



# MARINE TOURISM INDUSTRY BLEACHING MONITORING AND RECOVERY EFFORTS

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38th ICRI GM | Saudi Arabia

In partnership with:



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

UK charity with **20 years'** experience



**THE REEF-WORLD**  
FOUNDATION

Supported **1,360** 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**



# PADI'S GLOBAL SCALE



Founded in 1992 by PADI, the Professional Association of Diving Instructors, PADI AWARE Foundation is an independently audited non-profit entity with a \$1.8 million operating budget (FY 2023).

AWARE works directly with PADI, the largest dive training agency on the planet, to advance marine protection through citizen science, advocacy, community grants and dive education.

82

**28 MILLION+**  
PADI DIVERS

**30 MILLION+**  
CERTIFIED DIVERS TO DATE

**6,600**  
DIVE CENTERS + RESORTS

**128,000**  
PROFESSIONAL MEMBERS

**186**  
COUNTRIES



# STRONGER TOGETHER

## ADDRESSING 4TH GLOBAL BLEACHING EVENT

The goal of the project was to work directly with operators to secure ground-level data regarding a possible coral bleaching event in the Caribbean to help NOAA with real-time underwater data.

- Two Campaigns were deployed: Caribbean and Asia Pacific
- Used the Adopt the Blue and Green Fins database to quickly activate the base.
- PADI AWARE Foundation offered grants to participating centers and NGOs to cover operational costs in the Caribbean pilot. Total granted: \$8,500.
- Participants were given the option of choosing between 2 or 4 surveys a month for up to 3 Adopt the Blue dive sites. They tagged surveys to the static site each time.
- First campaign ran from mid November 2023 -January 2024 and second running from August 2024 – Jan 2025.

*Data has been shared with NOAA and is available to any ICRI member upon request*







# GREEN FINS

[greenfins.net/coral-bleaching](https://greenfins.net/coral-bleaching)

# GLOBAL CORAL BLEACHING RESPONSE TOOLKIT

Version 1, July 2024



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A rectangular inset image showing a close-up of a coral reef with intricate, branching structures in shades of blue and white.

# EXPLORE THE TOOLKIT

## 1. WHAT IS CORAL BLEACHING

## 2. WHAT IS A GLOBAL CORAL BLEACHING EVENT

→ 4th Global Coral Bleaching Event

## 1. WHAT CAN THE DIVING AND SNORKELLING INDUSTRY DO

→ Reduce Local Impacts

→ Briefing Your Guests

→ Monitor the Reefs

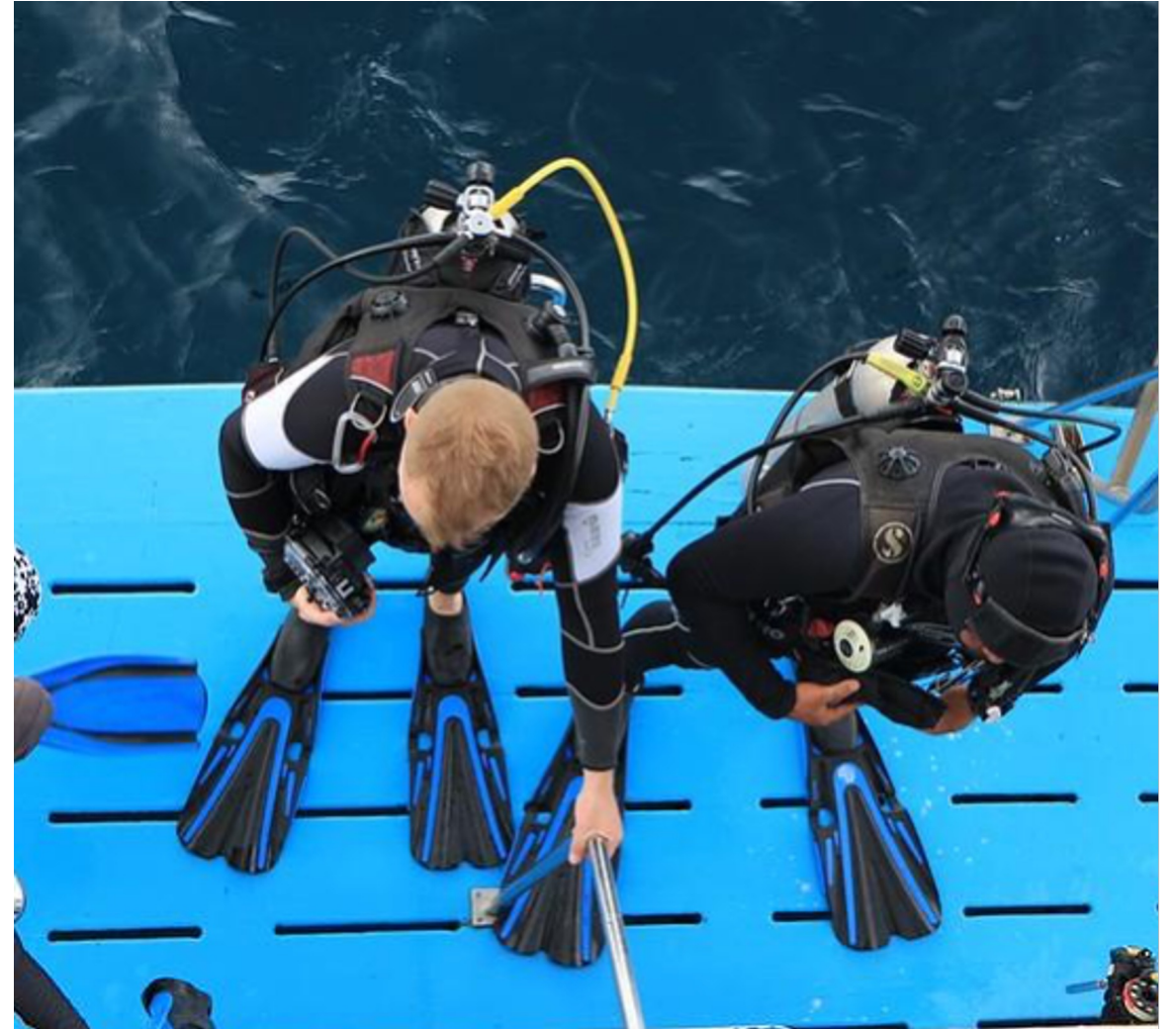
→ Assist Reef Recovery



# RESULTS

## CARIBBEAN (2023 – 2024)

- Total Coral Bleaching Surveys submitted: 50
- Countries with at least one participating Dive Center: 5
- Grenada, St Vincent and the Grenadines, Barbados, Costa Rica, Bonaire
- Initial Interest: 21
- Participating Dive Centers: 8
- Final success rate (engagement to surveys submitted): 33%
- Grants provided: 8





# RESULTS

## ASIA PACIFIC (IN PROCESS)

- 564 people have visited the Green Fins toolkit and 484 are using it
- Total Coral Bleaching Surveys submitted: 26
- Participating Dive Centers: 28
- Countries with at least one participating Dive Center: 6
- Countries: Indonesia, Malaysia, Philippines, Papua New Guinea, Japan
- Initial Interest: 21
- Webinar training attendance: 21 (15 live, 6 via recording)



# Project Successes

1. Dive Centers and NGOs contacted showed a high interest in the project.
2. Surveys were seemingly simple to conduct and submit.
3. Surveys of this type can be rolled-out quickly, which is useful when a crisis arises across other issues.
4. Limited scientific experience is needed from the surveyor. Where it is needed, training can be deployed quickly through the dive sector infrastructure.
5. Demonstrated strength of Adopt the Blue system for monitoring at one site over time.
6. Low threshold for success (any data is better than none).
7. High potential especially with added flexibility and reduction of tech limits with conservation action portal at PADI AWARE and Green Fins Community Forum.





## Final Thoughts

1. Reef-World and PADI AWARE Foundation have demonstrated that we can deploy coral monitoring campaigns through our infrastructure quickly and believe that we provide a vital delivery service to ICRI and its members.
2. Through our ICRI membership, we would like to develop a long-term coral monitoring program to provide real-time data on coral bleaching, invasive species and disease.
3. Divers are uniquely positioned and are the only community that can consistently track underwater changes over time.
4. Minimal budget would be needed to deploy through this already extensive and trained network.
5. Plans for this to underpin wider programmes to leverage support of global marine tourism industry for coral conservation.



**THE REEF-WORLD**  
FOUNDATION



**GREEN  
FINS** INTERNATIONAL  
COORDINATOR



# Thank you for your time

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