

# ADVANCING THE 10 YEAR CONSERVATION STRATEGY

How to Get Involved



**PADI AWARE**

F O U N D A T I O N <sup>TM</sup>



**PADI**

SEEK ADVENTURE.  
SAVE THE OCEAN.<sup>TM</sup>

**JOIN US! [PADI.COM/ONEBILLION](https://padi.com/onebillion)**

# WAYS TO GET INVOLVED

Our shared priority is to [Advance the PADI Blueprint for Ocean Action](#) by leading local action for global impact. These ideas are not exhaustive; please feel encouraged to get involved in conservation in whatever way you believe supports marine conservation in your local area.

Together, our local actions can and will create global conservation impact!

1. Promote PADI AWARE's Conservation Strategy
2. Talk about the Torchbearer Community
3. Give a PADI Torchbearer Presentation
4. Display a PADI Torchbearer Sign Up Sheet
5. Become 100% AWARE
6. Arrange a Fundraising Event
7. Conduct a Dive Against Debris
8. Teach AWARE Specialties
9. Offer a Conservation-Themed Dive Trip
10. Eco-Briefings
11. Host a Documentary Night
12. Host an Educational Talk
13. Host a Social Event
14. Host a Competition
15. Work Together
16. Share Your Story

Below is more information and support regarding each action or event.

If you have any questions, please contact the AWARE Team at [information@padiaware.org](mailto:information@padiaware.org).

## **Promote PADI AWARE's Conservation Strategy**

Share the details of [PADI AWARE's 10 Year Conservation Strategy](#) and get your community excited about what we can achieve together. Download the poster [here](#) and watch the video [here](#).

## **Give a PADI Torchbearer Presentation**

Access the PADI Torchbearer Mission presentation [here](#). Feel free to make this your own or create your own presentations. You may also wish to show the [PADI Torchbearer Community Video](#) or [Be A Torchbearer](#) videos.

## **Recruit PADI Torchbearers**

Encourage every diver that enters your dive center or resort to join the global network of ocean advocates at [padi.com/onebillion](http://padi.com/onebillion). Add it to your briefings, write it on your schedule and include it in conversation. The more PADI Torchbearers there are, the greater our collective power is to bring about real and lasting change for the ocean. Learn more about what it means to be a Torchbearer at [padi.com/conservation/torchbearer](http://padi.com/conservation/torchbearer).

## **Display a PADI Torchbearer Sign Up Sheet**

Add the PADI Torchbearer Sign Up Sheet to your front desk and share it with divers when they are already filling out forms. Ask a staff member to manually add the details to [padi.com/onebillion](http://padi.com/onebillion) at the end of the day. You can download the form [here](#).

\*Eco tip - print the form(s) on the back of an already used piece of paper!

## **Become 100% AWARE**

Learn more about the 100% AWARE Program and join the network at <https://www.padi.com/aware/100>. You will receive a 100% AWARE Marketing Toolkit after signing up.

## Arrange a Fundraising Event

Here's some fundraising ideas:

- Competitions e.g. underwater fancy dress/sports or games tournaments
- Collection jars
- Social events e.g. BBQs/themed parties/quiz nights
- Raffle tickets/silent auctions
- Fun diving experiences e.g. eco-trips/underwater photo scavenger hunt
- Sponsored activities e.g. 24 hrs underwater/marathons/head shaving
- Local business partnerships

Learn more at <https://www.padi.com/aware/fundraise>.

## Conduct a Dive Against Debris

Access the Dive Against Debris Toolkit [here](#). Go to [padi.com/aware/dive-against-debris](https://padi.com/aware/dive-against-debris) to learn more about Dive Against Debris and how to submit your data. Step-by-step walk-through video is available [here](#).

Access the "How to Arrange a Dive Against Debris Event" Webinar [here](#).

## Teach AWARE Specialties

Access the AWARE Specialty Teaching Hub [here](#).

## Offer a Conservation-Themed Dive Trip

Do you have unique or interesting marine life in your area? Consider creating a conservation dive experience by combining an educational talk with a dive trip. Include [a donation](#) to PADI AWARE in the cost of the experience and grow your offering by allowing divers to advance the conservation strategy and come face-to-face with the marine life they are saving. E.g. [Sea Lion Experience](#) and [Farne Island Seal Weekend](#).

## Eco-Briefings

Include environmental messaging in your boat and dive briefings.

Download PADI AWARE partners Reef-World Foundation's Green Fins Eco Briefing Guide [here](#).

## Host a Documentary Night

Marine conservation feature documentaries include:

- Chasing Coral (free on YouTube [here](#))
- Our Planet (“Coastal Seas” episode for free on YouTube [here](#) + behind the scenes GBR [here](#))
- Mission Blue: Creating Hope Spots (trailer [here](#), full film on Netflix)
- My Octopus Teacher (trailer [here](#), full film on Netflix)

Pre-Feature Mini Clips include:

- [Torchbearer Community Video](#)
- [Be A Torchbearer](#)
- [PADI AWARE Thank You](#)
- My PADI Story - [Mike Coots](#), [Steve & Riley Hathaway](#), [Andre Miller](#), [Emily Krak](#)

## Host an Educational Talk

Invite a local conservation organization or marine biologist to come to your dive center or resort and deliver a conservation talk about conservation or marine life in your local area. This would be a great time to place collection jars around your dive center or resort for voluntary donations.

## Host a Social Event

Plan a BBQ, picnic, pot luck, themed party or other social event at your dive center or resort. These are great opportunities to raise awareness of PADI AWARE's conservation strategy, collect donations and create connections with your local community.

## Host a Competition

Plan a sport or gaming tournament, a costume competition, underwater photo scavenger hunt, underwater sports day or quiz night. Request a PADI AWARE donation as the price of entry.

## **Work Together**

Great things happen when we work together - approach local businesses, conservation organizations and other dive centers and resorts in your neighborhood and invite them to plan conservation activities and events in partnership with you and your team.

Work with your whole team - everyone who works or volunteers at your dive center or resort has a role to play. Ask for ideas and empower everyone to take responsibility for making conservation happen. The more each of us believe in our abilities to contribute to saving the ocean, the faster we will be able to achieve the [10 year conservation goals](#).

## **Share Your Story**

Tag [@padi](#) and [@padiaware](#) on your social media stories and posts and use the following hashtag to tell us your conservation stories and be featured in our social media posts and celebratory photo albums!

[#SaveTheOcean](#) [#DiveAgainstDebris](#) [#LocalActionGlobalImpact](#)

[#EveryDiveaSurveyDive](#)