

# Project AWARE Foundation

## Preparing for IYOR 2008



International Year of the Reef Mini-Summit

February 28, 2007

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# Project AWARE Foundation

- **Started by PADI as an environmental ethic campaign**  
Mitigate the impact of divers
- **1992 Formed as a 501(c)(3) non-profit**
  - Work in partnership with divers and water enthusiasts to protect underwater environments

## **Mission**

**Project AWARE Foundation conserves underwater environments through education, advocacy and action.**



# Partnership with PADI



- **5513 Retailers and Resorts**
- **130,910 Instructors & Professionals**
- **16 million certified divers since 1966**
- **183 countries**

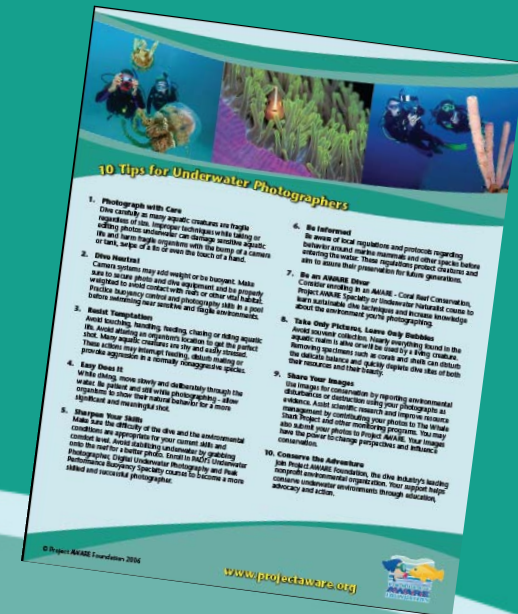


If divers don't take an active role, who will...



# Project AWARE Foundation

- **Protect the Living Reef campaign**
  - Diver training and education
  - Coral Reef Conservation
  - PSA - over 400 million viewers in 23 countries
  - Guidelines for divers
    - 10 Tips for Underwater Photographers
  - Mooring Buoy Projects



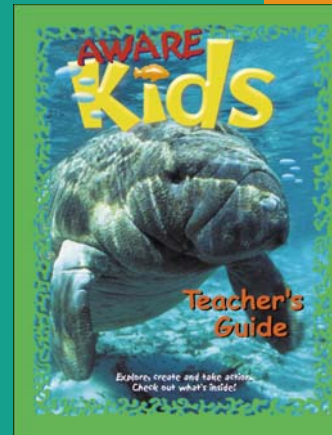
# AWARE Kids Program

## Crazy About Coral Reefs



Singapore

K-5<sup>th</sup> grade focus



Alaska



Curacao

# IYOR 2008 Preparation

- **Beyond year/event focus**
- **Global expansion of partnership with Coral Watch & University of Queensland**
  - **Volunteer divers collecting data on color changes**



# Preparing for ITOR 2008

- A tool to focus discussion on issues
- Sensitize divers to changes in the reef
- Stewardship - affect operators relationship with the reefs
- Increase divers interest & involvement with more rigorous protocols
- Collect data & information



# Partnership with CoralWatch

- Goal of 200 Operators regularly conducting monthly activities by 2008
- Working together to translate materials & upload section of website
  - Japanese      プロジェクトAWARE
  - Spanish        La Fundación Project AWARE

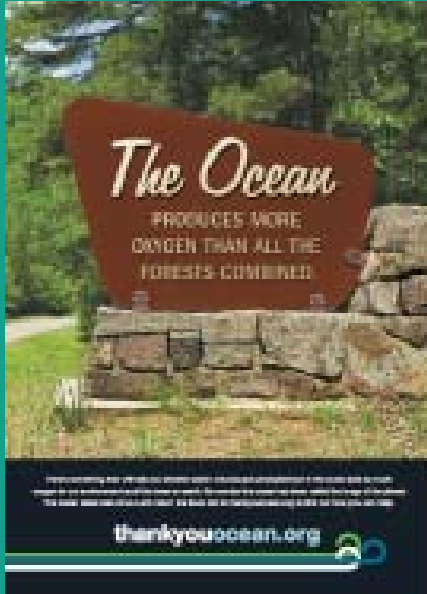




# **Suggestions for IYOR 2008**

- **Importance of Key Messages**
  - **Not just a year of events**
  - **Multiplier effect of messages when folded into each entities efforts**
- **Past Examples**
  - **Action Plan for Education & Outreach**
    - **Incorporated into 2002 National Action Plans**
  - **Hawaii Living Reef Program**
  - **California Ocean Communicators Alliance**
    - **Thank You Oceans campaign**

# Suggestions for IYOR 2008



Ocean facts featured in the Thank You Ocean ads

- **Workshops sponsored by:**
  - NOAA Marine Sanctuary Program
  - California State Resources Agency
  - Aquaria Partners
- **California Ocean Communicators Alliance**
  - 200 individuals
  - 100 organizations

# Common Messaging

- **Thank You Oceans**



- **A California state-wide campaign**

- **An umbrella theme of ocean awareness that directs people to the Ocean Communicators for topic specific information**

- **Focused on positive “ocean literacy” messages**

- **Agree on key messages for IYOR 2008**

# Thank you for your attention!



Conserving underwater environments through education, advocacy and action.

