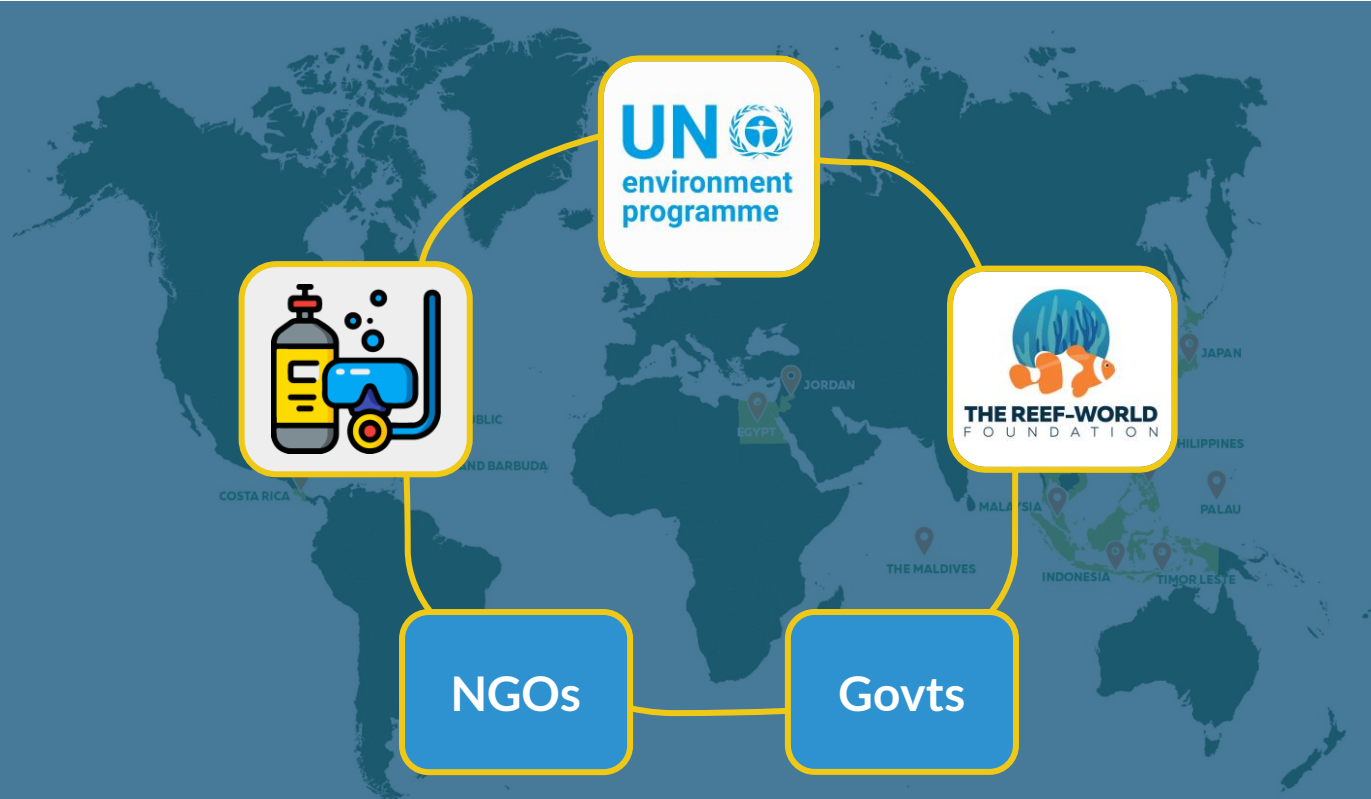




To protect and conserve coral reefs
with a management approach utilising
the only internationally recognised
**environmental standards for
diving and snorkelling**



Empowering marine tourism businesses and resource managers worldwide





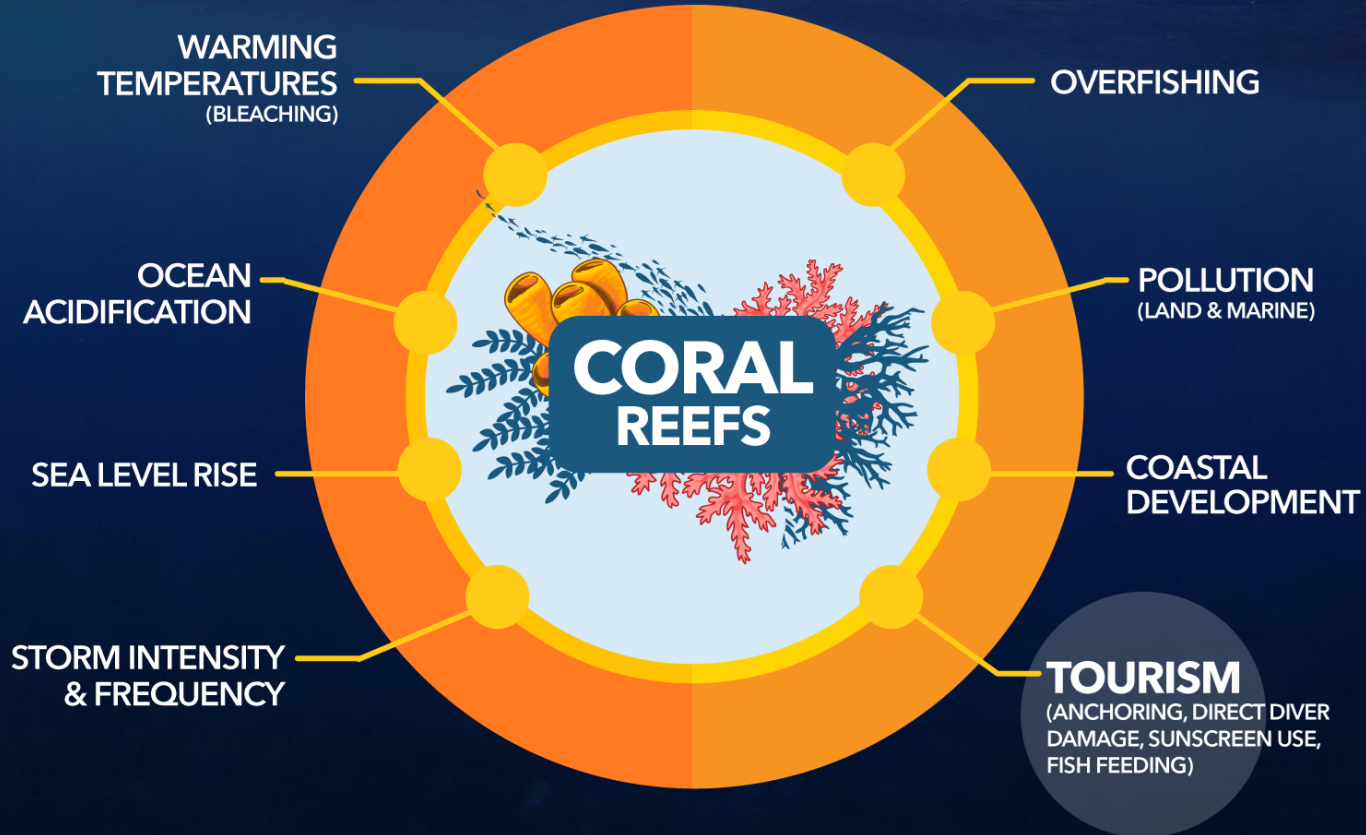
Key Questions

1. Why do we need responsible diving (and snorkelling)?
2. How do we reduce the impact of marine tourism activities?
3. How can marine tourism contribute to coral reef conservation efforts?

Why do we need responsible diving (and snorkelling)?



GLOBAL | LOCAL THREATS TO CORAL REEFS



REEF-WORLD'S 2022 SUSTAINABILITY SURVEY

Dive tourists demand for sustainability

A circular progress indicator with a yellow center and a green ring. The green ring is approximately 75% complete, representing the percentage of respondents willing to pay more for a sustainable alternative.

75%

Willing to pay more for a sustainable alternative

A circular progress indicator with a yellow center and a green ring. The green ring is approximately 95% complete, representing the percentage of respondents who think dive operators should do more.

95%

Think dive operators should do more

reef-world.org/sustainability-survey-whitepaper

A yellow ring graphic, part of a larger blue circular background element on the right side of the slide.

2,400 responses
120 countries



How do we reduce the impact of marine tourism activities?





**GREEN
FINS**

THE GREEN FINS CODE OF CONDUCT

To protect our fragile marine ecosystems, Green Fins members and marine tourism operators who care about the environment should:

- 1 Adopt the Green Fins mission statement: "To protect and conserve coral reefs by establishing and implementing environmentally friendly guidelines to promote a sustainable diving and snorkelling tourism industry."
- 2 Display the Green Fins Code of Conduct, icons and signed certificate for your guests and staff to see
- 3 Follow the Green Fins Icons and act as responsible role models for guests
- 4 Take part in regular beach and/or underwater cleanups
- 5 Help to develop and implement or support mooring buoy programmes and actively use moorings, drift or hand place anchors for boats
- 6 Prohibit the sale or display of corals, shells and other marine life
- 7 Take part in regular marine life monitoring and report the data to an active database
- 8 Provide adequate trash facilities on board your vessel and dispose of all waste responsibly
- 9 Prevent any toxic chemicals (e.g. oil, cleaning products, sunscreen etc.) from entering the ocean
- 10 Abide by all local, regional, national and international environmental laws, regulations and customs
- 11 Explain the Green Fins icons to your guests in pre-dive briefings
- 12 Provide training, briefings, talks or information to help employees and guests understand good environmental practices for marine tourism activities (e.g. snorkelling, diving, boating, marine life interactions etc.)
- 13 Provide environmental materials (e.g. ID books, educational posters etc.) for your staff and guests to read
- 14 Inform guests about local Marine Protected Areas and their associated environmental rules and regulations
- 15 Promote a strict 'no touch' policy for all reef diving and snorkelling



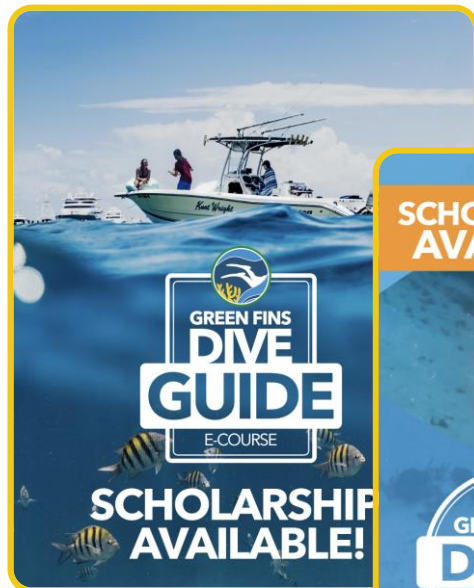
THE GREEN FINS
CODE OF CONDUCT

www.greenfins.net | @GreenFins @Green_Fins

GREEN FINS CODE OF CONDUCT

- CORE of the Green Fins initiative
- Developed from 20 years of experience from the network
- Dive centres who follow this will reduce their impact to the surrounding environment

GREEN FINS RESOURCES AND TOOLS



www.greenfins.net

DOWNLOAD CONSERVATION TOOLS

The Green Fins initiative aims to empower people like you to take simple actions to protect our oceans. Anyone can download, use and share all our sustainability tools and materials for free.

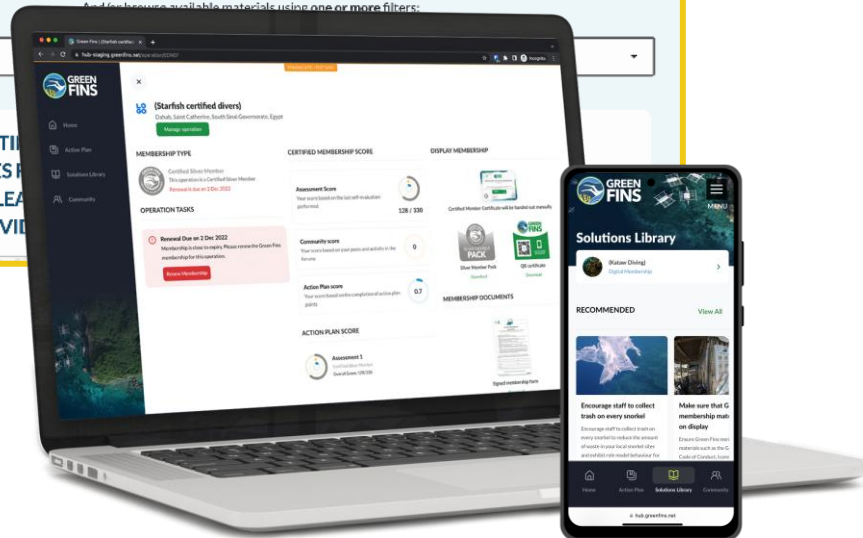
Please search for the material you are looking for:

Type keywords e.g. sunscreen

And you browse available materials using one or more filters:

English (default)

DISINFECTION
GUIDELINES FOR
CHEMICAL CLEANING
AGENTS (COVID-19)



GREEN FINS MEMBERSHIP

FOR DIVE AND SNORKEL OPERATORS



Global Sustainable
GSTC2025
Tourism Conference

FIJI

5-8 August, 2025



Dev Albao

Programmes Manager,
The Reef-World Foundation
(Green Fins)

Sustainable Marine Tourism Class: Green Fins Standard

7 August, 2025 09:00 - 10:15 | Pacific Room

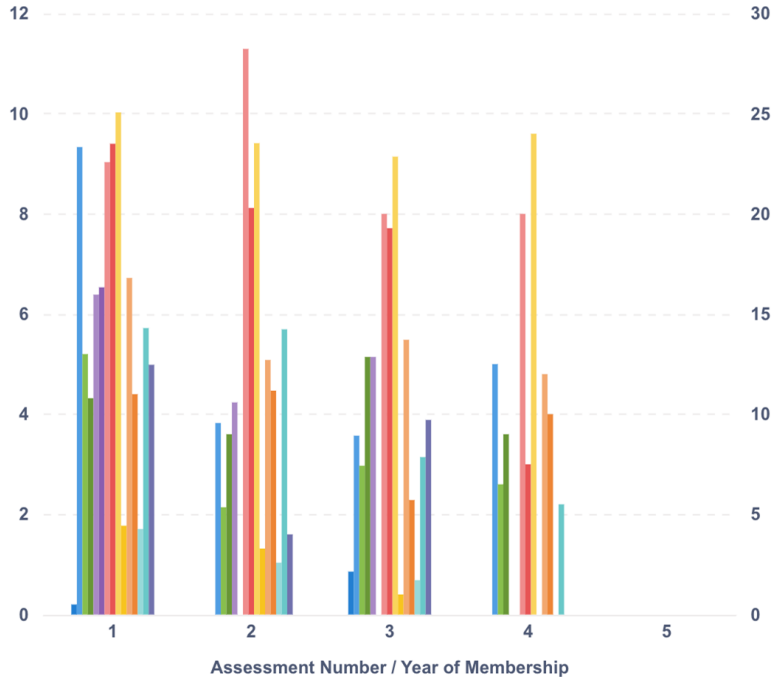
 **GSTC**
Global Sustainable Tourism Council

FIJI WHERE
HAPPINESS
COMES
NATURALLY



Green Fins members reducing impact

CASE STUDY: DOMINICAN REPUBLIC



Made with Metabase

- Operators reduced negative environmental impact by:
 - **25%** by 2nd assessment
 - **48%** by 4th assessment
- **47%** of operator staff have improved their role model behaviour within their first 3 assessments
- Direct diver contact with reef is down by **24%** due to members implementing strict no touch policies
- One operator has achieved a **perfect score** by 5th assessment

How can marine tourism contribute to coral reef conservation efforts?



Beyond raising awareness, it is critical to work on other levers of behaviour change e.g. compliance monitoring, incentivising private sector engagement, and making sustainable choices accessible.



How Green Fins influences system change





Convention on
Biological Diversity



SUSTAINABLE
DEVELOPMENT



GOALS

ICRI

INTERNATIONAL
CORAL REEF INITIATIVE

HOW GREEN FINS ALIGNS WITH
INTERNATIONAL
ENVIRONMENTAL TARGETS





THE REEF-WORLD
FOUNDATION



**GREEN
FINS**

INTERNATIONAL
COORDINATOR



2004-2024

THANK YOU

Contact Reef-World to collaborate
for sustainable marine tourism.



info@greenfins.net

