



GREEN FINS

INTRODUCTION TO

GREEN FINS

EGYPT



CDWS

CHAMBER OF DIVING & WATER SPORTS - EGYPT

غرفة سياحة الغوص والأنشطة البحرية

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INTRODUCTION

Start your journey with Green Fins today!

Join our community of Red Sea lovers committed to preserving our precious ecosystems and protecting our coral reef for generations to come.

Green Fins - Where every dive makes a difference.

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WHAT IS GREEN FINS?

Green Fins is a proven conservation management approach – implemented internationally by **The Reef-World Foundation** and the **UN Environment Program** – which leads to a measurable reduction in the negative environmental impacts associated with marine tourism. It aims to protect coral reefs through environmentally friendly guidelines promoting sustainable diving and snorkeling.

They're not just fins; they're a symbol of sustainability and responsible diving practices. Crafted with eco-friendly materials and designed for performance, Green Fins not only enhance your diving experience but also minimize your environmental footprint.

Green Fins encourages and empowers divers, snorkellers, the diving industry, and coastal communities to reduce the pressures on coral reefs by offering marine tourism companies practical, low-cost alternatives to harmful practices – such as anchoring, fish feeding, and chemical pollution – as well as providing strategic training, support, and resources.

Green Fins was piloted in Egypt by **CDWS (Chamber of Diving & Water Sports)** in September 2019.

Its mission is to protect and conserve coral reefs by establishing and implementing environmentally friendly guidelines to promote a sustainable diving and snorkeling tourism industry.



HOW YOUR DIVING CENTER CAN MAKE SUSTAINABLE AND ECO-FRIENDLY DIVE CHOICES?

Dive & Snorkel Responsibly

Raising the awareness of your staff on how should they conduct themselves while out on the boats and the dives, giving Green Fins Briefings which are designed to educate and create awareness for your guests.

Dive & Snorkel Responsibly

Creating awareness, and spreading our message by recommending Green Fins for other diving centers and to your dive and snorkeling friends and family, ensures that others can join our program ‘To protect and conserve coral reefs by establishing and implementing environmentally friendly guidelines to promote a sustainable diving and snorkelling tourism industry’.

CERTIFIED MEMBERSHIP LEVELS

Green Fins Certified Members are scored – based on the Green Fins Code of Conduct – out of 330. The lower the score, the lower the impact on the environment. Based on the results of their assessments, Certified Members are classed as Gold, Silver, or Bronze by their environmental performance. Operations that score 150 or higher are classed as Restricted Members and will need to be reassessed to receive membership benefits.

GOLD



50 or less

SILVER



150 or less

BRONZE



200 or less

HOW DOES IT WORK?

For operators wanting to become members in active Green Fins countries:

01

Owner or manager registers a personal account for themselves on the Green Fins Hub.

Manager registers the operation in the Hub by selecting 'Certified Member' when prompted.

02

The local Green Fins team will contact the manager to schedule an assessment when the Member has guests.

03

Members will be assessed annually and must show continued improvement to maintain active status.

04

On the Assessment Day:

- In-person assessment carried out by trained Green Fins assessors.
- Environmental training provided to all staff and crew (1 hour presentation).
- Consultation with assessors to agree on 3 action points to improve the environmental sustainability of the year of membership.

BENEFITS

IN-PERSON ENVIRONMENTAL CONSULTATION

Consult with your Green Fins assessors to create a bespoke environmental action plan to suit your operation.

ACCESS TO EXTENSIVE ENVIRONMENTAL SOLUTIONS LIBRARY

Get access to proven environmental solutions, tried and tested by the Green Fins network over two decades.

IN-PERSON ENVIRONMENTAL TRAINING FOR STAFF

Your whole team will receive annual in-house training in order to learn how to follow the code of conduct, conservation, and how to take action for the environment.

GREEN FINS MEMBER LOGO FOR YOUR MARKETING MATERIALS

Use the Green Fins Member logo on your website and marketing materials to let your customers know that you are taking real action for the ocean

PEER SUPPORT IN THE COMMUNITY FORUM

You're not on this journey alone. Get access to the exclusive Community Forum to discuss environmental issues and share lessons and ideas with like-minded operators, NGOs, Governments and industry partners from all over the world.

ENVIRONMENTAL ACTION PLAN

Manage your annual environmental action plan with set goals and an advanced user interface that allows you and your team to record your progress over time.

COMPLIANCE WITH IN-HOUSE ENVIRONMENTAL PROGRAMS

Increase compliance with the requirements set by your agency's in-house environmental programs, including PADI Eco Center, Green Diver, and Mission Blue.

CERTIFICATE OF CERTIFIED MEMBERSHIP LEVEL

Receive proof of your bronze, silver or gold membership to display proudly at your operation.

PRIORITY GREEN FINS WEBSITE LISTING

Your Green Fins level will directly impact how high you are listed on the Green Fins website. If you improve your environmental practices and earn Gold, you will be seen first!

ENHANCED LISTING ON BOOKING PLATFORMS

Increase your bookings! Your business information will be promoted on popular booking platforms such as PADI Travel and ZuBlu accompanied by the Green Fins logo.

PUBLICITY

Members who engage in the Green Fins Community Forum and consistently demonstrate their commitment to improvement may be featured in public articles, news and blogs.

RECEIVE BESPOKE ENVIRONMENTAL CONSULTATION AND ANNUAL TRAINING

Minimize your business' environmental impacts and improve sustainability through tailored consultations and training from Green Fins' sustainability experts.

BE A SUSTAINABILITY LEADER

Drive sustainability globally by setting a good example, helping policy makers find sustainability solutions, inspiring other businesses, educating guests and empowering local communities.

ATTRACT MORE CUSTOMERS

Prove your status as an environmentally responsible operator, attract the growing market of eco-minded customers and give them a higher quality experience.

DEMONSTRATE YOUR ISO COMPLIANCE

Minimize your business' environmental impacts and improve sustainability through tailored consultations and training from Green Fins' sustainability experts.

PROTECT YOUR BUSINESS

Learn sustainability tips that could reduce your overheads, increase profits and ensure the long-term sustainability of your business by protecting your coral reefs.

BE PROMOTED ACROSS THE GREEN FINS NETWORK

Reach green divers with membership resources (including use of the logo) and promotion on the Green Fins website, on social media and at international dive shows.

Teaming up with Green Fins to be chosen from Green fins Diving Center and resort by your guest is another step in the right direction for the future of sustainable tourism.