

Green Fins

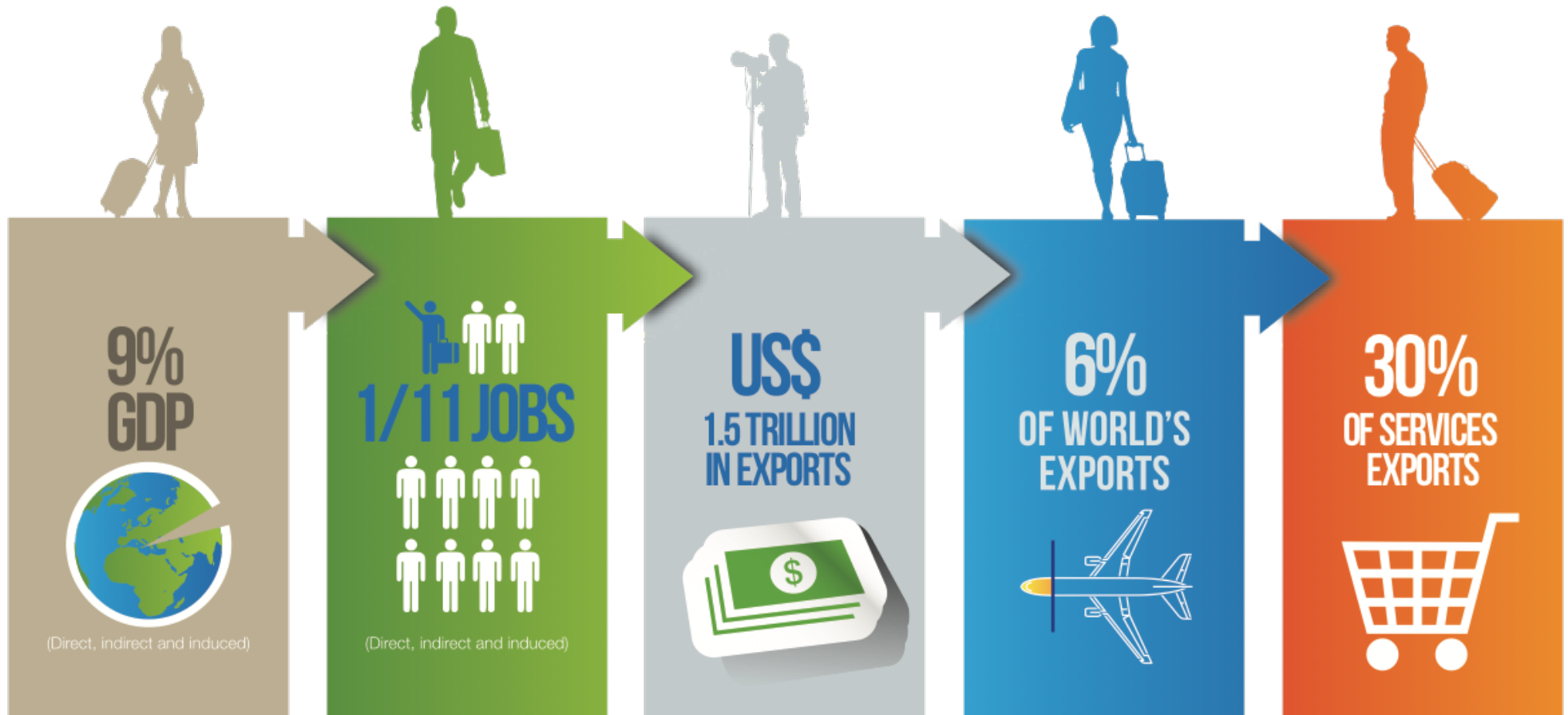
*blue economy development
based on dive tourism*

Jerker Tamelander, UN Environment
Chloe Harvey and JJ Harvey, Reef World Foundation
WCC 2016, Honolulu



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economic opportunity - environmental risk



WHY TOURISM MATTERS

(UNWTO 2015)



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

Green Fins is...

a code of conduct
a robust assessment system
outreach and training

a proven public-private
partnership approach



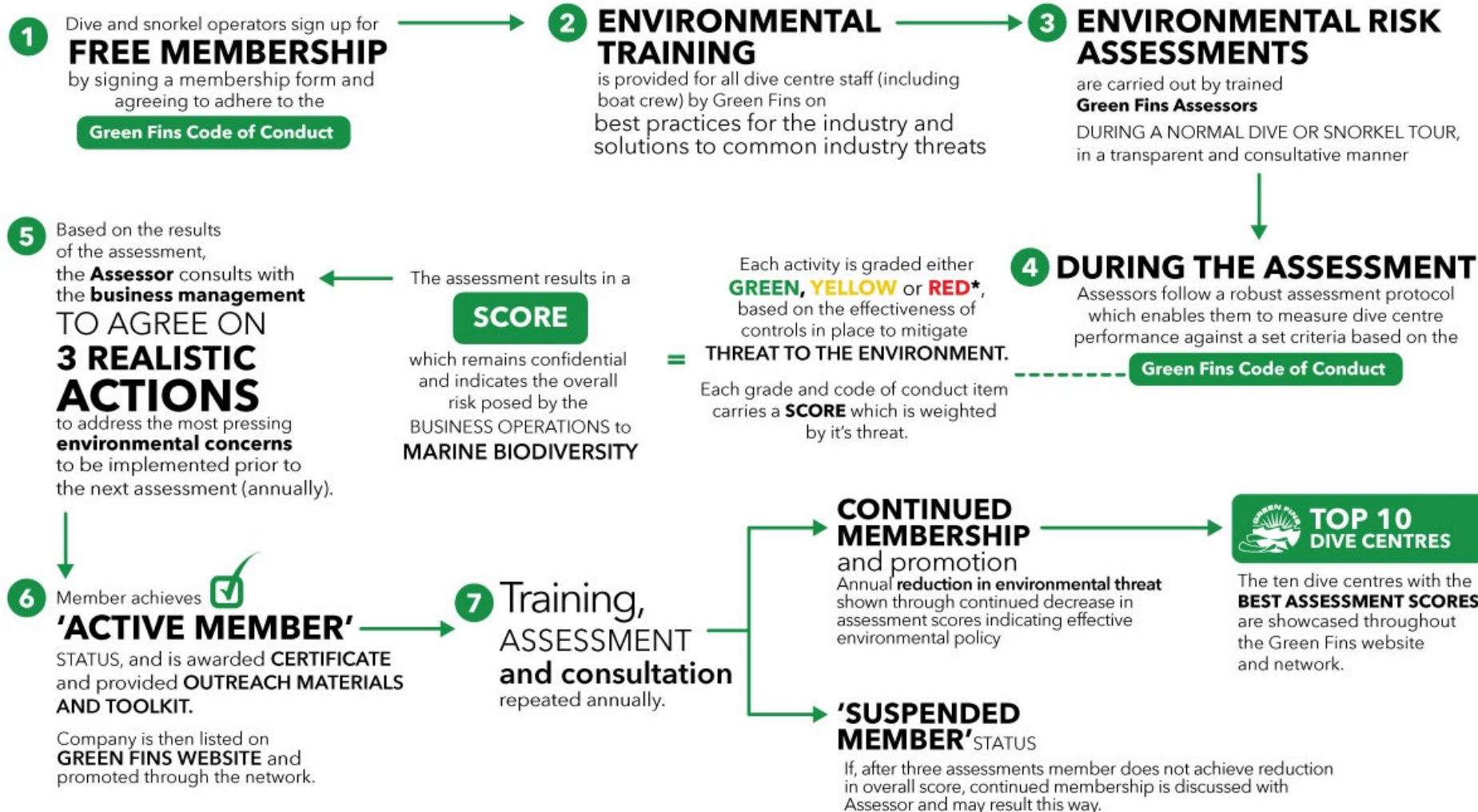


MEMBERSHIP PROCESS

GREEN: control(s) to mitigate risk 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.



... and also

Training

Outreach and promotion

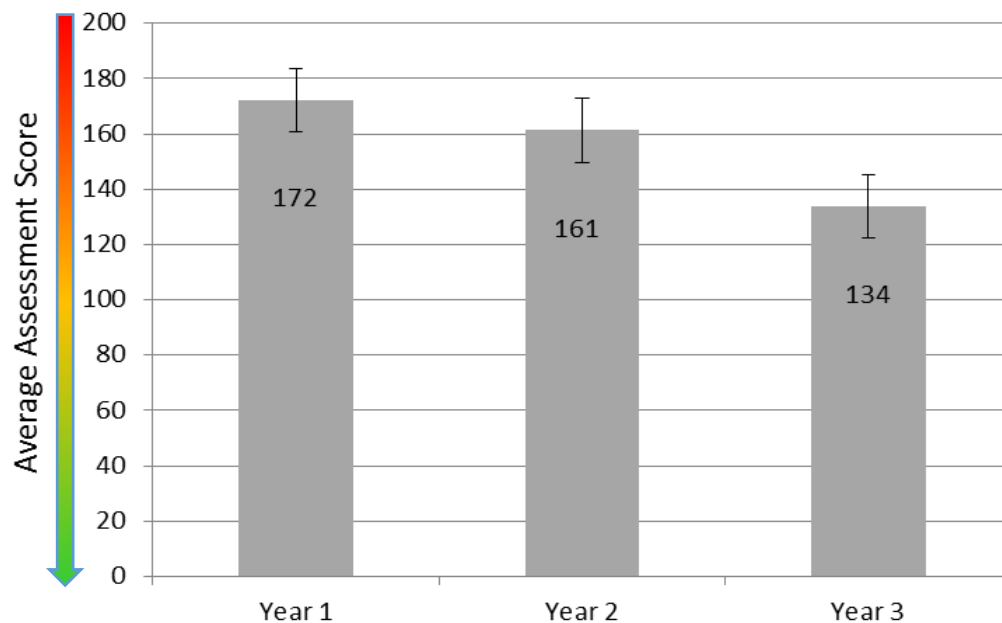
Community engagement

Citizen science



Does it work?

Over 400 members – and growing

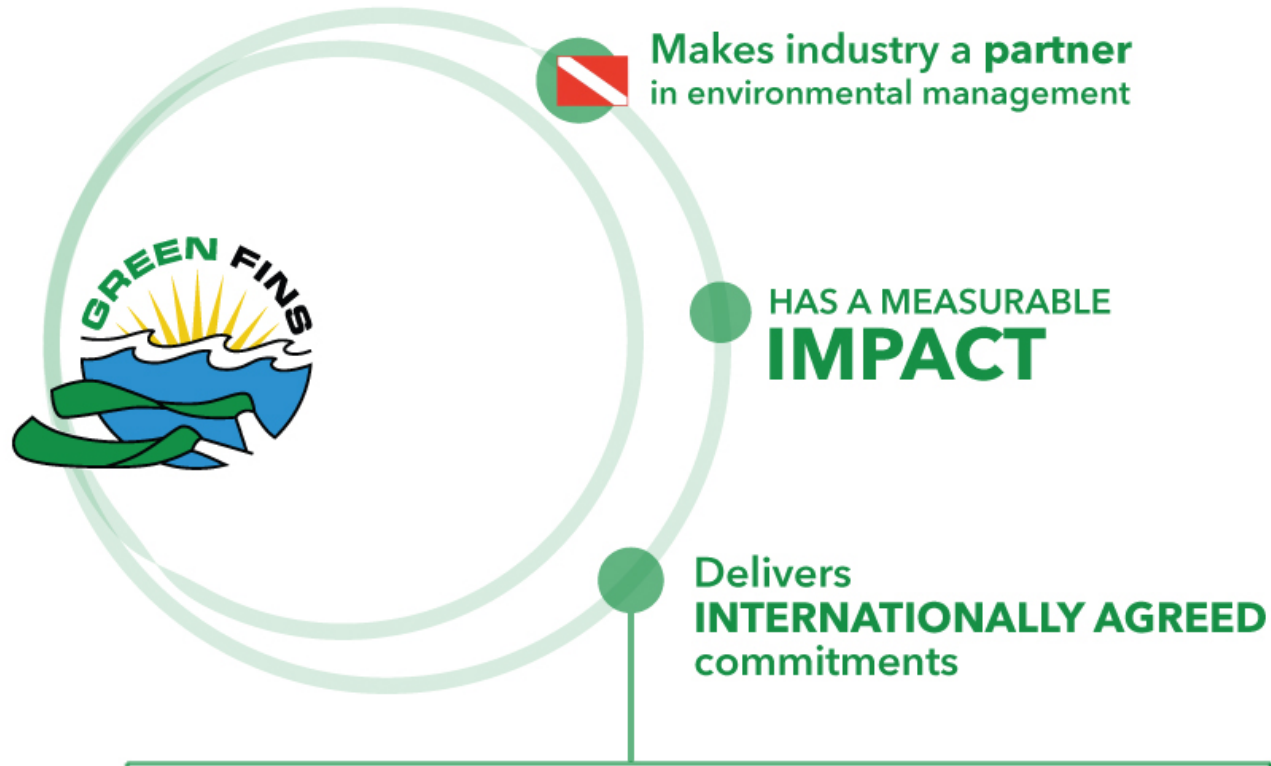


Part of the Key Performance Index for CBD/Aichi target delivery, Marine Parks Malaysia

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

Similar efforts underway in other countries





THE GLOBAL GOALS
For Sustainable Development



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.



インクカートリッジをリプロジェクト



brother

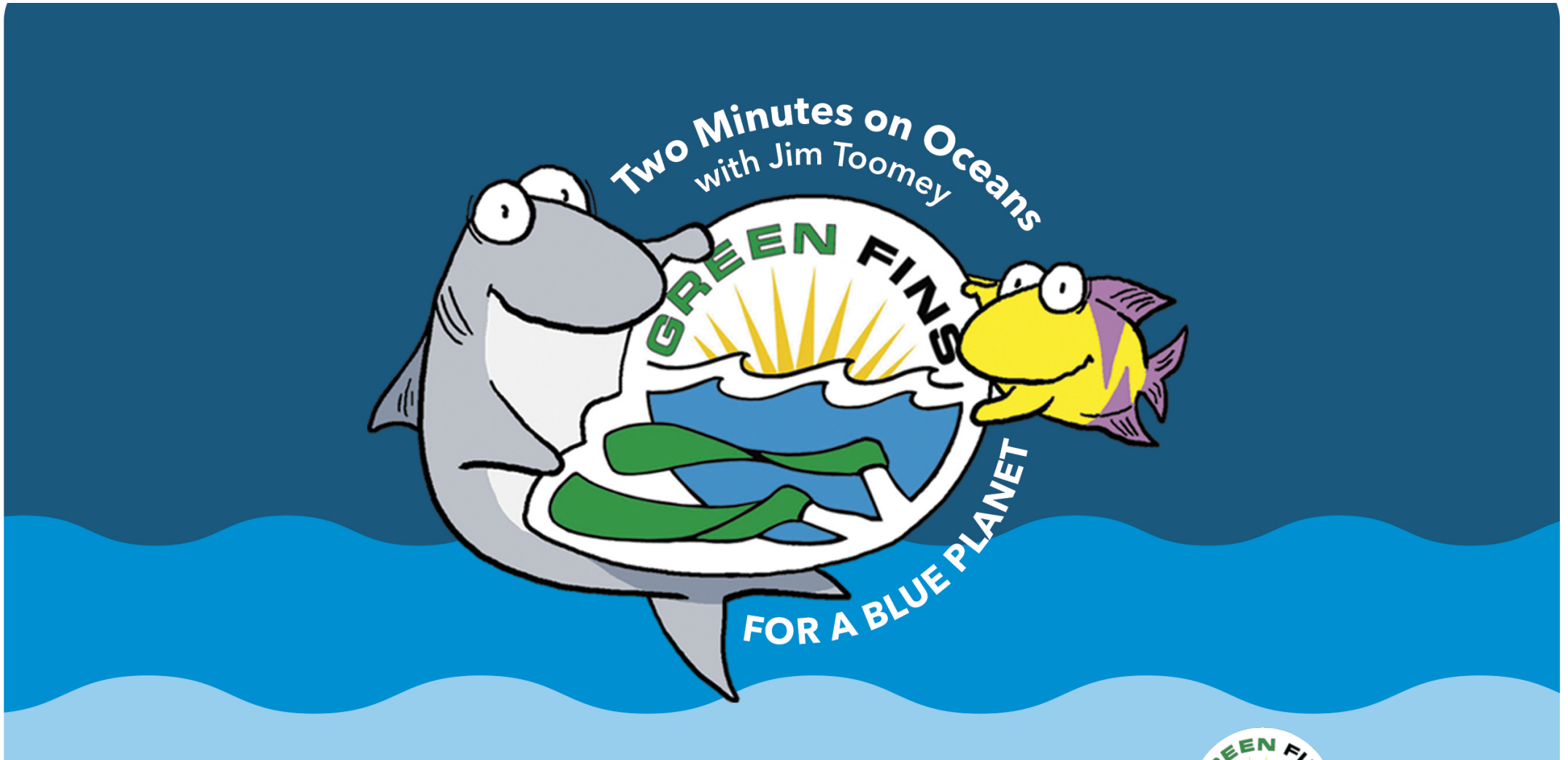
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