



**GREEN  
FINS**

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# **SUSTAINABILITY** MARKETING TOOLKIT

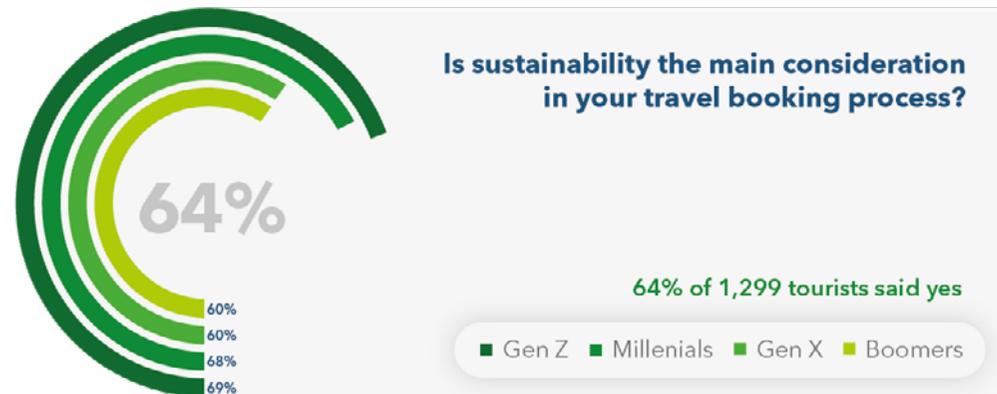
Guide to marketing sustainable marine tourism



# INTRODUCTION

Welcome to the Green Fins Sustainability Marketing toolkit!

As a Green Fins Member, you're already taking critical steps to minimise your environmental impact. It may not come as a surprise that sustainable tourism is no longer a niche – it's a growing demand. More and more tourists are seeking meaningful travel experiences that positively impact the environment.



*Data from the Reef-World's 2022 survey*

The Reef-World Foundation, the charity that manages Green Fins globally, has designed this toolkit to help you showcase your commitment to sustainable marine tourism. By using these resources, you'll attract eco-conscious tourists, enhance your brand reputation and protect the incredible marine ecosystems that make your business possible.

Let's dive in!

*This toolkit was developed with the support of IUCN (International Union for Conservation of Nature) through the Blue Natural Capital Financing Facility (BNCFF), in collaboration with the Coordinating Body on the Seas of East Asia (COBSEA) and the Coral Triangle Center.*

# PURPOSE

The purpose of this toolkit is to:

## Empower marine tourism operators (You!)

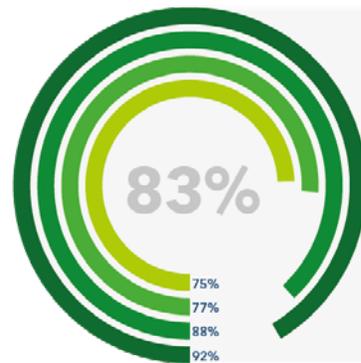
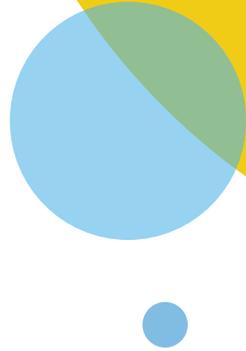
Provide you with practical, ready-to-use tools and resources to help you effectively communicate your sustainability efforts, attract eco-conscious tourists and build lasting guest relationships.

## Enhance your business visibility

Showcase your commitment to global sustainability standards by highlighting how your business benefits the environment. This positions your business as a sustainability leader, helping you stand out in a competitive market while also opening doors to exciting opportunities for collaboration with governments, NGOs, projects and awards.

## Encourage collaboration

Inspire tourists to become ocean advocates by adopting responsible behaviours that protect and conserve the environment. By leading the way, you can inspire other operators to join the Green Fins network and contribute to meaningful conservation efforts.



Are you looking for further education on protecting marine life while you are on vacation?

83% of 1,291 tourists said yes

■ Gen Z ■ Millenials ■ Gen X ■ Boomers

Data from the Reef-World's 2022 survey



## HOW TO USE THIS TOOLKIT

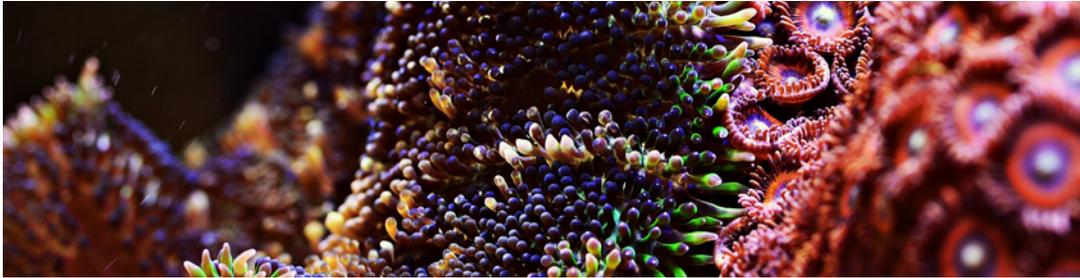
- 1** This toolkit is available for Green Fins Members and their staff worldwide.
- 2** Start with the Contents page to find what you need.
- 3** Look for “editable” files to personalise materials to add a touch of your branding. You will need a [Canva](#) account (free) to utilise the customisable templates effectively.
- 4** Share the toolkit with your team to encourage them to communicate your sustainable practices.
- 5** We welcome your feedback! If you have any questions or need support, feel free to contact us at [info@greenfins.net](mailto:info@greenfins.net).

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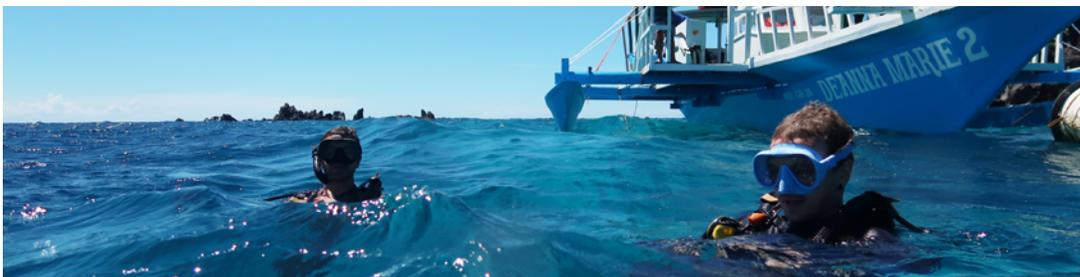
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# KEY MESSAGES FOR CONSISTENT COMMUNICATION

These key messages are to help you communicate your commitment to sustainable tourism as a Green Fins Member. Clear and consistent messaging builds trust with your guests and highlights the positive impact of choosing an environmentally friendly operator such as yourself.

## HOW TO USE THESE MESSAGES

You can find some statements you can use in the next page. You can adapt them to suit your needs.

**In emails:** Use them in your booking emails or follow-ups to emphasise your sustainable practices.

**On social media:** Adapt and incorporate them into your posts, captions and stories to engage with eco-conscious travellers.

**Guest interactions:** Include the messages in your welcome and dive briefings, on the website and in promotional materials to educate guests about your environmental efforts.

By using these key messages consistently, you'll reinforce your Green Fins membership across all touchpoints, helping guests understand the value of their sustainable choice and the importance of protecting the ocean. You will also position your business as a leader in responsible tourism while encouraging guests to join you in protecting what we all love, the ocean and its ecosystems.



*Data from the Reef-World's 2022 survey*

# CORE MESSAGE:

Dive/Snorkel responsibly. Protect the environment. Support sustainability.

## GREEN FINS KEY MESSAGING

### YOUR COMMITMENT TO SUSTAINABILITY

"As a Green Fins Member, we are committed to protecting coral reefs and vital ecosystems through eco-friendly practices, above and below water."

### GUESTS' ROLE IN CONSERVATION

"By choosing us, you are actively supporting sustainable tourism and helping protect the ocean for future generations."

### WHY CHOOSE GREEN FINS MEMBERS?

"We've committed to follow the Green Fins Code of Conduct: the global sustainability standards for the diving and snorkelling industry."

"As a Green Fins Member, we pledge to take action to reduce our negative impacts, ensuring that your adventure is enjoyable and sustainable."

## EXAMPLES OF USAGE

### On your website:

"As a proud Green Fins Member, we are committed to protecting coral reefs and vital ecosystems through eco-friendly tourism practices. Our commitment to sustainability ensures your adventure is not only fun but also helps protect the ocean."

### Examples of how some Green Fins Members showcase their membership and sustainable efforts on their websites:

- [Ceningan Divers, Indonesia](#)
- [Evolution Diving Resort, Philippines](#)
- [Scuba Junkie Sipadan, Malaysia](#)
- [Camel Dive Club, Egypt](#)
- [Explorer Ventures, Liveaboard](#)
- [Dive Ninja Expeditions, Mexico](#)
- [Abyss Ocean World, Indonesia](#)
- [Dive Urge, Egypt](#)

### Pre-trip email to guests:

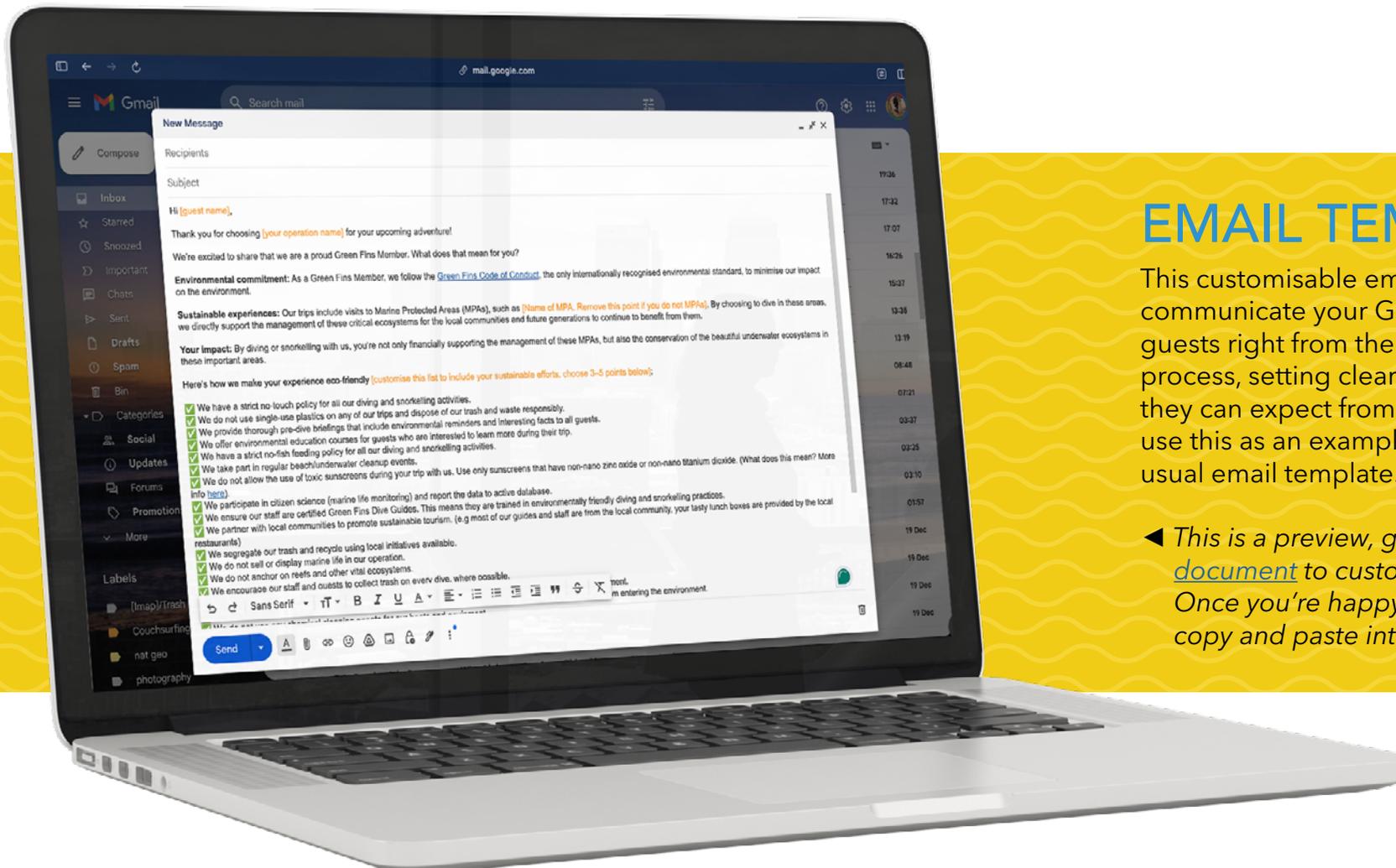
"By choosing to dive with us, you're playing an important part in preserving the environment and supporting sustainable tourism."

### Social media captions:

"Why dive with us? We're a Green Fins Member, which means we prioritise sustainability in our operations and we follow the Green Fins Code of Conduct that ensures your adventure is enjoyable and sustainable." **[mention your other unique selling points e.g. safety]**

# CUSTOMISABLE MARKETING MATERIALS

Make sustainability part of your brand! This section provides tailored templates and resources to help you showcase your Green Fins membership, highlight your eco-friendly practices, and connect with eco-conscious guests. From emails to feedback tools, these materials are designed to save you time while enhancing your business's visibility.



## EMAIL TEMPLATE

This customisable email template helps you communicate your Green Fins membership to guests right from the start during the booking process, setting clear expectations about what they can expect from your services. You can use this as an example or adapt it to fit your usual email template.

◀ *This is a preview, go to the [template document](#) to customise the email. Once you're happy with the changes made, copy and paste into your email.*

# PRE-TRIP CHECKLIST FOR GUESTS

The *“Ready, Set, Protect! Your Eco-Adventure Prep List”* is a quick and easy way to engage your guests before their trip. Share it with them during the booking confirmation or as part of their pre-departure information.

You can customise this checklist to include your branding (logos, colours etc.). Make sure to download the file as an “unflattened PDF” to ensure the links and checkboxes in the checklist are clickable.

Attach the checklist in emails or instant messaging services (e.g. WhatsApp, Facebook Messenger, Instagram Direct Messenger).

**EDITABLE CANVA TEMPLATE**

## READY, SET, PROTECT!

### Your Eco-Adventure Prep List

We're a Green Fins Member, which means we prioritise the environment by following global sustainability standards to ensure your adventure is enjoyable and sustainable. Here's how you can help:

- Book with a Green Fins Member**  
Choose a diving or snorkelling operator committed to sustainability and conservation.
- Pack non-toxic sunscreen**  
Choose sunscreens that only have non-nano zinc oxide and/or non-nano titanium dioxide in the ingredients. Even better, pack a rashguard and hat to cover up in the sun. [Learn more](#) [Let your guests know if you're selling non-toxic sunscreen e.g. We sell "x brand" sunscreen at our shop too!]
- Pack eco-friendly travel essentials**  
Bring your reusable water bottle, coffee cup, shopping bag and cutlery to avoid single-use plastics.
- Review sustainable dive practices**  
Take the [Green Fins Diver e-Course](#) (scholarships available) or familiarise yourself with the Green Fins Environmental Best Practice for [Divers](#) / [Snorkellers](#) to learn more about sustainable diving / snorkelling.
- Read up on Marine Protected Areas (MPAs) [remove this if you're not diving in MPAs]**  
Learn about the [name] MPA that you will visit during your trip and understand the importance of preserving these areas.
- Check the local wildlife guidelines**  
Research the local marine life and understand how to interact naturally and respectfully with wildlife. [add links to resources if any]
- Support local conservation efforts**  
Research local conservation organisations and projects such as [name] and consider donating or volunteering to help protect the marine environment.
- Sign our environmental liability release form**  
By signing our environmental liability release form, you agree to follow our environmental standards to ensure vital ecosystems are protected for years to come.

ADD YOUR LOGO HERE





# POSTER TEMPLATE

Put up this poster at your operation or bring it to trade shows to promote your commitment to sustainability and showcase to your guests what it means to be a Green Fins Member.

Customise the poster to add your logo to the template and make it your own!

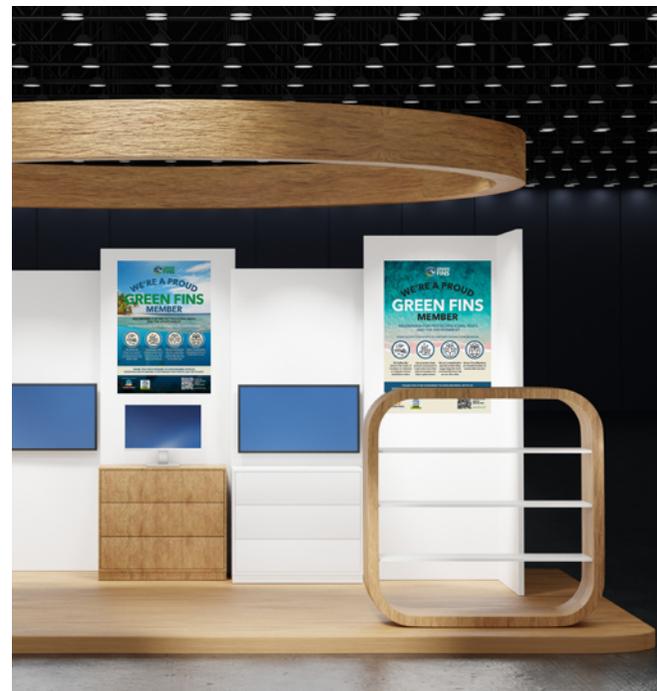
These posters are available in A4 & A3 sizes.

If you'd like to design your own poster to promote your membership, use the [Green Fins key messaging](#) to help you stay consistent in your communication.

Editable Canva templates:

SIZE: A4

SIZE: A3



**TIPS**  
You can showcase your member certificate next to this poster!

# GUEST FEEDBACK FORM

Why should you create a formal method to collect feedback from your guests? To engage your guests in improving your sustainable efforts. By inviting feedback, you empower your guests to be part of the solution, and you can better understand your customers' desire for sustainability.

Use these simple and impactful questions to understand their experience and perceptions. The questions are designed to help you identify areas to celebrate and opportunities to grow.

Ways to collect feedback:

## Online tools

You can use free online tools like [Google Forms](#), [Typeform](#) or [SurveyMonkey](#) for easy setup and provide a QR code linking to the form in your emails or signage.

## QR CODE DESIGN EXAMPLES

## Physical feedback form

Print the form on paper to provide to guests before they check out.

## In-person feedback

Train your team to ask the guests a few key questions directly during post-dive briefings or while socialising with guests.

[Name of operator] sustainability feedback form

We value your feedback! Please take a moment to share your thoughts on our sustainable efforts to help us improve and make a greater impact on the environment with this short survey (10 questions).

teresa@reef-world.org [Switch accounts](#)

Not shared

What did you enjoy most about your trip with us?

- Learning about marine life and our conservation efforts
- Participating in sustainable activities (e.g. beach/reef cleanups, environmental presentation, marine life monitoring)
- The professionalism of the team
- Other: \_\_\_\_\_

Did you feel your trip helped protect the environment?

- Yes
- Somewhat
- No

Did you learn something new about marine conservation during your trip?

- Yes
- Yes, but would love more
- No

Are you more likely to make eco-friendly choices in your future travels?

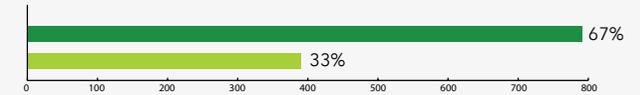
- Yes
- No

▲ This is a preview, go to this [document](#) to customise the form. Once you're happy with the changes made, create the form using online tools or print the form for your guests.

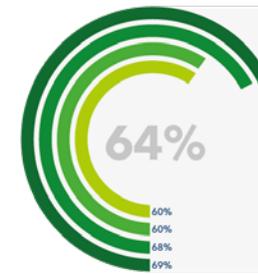
You can make a copy of this [Google Form template](#) to make it your own.

**67% of operators are unaware that the majority of tourists actively consider sustainability when looking for operators. Only 27% of operators collect formal feedback from their guests.**

**In your experience, do customers actively look for diving/snorkelling operators with a strong sustainability brand?**



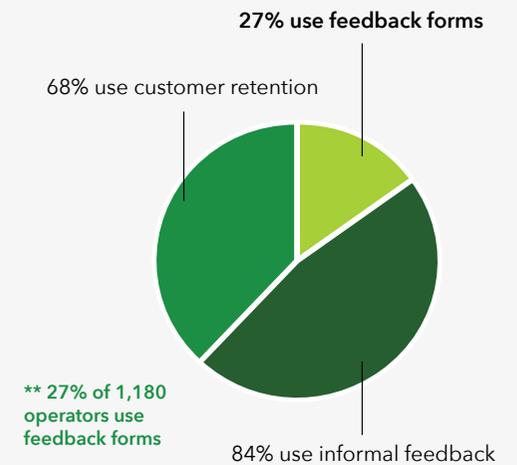
\*\* 67% of 1,180 operators said "No"



**Is sustainability the main consideration in your travel booking process?**

\* 64% of 1,299 tourists said yes

**How do you assess and measure customer satisfaction within your operation?**

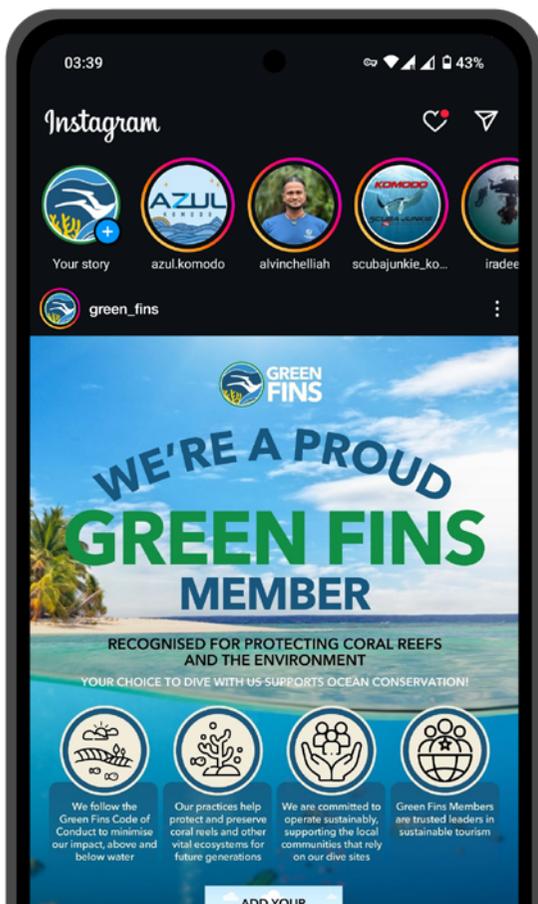


\*\* 27% of 1,180 operators use feedback forms

\* Data from the Reef-World's 2022 survey  
\*\* Data from the Reef-World's 2023 survey



Photo credit: Jordan Robins



## SOCIAL MEDIA ESSENTIALS

This section provides key strategies and best practices for using social media to promote your Green Fins membership and engage with eco-conscious guests. Use this to effectively showcase your sustainability efforts and create content that resonates with your audience.

### In this section, you'll find:

- Ready-to-post captions
- Editable templates
  - Portrait 1080 x 1350 px (4:5)
  - Story 1080 x 1920 px (9:16)
- 10 Ways to Create Waves on Social Media (content creation tips)
- Quick tips for social media success

*Note: At the time of writing (January 2025), Instagram has rolled out a new update where the grid layout has switched from square (1:1) to a taller version (3:4). But DO NOT create 3:4 content as Instagram does not accept that ratio format. This means stop creating square posts and carousels, and start creating 4:5 content!*

# READY-TO-POST CAPTIONS

## PROMOTING YOUR GREEN FINS MEMBERSHIP

Editable Canva templates:

PORTRAIT

STORY

### Caption 1:

♥ We're proud to be a #GreenFinsMember! By diving with us, you're actively protecting the ocean and supporting sustainable tourism practices.

### Caption 2:

Why choose a Green Fins Member? Our commitment to environmentally friendly diving/snorkelling ensures we protect coral reefs and vital ecosystems while giving you unforgettable experiences. Thank you for joining us in making waves of change! 🌊

### Caption 3:

👋 #WeAreGreenFins! Our team is dedicated to providing environmentally friendly dives that don't just amaze you but also preserve the beauty of our underwater world. Thank you for diving responsibly with us.

**Suggested hashtags:** #WeAreGreenFins #SustainableTourism



# READY-TO-POST CAPTIONS

## HIGHLIGHTING YOUR SUSTAINABLE EFFORTS

Editable Canva templates:

PORTRAIT

STORY

### Caption 1:

Did you know? As a proud #GreenFinsMember, we follow the Green Fins Code of Conduct to minimise our environmental impact. From waste management to environmentally friendly dive practices, we're committed to safeguarding the precious coral reefs and the environment.

### Caption 2:

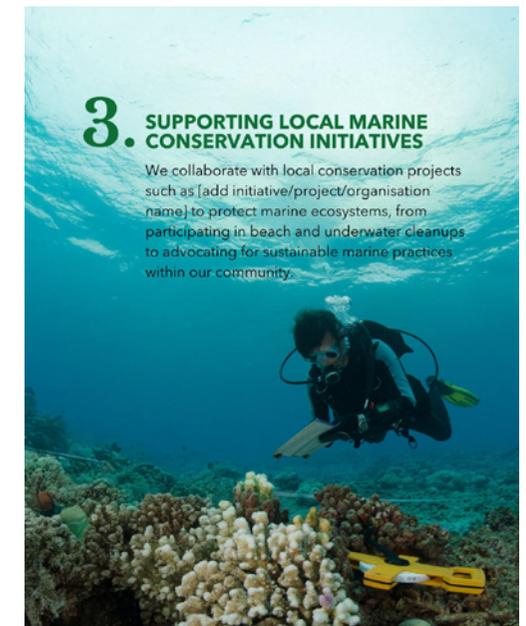
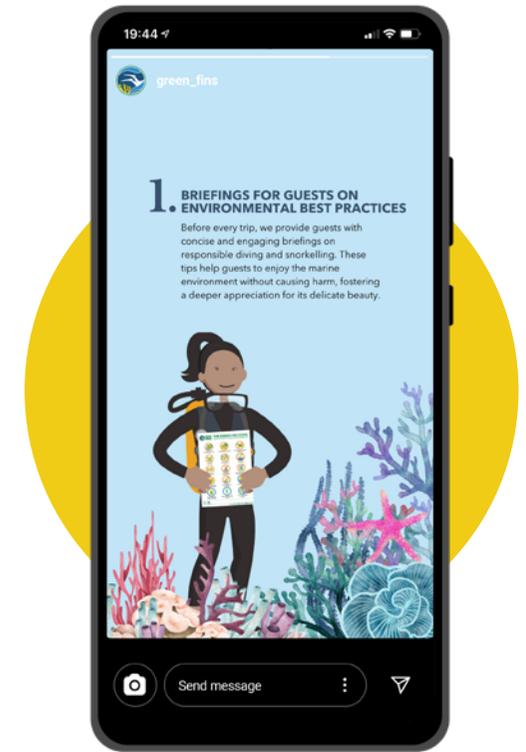
At [your operation name], we take looking after our precious reefs seriously. Here's how we protect coral reefs and vital ecosystems on every trip:

[Customise this list to include your sustainable efforts, choose 3-5 points from the [email template](#)]

- 1 Briefings for guests on environmental best practice
- 2 Avoiding single-use plastics in our operation
- 3 Supporting the protection and conservation of MPAs
- 4 Using biodegradable cleaning products
- 5 Do not anchor on reefs and other vital ecosystems

Thank you for being part of our sustainability journey. Together, we can make a real difference for the environment! 🐠🐡

**Suggested hashtags:** #GreenFins #EcoTourism



# READY-TO-POST CAPTIONS

## ENCOURAGING GUEST PARTICIPATION

Editable Canva templates:

PORTRAIT

STORY

### Caption 1:

 Diving with us means protecting the environment together! Follow these simple tips:

- ✔ Bring reusable bottles, bags and cutlery
- ✔ Use non-toxic sunscreens
- ✔ Keep a respectful distance from marine life
- ✔ Master neutral buoyancy
- ✔ Collect trash when you see them

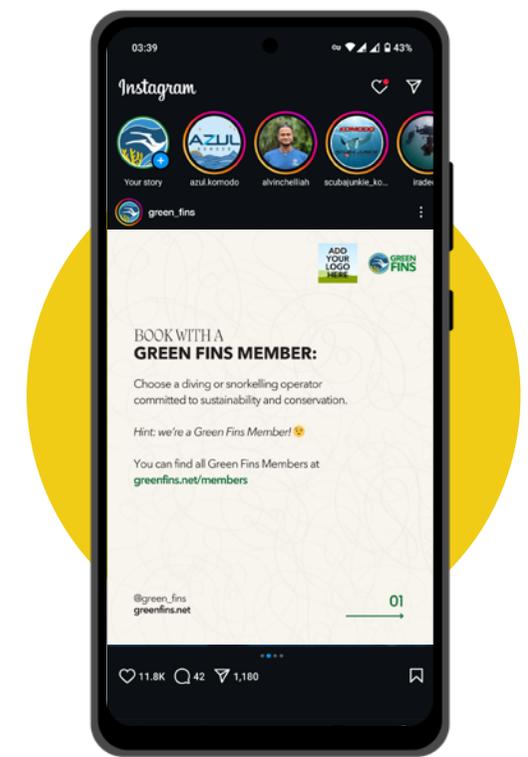
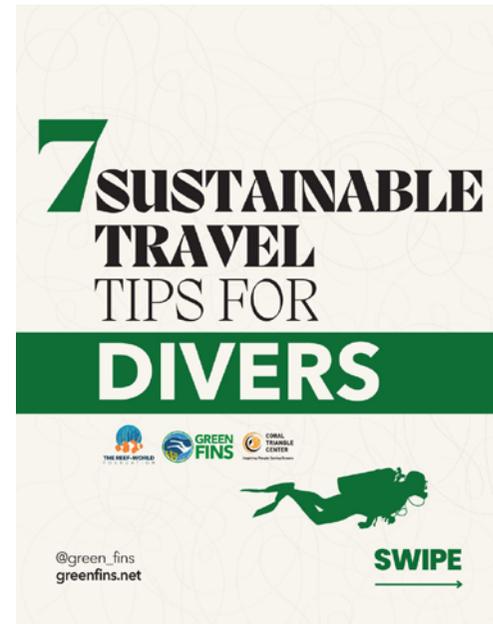
They may seem like small actions, but they can make a big impact!

### Caption 2:

Help us protect coral reefs and other vital ecosystems. Your actions matter!  Capture your underwater adventures with us and tag #IDiveForChange. Let's show the world how to dive responsibly. 

### Suggested hashtags:

#IDiveForChange #SustainableTravel #ProtectWhatYouLove



# READY-TO-POST CAPTIONS

## CELEBRATE YOUR WINS

Editable Canva templates:

PORTRAIT

STORY

### Caption 1:

🌟 We've levelled up! 🌟

[Your Operation Name] is now a Green Fins [Bronze/Silver/Gold/Digital Member / Best Environmental Performer]!

This recognition reflects our continuous efforts to:

- ✔️ Protect coral reefs and marine life
- ✔️ Operate according to sustainable practices every day
- ✔️ Inspire our guests to join us in caring for the ocean

We're proud to be part of the global Green Fins network showing that sustainable tourism can protect marine life and create unforgettable adventures.

Thank you to our amazing team and guests who make this possible. Together, we're proving that tourism and conservation can go hand in hand.

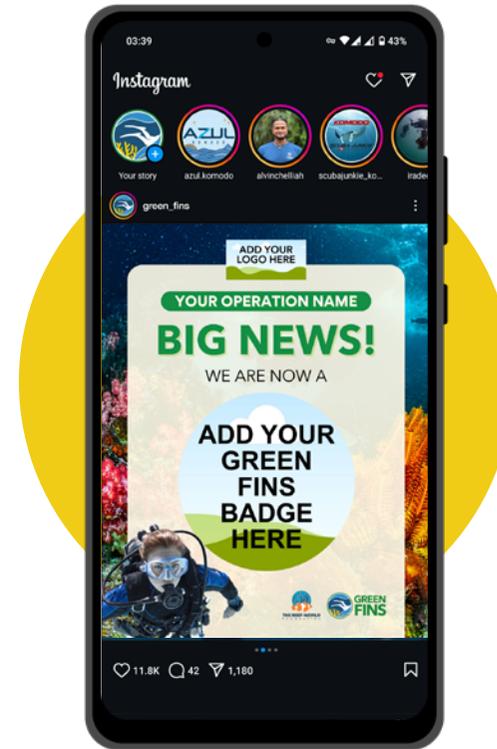
### Caption 2:

📣 Big news! [Your Operation Name] is now a Green Fins [Bronze/Silver/Gold/Digital Member / Best Environmental Performer]!

We're committed to protecting coral reefs and making every trip more sustainable.

Thanks for being part of this journey with us – every dive and snorkel with a Green Fins Member like us helps protect what we love most.

**Suggested hashtags:** #WeAreGreenFins #SustainableTourism



Download your Green Fins membership badge from your [Green Fins Hub](#) dashboard. Green Fins Best Environmental Performer (certified Member who scored zero in assessment) will receive the badge via email and a special feature on Green Fins communications channels.

# 10 WAYS TO CREATE WAVES ON SOCIAL MEDIA (CONTENT CREATION TIPS)

## 1. Showcase your Green Fins membership

Use your Green Fins membership as a selling point by creating visually appealing posts or reels that highlight your commitment to sustainability.

Download Green Fins logos and branding guidelines at [greenfins.net/brand](https://greenfins.net/brand) and your Green Fins membership badge on your [Green Fins Hub](#) dashboard.

## 2. Embrace reels and videos

Videos are very popular and one of the most effective ways to engage your audience! Create 7-15 seconds for short-form videos and 15-30 seconds for long-form videos that highlight unique aspects of your operations. *E.g. Environmentally-friendly practices and natural marine life encounters.*

## 3. Use Instagram interactive story features

Use interactive tools like the "Add yours" sticker to engage and build a sense of community with your audience. *E.g. "Share your favourite dive spot", "Show us your favourite animals to see underwater", "Share your favourite dive centre".*

## 4. Engage your audience with polls and quizzes

Use Instagram polls and quizzes to ask fun educational questions. *E.g. "Do you know the best way to control your buoyancy?", "What is the name of this dive guide?", "Can you guess this dive site?"*

## 5. Share guests experience

Feature user-generated content (UGC) by reposting guests' photos or videos and tagging them. Be sure to ask for permission first!

## 6. Educational content on environmental best practice

Creating posts spotlighting the environmental best practice for divers/snorkellers. Pair them with marine animals. *E.g. A video of mantas paired with the caption, "Respect these graceful creatures by staying at a safe distance when interacting with them!"*

## 7. Highlight behind-the-scenes sustainability efforts

Go beyond the usual posts and create content that shows your business's internal operations, such as staff training (guides with Dive Guide e-Course certificates), waste management and pre- and post-dive briefings. Or take a step further and have staff take over your social media account to show their behind-the-scenes perspective. This offers transparency for your audience on how you integrate sustainability into your day-to-day activities to build trust for your brand.



## 8. Leverage trending audio and challenges

Participate in trending challenges or use popular audio tracks to enhance your posts.

## 9. Cross-promote and collaborate with guests and partners

Collaborate with Green Fins, your local conservation organisations, guests or other Green Fins Members to expand your reach and reinforce sustainability messages.

## 10. Use effective call-to-actions (CTAs)

Encourage clear CTAs to book trips with you, read your blog, visit your website, attend a cleanup event or learn more about sustainability.



## QUICK TIPS FOR SOCIAL MEDIA SUCCESS

1

### Post regularly

Keep a consistent posting schedule to stay visible and engaged with your audience.

2

### Timing matters

Post when your audience is most active. Use [Meta Business Suite > Insights > Audience > Trends](#) to access best times for your Facebook and Instagram audience.

3

### Use high-quality visuals

Sharp, well-lit images and videos attract more attention.

4

### Write clear captions

Pair visuals with concise, engaging text that tells your story.

5

### Engage with followers

Reply to comments and messages promptly to build connections.

6

### Use hashtags strategically

Include relevant hashtags like: *#GreenFins*, *#WeAreGreenFins*, *#GreenFinsMember*, *#IDiveForChange*, *#ProtectOurReefs*, *#SustainableTourism*, *#OceanEducation*, *#BlueEconomy*

# EDUCATIONAL RESOURCES FOR GUESTS

The Reef-World Foundation, the organisation behind Green Fins, has created a range of Green Fins tools to help you engage and empower guests to protect the ocean while enjoying their underwater adventures.

Imagine your guests exploring the vibrant underwater world, knowing they're making a positive impact. Knowledge is power, and by providing the right tools, you'll inspire them to join you in protecting and conserving our precious reefs and environment – building a community of ocean allies working together for a healthier planet.



## EDUCATIONAL MATERIALS ON THE GREEN FINS ACTION CENTRE

There's a collection of free materials with a variety of topics on environmental best practices. These materials are available in **18 languages!** [greenfins.net/action-centre](https://greenfins.net/action-centre)



## GREEN FINS DIVER E-COURSE

The [Green Fins Diver e-Course](#) only costs \$25, and will build on divers' existing scuba diving knowledge by providing them with the skills and confidence to conduct more environmentally friendly diving trips.

[Scholarship](#) for the course is available for those who need it. The course is also available for [bulk purchase](#), allowing you to incorporate it into your dive packages.

## GREEN FINS COMMUNITY FORUM

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

Engage in the [Community Forum](#) to connect with fellow Green Fins Members and learn how other operators in the network are engaging and educating their guests.



# BE A FUNDRAISER FOR CORAL CONSERVATION

As a Green Fins Member, you're not just providing incredible experiences – you're a true ocean advocate. You see firsthand how captivated your guests are by the beauty of the underwater world, and you know they're often inspired to help.

**This is your chance to empower them.**

By providing an opportunity for your guests to donate to The Reef-World Foundation, the charity that manages Green Fins globally, you allow them to take direct action to protect what we all love – the underwater world.

All donations go directly to support vital conservation work. This includes Green Fins training and equipping governments, resource managers, businesses and local communities so they have the resources and tools to protect their local marine environments.

This is more than fundraising – it's an opportunity for you to turn your guests' inspiration into real-world impact. You'll demonstrate that your commitment to ocean conservation extends beyond just business, reinforcing your reputation as a leader in sustainable tourism.

Reef-World has made it easy for you to get started. The Fundraising Pack provides you with everything you need – from suggested scripts to posters – to seamlessly integrate fundraising into your daily operations.

Download the **Fundraising Pack** today and turn inspiration into action!





# THANK YOU

for protecting and conserving our precious coral reefs and other vital ecosystems by adopting and promoting sustainable tourism practices.

With support from:



In collaboration with:



Contact us:

[greenfins.net](http://greenfins.net) | [info@greenfins.net](mailto:info@greenfins.net)



The Reef-World Foundation 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.

The Reef-World Foundation - Registered UK Charity No: 1157096 | [www.reef-world.org](http://www.reef-world.org)