

The Rufford Small Grants Foundation

Final Report

Congratulations on the completion of your project that was supported by The Rufford Small Grants Foundation.

We ask all grant recipients to complete a Final Report Form that helps us to gauge the success of our grant giving. The Final Report must be sent in **word format** and not PDF format or any other format. We understand that projects often do not follow the predicted course but knowledge of your experiences is valuable to us and others who may be undertaking similar work. Please be as honest as you can in answering the questions – remember that negative experiences are just as valuable as positive ones if they help others to learn from them.

Please complete the form in English and be as clear and concise as you can. Please note that the information may be edited for clarity. We will ask for further information if required. If you have any other materials produced by the project, particularly a few relevant photographs, please send these to us separately.

Please submit your final report to jane@rufford.org.

Thank you for your help.

Josh Cole, Grants Director

Grant Recipient Details

Your name	Chloe Hunt
Project title	Capacity Building and Regional Expansion of Green Fins
RSG reference	12193-B
Reporting period	February 2013 – April 2014
Amount of grant	£11,994
Your email address	hunt.chloe@gmail.com
Date of this report	14 th April 2014

1. Please indicate the level of achievement of the project's original objectives and include any relevant comments on factors affecting this.

Objective	Not achieved	Partially achieved	Fully achieved	Comments
<p>1. Coordination of GF Philippines</p> <p>a) Integrate the GF approach in National environmental initiatives</p>			✓	<p>Reef-World supported the National Government (Biodiversity Management Bureau – Coastal Management Division BMB-CMD, formally PAWB-CMMO), which is also the Green Fins National Team, in the development and passing of a national initiative called the Sustainable Coral Reef Ecosystem Programme (SCREMP) under national law, of which Green Fins is a major component with an assigned national budget and activity commitment.</p> <p>Attended a national government Coastal and Marine Management Sector Planning workshop and supported regional government officials from popular diving destinations to plan activities and budgets to support future Green Fins implementation.</p>
<p>b) Establish functional local management teams</p>			✓	<p>Five individuals from local NGO and government formed the Green Fins Local Management Team which is now sustainable and functioning in the booming snorkeling destination of El Nido. Two training programmes were conducted by Reef-World for this local team on-site. Assisted them in the securing of national funding through SCREMP for ongoing local support.</p> <p>Attended one planning meeting and two workshops in Coron to establish a local management team and launch Green Fins to the diving industry.</p> <p>Assisted the Local Management Team in Anilao (trained during the first RSG) to apply for funding through SCREMP from the national government. Green Fins annual activities are planned for late 2014.</p>

c) GF Ambassador Programmes		✓	<p>Conducted an Ambassador training programme in Moalboal for six Ambassadors to champion Green Fins activities.</p> <p>A series of “Greening your Fins” workshops ran in El Nido by the Local Management Team to build the capacity of all local snorkel guides. Passionate guides will be selected to be trained as Green Fins Ambassadors and run these workshops in the future.</p>
d) Strengthen national support		✓	<p>The passing of SCREMP has been a huge success for Green Fins in the Philippines. Budget has been allocated at both the national and regional levels and marine resource managers are obligated to use these funds for Green Fins activities. Reef-World have assisted one Local Management Team to secure these funds for ongoing local activities, and are in the process of securing funds for another Local Management Team.</p> <p>The BMB-CMD have produced Green Fins educational materials for all Green Fins dive centres nationally, these are disseminated to the project sites ahead of annual training and assessments to be passed out to the dive centres. These materials include the RSGF logos.</p> <p>Reef-World conducted Green Fins Coordinator training for 10 staff of the BMB-CMD to build their capacity to raise environmental awareness to the diving industry of the Philippines. Reef-World encouragement also resulted in these individuals, and 15 other staff of this office, to be trained as SCUBA divers. They are currently building diving experience but it is hoped that Reef-World will train some of the best as Green Fins Assessors in 2015.</p>
2. Rejuvenation of GF in Malaysia a) Meet with the NRE-DMPM		✓	<p>Reef-World met with Mr Ab Rahim Gor Yaman and two other NRE-DMPM staff on the 27th March in Putrajaya, Malaysia to discuss the recent Green Fins activities in Pulau Tioman and plan ongoing support for</p>

				these activities and expansion to other popular diving destinations in Malaysia.
b) Stakeholder workshops and GF launch in Semporna			✓	Change of project site explained below in section 2. Conducted informal consultations for 17 dive centres in P. Tioman to introduce Green Fins and invite them to join the programme (14 have since voluntarily joined the programme).
c) Capacity development of a local management team			✓	5-day Green Fins Assessor Training Workshop conducted by Reef-World in Tioman for three staff of Reef Check Malaysia and one staff of DMPM during a 10-day site visit. These individuals are official the Green Fins Local Management Team in P. Tioman. DMPM supported the costs of the workshop.
d) Dive Centre Training			✓	Training presentation adapted for the local context in collaboration with the Local Management Team and tested on the dive staff at four dive centres on P. Tioman. Training is ongoing, conducted by the Local Management Team.
e) Environmental Assessments of Dive Centres			✓	Five assessments conducted as part of the Assessor Training Programme in P. Tioman. Assessments are now ongoing, conducted by the Local Management Team.
f) Certification of Green Fins Dive centres in Semporna, Malaysia.	✓			Certification has not yet been completed because new wording on the certification needed approval. This was done during an International Green Fins meeting in Bangkok on the 3 rd and 4 th April 2014. The certification will be completed and sent to the Reef Check Malaysia head office for printing and then local distribution.
3. Project monitoring and adaptive management a) Analyse assessment data			✓	Scientific paper published (http://www.sciencedirect.com/science/article/pii/S0964569113000719). Additional analysis of data currently under development for another paper. Following annual assessments in each project site, assessment data has been analysed to identify the biggest environmental threat posed by the diving

				industry. Local solutions are sought and included in training presentations to be given to dive centres during the following year's repeat assessments / trainings.
b) Progress meeting with NTs of Philippines and Malaysia			✓	Reef-World attended four meetings in Manila with the National Team to discuss project progress. Through support from the IUCN, a Green Fins International Meeting was held on the 3-4 th April 2014 in Bangkok. At least two representatives from each of the seven participating countries attended including the Philippines and Malaysia, where support from the RSG has been vital for the progress made and presented at this meeting.

2. Please explain any unforeseen difficulties that arose during the project and how these were tackled (if relevant).

A major activity of this RSG was to introduce GF into Semporna, Malaysia in collaboration with WWF Malaysia. Introduction activities had been formally agreed upon and planned for mid-March 2013. The UK Government imposed a travel ban at the beginning of March 2014 (all but essential travel) when a Filipino Muslim clan claiming royal lineage from the Sulu Sultanate had intruded into Sabah on February 9th 2014 staking ownership over parts of the Borneo state, a number of violent events ensued. This unrest was previously isolated to only small southern Filipino islands and had not affected Sabah State. WWF staff were not banned from all field activities making the Green Fins launch impossible. It was decided that the GF activities would be postponed to mid-July 2013.

WWF's field ban was still in place by mid-July and was not lifted till mid-November. The GF activities were rescheduled for January 2014. On the 30th November 2013, the travel ban was reissued as a result of a Taiwanese shooting and kidnapping on the 15th November 2013. The travel ban is still in place now and more recent violent activities mean that it will not be lifted soon.

Reef-World continued to stay in communication with the Department of Marine Parks Malaysia (DMPM), the focal point for UNEP and national contact for Green Fins in Malaysia. While WWF do not have other priority areas in Malaysia, there are many other major diving tourism destinations which are also Marine Parks and therefore priority for DMPM. At the beginning of 2014 contact with Reef Check Malaysia was made and they are very interested in being involved in Green Fins to contribute to their own overall programme of work. Reef-World personnel worked with representatives from Reef Check and DMPM to introduce Green Fins to the dive centres of Pulau Tioman from the 16th - 18th March 2014. Four local

Green Fins Assessors were successfully trained by Reef-World through a 5-day training workshop, 14 dive centres recruited five of which were trained and assessed to enable them to become active Green Fins dive centres.

Unfortunately this has meant that our RSG commitments have been delivered about 6 weeks later than agreed despite Reef-World doing all within their power to achieve the activities within the timescale planned. However, Reef-World truly believes that the collaboration with Reef Check and DMPM has the qualities of a more sustainable partnership for national expansion and sustainability. In addition to this, both parties prioritise Semporna as a future project site and so the individuals whom are already trained on the Green Fins approach from Reef Check and DMPM plan to work with Reef-World and the WWF team to implement GF in Semporna later this year.

3. Briefly describe the three most important outcomes of your project.

1. Green Fins as a component of a National Initiative – the Sustainable Coral Reef Ecosystem Management Programme

The passing of the Sustainable Coral Reef Ecosystem Management Programme (SCREMP) by the Green Fins National Team has been a fantastic outcome for Green Fins in the Philippines. Not only does this mean a more formal programme to direct national marine protective efforts but a formal mechanism to support and drive Green Fins from the National level. The Philippines government system is extremely decentralised, and national developments can have little or no impact at the local levels. Reef-World supported the Green Fins Local Management Team in El Nido to access these national funds at the regional level, and have them allocated for ongoing Green Fins activities. This is at the final stages of being replicated at another project site in the Philippines (Anilao) and it's planned to be replicated to support ongoing activities in all project sites of the Philippines.

2. Re-starting Green Fins Malaysia through a unique partnership

Delayed activities in Semporna, Malaysia lead the Reef-World Foundation to branch out to other dive destinations and potential project partners in Malaysia. This has resulted in Reef Check Malaysia now entering a formal partnership with the National Team (NRE-DMPM) to implement Green Fins activities in diving destinations of Malaysia. The DMPM lack the human resource and skills to implement the activities but have budget available. Reef Check have the human resource and skilled personnel but lack budget. A formal agreement has now brought together these resources for ongoing Green Fins activities in Malaysia with plans to expand to all major diving destinations. The Assessor Training Workshop in Tioman conducted by Reef-World with this RSG support initiated this partnership and Chloe Hunt identified and built capacity for the roles each organisation will play within this partnership.

3. “Greening our Fins” workshop for dive and snorkel guides in El Nido, conducted by the Green Fins local management team

The snorkel industry in El Nido is much unmanaged, and snorkel guides work very informally making it difficult to conduct Green Fins training and assessments as standard procedure. The workshop was developed as a way to reach out to the snorkel guides and was developed by the Green Fins Local Management Team in partnership with Reef-World. It focusses mainly on Green Fins and following the Code of Conduct and guidelines, but has breakout sessions to enable the guides to have a chance to really think about how their industry threatens the local marine environment and how they can reduce those threats. The workshops were ran once a week over a period of 2 months. This has been repeated three times in the past year and nearly 300 snorkel guides have attended receiving a certification of participation. The workshops will continue to be repeated every few months with the content being updated as the project becomes more established and participation increases.

Once the workshops started, the Local Management Team started hearing reports of industry self-policing. An example of this is a snorkel guide asking another snorkel guide to stop fish feeding, and that they should know better because he had seen him being presented with a Green Fins certification during the ceremony. In addition to this, the workshops are greatly supported by the local government with the local Tourism Officer saying that “he is impressed with the performance of the tour guides who have been trained and that he wants to keep the Green Fins content in the annual eco-tour guide training”.

Since the workshops began, the snorkel industry has become much more regulated and formal snorkel centres have become established. Twenty-three snorkel centres have since been assessed and certified as Green Fins members by the Local Management Team, with further work planned to recruit, train and assess outstanding centres soon.

4. Briefly describe the involvement of local communities and how they have benefitted from the project (if relevant).

In its essence Green Fins acts to strengthen the conservation, sustainability and wise management of coral reefs and associated coastal ecosystems for the wellbeing of those communities who rely on them. It also raises awareness amongst the stakeholders groups and the wider community to local, national and international environmental issues. This has had the effect of empowering a network of stakeholders including local communities, in the sites it has been introduced during this project, to tackle marine environmental issues on a local level using Green Fins.

This RSG has once again enabled Reef-World to deliver educational activities and campaigns which have targeted and engaged the local community outside the immediate realms of the Green Fins mission. This has included three clean up events (one being a clean-up week) in collaboration with local Green Fins members and the local government which have removed 1194 kg of rubbish from the coastal marine environment and involved 280 individuals from the local communities and dive industry. A workshop targeting boat crew of rental dive boat

companies in Puerto Galera with environmental information was given to over 140 individuals. A Protecting Our Coral Reefs Youth Awareness Programme was ran in Moalboal and Puerto Galera in association with the local government with the overall objective being to encourage teachers to include more environmental content in their lessons. 353 children attended these sessions. Reef-World have since used this content as the basis for a curriculum for a Sea Adventure School in collaboration with a local NGO in Puerto Galera. Local children will get to spend a day during their summer holidays on a specially built wooden boat learning about their coastal marine habitats and how to protect them. The result in Moalboal is that a team of nine passionate teachers have created an association which pledges to learn more about the marine environment and include this in their lesson plans. This is greatly supported by the regional head of the Department of Education. Reef-World ran a series of workshops for these teachers, took them snorkeling and even try SCUBA diving to enhance their knowledge and enthusiasm for including marine conservation messages in their lessons.

5. Are there any plans to continue this work?

The institutionalisation of Green Fins within the national frameworks governing coastal and marine management in the Philippines is a sign of the national governments commitment to Green Fins. The establishment of functioning Local Management Teams supports this implementation on the ground. Developing the capacity of the CMD's staff through Green Fins Coordinator Training and SCUBA diving training will not only build the capacity of the Division to conduct coastal management work, but also to support directly with Green Fins project implementation in the future.

In Malaysia, the National Government have assigned an annual budget to Green Fins from national funds. This has already been used to support the training of a Local Management Team in Tioman and will continue to cover this team's overheads.

Reef-World has become extremely successful in identifying and investing in champions for environmental protection. By giving these champions the right resources and knowledge, Reef-World have seen that outputs and project impact continues even when RSG funding is no longer available. This grant has allowed Reef-World to replicate this for an even more wide scale impact across Southeast Asia.

6. How do you plan to share the results of your work with others?

Reef-World continues to build a portfolio of best practice which is circulated around the Green Fins network in the region. Various successes of this RSG have already been promoted through social media and in newsletters to dive centres across the Southeast Asian region. By using the growing International Green Fins network we can also involve the wider global marine conservation and diving community in this sharing of lessons learnt in best practice.

Assessment data has been uploaded and stored on a secure section of the www.greenfins.net website and is being used for project monitoring and adaptation by Reef-World and the National Teams.

The Green Fins International Meeting in Bangkok on the 3rd and 4th April 2014 was another excellent way to share lessons learned and experiences gained throughout these RSG to the International Network. This forum was invaluable for ongoing project development. Reef-World also managed to secure a booth at the Asian Dive Expo (ADEX) as well as an opportunity to give a presentation about Green Fins. This will reach thousands of recreational divers and hundreds of diving industry representatives with the Green Fins message. Reef-World Managers Chloe Hunt and James Harvey have attended two international conferences and presented the Green Fins approach to the delegates at these meetings.

7. Timescale: Over what period was the RSG used? How does this compare to the anticipated or actual length of the project?

Reef-World received notification that this RSG had been approved on the 18th February 2014. It was anticipated that the commitments for this RSG would have been completed by the end of 2014, which would have been the case if the Semporna activity had not been interrupted (see above). Reef-World is satisfied that despite the interruptions, all major activities have been “fully achieved” 6 weeks beyond the initial end date of February 2014.

8. Budget: Please provide a breakdown of budgeted versus actual expenditure and the reasons for any differences. All figures should be in £ sterling, indicating the local exchange rate used.

Item	Budgeted Amount	Actual Amount	Difference	Comments
Travel	£2,256	£2,283	-£27	-
Subsistence	£1,955.00	£2,216	-£261	Budget made available from cost saving was used to support the living costs of project personnel.
Training Facilities	£2,060.00	£1,562	£498	Dive centres covered the costs for Ambassador Training, and the El Nido Foundation used their training centre for all workshops.
Diving Costs	£300.00	£89	£211	Dive centres covered diving costs even in Malaysia where Green Fins is not active, because of increased international project recognition and branding awareness.
Materials	£1,187.00	£1,170	£17	-
Equipment	£800.00	£881	-£81	-

Communications	£3,436.16	£3,793	-£357	Total cost of new Green Fins website was over £13,000, which was supported through additional fundraising but budget made available from cost saving was allocated to the website.
Total	£11994	£11994		

9. Looking ahead, what do you feel are the important next steps?

During this RSG regional expansion has been successfully achieved. National partners in both the Philippines and Malaysia have requested ongoing support from Reef-World in regards to further capacity development, technical advice and international promotion. National resources have been successfully secured to support current Green Fins activities nationally, and are growing at an equal rate to the expansion of the project to new sites. These resources do not cover the costs associated with Reef-World's support and it while it is envisaged that in the future national funds may be used to cover some costs such as travel, some additional funds are still required to support ongoing capacity development activities and ensure sustainability within the areas where energy has already been invested over the years with the support of this RSG, and expansion into new areas. Ongoing support is needed for this.

Green Fins is becoming recognised by the diving industry and diving tourists as a brand which reflects environmental responsibility. The approach is an excellent tool to enable resource managers to access the diving industry with environmental messages and encourage lasting improvements to environmental practices. Testing the criteria in collaboration with the diving industry and relevant authorities has ensured its relevance and applicability, and the process has been shown to result in improved environmental practices among dive centres. Members of the Green Fins National and Local Management Teams as well as Green Fins dive centre owners feel a sense of ownership of the approach and display an amazing level of buy-in. National partners have said they would like the Green Fins brand to be as recognisable as the scuba diving training organisation PADI. Dive centre owners who, after over 4 years of membership, are managing to run their dive centres according to the code of conduct are asking for further guidance to even stricter environmental controls. Green Fins thus provides a potential foundation for the development of an independent environmental certification mechanism for the diving and snorkelling industry. Reef-World would like to look into this and perhaps call upon support from experts offering advice in sustainability standards such as The ISEAL Alliance (<http://www.isealalliance.org/>).

10. Did you use the RSGF logo in any materials produced in relation to this project? Did the RSGF receive any publicity during the course of your work?

The RSGF logo was used on most materials we distributed and on all presentations we gave over the duration of this project in both the Philippines and Malaysia as outlined below. All

Green Fins materials being produced by national partners continue to promote support from RSGF.

- The Green Fins Code of Conduct poster – displayed in each Green Fins dive centre.
- The Green Fins Guide to Environmentally Friendly Diving (ICONS) – also displayed in each Green Fins dive centre and used as guidelines to environmental briefings for tourists involved in diving.
- T-Shirts – two T-shirts given to each Green Fins dive centre, each trained Assessor and also handed out to general public at environmental events.
- Presentation Folders – plastic folders containing all Green Fins educational materials, guidelines and forms.
- Stickers – handed out to dive centres and general public.
- Presentations – in each presentation the support from RSGF was explained and the logo was pointed out.
 - Green Fins Guide to Better Environmental Practice – given to each Green Fins dive centre’s staff and guests - total 554 people.
 - Green Fins Coordinator and Assessor Training - total 14 people.
 - Greening Our Fins Workshop - ~300 snorkel guides.
 - Green Fins training for boat crew – 140 people.
 - Protecting Our Coral Reefs Youth Awareness Programme – 353 children.
 - Green Fins approach to environmentally responsible diving – at the 2013 NOWPAP International Coastal Cleanup Conference in Okinawa, Japan (estimated audience of 140 people).
 - Green Fins approach to environmentally responsible diving – NGO forum Okinawa, Japan (estimated audience of 80 people).
- Large Green Fins banners – displayed at each workshop, environmental activities and assessor training event.
- A scientific paper documenting the Green Fins assessment methodology and analysis of the assessment data acknowledges the support from RSGF.
- Websites and online promotion
 - Links to RSGF on both the new Green Fins (<http://www.greenfins.net/partners>) and the Reef-World websites (<http://www.reef-world.org/networking.htm>).
 - Support from RSGF promoted through social networking (Facebook, Twitter, e-newsletters).
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11. Any other comments?

On behalf of The Reef-World Foundation, I would like to acknowledge and thank the Rufford Small Grant Foundation for this support and amazing opportunity for Reef-World, Green Fins and marine conservation as a whole. This third RSG has had successes which were far beyond our expectations and we look forward to continue to manage and nurture these.