

economic opportunity - environmental risk





- influencing core business practices to "green" dive tourism
- supporting regulatory reforms that incentivize green business
- promoting sustainable consumption / consumer choice





MEMBERSHIP PROCESS

are in place and operating efficiently

YELLOW: control(s) are in place but there is room for improvement.

RED: control(s) are missing or inadequate

Dive and snorkel operators sign up for FREE MEMBERSHIP

by signing a membership form and agreeing to adhere to the

Green Fins Code of Conduct

ENVIRONMENTAL TRAINING

> is provided for all dive centre staff (including boat crew) by Green Fins on best practices for the industry and solutions to common industry threats

ENVIRONMENTAL RISK ASSESSMENTS

> are carried out by trained **Green Fins Assessors**

DURING A NORMAL DIVE OR SNORKEL TOUR. in a transparent and consultative manner

Based on the results of the assessment.

> the Assessor consults with the business management

TO AGREE ON

3 REALISTIC

to address the most pressing environmental concerns to be implemented prior to The assessment results in a

SCORE

which remains confidential and indicates the overall risk posed by the **BUSINESS OPERATIONS to**

Each activity is graded either GREEN, YELLOW or RED*. based on the effectiveness of

controls in place to mitigate

THREAT TO THE ENVIRONMENT.

Each grade and code of conduct item carries a SCORE which is weighted by it's threat.

DURING THE ASSESSMENT

Assessors follow a robust assessment protocol which enables them to measure dive centre performance against a set criteria based on the

Green Fins Code of Conduct

MARINE BIODIVERSITY the next assessment (annually).

CONTINUED **MEMBERSHIP**

and promotion

Annual reduction in environmental threat shown through continued decrease in assessment scores indicating effective environmental policy

TOP 10 DIVE CENTRES

The ten dive centres with the BEST ASSESSMENT SCORES are showcased throughout

the Green Fins website and network.

*SUSPENDED **MEMBER'STATUS**

> If, after three assessments member does not achieve reduction in overall score, continued membership is discussed with Assessor and may result this way.

Member achieves 'ACTIVE MEMBER'

STATUS, and is awarded CERTIFICATE and provided OUTREACH MATERIALS AND TOOLKIT.

Company is then listed on **GREEN FINS WEBSITE** and promoted through the network. ז Training, **ASSESSMENT** and consultation repeated annually.

... and also

Training

Outreach and promotion

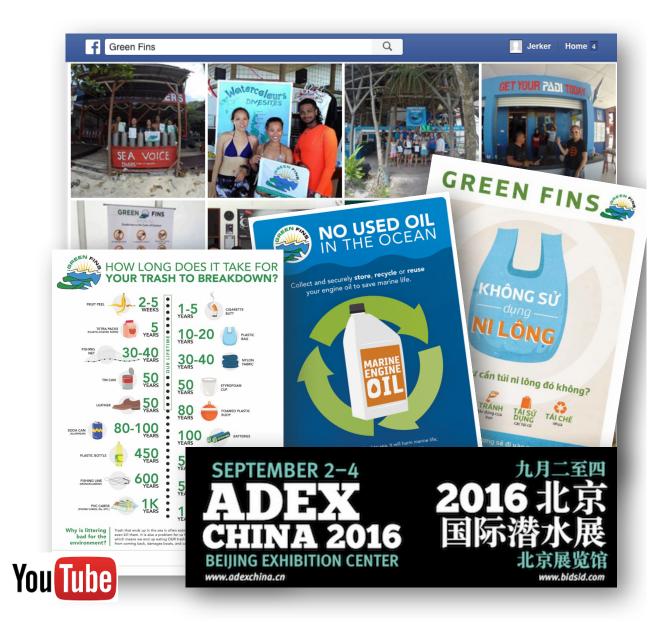
Community engagement

Citizen science



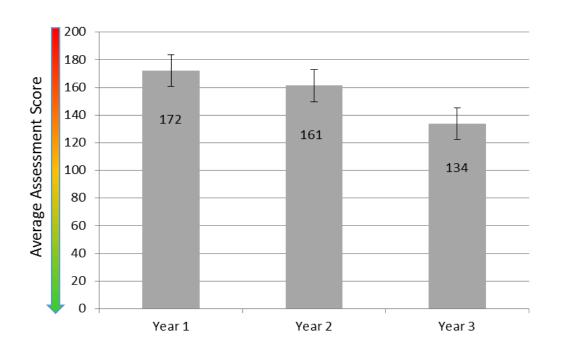






Does it work?

Over 400 members - and growing



Part of the Key Performance Index for CBD/Aichi target delivery, Marine Parks Malaysia

Adopted as guideline in the national Sustainable Coral Reef Ecosystem Management Plan, Philippines

Similar efforts underway in other countries



















AICHI BIODIVERSITY TARGETS



Governments and business have plans for sustainable consumption and production, to keep impacts on environment within safe ecological limits.



Minimize anthropogenic pressures on coral reefs to maintain their integrity and functioning.

