

Press Release
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REEF-WORLD LAUNCHES GREEN FINS ENVIRONMENTAL BEST PRACTICE FOR SNORKELLER POSTER

First Green Fins material focused on guidelines for snorkellers

The Reef-World Foundation – the international coordinator of the [UN Environment Programme's Green Fins initiative](#) – has launched a new poster on [Green Fins Environmental Best Practice for Snorkellers](#). These guidelines help marine tourism operators inform their guests about environmental best practices while snorkelling in an effort to protect marine ecosystems.

Snorkelling is one of the most popular water sports worldwide. Unlike many other marine tourism activities, it requires minimal equipment and training, making it one of the most accessible activities for tourists to explore the underwater world. However, if not done responsibly, the cumulative impact from all snorkellers worldwide could increase pressure on the already vulnerable coral reefs. Harmful practices while snorkelling, such as fish feeding, standing on coral and chasing marine life, have been observed globally. Often, tourists aren't aware of the negative impact of these actions.

Due to its popularity and tourism restarting in many parts of the world, The Reef-World Foundation finds it important to raise awareness and educate both marine tourism operators and tourists on conducting snorkelling activities in an environmentally friendly manner. This can help minimise the negative impact on the marine environment, encouraging the tourism industry to shape a better post-pandemic future.

Snorkelling, unlike diving, is often an unled or unsupervised activity, and in many places is not well regulated. Therefore, the Green Fins Environmental Best Practice for Snorkellers poster can also be used by tourists to equip themselves with the knowledge and guidance to limit potentially negative impacts. This enables them to enjoy the coral reefs and other marine ecosystems responsibly for years to come, including when they're snorkelling independently without guides.

The guidance includes a wide range of recommendations adapted from the Green Fins Code of Conduct: reducing toxic chemicals from entering the ocean by using reef-safe sunscreens, abiding by the local laws, and learning how to use snorkel equipment. These recommendations are consolidated from professionals and marine tourism operators in the industry.

Chloe Harvey, Director at Reef-World, said: *"Snorkelling is a fabulous way to get people into the water and enjoy the wonders of the marine environment. Such experiences are a powerful tool to inspire people to make changes to protect these vital marine resources. However, there are very few touchpoints for raising awareness of best practice along a regular snorkeller's pathway from land to ocean. We hope that this new Green Fins Environmental Best Practice for Snorkellers will fill this gap — provide vital guidance and allow holidaymakers to enjoy snorkelling without unwittingly jeopardising the health of the very environment they have come to see."*

The Green Fins Environmental Best Practice for Snorkellers poster is available for free on the Green Fins website [here](#).

TO INSPIRE AND EMPOWER

For more information, please visit www.reef-world.org or www.greenfins.net. Dive and snorkel operators interested in signing up to Green Fins can find the membership application form at: www.greenfins.net/how-to-join.

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For more information, images or an interview with a spokesperson from The Reef-World Foundation, please contact:

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About Reef-World

The Reef-World 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.

Reef-World leads the global implementation of the UN Environment's Green Fins initiative, which focuses on driving environmentally friendly scuba diving and snorkelling practices across the industry globally. As such, the charity provides low cost and practical solutions to local and industry-wide environmental challenges associated with the marine tourism industry. It provides education and capacity building assistance to empower environmental champions (within the diving industry, local communities, authorities and governments) to implement proven coastal resource management approaches.

Please visit www.reef-world.org to learn more or follow us on [Facebook](#), [Instagram](#) and [Twitter](#).

About Green Fins

Green Fins is a proven conservation management approach – spearheaded by The Reef-World Foundation in partnership with the UN Environment – 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.

Green Fins encourages and empowers members of the diving industry to act to reduce the pressures on coral reefs by offering dive and snorkel 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. By reducing the local direct and indirect pressures tourism puts on coral reefs, it helps make corals healthier and more resilient to other stresses such as the effects of climate change. Look for the Green Fins logo when booking your next dive trip.

Please visit www.greenfins.net to learn more or follow the initiative on [Facebook](#), [Instagram](#) and [Twitter](#).

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