



**GREEN
FINS**

SUSTAINABLE MARINE TOURISM WORKSHOP



Diving and snorkelling: What is it worth?



THE REEF-WORLD
FOUNDATION



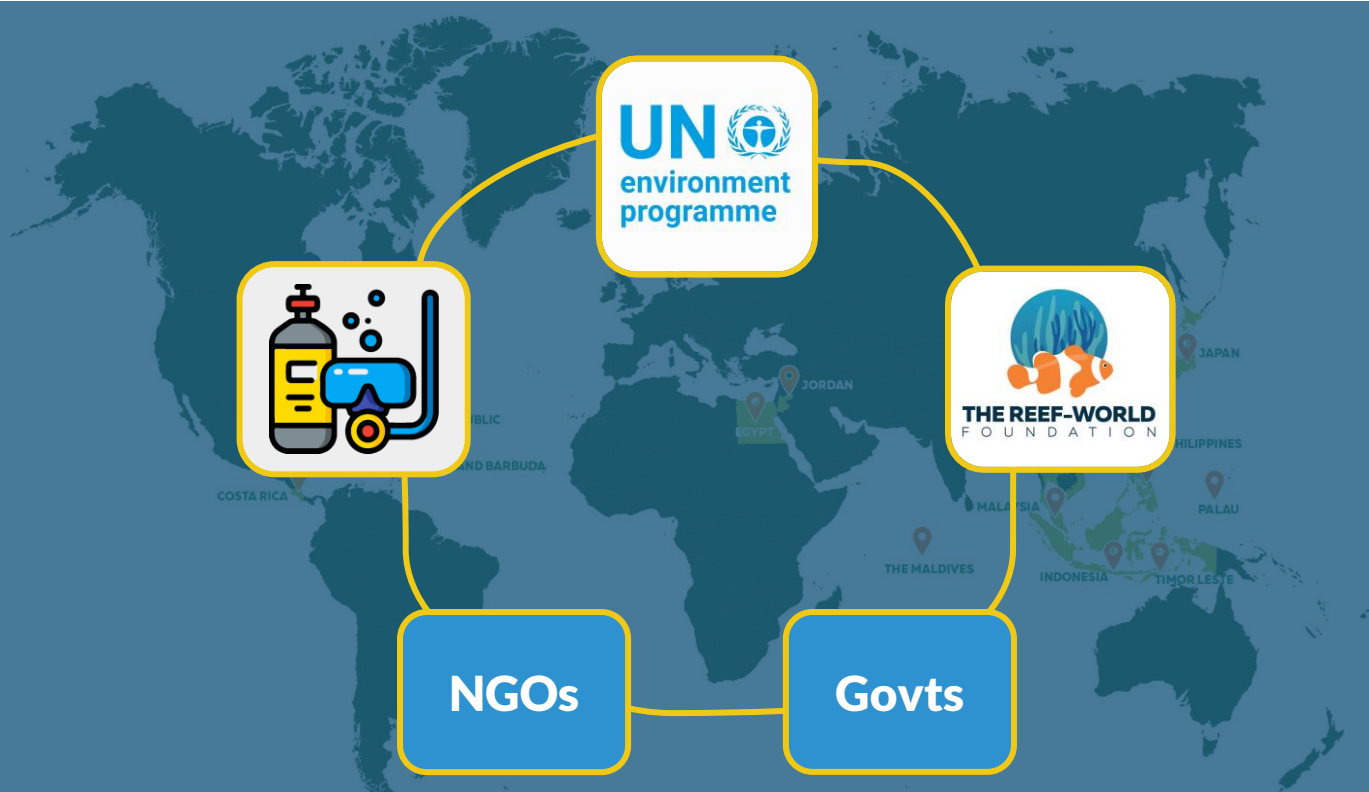
GREEN
FINS



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



Implements flagship **Green Fins** initiative in
partnership with the United Nations Environment Programme

UK charity with
20 years'
experience



Supported more than **1,400**
local dive businesses to
measurably reduce their
environmental impact

Educates and inspires
governments, business, communities
and individuals globally to **adopt**
sustainable behaviours

Worked with businesses
and governments in
82 countries



Today's workshop

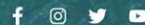
1. What is Green Fins and how does it work?
2. What specific marine tourism practices have you witnessed are harming habitats/species?
3. How can we implement, support, and incentivise best practices to address these challenges?

What is Green Fins and how does it work?





FIND A MEMBER ▾ LEARN ▾ JOIN NEWS & MEDIA PARTNERS ABOUT ▾



FREE MATERIALS

LOGIN

PROTECTING CORAL REEFS THROUGH SUSTAINABLE TOURISM

Dive centres, snorkelling centres, and liveaboard businesses join Green Fins to protect the marine environment where they operate. Choose a Green Fins Member for your next underwater adventure.

DIVE WITH A GREEN FINS MEMBER

DESTINATION

SEARCH RADIUS

☒ CERTIFIED BRONZE MEMBER

☒ CERTIFIED GOLD MEMBER

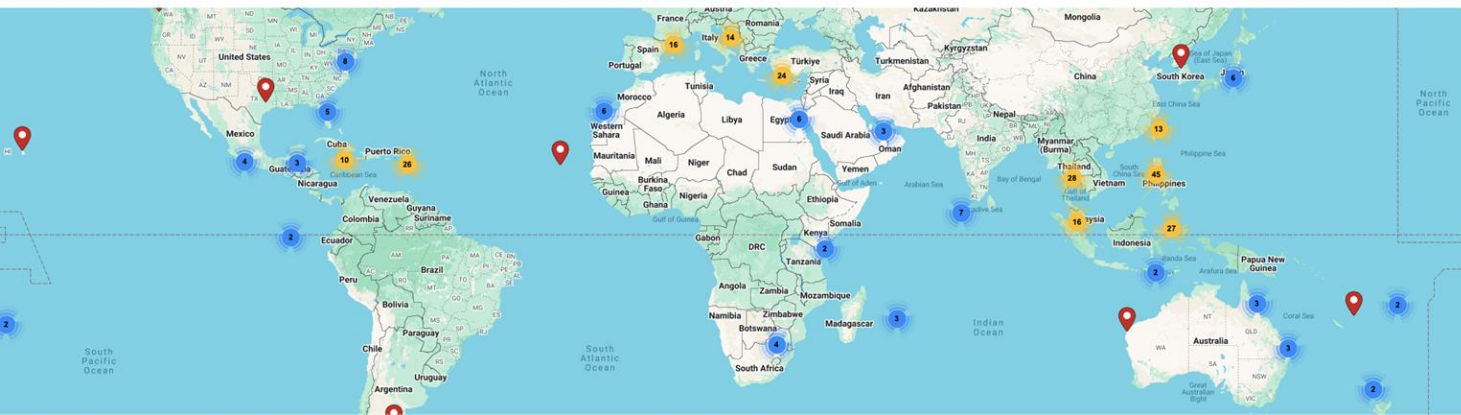
☒ CERTIFIED SILVER MEMBER

☒ DIGITAL MEMBER

☐ RESTRICTED

SEARCH

www.greenfins.net





**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

IN THE OPERATION

- 17) Host regular beach and/or underwater cleanups and marine life monitoring activities
- 16) Report environmental violations or destructive practices to relevant authorities
- 15) Install, use and maintain mooring buoys instead of anchoring, where possible
- 14) Recycle and always dispose of trash responsibly
- 13) Provide reusable items to guests instead of single-use ones
- 12) Do not display, wear or promote the sale of marine life
- 11) Follow and enforce your operation's environmental policies (e.g. do not wear gloves, do not feed the fish)

- 18) Do not support unsustainable fishing or the shark fin trade

- 1) Follow the Green Fins Icons

- 2) Always act as responsible role model for your guests

ABOVE WATER

- 3) Teach guests how to be environmentally friendly divers through briefings, and offering environmental materials and training
- 4) Regularly refresh environmental knowledge
- 5) Inform guests to cover up in the sun or use only non-toxic sunscreen
- 6) Make sure guests follow environmental laws and explain the penalties for breaking them
- 7) Choose dive sites appropriate for diver ability, supervise guests closely and correct any bad behaviour
- 8) Make sure guests maintain good buoyancy and stay a safe distance from coral

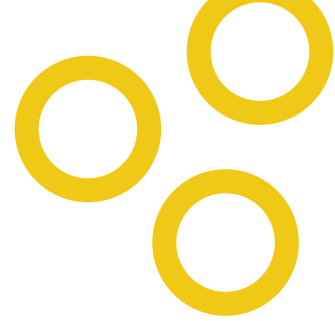
- 9) Respect our ocean: do not touch, chase, harass, spear or capture marine life

- 10) Teach photographers to follow best environmental photography practices

BELOW WATER



SCIENTIFICALLY PROVEN TO IMPROVE ENVIRONMENTAL PERFORMANCE



Environmental Management
DOI 10.1007/s10627-016-0696-0



Recreational Diving Impacts on Coral Reefs and the Adoption of Environmentally Responsible Practices within the SCUBA Diving Industry

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Abstract Recreational diving on coral reefs is an activity that has experienced rapidly growing levels of popularity and participation. Despite providing economic activity for many developing coastal communities, the potential role of dive impacts in contributing to coral reef damage is a concern at heavily dived locations. Management measures to address this issue increasingly include the introduction of programmes designed to encourage environmentally responsible practices within the dive industry. We examined diver behaviour at several important coral reef dive locations within the Philippines and assessed how diver characteristics and dive operator compliance with an environmentally responsible diving programme, known as the Green Fins approach, affected reef contacts. The role of dive supervision was assessed by recording dive guide interventions underwater, and how this was affected by dive group size. Of the 100 recreational divers followed, 88 % made contact with the reef at least once per dive, with a mean (±SE) contact rate of 0.12 ± 0.01 per min. We found evidence that the ability of dive guides to intervene and correct diver behaviour in the event of a reef contact decreases with larger dive group sizes. Divers from operators with high levels of compliance with the Green Fins programme exhibited significantly lower reef contact rates than those from dive operators with low levels of compliance. The successful implementation of environmentally responsible diving programmes, which focus

on influencing dive industry operations, can contribute to the management of human impacts on coral reefs.

Keywords Coral reef · Diving · SCUBA diving impacts · Tourism · Responsible diving

Introduction

Coral reefs are a threatened, but globally important ecosystem, providing key services to local communities such as coastal defence, sediment production, and fisheries benefits (Bellwood et al. 2004; Moberg and Folke 1999; Rogers et al. 2015). In addition, they are a focus of global tourism, with the resulting economic activity generating a major portion of local income and providing a key source of livelihood in many coastal communities (Claver 2014). Over recent decades, tourism activities benefiting from the pleasing aesthetics and biodiversity of coral reefs, primarily SCUBA diving and snorkelling, have experienced rapidly increasing numbers of participants globally (Barker and Roberts 2004; Davenport and Davenport 2006). Whilst initially considered to be ecologically benign, a cumulative body of research highlights a wide range of SCUBA diving impacts at frequently dived locations (Hawkins et al. 1990; Lamb et al. 2014; Tratalos and Austin 2001; Zaki and Chadwick-Furman 2002).

Damage to corals on diver reefs often occurs as a result of skeletal breakage, particularly in branching species (Gunter et al. 2010; Halter and Oh 2008). Tissue abrasion can also result from diver contact (Hawkins et al. 1990), and a recent study reported a higher incidence of coral disease in areas heavily used for recreational diving (Lamb et al. 2014). In some instances, hard coral cover on reefs subjected to intensive SCUBA diving is lower than that on reefs less

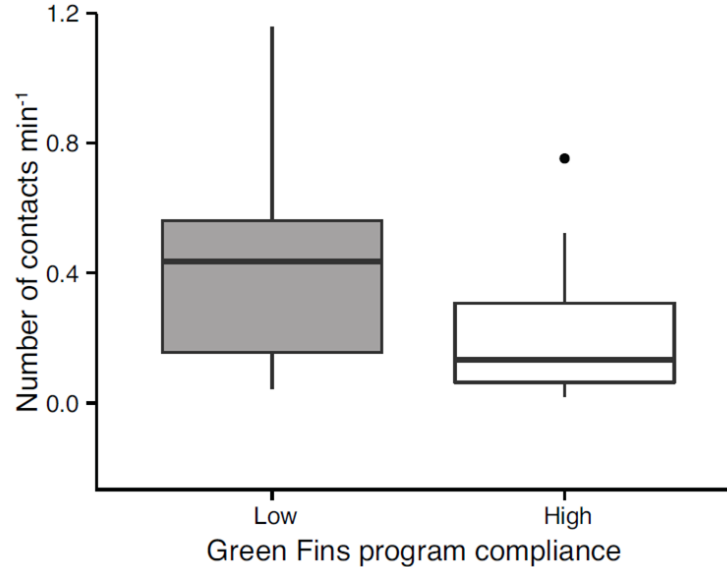


Fig 2. Comparison of the rates of reef contact made by recreational scuba divers (n=100) from low Green Fins compliance diver operators versus high Green Fins compliance dive operators (>60 dive centres).
Roche, R *et al.* Environmental Management (2016) 58: 107.

Roche et al.
Environmental Management
(2016)

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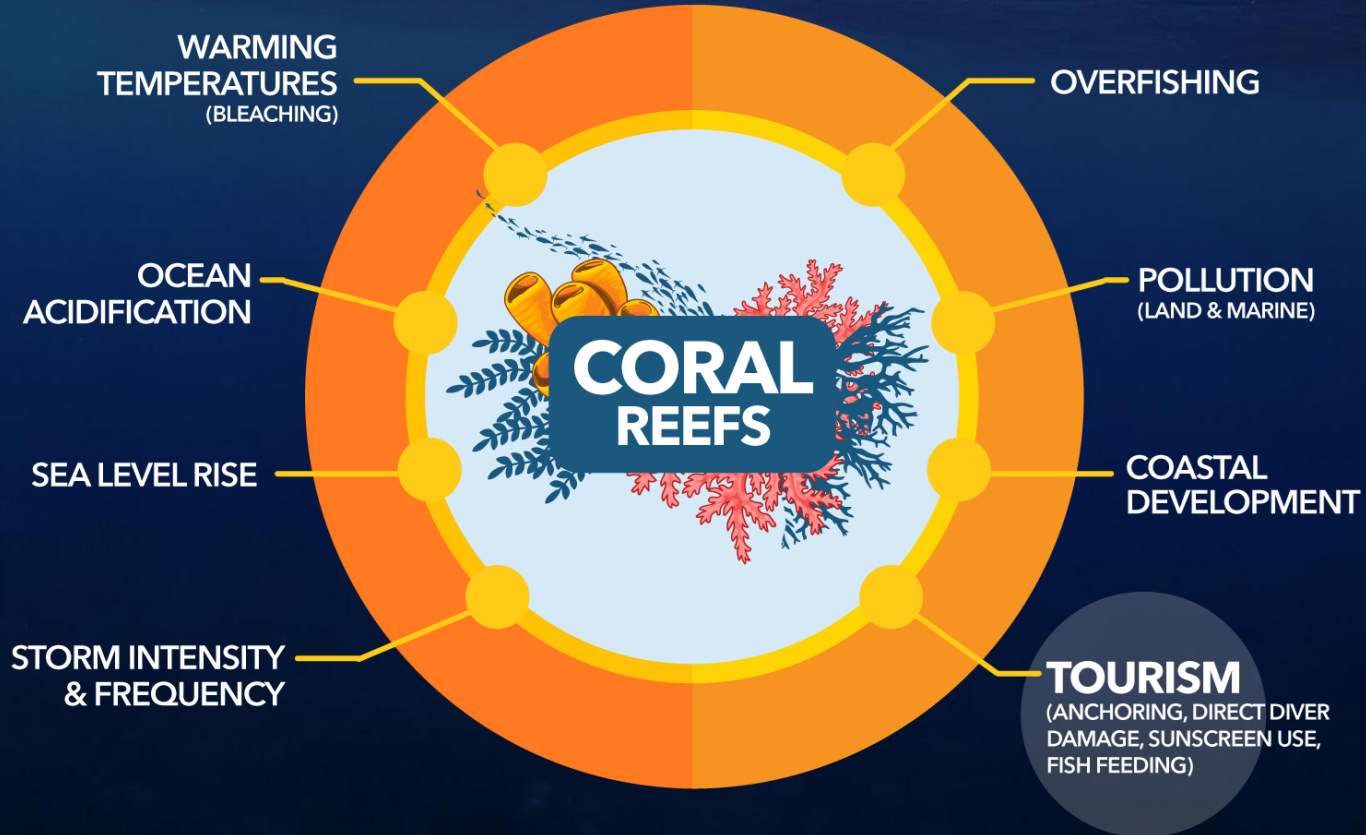
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GLOBAL | LOCAL THREATS TO CORAL REEFS



REEF-WORLD'S 2022 SUSTAINABILITY SURVEY

Dive tourists demand for sustainability

A circular progress indicator with a yellow center and a green ring. The ring is 75% complete, with a small gap at the bottom right.

75%

Willing to pay more for a sustainable alternative

A circular progress indicator with a yellow center and a green ring. The ring is 95% complete, with a small gap at the bottom right.

95%

Think dive operators should do more

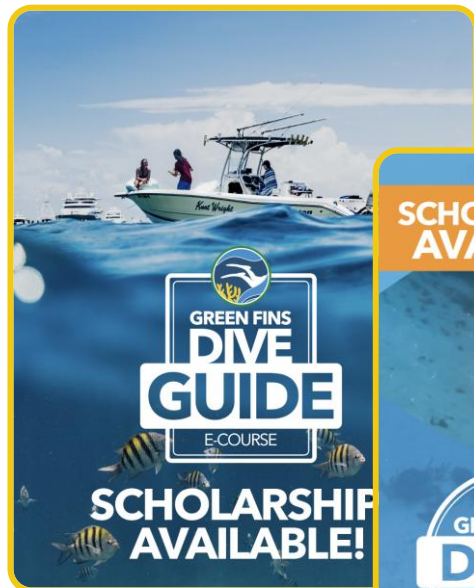
reef-world.org/sustainability-survey-whitepaper

A yellow circle with a white center, positioned in the upper right area of the slide.

2,400 responses
120 countries



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.

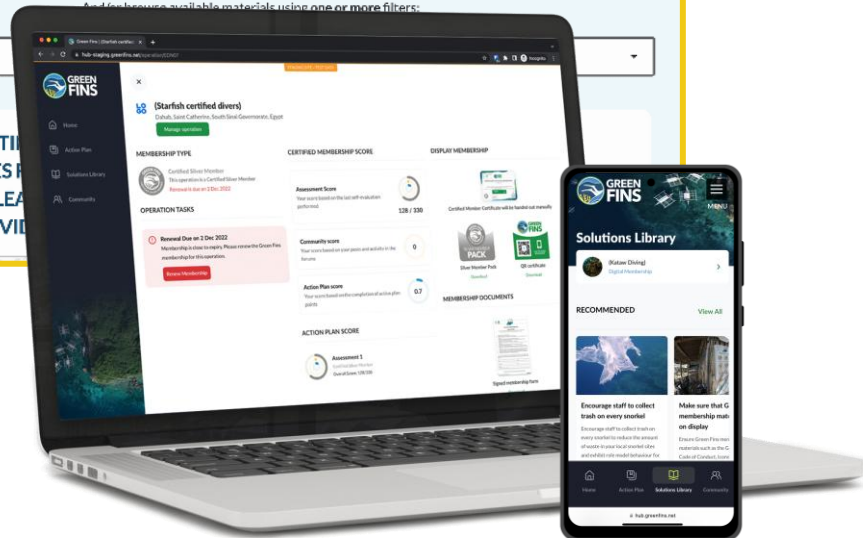
Please search for the material you are looking for:

Type keywords e.g. sunscreen

And you browse available materials using one or more filters:

English (default)

DISINFECTION
GUIDELINES
CHEMICAL CLEANING
AGENTS (COVID-19)



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.



GREEN FINS MEMBERSHIP

FOR DIVE AND SNORKEL OPERATORS





MEMBERSHIP TYPES

Available for dive and snorkel operators

DIGITAL MEMBERS

 Available Globally



Annual **ONLINE**
self-evaluations

CERTIFIED MEMBERS

 Available in active Green Fins countries
where assessors are based



Annual **IN-PERSON**
evaluations



Annual **SUSTAINABILITY ACTION PLANS**
tailored for operation



Tracking of success
towards meeting
action plans



Must achieve a minimum
environmental standard to be
ranked **GOLD, SILVER OR
BRONZE**



Annual **ONLINE**
environmental
training for staff



Annual **IN-PERSON**
environmental
training for staff

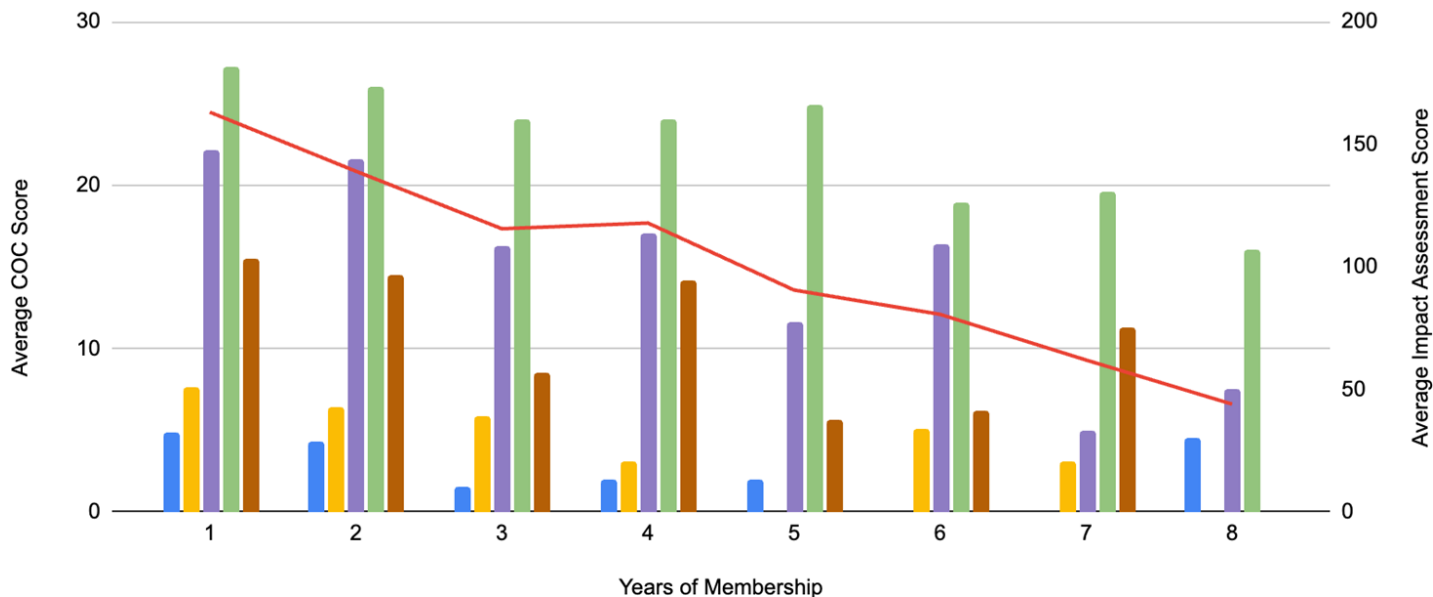


Green Fins members reducing impact

CASE STUDY: MALAYSIA

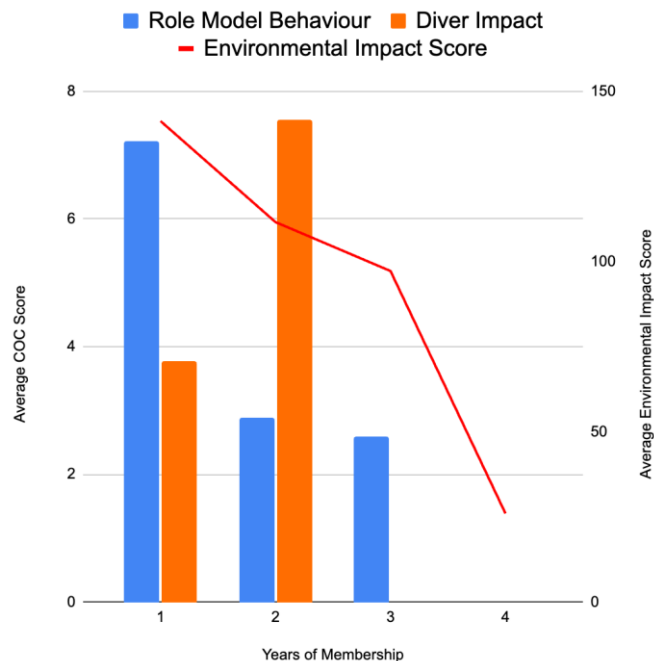
Data from Green Fins assessments in Malaysia

■ Anchoring ■ Sale & Display of Marine Life ■ Garbage Management ■ Chemical Discharge
■ Diver Impact — Environmental Impact Score



Green Fins members reducing impact

CASE STUDY: DOMINICAN REPUBLIC

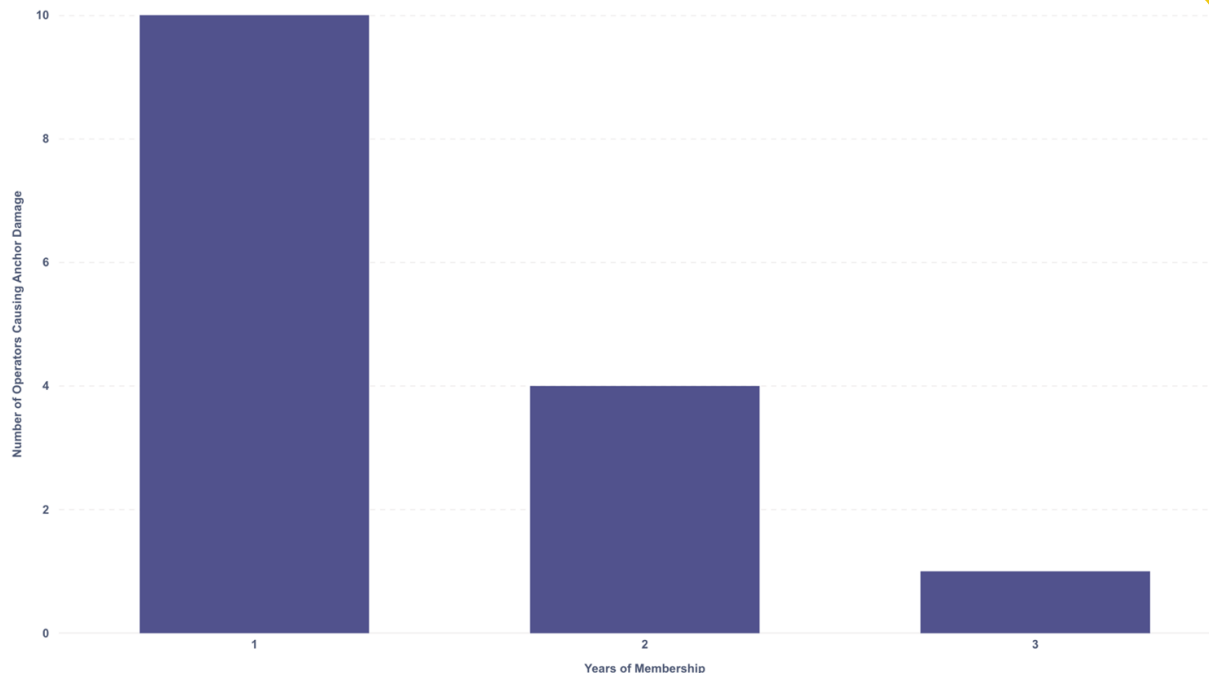


- Operators reduced negative environmental impact by:
 - **25%** by 2nd assessment
 - **48%** by 4th assessment
- **47%** of operator staff have improved their role model behaviour within their first 3 years
- Direct diver contact with reef is down by **24%** due to members implementing strict no touch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

Green Fins members reducing impact

CASE STUDY: INDONESIA

- **10 dive centers** in Indonesia were regularly anchoring on sensitive marine ecosystems
- By year 3, **90% had successfully implemented no anchoring policies**
- Achieved through mooring buoy installation and coordination with other dive centers



What specific marine tourism practices have you witnessed are harming habitats/species?



SAMPLE DILEMMA AREAS

FOR DIVE AND SNORKEL OPERATORS



1. CONTACT

e.g. anchoring, intentional/
unintentional reef contact,
chasing/touching marine wildlife



2. POLLUTION

e.g. plastic trash, chemical
discharge, disposal of used
engine oil, sunscreen impact



3. EXTRACTION

e.g. collection for souvenirs,
sharks finning, spearfishing

How can we implement, support, and incentivise best practices to address these challenges?



BREAKOUT

(20 mins)



- **Best practices to reduce impact**
- **Challenges and how to mitigate them**
- **Support and incentives for operators to implement best practices**



Each group shares their topline insights after. (3 mins each)

PLENARY

(10 mins)



See how your insights relate to what you can take home back to your marine tourism site:

- 1. Direct operational practices**
- 2. Staff training and capacity building**
- 3. Guest / tourist engagement and awareness**
- 4. Advocacy and policy support**





THE REEF-WORLD
FOUNDATION



**GREEN
FINS**

INTERNATIONAL
COORDINATOR



2004-2024

THANK YOU

**Contact Reef-World to collaborate
for sustainable marine tourism.**



info@greenfins.net

