



SUSTAINABLE MARINE TOURISM BUSINESSES - AN UNLOCKED RESOURCE FOR CORAL REEF CONSERVATION

Chloe Harvey
Executive Director | The Reef-World Foundation
37th ICRI GM | Hawai'i, USA

In partnership with:



GREEN FINS INITIATIVE

- We are helping governments and tourism businesses towards low impact marine tourism activities
 - Green Fins is proven to protect coral reef health
 - 4 Elements
 1. A code of conduct
 2. A robust assessment system
 3. Strengthening legal frameworks / incentives
 4. Education & training
- ⇒ by divers for divers
- ⇒ influencing core business
- ⇒ replicable



GREEN FINS



2004 launched

30 implementing partners

15 countries formally adopted

83 biodiversity hotspots

700+ operations





 **THE REEF-WORLD**
FOUNDATION |  **GREEN FINS** INTERNATIONAL
COORDINATOR



GREEN FINS HUB

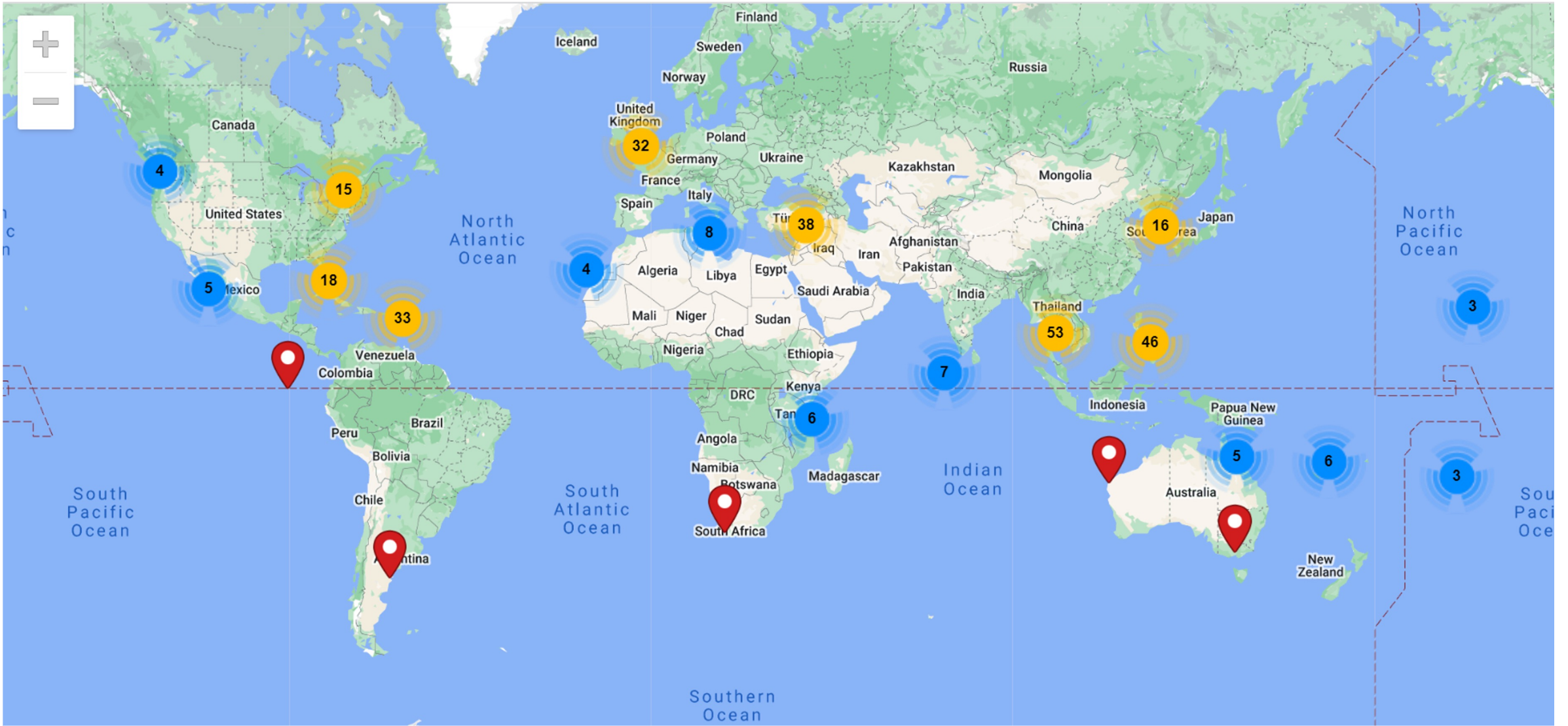
First of its kind

Digital transformation

68+ countries

COMMUNITY forum







WHAT THEY SAY

COMMUNITY FORUM

"There's always someone, somewhere, who can provide the information you need."

Neil Davison, owner of Dive Rorotonga
Green Fins Digital Member



"We've always been active in conservation and since becoming a Green Fins Digital Member, the tools on the Hub have given us more specific environmental guidelines and goals to work on."

- run a coral transplant project
- install 6 mooring points
- has a strict no-touch policy
- every dive is a cleanup dive
- written 6 PADI Distinctive Specialty courses






GREEN FINS
DIVE
GUIDE
E-COURSE



greenfins.net/green-fins-dive-guide 



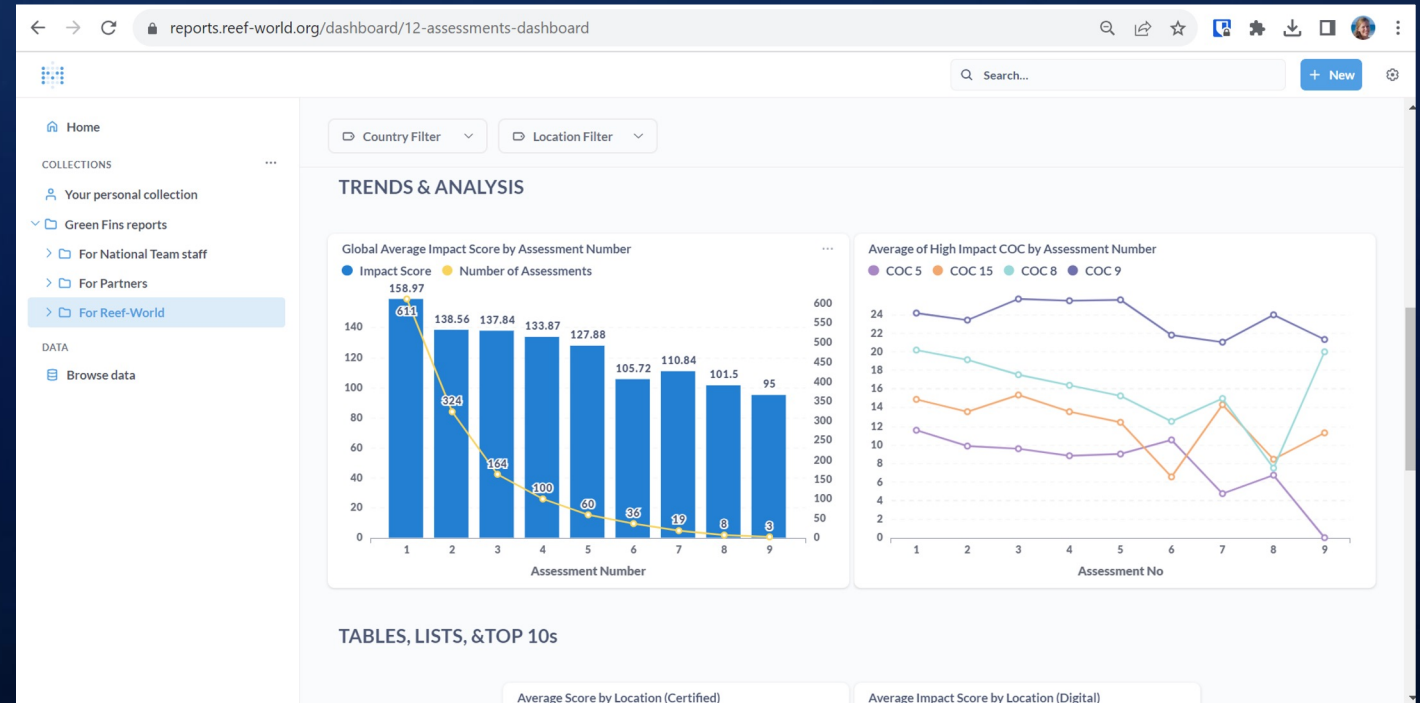
#GREENFINS DIVER



greenfins.net/green-fins-diver 

INSIGHTS FOR CORAL POLICY AND CONSERVATION

- Open source data
- Mapping industry threats
- Engage sustainable marine tourism operations in conservation efforts



NEW REVENUE GENERATION MECHANISMS

- Secured an IUCN Blue Natural Capital Financing Facility grant
- Scale learnings across the Green Fins network
- Build sustainable financing for implementation





A SOLUTION TO ACCELERATING REEF RESTORATION?

- Can the marine tourism industry play a part in coral restoration efforts?



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

Thank you for your time

Chloe Harvey

Executive Director at The Reef-World Foundation

chloe@reef-world.org