



REEF-WORLD'S CORE VALUES

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

REEF-WORLD'S ORGANISATION STRATEGY

2023-2028

1. Healthy and functioning coral reef systems still exist across all tropical geographic regions in 2050.
2. Increase health and wellbeing for those who rely on coral reef resources.
3. Healthy reefs support 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.

[Download the full strategy](#)



OUR CONSERVATION IMPACT

Being a charitable organisation, we are acknowledged as the foremost advocate for pragmatic sustainability remedies within the scuba diving and snorkelling industry. We are dedicated to instilling sustainable practices that contribute to safeguarding the environment. An integral aspect of our mission involves amplifying the voices of local communities and providing them with distinct avenues for participation. Our efforts, spearheaded by our flagship programme — Green Fins — has been proven to reduce threats and protect one of the world's most valuable ecosystems: coral reefs.

MAKING SUSTAINABLE MARINE TOURISM THE SOCIAL NORM

Reef-World's mission is to educate, inspire and empower people to reduce the pressures on coral reefs through robust, evidence-based approaches. For maximum conservation impact, through our Green Fins initiative, we communicate the benefits of sustainability with the whole marine tourism industry (tourists, tour operators, governments, equipment manufacturers, etc) as well as involving and informing local communities.

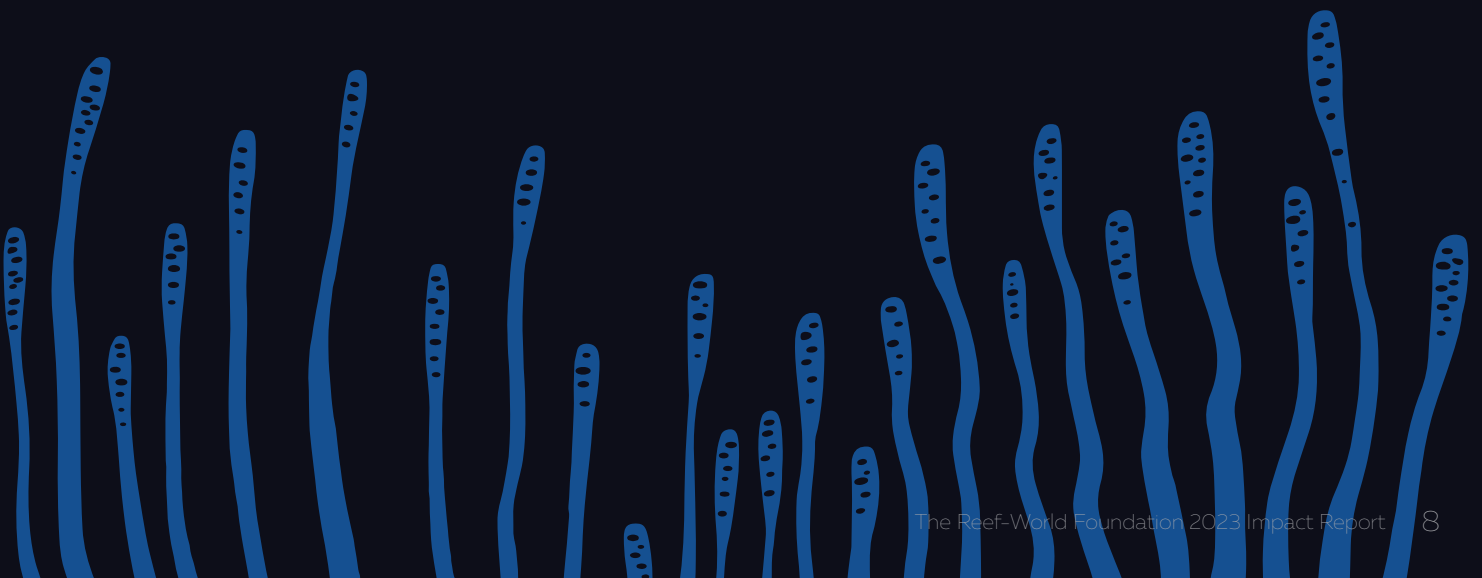
Marine tourism operators are uniquely positioned to make positive, lasting changes within their communities and customers. By educating and empowering them to implement sustainable practices, we can nurture responsible on-reef tourism; listen to and learn from local communities to protect marine ecosystems for future generations. Our recent studies have also shown that tourists are demanding for more sustainable holiday options.

On top of Green Fins, Reef-World has also worked in collaboration with TUI Care Foundation and Reef Check Dominican Republic on the project known as the Youth Ambassador Coral Reef Conservation Programme (Joven Embajador del Mar), aimed to deliver educational programmes to school children, creating Youth Ambassadors. This involved creating a unique curriculum to educate students about marine ecology and threats to Dominican Republic marine ecosystems.

This programme not only shaped future leaders and environmental stewards but also complemented Green Fins' efforts by promoting responsible diving practices and reducing threats to coral reefs posed by diving activities across the country reaching a broad audience of tourists. We believe that inspiring, educating and empowering people who live with and rely on coral reefs to take action for ocean conservation will make a tangible difference in the protection of these delicate ecosystems.

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

Together, we can, and must, make sustainable marine tourism the social norm globally.





GREEN FINS PROGRAMME

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

At its core, Green Fins provides a practical, accessible and measurable way to reduce the negative environmental impacts associated with marine tourism. Its Code of Conduct, free resources and robust assessment system encourage and empower the marine tourism industry to reduce the local direct and indirect pressures tourism puts on coral reefs, making corals healthier and more resilient to other stresses such as the effects of climate change.

Green Fins has reached approximately 700 marine tourism businesses to date. These operators have pledged to comply with the Green Fins Code of Conduct to reduce their negative environmental impact in 15 key areas. Data extracted from 20 years of Green Fins implementation shows that by following the Code of Conduct, marine tourism businesses can improve their sustainable practices to protect the environment on which they rely.

The initiative is currently involved with 14 countries, which are home to some of the world's most biologically important coral reef sites: Antigua and Barbuda, Costa Rica, Dominican Republic, Egypt, Indonesia, Japan, Malaysia, the Maldives, Palau, the Philippines, Singapore, Thailand, Timor-Leste and Vietnam.



GREEN FINS:

- is a proven conservation management approach that leads to a measurable reduction in the negative environmental impacts associated with the marine tourism industry—both above and below the water
- offers the world's first independent certificate to stop the environmental impact from marine-based tourism
- protects coral reefs by providing and measuring compliance to the only internationally recognised environmental standards for diving and snorkelling
- encourages and empowers the marine tourism industry to reduce pressures on coral reefs by offering practical, low-cost alternatives to harmful practices
- provides its Code of Conduct, and many supporting resources, free of charge for members and non-members
- provides strategic training and capacity-building assistance for its network
- promotes active members to tourists so they are in the forefront of sustainable businesses
- provides a means for local communities living close to coral reefs to develop their environmental education or supplement their livelihoods
- offers a suite of digital tools to the global marine tourism industry, including e-courses, memberships and the Community Forum

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.



THE GREEN FINS CERTIFIED MEMBERSHIP NETWORK

Active countries are those that have chosen to implement the Green Fins initiative into national targets and regulatory frameworks. Reef-World delivers in-country training to build a national team of assessors to support the marine tourism industry.

In each active country, dive and snorkel operators become Green Fins Certified Members by undergoing annual assessments to measure their environmental impact. Performance is assessed using a 330-point system that scores impacts: the lower the score, the lower the impact the business has on coral reefs. The assessment system was developed using Reef-World's Green Environmental Assessment Rating System (GEARS). Based on a financial risk assessment methodology, GEARS uses a green-amber-red rating system and weighted scoring for each threat to identify and mitigate risks. This enables Green Fins to offer practical alternatives to the most pressing threats posed by that business.

ASIA AND PACIFIC

- **The Philippines:** Reef-World conducted a refresher activity in the Visayas Region for two assessors (50% female). 27 assessments have been conducted across three regions this year.
- **Indonesia:** The Indonesia team received an assessor refresher activity in March to re-train the national team after the pandemic. They have conducted 6 assessments in total.
- **Malaysia and Japan:** Both countries have focussed on building up the Green Fins network in-country after a long break, especially conducting assessments (a total of 15 for Malaysia and 11 for Japan)
- **Thailand:** The team successfully relaunched activities in January, recruiting new Green Fins Certified Members in Koh Tao. They have conducted 23 assessments since then.
- **Maldives, Palau, Vietnam, Singapore and Timor Leste:** The Green Fins teams are currently considered inactive due to limiting resources or capacity. Reef-World continues to seek support to rejuvenate the Green Fins network and activate Green Fins assessor teams again.





RED SEA

- **Egypt:** This year was hugely successful for the Egypt team as they were granted independence alongside the training of 3 in-country assessor trainers (33% female). The new trainers successfully completed their first training programme with assistance from Reef-World, leading to the team growing by 3 new assessors (33% female). They have conducted 43 assessments this year across the country.

CARIBBEAN

- **Dominican Republic:** The team have been successfully implementing the Green Fins approach with full capacity. They have conducted 12 assessments this year.
- **Antigua and Barbuda:** Reef-World conducted an assessor training event in November 2022, training 3 new assessors (33% female). They have conducted 5 assessments in the last year.

CENTRAL AMERICA

- **Costa Rica:** Since its launch, the Costa Rica team have focussed on building uptake of Green Fins Members, conducting 13 assessments this year.



YEAR IN NUMBERS

131

diving hotspots around the world

67

countries with Green Fins Members

270

Green Fins Members* and 104 interested

** Including all active and restricted Members*

219

sign-ups for membership **(420% increase)**

787

Users on the Green Fins Hub

256

Community Forum users

22

national and local government agencies or NGO implementing partners engaged

155

environmental assessments took place

50

Green Fins assessors globally (40% female)

12

Green Fins assessor trainers globally (58% female)

650

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

47

sign-ups to the Green Fins Diver e-Course

60,989

downloads of the Green Fins tools and resources **(432% increase)**

34.9%

increase in web traffic on the Green Fins website

Over the past year, Reef-World launched a new type of digital membership for marine tourism operators which has allowed our reach to expand to a global scale. This has led to a vast increase in countries and locations reached. Learn more about digital membership on [pg 27](#).



YOUTH AMBASSADOR PROGRAMME

Youth Ambassadors for reef protection in the Dominican Republic

Reef-World has completed this 3.5-year project that was extended by 6 months due to the delays in project implementation from the pandemic. The Youth Ambassador Programme (Joven Embajador del Mar) was developed with TUI Care Foundation support and Reef-World's long-time partner, Reef Check Dominican Republic. TUI Care Foundation supports and initiates partnerships and projects, which create new opportunities for the young generation and contribute to thriving communities worldwide.

One of the project's objectives was to empower the network of environmentally aware divers to deliver educational programmes creating Youth Ambassadors to champion coral reef conservation projects and activities within their local communities. The children of today are tomorrow's scientists, environmental managers and political leaders. Educating the youth will improve their awareness of environmental issues and provide them access to solutions to reduce environmental impacts.

This resulted in:

- Working directly with **30 scuba diving operations**
- Reduced direct threats from diving activities to coral reefs by **22.7 % in 9 tourism hotspots**.
- **112 members of staff** directly trained in best environmental practice
- Reaching nearly **89,000 tourists** over the timeline of the project with environmental messaging
- **2,423 children** (923 directly and 1,500 indirectly) participated in and received a new curriculum created

An entirely new and unique curriculum has been developed by Reef-World with the support of Reef Check Dominican Republic, who ensured the content was accurate, locally specific and not currently taught in the national curriculum that was last revised by the government in 2016. The curriculum aimed to introduce the basics of marine ecology and threats to the major marine ecosystems that are available in the Dominican Republic — Mangroves, Seagrasses, Corals and the open sea. Interesting facts and low-cost practical solutions were introduced via games and challenges for students to practise at home with their families.

This two-pronged approach programme also supports Green Fins' work in the Dominican Republic, building capacity and awareness of the best environmental practices for diving and snorkelling activities. Working with the majority of the scuba diving centres across the country, this project has managed to reduce direct threats from diving activities to coral reefs.

- specifically for this project -The Youth Ambassador Coral Reef Conservation Programme.
- Reaching **5,981 local community members**
- **25 teachers** trained to continue this project within 18 schools

[Download full report of the Youth Ambassador Programme](#)

DELIVERING ON SUSTAINABILITY TARGETS

Green Fins currently works in 15 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.



Convention on Biological Diversity

Green Fins also directly delivered on the Convention of Biological Diversity, previously by delivering on 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.



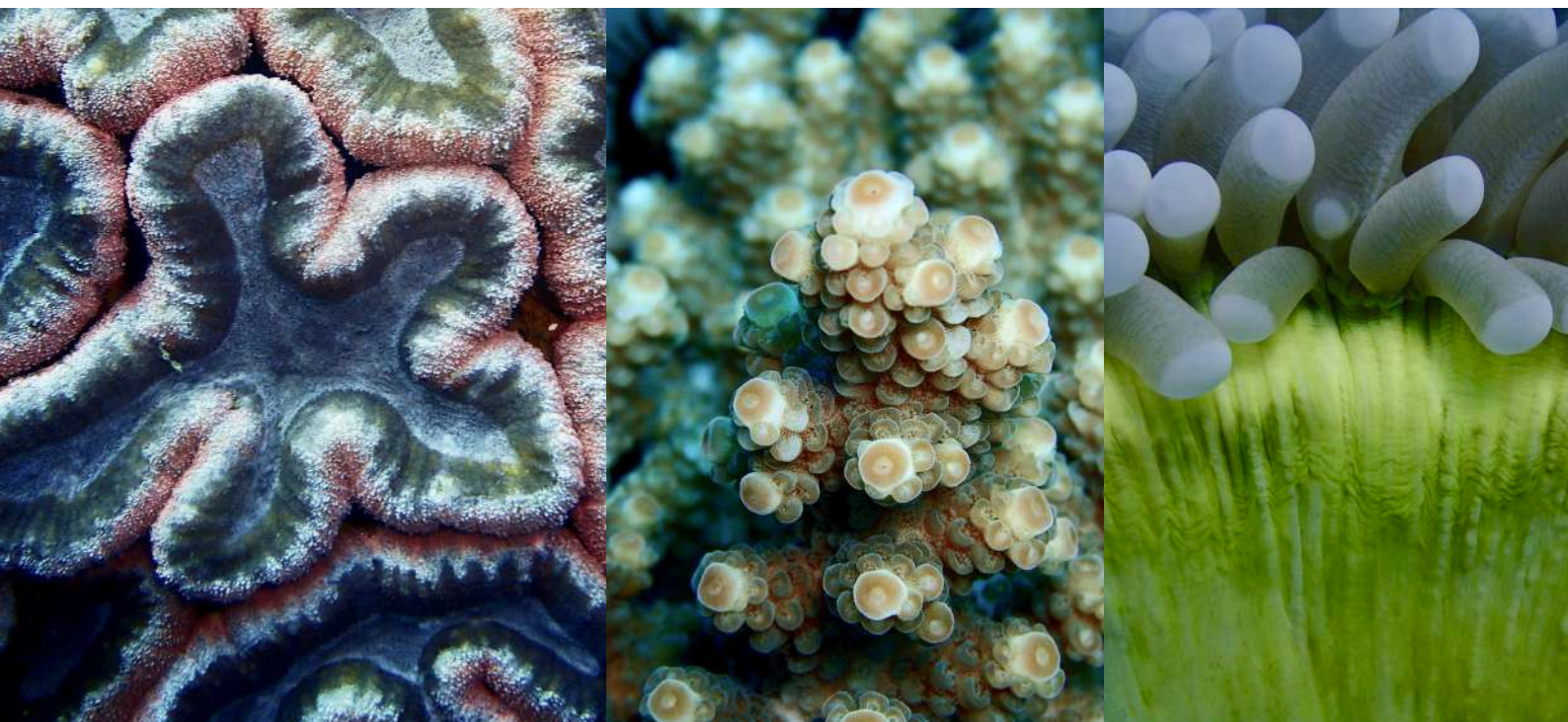
Global Biodiversity Framework - to halt and reverse nature loss

As an active 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 Global Biodiversity Framework - a follow on from the Aichi Targets under the Convention of Biological Diversity.

The Kunming-Montreal Global Biodiversity Framework (GBF) was adopted during the fifteenth meeting of the Conference of the Parties (COP 15) in December 2022 following a four year consultation and negotiation process. This historic Framework, which supports the achievement of the Sustainable Development Goals and builds on the Convention's previous Strategic Plans, aims to halt and reverse nature loss. Among the Framework's key elements are 4 goals for 2050 and 23 targets for 2030. However, there is currently no agreed-upon global target for protection and restoration of coral reefs.

Alongside our colleagues at ICRI, Reef-World recognises the need to maintain the global momentum for the successful protection, conservation and restoration of coral reefs. We are therefore involved in and fully committed to continuing to build a unified global approach through a proposed "[Coral Reef Breakthrough](#)".

The Breakthrough will be aligned to and enable the relevance of coral reefs under the global targets, supporting the delivery of internationally agreed biodiversity and climate-resilience ambitions. Specifically it will convene a working group of key experts to develop two targets, notably (1) # of coral reef hectares protected and restored by 2030, and (2) # billion USD invested by 2030 to conserve and revitalise coral reefs, as well as the language in the core conservation points of the breakthrough. The targets are expected to be launched and approved at the 37th ICRI general meeting, to which Reef-World will be attending.





COMMUNICATIONS

ENHANCING IMPACT THROUGH AUDIENCE EXPANSION
AND SOCIAL MEDIA ENGAGEMENT

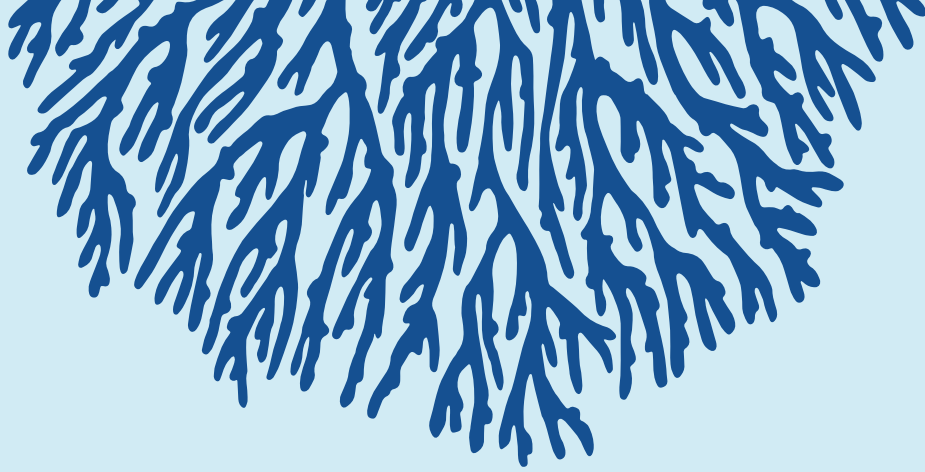


During the recovery of operations within the tourism sector, we seized the opportunity during the pandemic to amplify and strengthen our influence. Through steadfast collaborations with government bodies, NGOs, industry partners, and our valued members, we have extended our sphere of influence to encompass travellers – divers, snorkellers, swimmers and other water activities lovers – who frequent coral reefs and marine biodiversity hubs.

Tourism is a pivotal component of the blue economy's efforts against climate change. As we navigate these waters, our commitment to educating individual travellers about the significance of coral reefs and their imminent challenges is unwavering. By empowering these travellers with knowledge, we can inspire informed choices that collectively contribute to the restoration of coral reefs and our planet at large.

Our focal point lies in instigating positive shifts in behaviour among this expansive audience. Our strategic communications approach is propelling us closer to our overarching objective: establishing sustainable diving practices as the standard for enterprises and guests within the global marine tourism landscape.

Moreover, in line with our commitment to widening our influence, we are also witnessing more success in our social media channels. By harnessing the power of social media such as Facebook, Instagram, Twitter, LinkedIn and Youtube we are poised to increase our reach and engagement with a broader array of individuals who share our vision for a more sustainable future. Through these social media channels, we aim to disseminate our message of conservation and responsible tourism practices, fostering a community of conscious travellers dedicated to safeguarding our marine ecosystems.



PRESS COVERAGE

From 1 June 2022 – 31 May 2023

160

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



PR TIMES **CONDÉ NAST**

Adventure.com

the
SCUBANEWS



PADI PROS™

EGYPT INDEPENDENT

ONLINE ARTICLES HAD:

1.31
billion

audiences

6.18
million

estimated
coverage views

3.29k

social shares

50

average domain
authority

WEBSITE AND SOCIAL MEDIA HIGHLIGHTS

Our social media channels are followed by **44k+** passionate scuba divers, snorkellers and marine conservation enthusiasts around the world.



7,724

Facebook followers
(502.4% growth rate)

67 Posts

1,160,589

Impressions
(3,180 average daily impressions,
1,153.8% increment)

26,014 Engagements



1,310

Twitter followers
(4.8% growth rate)

74 Tweets

14,897 Impressions

643 Engagements
(96% growth rate per
impression)



4,105

Instagram followers

87 Posts and Stories

640,857 Impressions
(601.1% growth)

2,986 Engagements



997

LinkedIn followers
(103.4% growth rate)



85,774

Website users

102,127

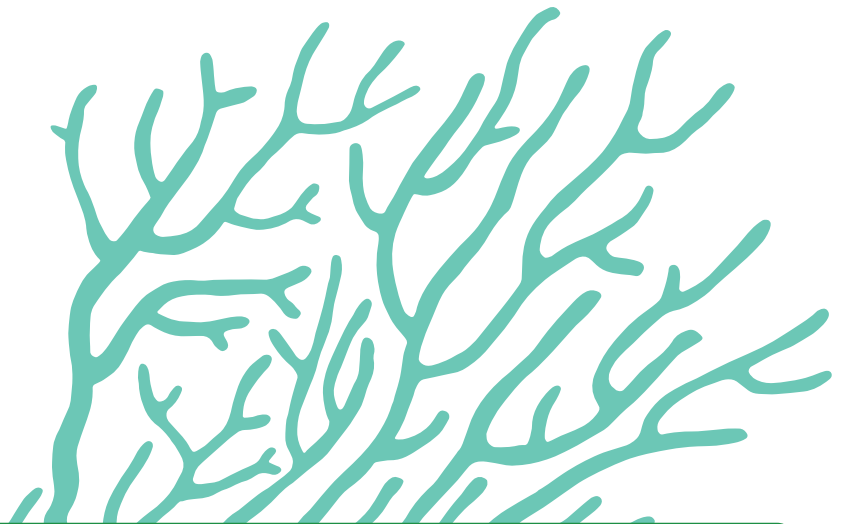
Website sessions



THE REEF-WORLD
FOUNDATION



GREEN FINS



22,852

Facebook followers
(615.6% growth rate)

116 Posts

204,695 Impressions
(560 average daily impressions,
17.3% increment)

11,289 Engagements
(36.9% growth)

5.5% Engagement rate
per impression
(16.8% growth)



41,143

Website users

62,978

Sessions



5,395

Instagram followers
(15% growth rate)

177 Posts and Stories

161,815 Impressions

8,474 Engagements
(28.2% growth rate per
impression)



4,055

Facebook video
views

6,510 YouTube video
views
(91.5% growth)

30,434 Instagram
video views



1,415

Twitter followers
(3.4% growth rate)

93 Tweets

19,035 Impressions

765 Engagements
(116.6% growth rate per
impression)



60,989

downloads of the
Green Fins tools and
resources
(432% growth)

FOLLOWER DEMOGRAPHICS



**GREEN
FINS**

The Green Fins Facebook page is our main channel with almost **23k** dive professionals and recreational divers from around the world following the page.

Age

25 - 34
(34.8%)

35 - 44
(30.7%)

18 - 24
(15.3%)

Gender



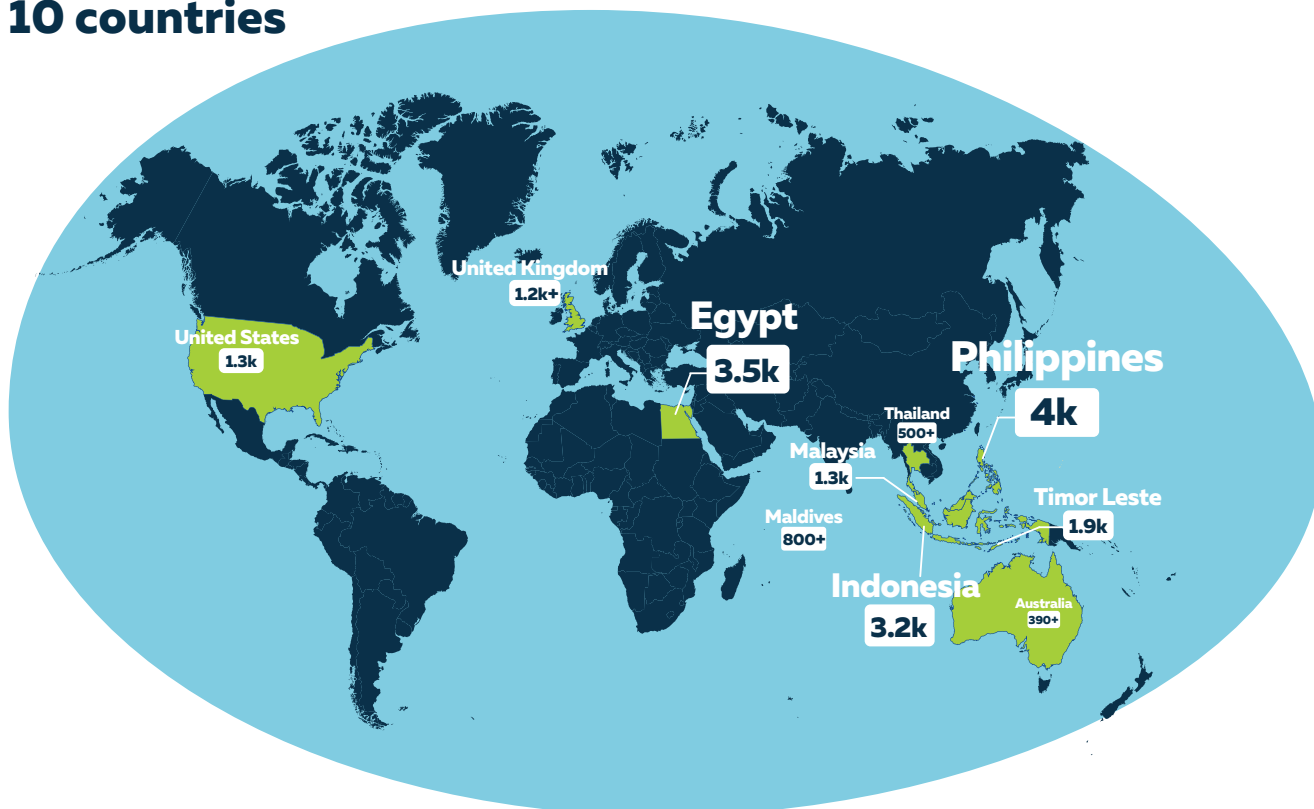
53.2% Male

39.4% Female

**7.4% Nonbinary/
unspecified**

(6.4% growth from last year)

Top 10 countries



...with followers also in Germany, Singapore, France, Spain, Italy, Canada, Mexico, Japan, Vietnam, South Korea, Netherlands and many more!



CONFERENCES, MEETINGS & INTERNATIONAL EVENTS

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

EVENT	EVENT TYPE	COUNTRY / DATE	OVERVIEW	AUDIENCE
DEMA	Dive Trade Show	USA, 1– 4 November 2022	Reef-World showcased Green Fins in 5 educational industry events at the show and connected with many dive centres, liveaboards, training agencies, manufacturers and NGOs. The good progress being made in delivering on Reef-World’s partnership objectives with PADI created a “buzz” around Green Fins at the show.	<ul style="list-style-type: none"> • Dive Industry
Untangled: Regional workshop on ghost gear in the East Asian Seas	Workshop	Thailand, 1–3 March 2023	Reef-World attended the workshop co-organised by COBSEA and EJF and learned from experts from governments, civil society organisations, development partners, and businesses on challenges and opportunities to manage abandoned, lost, and discarded fishing gear (ALDFG) in the East Asian Seas region and reviewing the use of regional tools such as the East Asian Seas Regional Node of the Global Partnership on Plastic Pollution and Marine Litter (GPML).	<ul style="list-style-type: none"> • Gov. officials • Civil society organisations • Recycling industry representatives
ADEX	Dive Trade Show	Singapore, 31 March–2 April, 2023	Reef-World participated in the first in-person ADEX show since the COVID-19 pandemic. During this dive show, Reef-World and COBSEA, UNEP led two Sustainable Diving events, the Sustainable Diving Think Tank workshop and the Sustainable Diving Dialogue. Reef-World also utilised the opportunity to boost awareness of the Green Fins membership, Dive Guide and Diver e-Courses and Green Fins Hub, particularly the Community Forum. Reef-World was also invited to join two other panel discussions, Marine Debris, Plastics and Microplastics & Climate-Related Risk of Marine Biodiversity Degradation for Coastal and Marine Tourism, amongst other conservation leaders.	<ul style="list-style-type: none"> • Members of the public (mainly from SE Asia). • Diving industry representatives • Gov. officials • Tour Operators • Diving Operator Businesses



EVENT	EVENT TYPE	COUNTRY / DATE	OVERVIEW	AUDIENCE
ISO	International meetings (virtual)	Aug 22 (virtual) May 23 (virtual)	Reef-World Director James Harvey attended two meetings to review a new ISO standard that is currently in development (ISO/CD 8804-Parts 1, 2 and 3 - Requirements for the training of scientific divers) and is in the final stages of review. Reef-World are liaison representatives that are part of the ISO/TC 228/Working Group 1 "Diving services"	<ul style="list-style-type: none"> • ISO committee members comprised of biologists, technical experts and government/NGO's and regulatory bodies
ICRI	ICRI online meeting	Online 23 May 2023	Reef-World reconnected with their ICRI colleagues, learned more about the call to action under the current secretariat and the ambitions of the Global Fund for Coral Reefs. Coral Reef Watch also released their alert for El Nino and the anticipated coral bleaching event, with guidance on how to report on it.	<ul style="list-style-type: none"> • ICRI members

DIGITAL STRATEGY

Reef-World's digital transformation

The digital strategy objectives set out in 2020 are fulfilled. These were:

- Encouraging tourists to book with Green Fins members;
- Providing Digital Membership;
- Addressing technical debt to extend the life of our existing tools;
- Tightening security; and
- Making data accessible for partners.

Reef-World now has Green Fins Hub, e-Courses and a brochure website that together has scaled Green Fins globally, generates sustainable unrestricted income, and increases tourist demand for sustainable diving/snorkelling.

Alongside this we have introduced self-service intelligence reports to empower staff, introduced systems and policy for security and legal compliance, addressed technical debt in our applications and infrastructure, streamlined file storage, project management and communication tools.

These capabilities have enabled the staff to work asynchronously, establish a single source of truth and automate manual work to maximise the operational efficiency of our small team.

EXPANDING GREEN FINS ONLINE COURSES



Reef-World's online educational materials, the Green Fins Dive Guide e-Course and Green Fins Diver e-Course, underwent a content update in April 2023 in response to feedback from course participants, advice from our stakeholders and key industry updates. The new content for Dive Guide course boasts a new section about how to market as an 'Eco-Pro' and how to lead and organise dive and beach clean up events. Both courses continue to implement a two-year certificate expiry to ensure participants will refresh their knowledge regularly.

“With the Green Fins Dive Guide e-Course, I can improve not only my CV, but also the way I guide the scuba divers I work with. The course taught me a new narrative I can use to communicate and show how scuba divers can dive respectfully with nature. As a marine biologist, I know the negative impact scuba divers can have on the environment when not done responsibly, and now, I can communicate with them on the best practice too!”

- Angela Alegria Ortega, Colombia (Green Fins Dive Guide e-Course scholar)

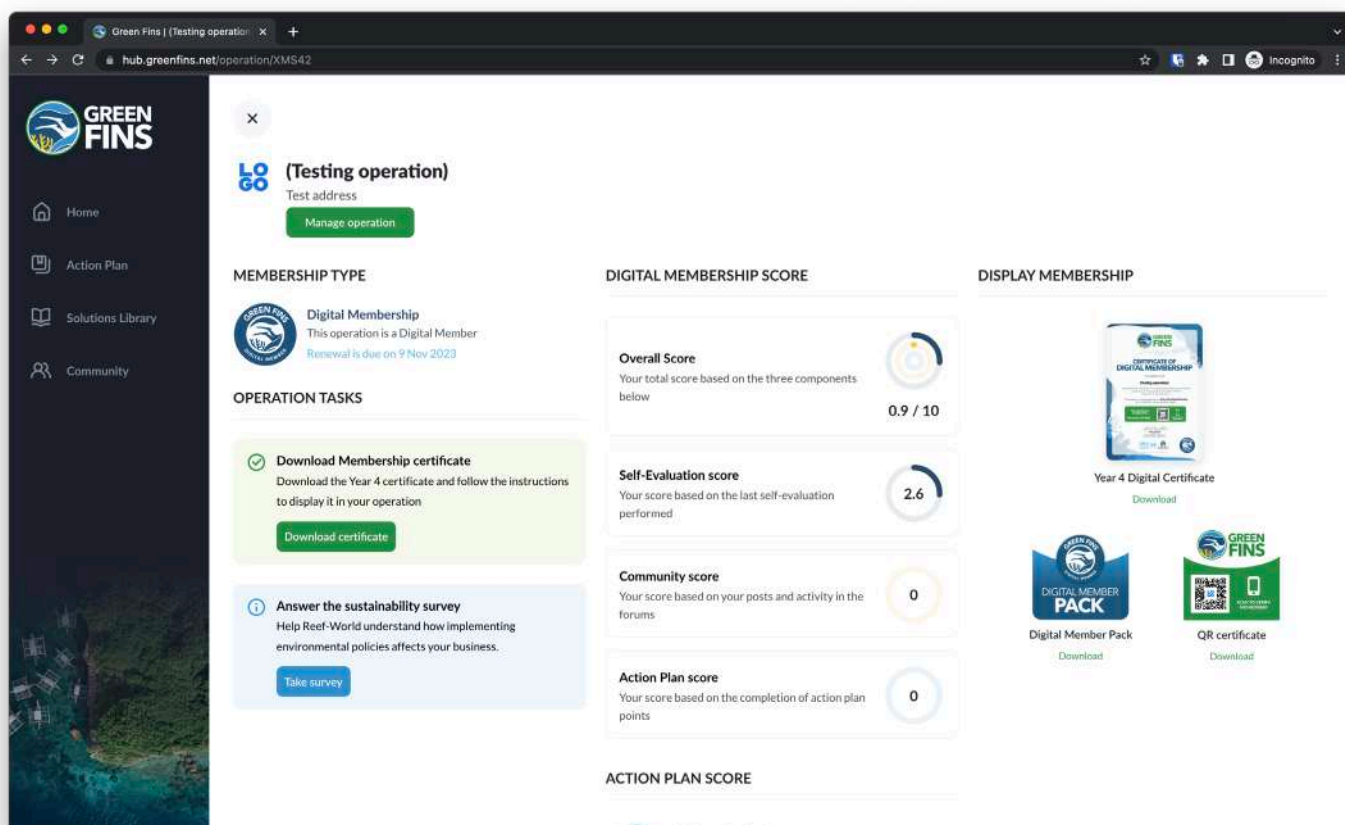
GREEN FINS HUB AND DIGITAL MEMBERSHIP SUCCESSFULLY LAUNCHED

Demand for Green Fins membership has grown exponentially around the world. Green Fins Hub launched in September 2022 – this unique platform has created an entirely new community of like minded individuals composed of staff from Green Fins Members (Certified and Digital) that have direct access to training and solutions to threats on a global scale.

We have managed to reach 61 countries since its launch in September 2022 and have an active community with engaging discussions helping to create solutions that are shared globally leading to impact we have not been able to previously achieve. This platform has also created a sustainable revenue stream to support the growth and expansion of Green Fins certified membership.

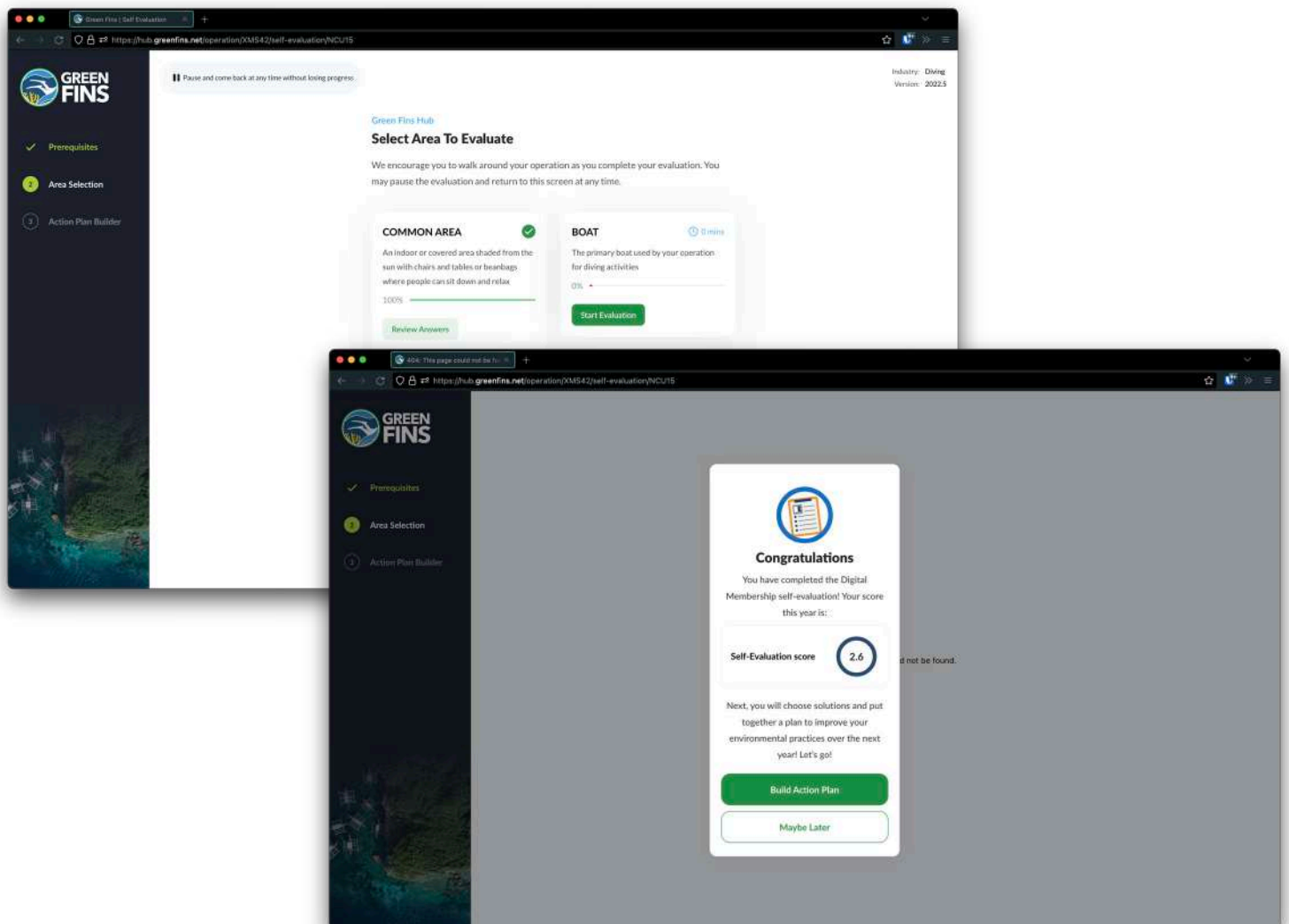
Core functionality at launch included:

- Digitally signing the Green Fins Code of conduct
- A tailored annual action plan based on responses to a self-evaluation
- Access to knowledge from the Solutions Library to achieve sustainability goals
- Support from the Green Fins global community in the Community Forum
- A Green Fins digital membership certificate with QR code verification
- Access to a social media pack to aid marketing efforts
- Green Fins website listing
- Enhanced listing on partner booking platforms



Since the launch:

- 150 new Green Fins Digital Members registered worldwide
- Green Fins network extends to over 60 countries — grown from just 14 in 2022!
- Almost 1,000 individual users are participating on Green Fins Hub
- Early indication that digital membership effectively leads to the reduction of environmental threats for those who have since received certified assessments
- Partnered with the Enterprise Architecture team at PADI to launch PADI Eco Center
- Migrated 19 years of Green Fins assessment and operation data into Green Fins Hub
- There are total of 223 Community Members (168 Green Fins Members, 37 National Team Staff, 7 Trusted Experts and 11 Reef-World Staff)
- Total of 997 user visits in the Community Forum
- 6 new accepted solutions through the Community Forum



We are immensely proud to bring this new digital tool to the marine tourism industry to inspire global change! Software engineering talent was provided by [Abstract Digital](#) in Cebu, Philippines.

HIGHLIGHTS & NEW DEVELOPMENTS

TRUSTEES

Dr Vivienne Stein-Rostaing stepped down from the board of Trustees - the Reef-World team will forever be thankful to Viv for her unwavering support throughout her Trusteeship. From her guidance and support in publishing the two cornerstone Green Fins scientific papers, through to her ongoing editorial support. On a personal note, as a great friend, Viv provided such valuable support to the Directors in navigating the challenges of running a small international charity. From us all at Reef-World, our global network of stakeholders and partners, and the coral reefs, sending you a big thank you!

D'Arcy Myers, a transformational independent charity consultant dedicated to impact with integrity and compassion, was appointed as Chair in September 2022. His goal is to strengthen the board by clearly defining the various roles, recruit new Trustees and strengthen the governance of the organisation. Flo Stevenson is a Qualified ACA BFP accountant and passionate about marine life conversation. She became the Treasurer of Reef-World in September 2022. She's working closely with the Directors to streamline and strengthen the financial management of the organisation.

D'Arcy and Flo joined Tim Good and Vic Hancock-Fell on the Board of Trustees to lead on Reef-World's safeguarding, finances, resources and making sure they're used to deliver on the charity's objectives.

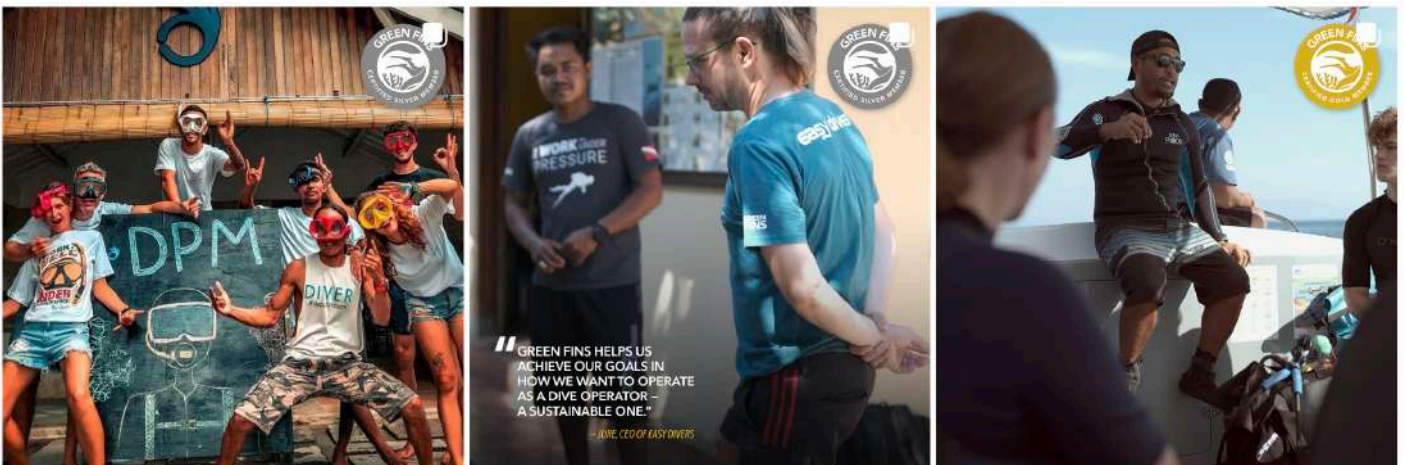
TEAM COACHING

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

UPDATING THE GREEN FINS MEMBERSHIP STRUCTURE



Reef-World successfully launched a new structure for Green Fins Certified Members. Depending on the environmental performance during in-person assessments, Certified Members are now ranked as Gold, Silver or Bronze. Operators that are shown to pose a high risk to the environment and do not meet the threshold for Bronze membership will be required to improve their daily practices before being accepted as Green Fins Certified Members. This represents a significant yet necessary shift for Green Fins, moving towards a minimum acceptable environmental standard for marine tourism operators.



IDB BEYOND TOURISM GRANT

This project will officially come to a close on the 2nd August 2023 with all activities having been completed in July 2023. This 2-year, \$656,000 grant has resulted in a world first roll out of an online platform, the Green Fins Hub offering scuba diving centres, snorkelling businesses and liveaboards access to Green Fins digital membership (see Green Fins Hub section on pg 27).

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



TUI CARE FOUNDATION GRANT



Reef-World has now completed the 3.5-year EUR 205,000 project that was extended by 6 months due to the delays in project implementation from the pandemic. This project has been one of a kind and has managed to achieve some truly remarkable results. The project titled “Youth Ambassadors for coral reef conservation in the Dominican Republic” aimed to measurably reduce direct local impacts on coral reefs by building capacity and awareness within local communities, engaging school children, teachers and local businesses offering scuba diving and snorkelling activities. See [page 14](#) for more details on the Youth Ambassador Programmes’ results.



WEST OF ENGLAND SUSTAINABLE TECHNOLOGIES SCALE-UP PROGRAMME

The [programme](#) has provided Reef-World with guidance on attracting the support of High Net Worth Individuals. This guidance has informed our new fundraising strategy.

WORKFORCE FOR THE FUTURE PROGRAMME

Through this programme, Reef-World have accessed free, tailored, in-depth support to help ensure our employees have access to the skills, training and support needed for us to thrive and achieve our goals. We've received free support from Business West to ensure Reef-World can identify ongoing skills needs, attract and retain talented people, access the right training and development and invest in our current and future workforce. This has resulted in the development of a workforce development plan. We have also accessed free access HR support to help us to navigate conversations with employees and ensure we're not just following the law when employing staff around the world, but staying true to our commitment as an exemplary employer and delivering on a duty of care for each and every one of the Reef-World team.

SUSTAINABILITY IN A RECOVERING TRAVEL WORLD SURVEY

Reef-World conducted an online survey conducted from April to June 2022, which received over 2,400 responses from various demographics. The study reveals new travel trends and how important sustainability is regarded in this new era of tourism as the industry recovers from the COVID-19 pandemic. We hope for the report to assist in this rehabilitation process and aid marine tourism businesses, local governments and communities to not only bounce back better but also prepare themselves for a bright future of travel, all whilst protecting the ocean.

The survey, conducted with the support of our partners, PADI, RAID, PSS and ZuBlu, proves that tourists will be increasingly voting with their wallets and selecting businesses and brands that align with their values for sustainability and preservation of our incredible ocean ecosystems. We have presented this findings at DEMA and ADEX and included them in Green Fins awareness raising presentations.

Full report is available for [download](#).



SEEK ADVENTURE
SAVE THE OCEAN.

CO-LAUNCH OF PADI ECO CENTER

In collaboration with Reef-World, PADI has established PADI Eco Centers, an environmental recognition credential awarded to those who exhibit a continued commitment to conservation efforts that support the global agenda to protect the ocean. The PADI Eco Center verification process is performed in conjunction with Reef-World's Green Fins initiative. One of the criteria for being eligible for the PADI Eco Center recognition is that a dive operator must also be Green Fins Member that meets a minimum standard in environmental performance, show progress towards achieving their action plan, and engage in the Community Forum to contribute to the conversation driving the future sustainability of the diving industry. This collaboration shows that Green Fins is the perfect platform for businesses like PADI to lean on for this sustainability support.

NEW COMMS STRATEGY DEVELOPED


Reef-World is pleased to announce the finalisation of our Communications Strategy 2023 - 2028. A comprehensive analysis informed this new strategy of the organisation's communication practices. There has been a demand for a more robust communication strategy and structured planning since 2020. This has led to a reactionary approach, characterised by ad hoc task implementation, rather than a proactive alignment with the organisation strategic objectives. Team members have been engaged in daily communication tasks, often without a holistic perspective. It's also noteworthy that a dedicated communications team is needed.

The retrospective examination of communication activities has revealed a notable emphasis on Press & Public Relations and significant growth in social media engagement. The Reef-World Foundation and Green Fins websites have proven to be effective digital communication channels. However, it remains necessary to encompass other dimensions of digital communications, surrounding partnerships, campaigns, events, and an overarching content strategy to ensure seamless functionality across all communication platforms.

Communications Strategic Aims:

- To support the delivery of the Organisational Strategy May 2023 – June 2028
- To shape the delivery of our contractual deliverables
- To support the delivery of the Organisational OKRs + annual KPIs
- To support the delivery of Culture of Care

An overarching content strategy has been established to underpin the successful execution of the communication framework, which encompasses Digital Communications, Press & Public Relations, Social Media, as well as the creation and dissemination of Materials & Assets, and the cultivation of strategic Partnerships.



VOICES FROM OUR NETWORK

“We know that everything eventually leads to the ocean, so by focusing on the environmental challenges in our local waterways and sharing these challenges with others on the Green Fins Hub, we can make a significant difference and perhaps help others in our situation learn from our experiences and find helpful solutions, quicker.”

– Chris, Mars Scuba, USA,
Green Fins Digital Member

“Green Fins is raising awareness of the diving industry on the importance of sustainability and providing useful solutions to our problems. Egypt is leading the way in sustainable diving in the Middle East and African region.”

– Mostafa Hefny,
Chairman of the Chamber
of Diving & Watersports, Egypt

“With Green Fins, we completed a thorough self-assessment of our operations, and it reaffirmed to us that we were on the right track with our existing sustainability approach. Beyond that, it also helped to identify further steps that we could put into our action plan for 2023 and keep improving our environmental performance at the dive shop. The Community Forum has also been a useful place to look for new ideas and find out about eco initiatives that are already working well for other dive businesses.”

- Neil Davison, Dive Rarotonga, the Cook Islands, Green Fins Digital Member



“Green Fins, when I first reached out to them years ago they didn’t have a program that covered Mexico yet, but they still went out of their way to provide me with information and resources. And that to me speaks volumes about an organisation. Green Fins’ new digital platform brings their wealth of experience and resources right to your door no matter where in the world you are. But not only that, it makes the process of analysing your current practices and creating an action plan ridiculously simple.”

- Jay Clue, Dive Ninja, Mexico, Green Fins Digital Member

“Green Fins Hub is the solution the scuba diving industry needs to push sustainability efforts forward. By digitalising environmental goal tracking, centralising countless sustainability resources, and encouraging collaboration between operators, the Hub is empowering us all to create a greener future for the big blue we all love.”

- Adam Broadbent, CEO and founder of ZuBlu

“The self-evaluation model on Green Fins Hub will help us to identify environmental challenges within each of our partner operations and provide step by step support in addressing these. This will ultimately help us to mainstream environmental considerations across our whole brand and help us to demonstrate our commitment to sustainability.”

- Anais Lefrere, Business Development Manager at DUNE United



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:



We have partnered with [PADI](#) since 2018 and this year has seen the delivery of a key milestone in our partnership strategy and objectives. In April 2023 the PADI Eco Centre designation was launched as a way of identifying exemplary performing dive operators around the world. Green Fins Membership is providing credible evidence in this designation. Together, we are working to drive sustainability across the dive industry sector.



[The Matthew Good Foundation](#) extended their support for Reef-World for another 2 years. Their financial support over two years (2022-2024) will support our digital community efforts on the Green Fins Hub with existing and new Green Fins Members to increase the awareness and implementation of environmental standards of scuba diving and snorkel operators.



After becoming the first liveaboard to adopt the Green Fins Code of Conduct, [Explorer Ventures](#) continues to support the programme through its Dive Green sustainability policy, promotion of best practice to guests and involvement in developing the upcoming Green Fins digital membership.



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



[ZuBlu](#), a dive holiday booking platform, showcases Green Fins Members through its search filters and provides the opportunity for guests to donate to the initiative. The company matches any donations made and is also helping raise global awareness of sustainability issues through educational messaging provided to all guests.



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



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



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



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



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



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



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

Thank you to our individual donors who, through your donations, have made all of this possible



SUPPORTING SCIENCE

Reef-World is committed to building the charity's strategy, programme implementation and communications based on sound science. This is achieved through ensuring all staff are up to date with the latest relevant science, ongoing programme monitoring and evaluation and scientific research.

All our decision-making is underpinned by sound science. As new issues emerge (e.g. the environmental impact of chemical cleaning products recommended to dive shops in their COVID-19 response) Reef-World conducts reviews of the available research and literature and communicates the results to their stakeholders in a way that is relevant, solution-driven and balanced.

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

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

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

In 2013 The Green Fins Methodology was published as a scientific paper in the peer reviewed journal Ocean and Coastal Management.

The Green Fins approach for monitoring and promoting environmentally sustainable scuba diving operations in South East Asia



FINANCES



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

INCOME OF £381,242



Allocation of costs:

Raising funds - 4.7% of total income

Charitable activities - 95.3% of total income

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

FUNDING

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

£381,242

EXPENDITURE

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

£403,409



CULTURE AT
THE REEF-WORLD
F O U N D A T I O N



A decorative graphic at the top of the page consisting of numerous vertical, teal-colored brushstrokes of varying lengths and thicknesses, creating a textured, organic appearance.

ORGANISATION'S CULTURE OF CARE

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

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

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

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

EDI - EQUALITY, DIVERSITY AND INCLUSION

Reef-World has incorporated a Equality, Diversity and Inclusion (EDI) framework into its recruitment processes, resulting in 50% of leadership positions within the organisation being held by female professionals. Additionally, we take pride in operating as a fully remote team, engaging in asynchronous collaboration across various time zones.

Reef-World's Commitment to Equality, Diversity and Inclusion (EDI Statement)

“At Reef-world, we ensure every team member from different backgrounds feel respected, included and empowered through our Culture of Care. We are committed to championing diversity, building an inclusive culture and doing our best to create a more equitable workplace. Our people are core to our organisation.”

CAPACITY-BUILDING OF REEF-WORLD'S STAFF

Reef-World is committed to building its people power, and professional development for current staff is central to that. The courses that have been completed:

Directors:

- ILM Level 2 Leadership and Management training
- Business West Employee Engagement Workshop

Managers:

- The Ethical IT Professional CPD training

Officers:

- Conservation Careers - Conservation Project Management & Design
- Conservation Careers - Communications For Conservation Projects course
- Ocean First Sustainable Dive Leader





THE REEF-WORLD FOUNDATION



Board of Trustees

Chair: D'Arcy Meyers
Vice-Chair: Vic Hancock-Fell
Treasurer: Flo Stephenson
Trustee: Tim Good

The Reef-World team

2006–2007: 1
2008–2012: 2
2013–2015: 4
2016–2019: 5
2019–2020: 6
2020–2021: 6
2021–2022: 8
2022–2023: 11

It should be noted that while the team appears to have grown substantially this year, two staff members will be leaving in July 2023, and there are currently no plans to replace them due to capacity / resource constraints.

Current staff (as of 31st May 2023)

Chloe Harvey - Executive Director
James J. Harvey - Operations Director
James Greenhalgh MBCS - Digital Strategy Manager
Joyce Yang - Communications Manager
Teresa Moh - Communications Officer

Emma Levy - Programmes Officer
Erin Canto - Digital Community Officer
Juliana Corrales - Creative Consultant (part-time)
Florian Allgaeuer - Communications Consultant (part-time)
Samantha Craven - Programmes Consultant (part-time)
Vanessa Buvens - Fundraising Consultant (part-time)

Volunteers

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

Tom Quigley: recruitment
Kevin Clark: Green Fins Hub consultancy
Antoinette Taus: Green Fins Hub promotions

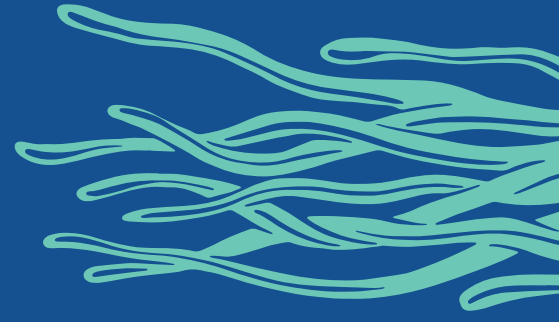
Contributors

Mark Kelly: graphic design and materials update

Green Fins Trusted experts

Bing Lin, Marine scientist & PhD candidate at Princeton School of Public and International Affairs
Emma Hetherington, PADI
Tim Good, Trustee, The Reef-World Foundation
Dr. Alex Brylske, Ocean Education International
Dr. Margaux Hein, MER Research and Consulting
Margarita Cabella, Coordinating Body on the Seas of East Asia
Christina Tamburri, Divers Alert Network

LOOKING FORWARDS



Last year was about regrouping and taking stock after the pandemic and the toll it took on the staff, and our stakeholders. The charity has undergone a progressive, ambitious and dramatic shift to ensure that Reef-World is in the best shape possible to continue to deliver effectively on our charitable objectives even during times of global uncertainty. What doesn't kill you makes you stronger, and the lessons we have learned throughout the pandemic have helped us to grow and become more resilient as an organisation.

This is reflected by Reef-World having new trustees, staff and consultants all bringing fresh ideas, approaches and skills to our mission. Our culture of care and focus on staff wellbeing has been front and centre alongside a new ambitious 5-year organisational strategy that has enabled us to set out a clear path forward for our fundraising, programmes and communications.

New staff in the form of our inspiring Digital Community Officer Erin and our powerful Communications Manager Joyce is seeing Reef-World have greater impacts and reach levels we haven't been able to achieve in the past. We also have plans to shore up the Programmes team in the form of a new Programmes Officer in June 2023 to look into our data and use that for change.

Green Fins Hub was launched in September 2022 and gained momentum very quickly. Green Fins Members can now be found in 61 countries around the world (it was only 14 before we launched the Hub!). Dive and snorkel operators voluntarily join as Green Fins Digital Members by completing a review of their environmental impacts, policies and protocols. Based on the information they provide throughout this process, the platform generates a list of specific actions from which the operation manager can build their bespoke sustainability action plan.

Throughout this process, Reef-World has gained insights into the environmental practices and locally specific solutions available to marine tourism businesses in countries we have never stepped foot in! These countries range from those with established and wide-scale marine tourism industries like Australia, Mexico, and the USA to smaller but key locations like Bonaire, Curacao, Fiji, Galapagos, Aruba, Cook Islands and Seychelles (to name a few!). We are now starting to see the results of a long-term vision to create wide-scale change delivering measurable, meaningful and practical conservation approaches to the global marine tourism industry. This has also resulted in the generation of a new source of sustainable income generation for the organisation allowing us to help grow Green Fins certified membership globally and increase our financial resilience in a turbulent economy.

With the Hub comes a new community, the first of its kind in applicability and popularity. This represents approximately 950 users (at the time of writing); like-minded business owners and staff, scuba divers, NGO and government staff and world leaders in their field who are all contributing their ideas, solutions and asking for help in a variety of forums and posts. This is positively a dream come true for us all, seeing the fruits of our labour over the years, and this is only the beginning. There is lots more work to be done, and now Reef-World has stronger foundations upon which to build, the only way is onwards and upwards.

JJ Harvey,
Operations Director



THE REEF-WORLD
FOUNDATION



**GREEN
FINS**

**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 and www.greenfins.net or follow us on social media.



[@ReefWorldFoundation](https://www.facebook.com/ReefWorldFoundation) | [@GreenFins](https://www.facebook.com/GreenFins)



[@Reef_World](https://twitter.com/Reef_World) | [@Green_Fins](https://twitter.com/Green_Fins)



[@thereef-worldfoundation](https://www.linkedin.com/company/the-reef-world-foundation)



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Contact Reef-World at info@reef-world.org

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THE REEF-WORLD
FOUNDATION