

Green Fins Hub

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In news— The United Nations Environmental Programme (UNEP), along with UK-based charity Reef-World Foundation, recently launched the Green Fins Hub.

What is Green Fins Hub?

- It a global digital platform that **will help diving and snorkelling operators worldwide to make simple, cost-efficient changes to their daily practices** by utilising tried and tested solutions.
- It would also help them keep track of their annual improvements and communicate with their communities and customers.
- The Green Fins Hub is intended to catalyse a seismic shift towards sustainability in the marine tourism sector, by hosting two types of Green Fins membership:
 1. **Digital membership** that will be available to dive, snorkel and liveaboard operations globally. Throughout every year of membership, operators will receive environmental scores based on a detailed online self-evaluation and progress made on their action plans.
 2. **Green Fins Certified Members** will continue to be assessed annually and trained in person at their operation.
- The assessment process will continue to be based on set criteria using a scoring system (0-330 point system, with a low score implying low impact of a business on coral reefs).
- **There will be a minimum threshold (>200 of a maximum environmental impact score) for becoming a Green Fins Certified Member** and a ranking of bronze, silver or gold certified members according to performance.

Additional features on the Hub include-

- **The Green Fins Community Forum** for operators around the world to raise industry needs, discuss environmental issues and share lessons and ideas with like-minded industry leaders, NGOs and governments.
- For example, dive centres experiencing outbreaks of invasive species like the Crown-of-Thorns Seastar (COTS) at their dive sites can use the forum to gain the resources and expertise to take immediate conservation action.
- **The Green Fins Solutions Library** gives access to over 100 proven environmental solutions to common daily operational challenges, tried and tested by the Green Fins network for over two decades.
- **The Action Plan Tracker:** Members will receive an annual sustainability action plan with set goals. An advanced user interface now allows them to track their progress over time.

About Reef-World-

- This Foundation is **a registered UK charity** which delivers practical solutions for marine conservation around the world.
- The charity promotes the wise use of natural resources – particularly coral reefs and related ecosystems – for the benefit of local communities, visitors and future generations.
- It is dedicated to supporting, inspiring and empowering governments, businesses, communities and individuals around the world to act in conserving and sustainably developing coastal resources.
- It **leads the global implementation of the UN Environment Programme's Green Fins initiative**, which focuses on driving environmentally friendly scuba diving and snorkelling practices across the industry globally.

About Green Fins-

- Green Fins is a proven conservation management approach – spearheaded by The Reef-World Foundation in partnership with the UNEP – which leads to a measurable reduction in the negative environmental impacts associated with the marine tourism industry.
- The initiative aims to protect and conserve coral reefs through environmentally friendly guidelines that promote a sustainable diving and snorkelling tourism industry.
- It provides the only internationally recognised environmental standards for the diving and snorkelling industry and has a robust assessment system to measure compliance.