



PROJECT
AWARE

2017 Annual Report

Where
Conservation
Meets AdventureSM

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A letter **FROM OUR DIRECTOR**

This year, Project AWARE® celebrated its 25th anniversary. It was a proud moment for our global community as we looked back on all that we have accomplished together. From its grassroots inception, Project AWARE® has grown into a global movement for the future of our ocean planet. Together we have successfully removed almost 1 million items of trash, rallied our voices for historic safeguards for shark and ray species and adopted over 300 dive sites globally. This year, over 6,000 AWARE divers have taken action in over 70 countries for a clean, healthy ocean.

As underwater adventurers, we often see what others can't - how quickly overfishing, pollution and climate change can alter aquatic life, irreversibly destroying marine ecosystems that are vital to life on this planet. The AWARE community of volunteers provide a unique voice for the ocean, bringing to the surface what's beneath the waves.

In 2017, we invested in technology to advance our growing citizen science programs. In response to the needs of our dedicated volunteers, we launched a new smartphone app to enable Dive Against Debris® participants across the world to easily record information. Dive Against Debris® surveys not only reduce the amount of pollution in the ocean, they also build a global dataset of underwater debris that enable us, alongside our partners, to advocate for a return to a clean ocean.

Last year we also continued to advocate against the overfishing of sharks and rays.

Through education and awareness, we rallied support for some of the most vulnerable shark species by bringing much needed attention to the State of the Global Market for Shark Products. We also launched the world's first-ever guidelines for shark and ray tourism operators - Responsible Shark and Ray Tourism: A Guide to Best Practice. These are just a few accomplishments that wouldn't be possible without our passionate community that work alongside us to fight for a return to a healthy ocean.

We are so proud of all we have accomplished. As we create a vision for our next 25 years, we look forward to connecting your passion for ocean adventure with the purpose of marine conservation. Get ready to take action with both fins on and fins off.

Together we are Project AWARE® -
Where Conservation Meets AdventureSM

Warmly,

Danna Moore

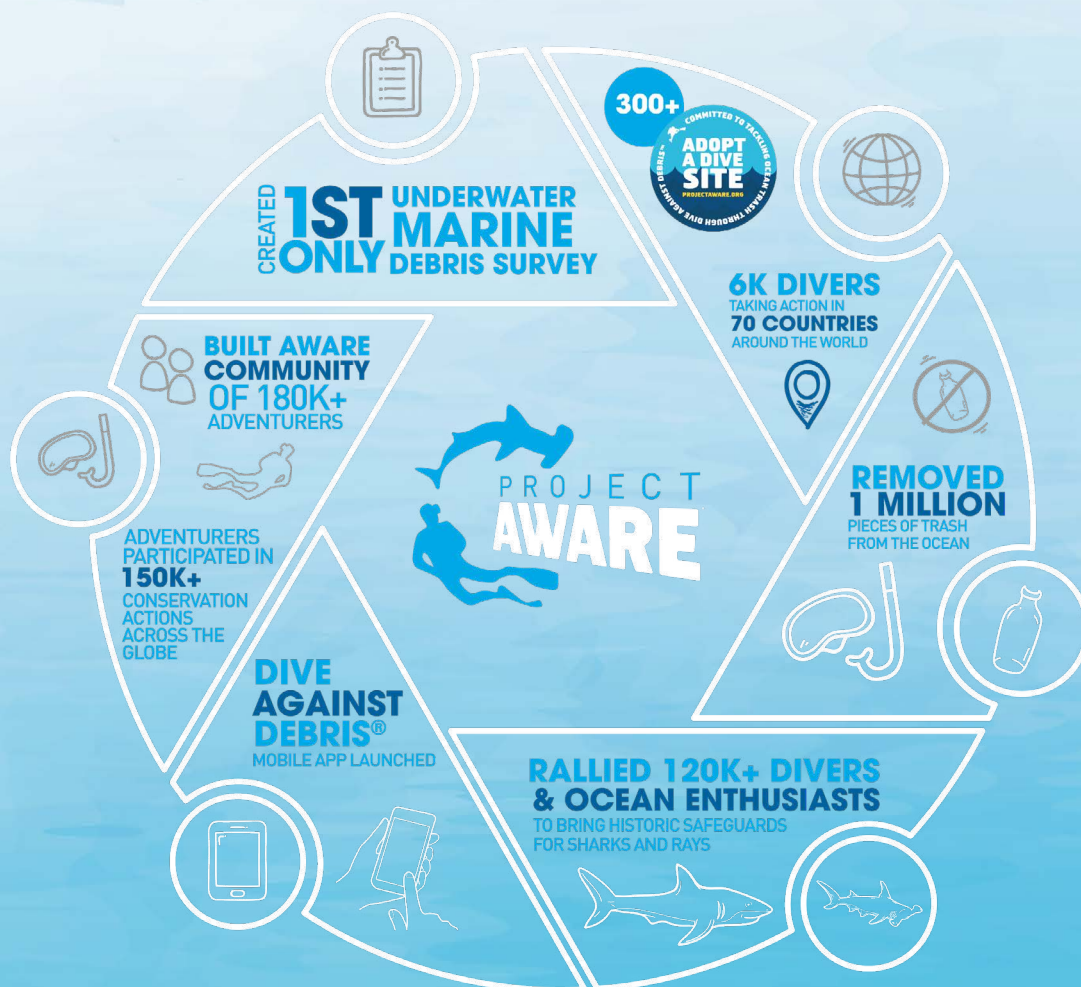
Danna Moore
Director, Global Operations

Who WE ARE

At Project AWARE® we believe in a future where the ocean no longer needs protecting. We connect the passion for ocean adventure with the purpose of marine conservation to create lasting change.

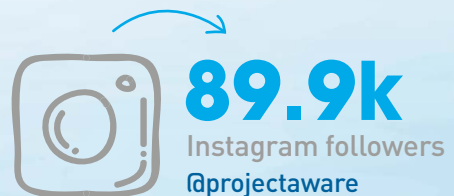
There are two critical areas that Project AWARE® seeks to influence: Community and Policy. We support our community to take action with both fins on and fins off and, when we link those actions to policy, we drive towards our vision for a return to a clean, healthy ocean.

We are a global movement for ocean protection powered by a community of adventurers - Where Conservation Meets AdventureSM



A global VOICE

In the face of so many challenges, we are united by our shared passion for the ocean and the belief that no action is too small to protect it. Online and offline, we inspire, inform, create and share actions needed to engage, connect and bring together the passion for adventure with the purpose of ocean conservation. We are a global voice for the ocean and this impact report demonstrates and showcases our voice.



Follow **Project AWARE**® 

25 Years OF ACTION

For over 25 years, we've responded to the threats facing the ocean and we've had some incredible successes. We share these victories with our AWARE community and thank you all for having Project AWARE® as part of your conservation story:



The Project AWARE® Foundation is set up as a registered 501(c)3 nonprofit organization. Registered charities in the **United Kingdom, Switzerland and Australia**, with a volunteer office in Japan soon follows.

Launched the very same year, Project AWARE®'s Grant Program provides, until 2011, **more than US \$5 million** in small grants to support meaningful research and community action programs globally.



The first PADI® Limited Edition card allows small donations from dedicated divers to become a lifeline of support for conservation with Project AWARE®. To this day, voluntary donations for a PADI® limited edition cards are Project AWARE®'s main source of funding.

We advocate for sharks and rays and start affecting change in fisheries management. After 6 years of campaigning with partners, public support and advocacy efforts result in closing loopholes in the European Union shark finning ban in 2013. The EU shark finning ban was one of the weakest in the world, yet the EU is one of the largest exporters of shark fins to Asia.



We involve divers and snorkelers around the world in monitoring coral health and bleaching.

1992

1996

2006 - 2013

2007

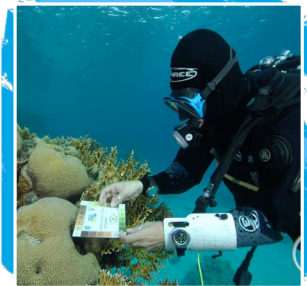
1989



Our ocean conservation adventure started as a project – an environmental ethic initiated by our partners at PADI® in the late 80's. Launched in 1989, the Ten Ways a Diver Can Protect the Underwater Environment – now called 10 Tips for Divers to Protect the Ocean Planet - underpins diver conservation education and training for decades to come.

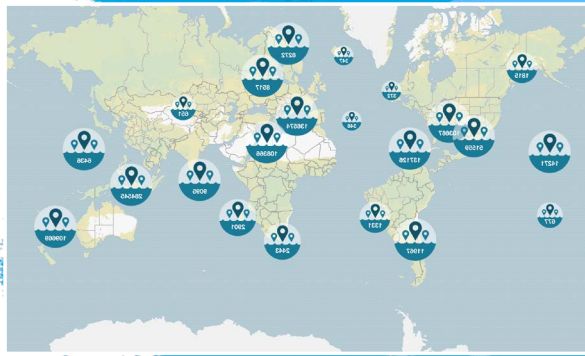
1994 - 2008

Project AWARE® engages divers in marine debris data collection. The data collected by divers on the annual International Coastal Cleanup Day was part of the first effort to rally against the threat of marine debris affecting beaches and underwater environments around the world.



With increasing declines in coral reefs and shark populations, conservation issues continued to rise on the world's agenda. In response, Project AWARE® launches education and awareness campaigns on some of the most pressing ocean issues including Protect the Sharks, Protect the Living Reef, The Whale Shark Project, Go ECO, Sustainable Fisheries and AWARE Kids. Project AWARE® campaigns are integrated into new PADI® specialty courses including Fish Identification and Coral Reef Conservation.

The movement for ocean protection, One Dive At A TimeSM, surges. The world's first and only global underwater marine debris survey of its kind launches - yielding data including the types and quantities of almost 1 Million items found and removed from underwater environments to date.



Dive Against Debris[®] efforts around the globe are visualized on a new interactive online map, shining a light on the growing problem of waste found beneath the surface.



We collaborate with key stakeholders around the globe to create The Honolulu Strategy – a global framework for prevention and management of marine debris. Our global dive community helps protect mantas under the Convention on the Conservation of Migratory Species of Wild Animals (CMS) and extend CMS commitments to 34 species of sharks and rays from 2011 to 2017.

2011 - 2017



New Dive Against Debris[®] mobile app turns your phone into a tool for marine conservation. The world's first shark and ray tourism guide launches and Project AWARE[®] commits to supporting the United Nations Sustainable Development Goals. Our next wave of ocean conservation begins ...

2017

2008

We contribute to setting the global ocean conservation agenda. We join the International Union for Conservation of Nature (IUCN)

2012

Our community rallies on a worldwide scale to help influence the establishment of the world's largest network of marine reserves in Australia. We commit to work with businesses, NGOs and governments to advocate for long-term solutions to the global marine debris crisis. We bring your voice and unique perspective to the debate and join the Global Partnership for Marine Litter and the Trash Free Seas Alliance in 2012, the Marine Litter Action Network and Seas at Risk in 2014, and the Global Ghost Gear Initiative in 2015 to name a few.

2013 - 2016

We launch Ocean Action Project to bolster up innovative and results-driven grass root projects to address key focus areas. Supported by our growing movement, we help make historic advances in shark and ray conservation by securing trade controls for vulnerable and highly valuable species in 2013 and again in 2016.



2016



Global Adopt a Dive SiteTM initiative launches. To date, more than 300 committed dive centers and resorts around the world are involved in ongoing, local protection and monitoring of their favorite underwater sites through Dive Against Debris[®].



Our global **COMMITMENTS**

In 2017, the United Nations called for Voluntary Commitments to support the implementation of the Sustainable Development Goal 14 “Life Below Water”: To Conserve and Sustainably Use the Oceans, Seas and Marine Resources for Sustainable Development.

On behalf of the AWARE community and in collaboration with our conservation partners, we’ve reaffirmed our promise to the ocean and responded to the UN’s call to #SaveOurOcean through:




Tackling ghost gear on a global scale - multi-stakeholder partnership

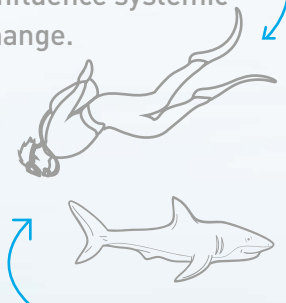
As a member of the Global Ghost Gear Initiative, we’re committed to protecting ocean health and productivity from the harmful effects of lost and abandoned fishing gear.



Addressing the global marine debris crisis - underwater citizen science



Project AWARE® is committed to mobilizing scuba divers to remove, record and report marine debris found underwater and bridge that data gap to influence systemic change.



Safeguarding sharks and rays- policies to protect vulnerable species

Working in collaboration with our shark conservation partners, we actively pursue policies that protect their future through the network of Regional Fisheries Management Organizations (RFMOs).

We announced these commitments at the 2017 UN Ocean Conference, to mark a global breakthrough on the path to sustainable management and conservation of our ocean, seas and marine resources.

A Clean Ocean[™] TACKLING MARINE DEBRIS

Pollution is one of the greatest threats facing the ocean planet. Marine debris - our man made trash that enters the ocean primarily from land - is a highly damaging pollutant with its long lasting impacts on sea life and human health.

Plastic pollution is especially costly with an estimated US\$13 billion a year of environmental damage. Marine animals bear the brunt, becoming entangled and even mistaking plastic for food - often with fatal results.

Divers, swimmers and beachgoers can also be directly harmed by encounters with marine debris or its toxins. The scale of the global marine debris crisis can be daunting to face, but we have the power to drive change.



Growing a citizen SCIENCE MOVEMENT

To address this threat with underwater action, Project AWARE[®] developed our flagship clean ocean program in 2011, Dive Against Debris[®]. This program was the first and only marine debris survey of its kind and has been extremely successful in engaging our community in citizen science. While divers have always been actively involved in debris removal, a reporting system was necessary to ensure we could build the evidence needed to drive lasting change.

And that's just what we've done. Since its launch 6 years ago, Project AWARE[®]'s passionate volunteer network has delivered real impacts through fins on removal of debris and fins off reporting of that critical data. To ensure we support a quality dataset, each report goes through a review process by our dedicated AWARE staff. The data on page 10 is a reflection of that body of work and has enabled us to prioritize our policy efforts based on sound citizen science.

Community Action

“They fish, we clean”

- Frederic Ihrsen

With each dive, Ihrsen fastens a half-liter plastic container to his hip and collects trash as he goes, averaging about two to four pounds of debris removed per dive. The majority of the litter he picks up consists of fish hooks and lines, as Salstraumen, Norway is known for its bustling fishing industry. However, with a heavy influx of inexperienced tourists attempting to fish in an unfamiliar location, hooks and lines are quickly caught in dense kelp beds and, more often than not, carried off to sea by the area's strong tides. Ihrsen and his friends at Saltstraumen Dykkecamp are determined to recover lost fishing hooks from the ocean to be recycled onshore. Armed with the Dive Against Debris[®] mobile app Ihrsen has submitted over 100 surveys so far.

“We are trying our best to spread the word. I show all my customers how much is there and they help out and play their part on the dives. But I think it is the daily little things that satisfy me the most,” says Ihrsen.



2017 Dive Against Debris® DATA REPORT



1,773

Dive Against Debris® 2017
(QR passed only) surveys



1,460

hours spent underwater surveying
dive sites (avg. 28 hours per week)



81

countries
participated



205

"debris-free"
surveys

1,673

entangled animals
discovered



218,799

of debris items removed

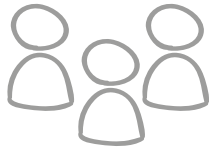


65,496 kgs

144,395 lbs

total weight of debris removed

66%
of all debris
items reported
were plastic

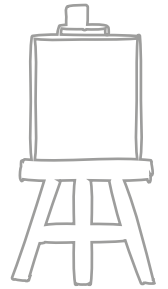


11,462

participants

651

Dive Against Debris®
Distinctive Specialty
Instructors total in 2017



1,161
Dive Against Debris® Distinctive Specialty
Students total in 2017



Top 3 reporting COUNTRIES



USA

313 surveys
17.65% of all global surveys



United Arab Emirates

114 surveys
6.43% of all global surveys

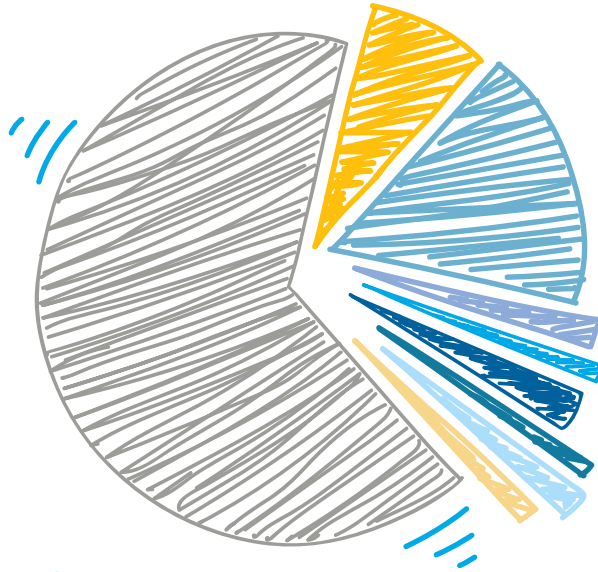


Indonesia

93 surveys
5.25% of all global surveys



Debris item BREAKDOWN



-  **PLASTIC**
143,365 ITEMS 66%
-  **GLASS & CERAMICS**
16,700 ITEMS 8%
-  **METALS**
36,255 ITEMS 17%
-  **RUBBER**
3,579 ITEMS 2%
-  **WOOD**
1,896 ITEMS 1%
-  **CLOTH**
7,558 ITEMS 3%
-  **PAPER & CARDBOARD**
2,887 ITEMS 1%
-  **MIXED**
3,391 ITEMS 2%
-  **OTHER**
3,168 ITEMS 1%

Top 10 items REPORTED TO DIVE AGAINST DEBRIS® IN 2017



-  **FISHING: LINE**
55,401 ITEMS 25.32%
-  **PLASTIC FRAGMENTS**
19,638 ITEMS 8.98%
-  **FISHING: SINKERS,
LURES, HOOKS**
12,755 ITEMS 5.83%
-  **BEVERAGE CANS (ALUMINIUM)**
11,399 ITEMS 5.21%
-  **PLASTIC FOOD WRAPPERS**
11,015 ITEMS 5.03%
-  **PLASTIC BOTTLES: LESS THAN 2L**
10,618 ITEMS 4.85%
-  **GLASS BEVERAGE BOTTLES**
10,357 ITEMS 4.73%
-  **PLASTIC BAGS: GROCERY/RETAIL**
8,203 ITEMS 3.75%
-  **PLASTIC CUPS, PLATES, FORKS,
KNIVES, SPOONS**
7,327 ITEMS 3.35%
-  **GLASS/CERAMIC FRAGMENTS**
5,149 ITEMS 2.35%

Community Action



“It’s great to see that people really care about it”

- Kate Wilkins. a.k.a Sea Janitor, Australia

Scuba diving instructor Kate Wilkins from South Australia was so sick of seeing rubbish whilst diving she decided to do something about it. In February 2017, Wilkins, a committed Dive Against Debris® volunteer, started a month long campaign to cleanup the local jetty.

“The highlight of my campaign was going on the local ABC radio to chat about the campaign. I’ve received a lot of contact from people who were surprised by what I’ve found and have been motivated to get out and do their own cleanups. It’s great to see that people really care about it and want to help in whatever way they can.”
- said Wilkins.

Tackling Abandoned Fishing Gear, Temple Adventures - India

Pondicherry is a small yet populated town on India’s mainland. Most of the waste from the city ends up dumped in the ocean. Large trawlers capture huge amounts of fish, and thousands of fish are caught but discarded as commercially unimportant by-catch. Sadly, sea turtles and other marine life get entangled in this debris.

“The prevalence of ghost nests at reefs poses a major threat to marine megafauna like turtles, as they often get entangled in ghost nets and are left to die.” - says Rob Partridge.

The team at Temple Adventures tackle the problem with their fins on, rescuing entangled animals and removing the nets whenever they can.

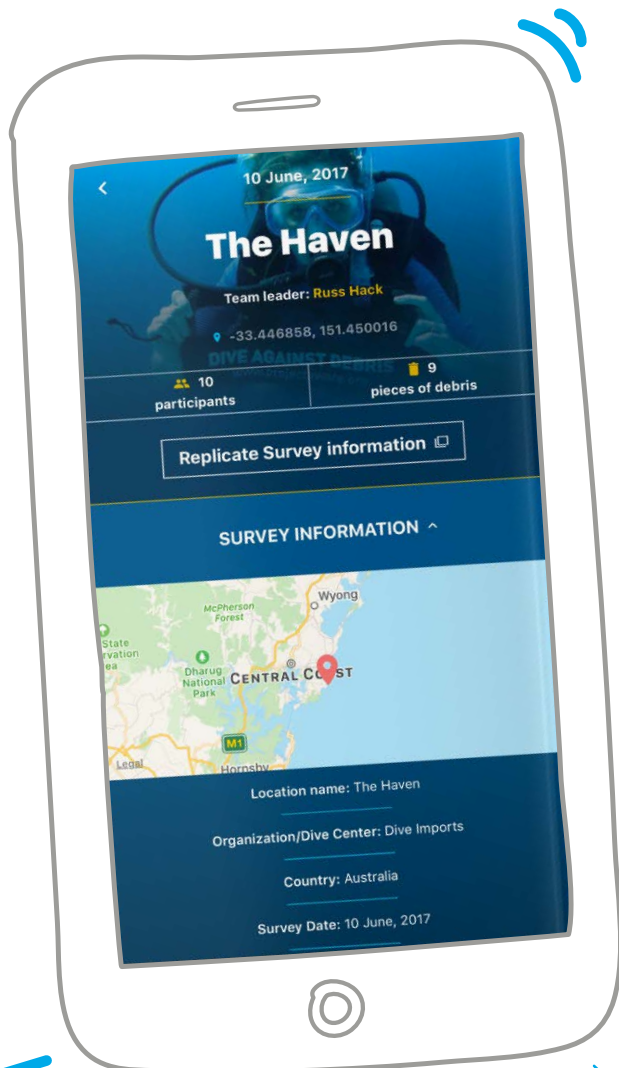
“Diving enables us to witness the effects of marine debris, trawling and ghost nets first-hand. As divers, the ocean is our second home. Just as we’d like to keep our homes clean, we feel the need to keep our ocean clean and unpolluted as well.” adds Partridge.



Dive Against Debris®

MOBILE APP

Data reporting is critical to the success of the Dive Against Debris® program. To increase our numbers, and in response to the needs of our community, we invested in a new smartphone app. As of June 2017, Dive Against Debris® participants could easily record information on their phones from anywhere in the world. And the response was astounding – a 145% increase in data reporting. When it comes to conservation, we know that technology matters.



Adopt a DIVE SITE™

2017 brought great growth to our Adopt a Dive Site™ program with more than 156 sites adopted this year alone. Harnessing the unique underwater skill set of the scuba diving community, Adopt a Dive Site™ urges scuba diving leaders, around the globe, to engage in ongoing, local protection and monitoring of our underwater playgrounds.

In total, 368 sites around the world are 'adopted' by our committed supporters and volunteers. This program provides the necessary foundation for the future of our global citizen science footprint, one that we expect to grow in the years to come.

Community Action

Curacao Dive Centers Unite - Caribbean



A collective effort by dive centers on the island of Curacao in the South Caribbean has seen not one but 12 dive centers "Adopt a Dive Site™". Led by The Curaçao Hospitality & Tourism Association's (CHATA) the Dive Task Force team understand that conservation isn't done in isolation. It takes the collective efforts of the entire community.

Mile Mercera, Chief Executive Officer of CHATA explains more:

“The commitment of the Dive Task Force to Dive Against Debris® and Adopt a Dive Site™ is a major step towards the creation of awareness regarding the adverse effects of marine debris on the island and ultimately the conservation of our ocean. However, to create sustainable change, we need the commitment of the entire community, government, private sector and citizens alike to come together and support this great initiative by the CHATA Dive Task Force.”

Dive, Teach, Train and Lead, Blue Corner Dive - Indonesia

Dive center, Blue Corner Dive on Gili Lembongan has adopted two dive sites to keep clean. But what's unique about this community action is how they've incorporated Adopt a Dive Site™ into their business model. One adopted dive site is surveyed for rubbish during the PADI® Instructor Development Course. Another site is used by divemasters in training.

Cody McDonald shares why building Dive Against Debris® into diver training is an integral part of their dive operation...

“Working with our professional level students to develop their understanding of pollution and passion for the ocean is a real highlight of our day. We love to focus some of that fun and enthusiasm into ocean conservation and action. The awakening and development in these individuals, that they then go on to teach and instill in others, is priceless.”

Partnerships AGAINST TRASH

Solutions to the marine debris issue are not possible without partnerships – large and small – and a groundswell of support for change. We bring our unique, underwater perspective on marine debris that scuba divers help shape through the Dive Against Debris® data they report. In order to influence positive change, Project AWARE® partners against trash with these alliances:



A Healthy Ocean

ADVOCATING FOR SHARKS AND RAYS

Overfishing is one of the biggest threats facing marine life. Project AWARE® has always held the protection of shark and ray species at the crux of this issue as they are an especially vulnerable species to overfishing. In fact, one in four shark and ray species is facing an increased threat of extinction due primarily to overfishing. The future of sharks and rays - and the health of our ocean planet - hinges on keeping fishing and trade in check.

To address this threat with action, Project AWARE® developed our flagship healthy ocean program to focus on building education and awareness around this critical issue. In 2017 alone, we have advanced the following fins off actions to engage our community:

Responsible Shark AND RAY TOURISM: A GUIDE TO BEST PRACTICE

In March, Project AWARE®, in collaboration with WWF and Manta Trust, launched this practical guide to help dive operators and local authorities. Responsible shark and ray related ecotourism can be a powerful, complementary conservation strategy. It can also serve as an important alternative source of income benefiting operators and the local communities alike.

Community Action

Dive professionals attend Best Practice workshop

In November over 100 dive professionals took part in a hands-on and interactive workshop looking at shark and ray tourism. Project AWARE® staff and workshop attendees worked through six criteria to developing best practice as well as reviewing dive operations and using scorecards to evaluate.

Said one participant, “The interactive nature of the workshop made it fun and informative. It was valuable to hear and discuss other’s perspectives on each of the topic areas. It gave me different ways to think about shark and ray conservation and programs related to it.”



Global Shark Trade

INFOGRAPHIC

Busting the myths

In November, Project AWARE® released a visual representation of the United Nations Food and Agriculture Organization (FAO) 2015 report “State of the Global Market for Shark Products.” With technical advice from Dr. Shelley Clarke, renowned fisheries scientist, as well as Sonja Fordham, shark and ray science and policy expert, we showed valuable insights into the complexity of the global market for shark and ray products.



#Divers4Makos PETITION

Engaging with Regional Fisheries Management Organizations

Regional Fisheries Management Organizations (RFMOs) have the ability to set international fishing limits for shark and ray populations. Their actions offer solutions for preventing waste and overexploitation across a range of highly migratory species. To drive those policy changes to fruition, we've partnered with the Shark League - Shark Advocates International, Shark Trust, and Ecology Action Centre. Together we target three RFMOs - the International Commission for the Conservation of Atlantic Tunas (ICCAT), the General Fisheries Commission for the Mediterranean (GFCM), and the Northwest Atlantic Fisheries Organization (NAFO) - to secure:

- Science-based shark and ray catch limits for mako and blue sharks in the Atlantic;
- Strict protections for endangered species such as the greenland shark in the Atlantic and giant devil ray in the Mediterranean; and
- Strong, enforceable bans on shark finning.

Community Action

Petition, Letters and Awareness

Divers and ocean advocates everywhere responded to the call. From South Africa to Thailand, China to Puerto Rico, 11,800 divers signed and shared the #Divers4Makos petition urging ICCAT Parties to protect the Atlantic shortfin mako. Another 12 Canadian dive centers signed on to a letter direct to Canada's Minister for Fisheries and Oceans, The Honorable Dominic Le Blanc asking for Canada's leadership.



Making CMS work FOR SHARKS & RAYS

The Convention on Conservation of Migratory Species of Wild Animals (CMS) holds the potential to improve the outlook for migratory sharks and rays in trouble. Yet concrete actions by member countries to protect listed species from their biggest threat - overfishing - are seriously lacking. Several countries have protections for sharks and rays in place. But many species travel great distances, often crossing national boundaries. International cooperation is vital to help ensure the survival of the vulnerable migratory species.

In October of 2017, at the CMS CoP12, we expressed our concerns about the lack of concrete action taken to date for CMS listed shark species and joined our conservation partners in putting up a side event "Making CMS Work for Sharks: Spotlight on Mako Sharks" to highlight the immediate opportunities to end uncontrolled

fishing of these CMS listed species in the North Atlantic. We are committed to encouraging the 125 CMS Parties to fulfill their obligations for listed shark and ray species through prioritization, education, advocacy, and capacity building.



AWARE Shark CONSERVATION DIVER SPECIALITY

Our training course proved popular again this year with 800 divers joining shark conservation advocates around the globe.



Educating the Next GENERATION OF OCEAN ADVOCATES

From teaching children the importance of sharks and coral reefs to collaborating with local fishermen, in 2017 Project AWARE® worked within communities to educate and create awareness around conservation.



Community Action

Inspiring Young and Old - Katerina Topouzoglou - Greece

Katerina Topouzoglou confesses she “does a little bit of everything.”

Yet it's her AWARE Shark Conservation seminars, delivered to over 3,000 people young and old, that have made her legendary.

Katerina shares with us how she ignites a spark in the eyes of her students,

“A group of local fishermen in Santorini attended one of my seminars. At the beginning, they were very proud that they kill sharks. By the end, the President of the organization approached me and apologized for their actions, promising that they will release any shark catches moving forward.”

Community Action

Marine School: Kids Coral Program - Japan

In 2017, children and their families participated in "Team Mira Sango", a fins-off program developed in cooperation with PADI® Marine School initiative. The program consists of nursing juvenile coral stocks and observing how they are planted and grow on the ocean floor from a glass-bottom boat, or while snorkeling. The children involved wrote messages and drew pictures on pegs which they use to plant coral stocks.

Scuola D'Amare - Italy

The program Scuola d'Amare, an initiative dedicated to bringing Ocean Literacy and scuba diving into schools, is making waves across Italy. In partnership with Green Bubbles, DAN Europe, and Project AWARE®, more than 90 PADI® dive leaders are inspiring the next generation of ocean stewards.

Our SUPPORTERS

Ocean protection depends on all of our actions, large and small. Now more than ever, individuals recognize that their local actions can and DO make a positive impact for our planet. When we come together for conservation, big change is possible. Our community were amazing financial partners to us this year by:



Four Years in a Row - Lana Sielski, Florida, USA



What do you get when effort, passion, and resources are combined? An outstanding run of Finathon action! In 2017, Florida's Lana Sielski mobilized her community to raise funds for the ocean for the fourth consecutive year!

“ There is not a day that goes by that I do not spend time in, on, or under the water for work or pleasure. As an educator, I am so lucky to have the opportunity to organize and inspire others to participate in various local conservation activities that I am so passionate about, ” says Sielski.

Having the Chop - Sam Riches, Spain



It was time to take the dreaded chop for PADI® Divemaster Sam Riches. After seven years of carefully growing and caring for his much loved dreadlocks, Riches asked friends, family and divers at Simply Diving in Spain to sponsor him. Riches said, “ I was overwhelmed by the amount of support. We smashed our target and raised €340. It was really cool - even our bosses shaved their beards and heads to support the cause. ”

School Disco Gets its Groove on for the Ocean, Seren George-Davidson - Australia



Ocean heroes come in all different shapes and sizes, and in this case, ages. Eight-year-old Seren George-Davidson from New South Wales, Australia rallied her entire school to raise money for ocean conservation. “I told our school that Project AWARE® is a charity that helps protect sharks and rays from dying and helps clean up our ocean from all the trash we leave behind. All the kids thought this was a great charity and everyone voted yes!” said George-Davidson. The primary school children raised \$600 during an ocean themed disco.

2017 FUNDRAISERS

\$5,000 - 9,999 USD

- Rainbow Reef Dive Center
- Muraari Vasudevan

\$1,000 - 4,999 USD

- Stuart Cove
- Dive Worldwide
- Kees Edelman
- Elba Elena García Garate
- Lisa Jarosik
- Josiah Mackin
- Phetoudone Nivanh
- Spencer Alexander Oh
- Liz Parkinson
- Allison Pixler
- Brandy and Tiki Reisdorff
- Lauren Sims
- Pia Venegas
- Rachael Williams
- Lauren Wiskerson
- Christina Zenato
- Anna Zywolek
- GVI Mexico Pez Maya

\$500 - 999 USD

- James Brown
- Shawna Cheyne
- Shari Donison
- Anna Harrison
- Lucy Hough

- Barrett Jackson
- Alexandern Kohls
- Christine McCutcheon
- Patrick Pan
- Tobi Schnell
- Molly Shephard
- Tina Smith
- Kim van Winkel
- YCIS-HK

\$1 - 499 USD

- MaD-Tiki Photography
- Rino Amodeo
- Aquamarine Diving Bali
- Ryan Archer
- Matt Arnholt
- Ava Audrey
- Avoca Beach Primary school
- Matt Ayres
- Emily Bates
- Simon Bell
- CJ Bernstein
- Peter Bickerton
- Blue Marlin Komodo
- Ryan Brownell
- Andreas Brustmann
- Sara Rose Cagle
- Camel Dive
- Jess Camps
- Curtiss Carter
- Courtney Citro
- Joshua Cohen
- Kimberly Cooper
- Lindsey Darter
- Esther de Kruijf
- Jesse Dean
- Andrew Collins Divecrew
- Rita Vella Diveshack
- Amanda Dorahy
- Diana Endsor
- Brian Farina
- Orsi Fulop
- Seren George-Davidson
- Mary Gilpin
- Grazia Palmisano (Orca Diving Centre)
- Becky Harvey
- XIAOFEI HE
- Beesea Hsieh
- Pete Vickers (Immerse School of Diving)
- Kim Langridge (IOW Divers)
- Melissa Jones
- Adrian Jones
- Scuba Junkie
- Shana Kent
- Relin LI
- Maslina M Jalani
- Blaine McFarland
- Laura Myers
- William Nash
- Kyoungbin Noh
- Ollie Powell
- Sharon Patterson
- Kristen Potter
- Flavio Scotto D'Abusco Prodiving Roma

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- Bryan Stiver
- Samantha Susson
- Joey Taravella
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- Erin Vasudevan
- Roshan Vemuri
- David Skinner (Viewpoint Diving Cornwall)
- Paulo Vilarinho
- Rachel Watts
- Mark Rayner (Wavecrest Scuba)
- Paul Wolffer
- Dylan Zicconi
- Jacqueline Zuanich

Marathons

Bank of America Chicago Marathon:

In 2017, Project AWARE®'s Chicago marathon team grew to 11 runners. Together these endurance athletes not only ran over 26 miles in the name of ocean protection, but together raised \$13,581.

TCS New York City Marathon Team:

Project AWARE®'s New York City marathon team was small but mighty. Six runners went all out to raise \$16,240 for the ocean protection cause!

Tough Mudders

Fundraisers supporting Project AWARE® around the globe have taken on the Tough Mudder in 2017. From the United Kingdom, Australia and throughout the United States Project AWARE®'s first global Tough Mudder team have been making mud matter by committing to raising funds and awareness in support of ocean protection. These ocean advocates took on 12 miles (18 km) of mud and obstacles, to raise vital funds to protect our ocean. Together, the global team has raised \$13,979.38.



100% AWARE PARTNERS

Across the globe, scuba instructors and dive centers have committed to supporting ocean protection through 100% AWARE partnerships. By making a donation to Project AWARE® on behalf of every student they certify, these partners' ongoing contributions provide vital funds to support a clean and healthy ocean.

- Academy of Scuba
- Acqua Life Dive Center
- Action SCUBA
- Christopher Adams
- Aegean Seals Diving Center
- Aiguablava Dive Center
- Fouad Al Hakami
- Alaa Saeed Al Masri
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- B&J Diving Centre Sdn. Bhd
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- Ban's Diving Resort
- Barbados Blue Water Sports
- Barefoot Divers
- Samit - Barefoot Scuba
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- Danilo Bellese
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- Big Blue Vanuatu
- Wilfred Bindervoet
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- Andrew - Blue Corner Dive
- Kim - Blue Marlin Komodo
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- Blue Planet
- Blue Submarine
- Blue Water Divers
- Ronald Boice
- Saralyn Borg
- Trevor Bowden
- Andre Brasseler
- John Brett
- Brisbane Dive Academy
- Steven Brown
- Andreas Brustmann
- BUBBLES Dive Centre
- Buddies Dive Cove
- Mohamad H Buhamadi
- Burbujas
- Antonino 'Nino' Calamia
- Guillermo Camara Molina
- Mike - Captain Cook Cruises Fiji
- Paolo Cardani
- Josep Lluís Casals Massuet
- Ceningan Divers
- Centro Buceo Pedreña
- Centro de Buceo Pichidangui
- Ceylon Water Sports (PVT)
- LD Nilaveli Diving Centre/ Unawatuna Diving Centre
- Edward Chan
- Daniel Chan
- James Chandler
- Mu-Han Chang
- Liang Chen
- Christopher Southall
- Fu Chun
- Christopher Cirillo
- Matt Clements
- Club Subaquetique de Vernier
- Josh Cohen
- Coral Grand Divers
- Geoffrey Creighton
- Crystal Dive Resort
- Minni Crystal Divers

- Crystal River Watersports
- Jennifer Cumming
- Cyprus Underwater Explorers Ltd
- Jonas Dahringer
- Kelvin Dale
- Bird Darrell
- David Du
- Dirk de Does
- Deep Blue Divers
- Bart Den Ouden
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- Dominic Diodato
- Discovery Divers
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- Dive Georgia, LLC
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PADI® – The Professional Association of Diving Instructors, the world’s largest scuba diver training organization, established Project AWARE® in 1989 as an initiative to increase environmental awareness through diver education. Today, Project AWARE® is a separate nonprofit organization and global movement that raises its own funds and drives its own mission and goals. PADI® supports Project AWARE® with in-kind services, connects us with a network of divers and professionals around the world, and helps us raise donations through its processes.

PADI® Professional Members – Our partnership with PADI® Professional Members around the world is essential in powering global conservation activities and programs. PADI® Pros teach, lead and engage in local conservation. Project AWARE® would not be able to achieve our goals and mission without their support.

PADI® Japan
www.padi.co.jp/visitors/aware/activity.asp
www.facebook.com/projectaware.jpn



Fourth Element



Ocean Film Festival



CLIF Bar



Radicoool kids



Rapanui

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38
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60
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117
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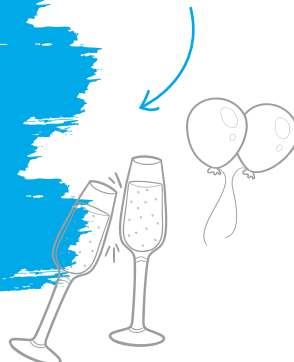

90 COUNTRIES
PARTICIPATING



£6,667
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The top prize title goes to Dive!
Tutukaka & Perfect Day
Ocean Cruise for raising £500
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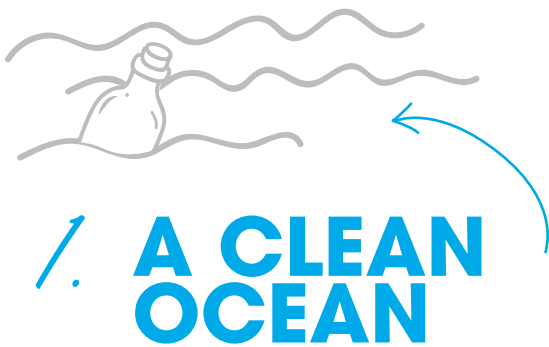
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The Next Wave **OF OCEAN PROTECTION**

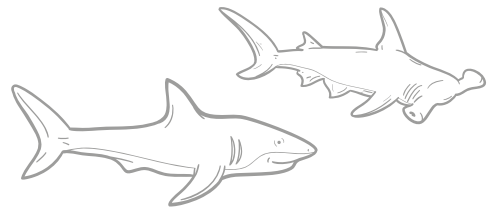
**Connecting your passion for ocean
adventure with the purpose of
marine conservation**

In 2017, as part of our 25th Anniversary celebrations, we asked our global community in a Voting Campaign - The Next Wave - to tell us what ocean issue needs the most attention. The top two results were:



1. A CLEAN OCEAN

free of marine debris
and pollution



2. SAFEGUARDS

for threatened marine species like
sharks and rays

**We're proud of what we achieved in
2017 and look forward to our next
wave of ocean protection. We're
committed to achieving local and
global impact for a clean, healthy
ocean in 2018 and beyond.**

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* At the time of printing

Special thanks to the Project AWARE[®] volunteers who have donated their photos, time and hard work in support of ocean protection.

Where Conservation Meets AdventureSM
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