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Republic of the Philippines
Department of Environment and Natural Resources
BIODIVERSITY MANAGEMENT BUREAU
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MEMORANDUM

FOR : The Regional Executive Directors
CALABARZON, **MIMAROPA**, and Region 7

FROM : The OIC Director

SUBJECT : **GREEN FINS DIGITAL MEMBERSHIP**

DATE : NOV 18 2022



This pertains to the attached letter from the Reef World Foundation (RWF) announcing their new type of membership for marine tourism operators, the Green Fins digital membership.

As we move towards the full institutionalization of the Green Fins initiative in all our Marine Protected Areas and other conservation areas, this digital membership provides us an opportunity to encourage more dive shop owners and operators to get onboard Green Fins implementation.

To date, Reef-World acknowledges that the Philippines currently only has assessors available in the following areas:

1. Mabini, Batangas
2. El Nido, Palawan
3. Panglao, Bohol
4. Moalboal, Cebu
5. Malapascua, Cebu
6. Dauin, Negros Oriental
7. Zamboanguita, Negros Oriental

If a dive shop operator in one of the above listed locations cannot receive their assessment within 3 months after applying for environmental risk assessment, the digital membership, which offers self-evaluation tools, is offered as an alternative until the operator can be assessed. Please be informed that the RWF digital membership requires sign-up and membership fees. This Bureau shall inform our Green Fins focal persons on the schedule of the digital membership orientation organized by the RWF.

For information,


NATIVIDAD N. BERNARDINO



Republic of the Philippines
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UNITED NATIONS DECADE ON
**ECOSYSTEM
RESTORATION**
2021-2030



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Thursday 20th October 2022

RE: Green Fins digital membership implementation in the Philippines

To whom it may concern,

Demand for Green Fins membership has grown exponentially around the world and therefore the team at Reef-World have created a new type of membership available to operators around the world. This is called Green Fins digital membership.

Digital Members conduct self-evaluations of their environmental practices using the new global platform, the Green Fins Hub, rather than receiving in-person assessments from trained national assessors. They are then assisted by a variety of online tools available on the Hub for their year of membership. Digital Membership also comes with a \$140 sign-up fee and then \$60 for each year after to maintain the membership.

Please note that digital membership will not replace the existing Green Fins certified membership model, but instead allows other operators the opportunity to be part of the growing network of businesses improving their environmental sustainability globally, regardless if they are in a Green Fins active location or have access to Green Fins assessors.

Reef-World acknowledges that the Philippines currently only has assessors available in the following areas: Panglao, Moalboal, Malapascua, El Nido, Mabini, Dauin and Zamboanguita.

Outside of these locations, as agreed with the Green Fins Philippines Network Leader, Reef-World will now be offering digital membership to marine tourism operators. Additionally, if an operator in one of the listed active locations above cannot receive their assessment within 3 months of their enquiry, Reef-World recommends that digital membership is offered as an alternative until the operator can be assessed. Once an in-person assessment can be given, transferring operators from digital to certified membership is a very simple and immediate process.

We thank you for your continued efforts for improving the sustainability of marine tourism in the Philippines, and we look forward to working together closely during this transition period. Please don't hesitate to contact the Reef-World team at info@greenfins.net if you have any questions.

Kind regards,

JJ Harvey
Director of Operations

TO INSPIRE AND EMPOWER

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