

HISTORIC DECISIONS FOR SHARKS AND RAYS

**A Year of Extraordinary Actions
Made Possible By You**



**PROJECT AWARE
FOUNDATION
ANNUAL REPORT
2013**

PROJECTAWARE.ORG



Protecting Our Ocean Planet –
One Dive at a TimeSM



© FLAVIO SCOTTO



© BLUE MARLIN, INDONESIA



© CALYPSO DIVERS PHILIPPINES



© STEVE WOODS



© AUSTRALIA

CONTENTS

- 5 Making History: CITES 2013
- 9 Thank You Finathon Champions
- 13 Shark Finning Loopholes Closed in the EU
- 15 You Helped Make History: Creation of Australia's Marine Park Network
- 17 3000 Votes for New Wave of Ocean Action
- 19 Thank You Dive Against Debris Heroes 2013
- 25 100% AWARE Partners Supporting Conservation Through Certification
- 27 Thanks for Your Donations



FROM THE EXECUTIVE DIRECTOR

You Did It! Celebrating Historic Decisions for Sharks and Rays

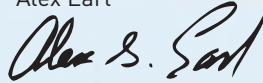
As divers, we're privileged to experience the magnificence of sharks and rays firsthand. With such privilege, comes the responsibility to be their voice when and where it counts. In 2013, an outpouring of support from the scuba diving community helped secure critical protections for an unprecedented number of sharks and rays from international trade. Five species of highly traded sharks, both manta rays and one species of sawfish were listed during the 16th meeting of the Parties to the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES).

It was a historical victory for these vulnerable marine species and your commitment and dedication made it possible. Thank you so much!

Ocean protection depends on all of our actions, large and small. The fight to protect the ocean planet begins with divers. Small conservation actions multiplied by many like-minded individuals can add up to big results. Divers can be the change every time they dive, travel and more.

Thank you for joining with us in the battle to protect the ocean planet – one dive at a time.

Alex Earl



Executive Director
Project AWARE Foundation



“ AS DIVE OPERATIONS MANAGER AT CORAL GRAND DIVERS, KOH TAO, THAILAND IT WAS **IMPORTANT** FOR ME TO GO TO BANGKOK AND REPRESENT DIVERS ALONGSIDE PROJECT AWARE AT THE SIXTEENTH MEETING OF THE CONFERENCE OF THE PARTIES TO CITES (CITES COP16).

ON 1 MARCH, BEFORE THE MEETING OPENED, WE MADE OUR MESSAGE LOUD AND CLEAR – **HEALTHY SHARK AND RAY POPULATIONS ARE PRICELESS.**

PROJECT AWARE GIVES PEOPLE LIKE ME THE OPPORTUNITY TO REPRESENT THE VIEWS OF THE DIVE INDUSTRY, OUR VOICE IS IMPORTANT ON THE WORLD STAGE TO HELP US PROTECT MARINE LIFE. **THIS IS ONE OF THE REASONS WHY OUR BUSINESS IS 100% AWARE.** I BELIEVE SHARKS ARE INCREDIBLE ANIMALS, VERY IMPORTANT FOR OUR ECOSYSTEM. THEY'RE WORTH OUR EFFORT TO PROTECT THEM.

GIOVANNI CACCHIONE, CORAL GRAND DIVERS, KOH TAO, THAILAND”



[Click here for the latest on Project AWARE's work for sharks](#)



228

Scuba divers from 228 countries and territories signed

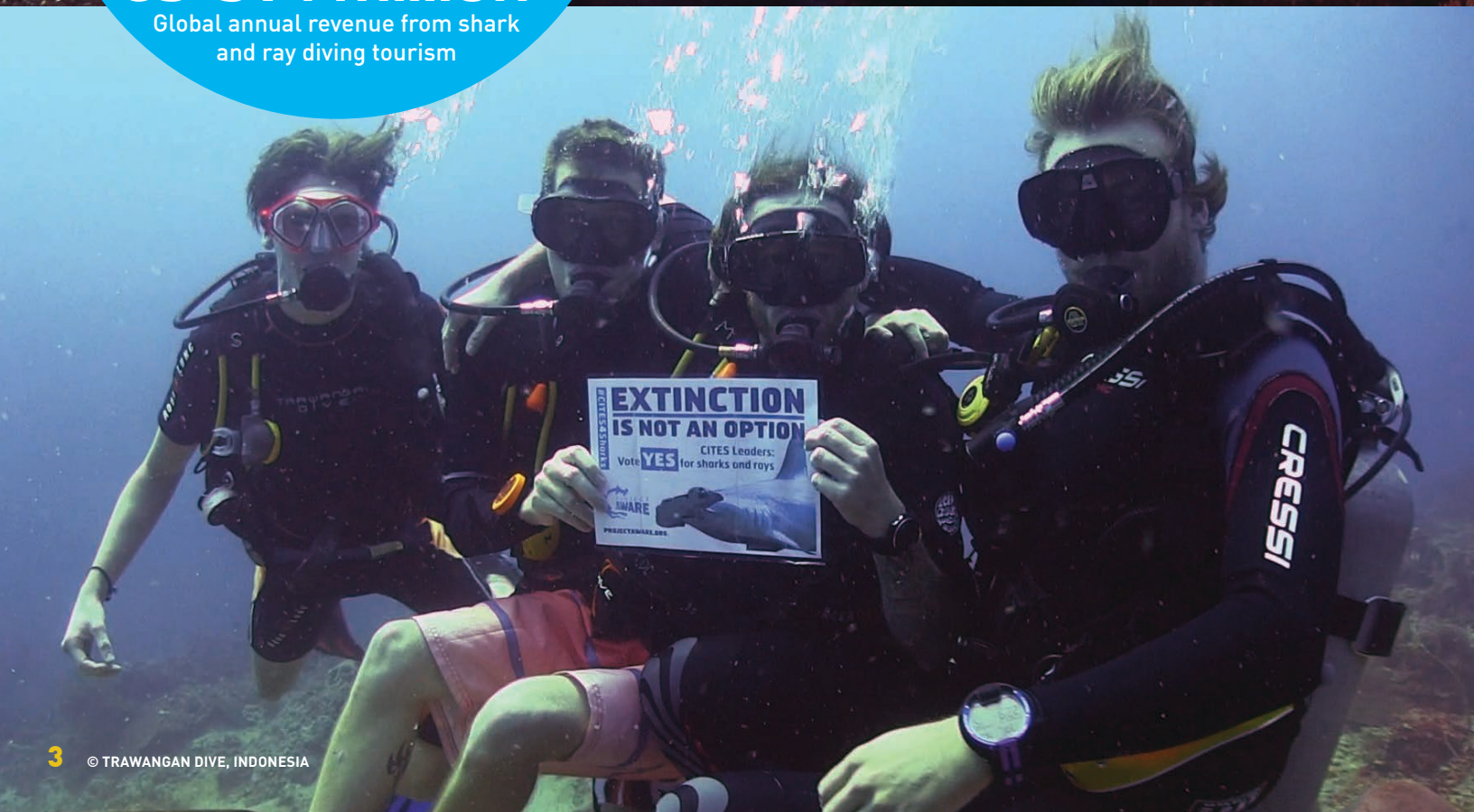
135,000 divers signed the shark petition

245,000 letters sent direct to CITES delegates

us\$314 million

Global annual revenue from shark and ray diving tourism

© PARANBADA DIVE CENTRE, JEJU ISLAND





© SCUBA DUBA BUCEO, ARGENTINA

SUCCESS AT CITES 2013

5 shark species, manta rays & sawfish win protection



MAKING HISTORY: CITES 2013

135,000+ Global Shark Supporters Strong

Heartfelt thank you goes out to everyone who joined the Project AWARE movement and campaigned with us for international trade protections for commercially valuable shark and ray species.

Since 2010, when eight shark species were declined CITES listing, the scuba diving community joined with shark advocates around the world, campaigning for this moment. Project AWARE has taken every opportunity to put your voice for CITES protections front and center on government agendas. Along with our partners, we met with CITES representatives, participated in public consultation processes and worked on shark protection issues at every turn including the IUCN World Conservation Congress, meeting of the signatories to the Convention of Migratory Species Memorandum Of Understanding (CMS MOU) on Shark Conservation and CITES preparatory workshops in Mozambique and Senegal. We're proud of our work together and we couldn't have done it without you. Thank you!



“WE'RE PROUD THAT DIVERS' VOICE HAS CONTRIBUTED TO ACHIEVING THIS KEY MILESTONE FOR SHARKS AND RAY CONSERVATION AND WE'RE GRATEFUL TO PROPONENT GOVERNMENTS FOR RECOGNIZING THE VALUE OF THRIVING SHARK AND RAY POPULATIONS, AND FOR CHAMPIONING SOUND PROPOSALS,”

ANIA BUDZIAK, PROJECT AWARE'S ASSOCIATE DIRECTOR OF SCIENCE AND POLICY.

MANTA AND DEVIL RAYS AT RISK



Reef Manta Ray
Vulnerable

Giant Manta Ray
Vulnerable

THE STATUS MANTA RAY SPECIES (MANTA)

Found throughout the tropical and temperate ocean, mobulid rays, as manta and devil rays are collectively known, are being overfished. Growing demand for gill rakers – feathery structures these filter feeders use to strain food as they glide through water – puts these species at risk of depletion around the world.

**SHARE Manta Ray
Infographic**



**YOUR DONATION HELPS
GIVE THREATENED SPECIES
THE PROTECTION THEY DESERVE**

projectaware.org



THRILLED AND BUZZING OVER THE CITES SUCCESS



© PETA WALKER PHOTOGRAPHY

WE DECIDED TO SUPPORT PROJECT AWARE THIS YEAR BECAUSE LIKE MANY DIVERS AROUND THE GLOBE, THE COMMUNITY OF CORAL BAY, WESTERN AUSTRALIA WAS **THRILLED** AND **BUZZING** OVER THE CITES SUCCESS IN MARCH 2013. THE LOVE FOR MANTAS IS SO STRONG IN THIS AREA BETWEEN EXMOUTH AND CORAL BAY, THAT THE MORE MYSELF AND ALI LEARNED ABOUT THE GILL RAKER TRADE THE STRONGER WE FELT ABOUT SHOWING THE WORLD HOW YOU CAN SURVIVE CO EXISTING WITH MANTAS AND NOT FISHING THEM. THE **OVERWHELMING GENEROSITY** AND SUPPORT FOR OUR MANTA RAY BLACK TIE BALL HELPED US RAISE OVER \$16,000 TO PROTECT MANTA RAYS.

DIANA BELTON & ALICE MARTINO, MANTA RAY BALL CORAL BAY AND EXMOUTH, AUSTRALIA





© DIANA BELTON

© 7SEAS INTERNATIONAL, INDONESIA



© BLUE MARLIN, GILI TRAWANGAN



THANK YOU FINATHON CHAMPIONS - FINATICAL ABOUT SHARKS

The Finathon 2013 swept the globe, raising awareness and much needed funds for shark conservation. From the endless smiles and enthusiasm of Heather Murray, our top fundraising champion who shaved her head for sharks, to all the scuba divers who swam in shark costumes and completed triathlons or ocean relays - thank you for your support and passion for sharks. Did we mention the world's first Funathon? A unique twist on the Finathon saw our top fundraising team Crystal Bali Divers, flash dance their way to top spot on the Finathon leaderboard!

All Finathon donations help:

- Fight to stop finning
- Insist on full protections for Critically Endangered sharks
- Negotiate strong policies to ensure a brighter future for all sharks



LUCAS SCHMITZ AND ORSI FULOP PROJECT AWARE

“ WHEN I HEARD ABOUT THE FINATHON I SEIZED THE CHANCE TO ORGANIZE THE **CYCLE4SHARKS TOUR 2013**. THE WORK OF PROJECT AWARE IS ESSENTIAL FOR ANY STEP TOWARDS A HEALTHIER OCEAN. PROJECT AWARE BRINGS TOGETHER DIVERS AND NON DIVERS ALL OVER THE WORLD TO STAND UP FOR THE OCEAN. **I BELIEVE THAT A PART OF THE SUCCESS OF TIGHTENING THE LAWS OF SHARK PROTECTION IN THE EU IN 2013 IS DUE TO PROJECT AWARE.**

LUCAS SCHMITZ 6500KM CYCLE FOR SHARKS GERMANY TO PORTUGAL”



© CALYPSO DIVING, PHILIPPINES

Andrew swam 7.5km in 4 hours and the Calypso team swam over 18km combined.

“ THE MAJOR PROBLEM WITH PROTECTING MARINE LIFE IS PEOPLE ARE LESS AWARE OF IT AS THEY DO NOT SEE IT FROM DAY TO DAY. AWARENESS AND PROMOTION THROUGH AMAZING EVENTS SUCH AS THE FINATHON IS GREAT IN BRINGING ATTENTION TO AQUATIC PROBLEMS AND THE DECLINE OF THE SHARKS.

ANDREW BARRETT, CALYPSO DIVERS, PHILIPPINES”



I DECIDED IF I COULD RAISE \$500 BY MY 29TH BIRTHDAY, I'D SHAVE MY HAIR OFF IN A STAND AGAINST SHARK FINNING....GULP!

I CONTACTED PROJECT AWARE AND THEY HELPED ME SET UP A WEBPAGE AT FINATHON.ORG.

THE DAY FINALLY CAME AND ON LITTLE CAYMAN IN THE MIDDLE OF THE CARIBBEAN. **SHARKS ARE CURRENTLY BEING FISHED AT A RATE THAT THEY CAN'T RECOVER FROM.**

MY TALK CONCLUDED WITH A STATEMENT ABOUT THE NEED FOR GLOBAL SHARK PROTECTION, HIGHLIGHTING METHODS SUCH AS DEVELOPING SHARK SANCTUARIES, SUSTAINABLE SHARK FISHERY REGULATIONS, INCREASING FINNING BANS AND TOUGHER ENFORCEMENT, TAXES ON SHARK IMPORT AND EXPORT TO PROVIDE FOR PROPERLY REGULATED DOMESTIC SHARK MANAGEMENT, RESEARCH AND EDUCATION.

SO MY TIME WAS UP AND I KEPT MY PROMISE. THE BEST BIT IS I SMASHED MY TARGET AND RAISED \$8,231! I LOVE MY NEW LOOK, AND I WANT TO THANK EVERYONE WHO DONATED - YOU ARE ALL AWESOME. THANK YOU FROM THE SHARKS!

HEATHER MURRAY SHAVES HER HEAD FOR SHARKS IN THE CAYMAN ISLANDS

© TRAWANGAN DIVE, INDONESIA



© OCEAN ENCOUNTERS, USA



© ONE INTERNATIONAL SCHOOL FINATHON, PHILIPPINES



© SUN ISLAND, MALDIVES



800
Collective number of kilometres swam 2013

156 Finathon Champions

40 Teams

An amazing **US\$69,456** is raised





© CALYPSO DIVING, PHILIPPINES

“

I DID A SWIM INDIVIDUALLY TO HONOR THE FINATHON AND THE ANTI-SHARK FINNING CAMPAIGN AND WANTED TO DONATE TO THE CAUSE. I AM SO GLAD THAT PROJECT AWARE IS BRINGING AWARENESS TO THIS IMPORTANT ECOLOGICAL ISSUE. THANK YOU! FINS UP AND SWIM ON!

SARAH MCCLAREN, USA”

SWIMMING TO END FINNING

START your fundraising challenge



© GENE GIRAudeau, MASTER DIVERS, THAILAND



WE OWE SO MUCH OF OUR SUCCESS TO THE TENS OF THOUSANDS OF DIVERS ACROSS EUROPE AND BEYOND WHO VOICED THEIR CONCERN FOR SHARKS. BY DEMONSTRATING THE ECONOMIC BENEFITS OF SOUND SHARK STEWARDSHIP, DIVERS BROUGHT NEW EU MEMBER STATES TO THE DEBATE TO SUPPORT A STRONGER FINNING POLICY THAT REFLECTS THE VALUES OF THE ENTIRE EUROPEAN UNION, NOT JUST ITS SHARK FISHING POWERS.

**SUZANNE PLEYDELL, PROJECT AWARE
EMEA BOARD MEMBER**



© SHARK ALLIANCE PARTNERS

SHARK FINNING LOOPHOLES CLOSED IN THE

Shark finning – slicing off a shark’s fins and discarding the body at sea - has been banned in the European Union (EU) since 2003. Yet, the EU shark finning ban was one of the weakest in the world. Exemptions made a mockery of the law while EU qualified as one of the largest exporters of shark fins to Asia.

For over six years you stood by us in advocating for change. You’ve sent letters to your EU parliament representatives and supported fins on campaigns. Together with our Shark Alliance partners, we walked the halls to thwart the opposition and muster the support necessary for change.



© FORCE-E SCUBA DIVER CENTERS, FLORIDA, USA

EU

We succeeded in November 2012, when the EU Parliament voted to close loopholes in the ban after six years of debate. In June 2013, the EU Council of Ministers formally adopted a strengthened ban on shark finning. **As of 6 July 2013, sharks caught by EU vessels anywhere in the world must be landed with their fins naturally attached - no exceptions!**

With such a policy in place, the EU, given the global scale of its fisheries and the international influence of its shark management policies, is now in a prime position to push for game changing shark conservation measures.

YOU HELPED MAKE HISTORY: CREATION OF AUSTRALIA'S MARINE PARK NETWORK

Divers played a crucial role in helping back the creation of the world's largest network of marine parks in November 2012. This marked a giant stride in ocean protection made possible by the overwhelming support of ocean lovers from around the world. Thank you!

On 13 December 2013, Australia suspended the implementation of management plans for the 33 new marine parks, including parks in the Coral Sea, the Kimberley and the Great Australian Bight. These management plans outline the levels of protection each park provides to fragile ocean habitats and the marine species within them.



Tom Cordukes from Plunge Mosman, Hannah Pragnell-Raasch from Project AWARE, and Richard Nicholls from Dive Centre Manly

I SUPPORT PROJECT AWARE BECAUSE THEY UNITE THE DIVE INDUSTRY ON ISSUES THAT ARE IMPORTANT TO OUR BUSINESS AND TO RECREATIONAL SCUBA DIVERS.

I WAS PROUD TO REPRESENT DIVE STORE OWNERS FROM ACROSS NEW SOUTH WALES (NSW), AUSTRALIA URGING THE PREMIER TO REVERSE THE DECISION TO ALLOW FISHING IN **MARINE SANCTUARIES** AND REINSTATE THE PROTECTION THE OCEAN REQUIRES.

SANCTUARY AREAS ARE A MAJOR ASSET TO THE DIVE INDUSTRY PROVIDING A **SAFE HAVEN** FOR OUR UNIQUE MARINE LIFE AS WELL AS PROTECTING SOME OF NSW'S MOST ICONIC DIVE SITES.

THE CHANCE TO ENCOUNTER **ICONIC SPECIES** INCLUDING THE EASTERN BLUE GROUPER AND ENDANGERED GREY NURSE SHARK IN HEALTHY MARINE ENVIRONMENTS PROVIDES A MAJOR ATTRACTION FOR DIVERS TO VISIT.

RICHARD NICHOLLS, OWNER - DIVE CENTRE MANLY, AUSTRALIA

3000 VOTES FOR NEW WAVE OF OCEAN ACTION

The grassroots Ocean Action Projects funded and voted on by you, the Project AWARE supporter, have been hard at work addressing the root causes of marine debris or protecting shark and rays in communities large and small.

Ecotourism and Awareness for Manta Ray Conservation, Planeta Oceano, Peru

Manta rays in Peru are under threat from continuous fishing pressure and have no national protection. Kerstin Forsberg and her team are working with local fishing communities to raise awareness about manta ray conservation and provide locals with an alternative source of income through ecotourism.

The team hosted workshops for local fishing communities – educating them about the benefits of ecotourism and providing them with the tools to make the shift toward a more sustainable livelihood.

Protecting Sharks and Rays from Fishing Boats in the Andaman Sea, Blue Guru Conservation, Thailand

Blue Guru Conservation is committed to protecting the Andaman Sea's threatened marine life. In 2012, the group recorded shark, ray and fishing boat sightings within Surin and Similan National Parks.

This season, in 2013 they expanded their research to include exclusive Koh Phra Thong sites, which include resident rays, turtles and a juvenile shark nursery. The data collected supports their campaign to strengthen and expand no fishing zones within and around the national parks.

What Goes Around Comes Around – Communicating Marine Debris Science Through Visual Arts, The Plastic Ocean Project, USA

The traveling art exhibit, "What Goes Around, Comes Around", is an art initiative which visualizes the problem of single use plastics and what can be done about it. The project has collected plastics from nearly 10,000 nautical miles in three oceans, and the art consists of plastic items morphed into the famous print, "The Great Wave of Kanagawa" by Katsushika Hokusai, circa 1830. It systematically illustrates how the ocean is very different than it was at the time of the painting 200 years ago.

Bonnie Monteleone and her team continue taking the art exhibit on the road connecting with people and opening their eyes to the issue of plastic debris in a whole new way.

Thailand eShark Project, Shark Guardian, Thailand

The Thailand eShark Project is gathering data, raising awareness, increasing local community education and determining the best methods for the recovery and protection of shark populations in Thailand.

Shark sightings data are collected and act as a baseline for data collected across subsequent seasons to help determine shark population patterns near Thailand. Building a comprehensive dataset is crucial to inform Thai Coastal Management and build a strong case for the urgent need of shark sanctuaries in Thailand.

This Project is Rubbish! South African Shark Conservancy, South Africa

In an effort to reduce marine litter, this project assesses the impact of macro- and micro- marine debris in the environment whilst also raising awareness in the community.

The team will be taking sediment samples from beaches in Hermanus, South Africa, comparing results from those that are regularly cleaned with beaches that are not. In addition, the team will be analysing the stomach contents of fish to assess the impact of micro-plastics in the environment and shallow water fishes.

The Great Fiji Shark Count, Fiji Dive Operators, Fiji Islands

For two months of every year, (April and November) tourism operators and tourists record sightings of sharks, rays and turtles across the Fijian archipelago, in the largest ever citizen science event of its kind.

Divers collected information to show Fiji's government that living sharks are more valuable than dead ones, and that shark finning needs to stop before the population crashes. The ultimate goal is to create a shark sanctuary in Fijian waters.



EVERY DAY OUR CONSERVATION LEADERS FACE NEW AND DIFFICULT BATTLES TO PROTECT OUR OCEAN. THANKS TO OUR SUPPORTERS, PROJECT AWARE IS ABLE TO DELIVER SUPPORT TO SIX OCEAN ACTION PROJECTS BUILDING A NEW WAVE OF PROTECTION ON THE GROUND AND IN THE WATER.

JOANNE MARSTON, ASSOCIATE DIRECTOR, PROJECT AWARE

© BLUE GURU CONSERVATION, THAILAND



© BLUE GURU CONSERVATION, THAILAND

THANK YOU DIVE AGAINST DEBRIS HEROES 2013

As a year round, global, underwater survey, Dive Against Debris gives you the opportunity to contribute to real change and help stop trash choking our precious marine life anytime, anywhere. The data you collect and the photos you take, provide invaluable information to help portray the marine debris crisis and raise awareness about the impacts of marine litter.

Reporting the data online is an essential component needed to build a comprehensive database of underwater rubbish globally. With time, we plan to use the data you report to inform policies needed to improve waste management to prevent marine debris entering the ocean in the first place.



Dive Against Debris

6,600 divers

Over 50 countries

450+ Dive Against Debris Surveys

61,554 kg / 135,703 lbs
of trash removed



TAKING THE DIVE AGAINST DEBRIS PLEDGE FOR THE 2013 DEBRIS MONTH OF ACTION WAS EASY FOR ACADEMY OF SCUBA IN ARIZONA, USA. WE THINK OF LAKE PLEASANT AS A TREASURED PLAYGROUND AND WE LOVE DOING OUR PART TO KEEP IT CLEAN! TAKING OUR RESPONSIBILITIES SERIOUSLY, **WE ACTIVELY TRAIN OUR DIVERS TO DIVE AGAINST DEBRIS SAFELY.** WE WANT TO ENSURE THAT WE DON'T JUST TO OUR PART BUT WE DO OUR BEST WITH EVERY DIVE.

DOMINIC DIODATO, ACADEMY OF SCUBA, USA

© ACADEMY OF SCUBA, ARIZONA, USA



OUR MOTTO IS 'WE DIVE, WE CLEAN'. **AS DIVERS, WE REALLY ARE IN A UNIQUE POSITION TO COLLECT THIS DATA - WE'RE THE ONLY ONES WITH THE SKILLS TO DO SO.** IT'S AS IMPORTANT AS EVER THAT WE CONTINUE TO MAKE OUR DIVES COUNT. TAKING PART IN DIVE AGAINST DEBRIS ALLOWS US TO BE PART OF THE SOLUTION - THAT'S SOMETHING TO BE PROUD OF.

LOUTRAKI DIVERS, GREECE



© LOUTRAKI DIVERS, GREECE



CONGRATULATIONS TO OUR NEWEST PADI INSTRUCTORS WHO TOOK TIME OUT OF THEIR INSTRUCTOR EXAMINATIONS TO CLEAN THE OCEAN.

MARIO BEAUCAGE, PADI INSTRUCTOR EXAMINER

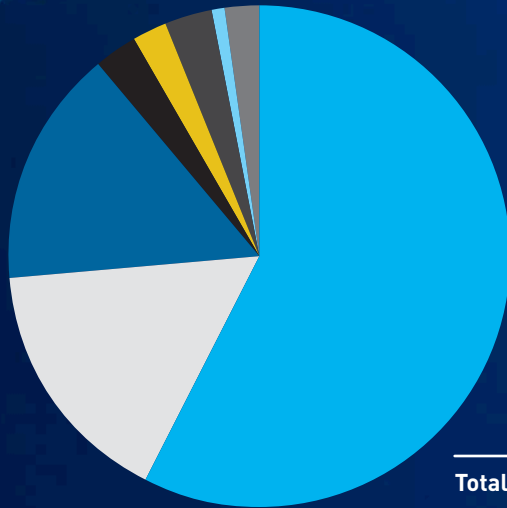
© FLORA BAY DIVERS, MALAYSIA

Check out the NEW Dive Against Debris tools



“ IT BROKE ALL OUR HEARTS TO SEE THIS POOR AND HELPLESS ANIMAL CRUISING BY. MANY OF US THOUGHT IT WAS TOO DIFFICULT AND DANGEROUS TO HELP HER BUT I FELT COMPELLED TO HELP.

DANIEL ZAPATA, SOLMAR V”



Plastics	57%
Glass & Ceramics	16%
Metals	15%
Rubber	3%
Wood	2%
Cloth	3%
Paper & Cardboard	1%
Mixed	2%

Total items collected in 2013 100%

342

PADI Dive Centers and Resorts

3,579

 participants cleaned up underwater and beach

51,300

 meters distance cleaned

20,063

 kg of rubbish collected from 729 areas

A big thank you to our AWARE Divers in Japan for your support in 2013.



**DON'T LET YOUR DIVES
GO TO WASTE**

© MANU BUSTELO



23 © DIVINGSHOP NANA AND UMISAKURA



© JAPAN

Thank You Oris Watches Debris Month of Action Sponsor 2013

ORIS
Swiss Made Watches
Since  1904



DIVING HAS LONG BEEN A PART OF THE ORIS HERITAGE AND WE ARE DELIGHTED TO SUPPORT PROJECT AWARE'S DIVE AGAINST DEBRIS PROGRAM. WE HAVE ALWAYS BEEN A SUPPORTER OF MARINE CONSERVATION AND OCEAN DEBRIS IS A PROBLEM THAT MANY PEOPLE ARE NOT AWARE OF. THROUGH OUR DONATION MATCHING PROGRAM, WE ARE HOPING TO BRING MORE AWARENESS TO THIS ISSUE AND HELP PROTECT THE OCEAN.

ULRICH HERZOG, EXECUTIVE CHAIRMAN ORIS WATCHES

© CORAL GRAND DIVERS, THAILAND

Project AWARE Goes Multilingual

Thanks to all our volunteer and professional translators for helping us feature an impressive 8 languages on the Project AWARE website.

Merci – ¡Gracias! – Grazie – Danke – Dank je wel – 감사합니다 – ありがとう – 謝謝

Wolfgang Wild

Walter Micheli

Alice Portevin

Didier de Bakker

Firas Jundi

Lolita Petriconi

Rosanna Buglio

Carlos Vaquero

Linda Goedhart

Timofey Kostin

Manuela Maier

Thomas Capelli

Marta Elizalde

Hanno Weima

Juju Lee

Heike Bartsch

Michel Ortmann

Jose David Bulcazar

Sjouke Brunia

Pam Noppakow

Piermario Maggiora

Nicole Détry

Natalia Lopez-Maroto

José Tourais

Peppi Chen

100% AWARE PARTNERS SUPPORTING CONSERVATION THROUGH CERTIFICATIONS

100% AWARE Partners give back to the ocean by making the commitment to turn their student divers into Project AWARE ambassadors with each certification. With less than two percent of the ocean protected, more and more dive professionals are recognizing that a clean, healthy ocean is critical to the future of their business.

IT'S A GREAT PLEASURE TO WORK ALONGSIDE PROJECT AWARE AS 100% AWARE PARTNER. **OUR STUDENTS GIVE EXTRA VALUE TO OUR ENVIRONMENTAL EFFORTS AND KNOW THAT THEY ARE ALSO PART OF SOMETHING MUCH BIGGER.** OUR CLIENTS TAKE THE NEXT STEP DURING THEIR DIVES TO KEEP OUR OCEAN CLEAN AND BE AWARE DIVERS. FOR US, IT IS ALSO MONEY INVESTED IN THE FUTURE OF OUR PLANET AND OUR OCEANS. THANK YOU TO PROJECT AWARE FOR ALL THE SUPPORT!

**BRUNO SÉRGIO, 100% AWARE PARTNER,
BEST SPOT AZORES, PORTUGAL**



© TIMANFAYA SUB BUCEA LANZAROTE



© BRUNO SÉRGIO, BEST SPOT AZORES, PORTUGAL

200

100% AWARE
Partners Globally

Academy of Scuba - Paradise Valley/
Metro Center
Action SCUBA
Christopher Adams
ADN Diving
Adventures in Scuba
Air Hogs Scuba
Alberta Adventure Divers
Aloha Scuba
Mark Anderson
Miguel Angel Ruiz Diaz
Aqua Lung
Aqua Plein Air, Inc.

AquaMarine Diving-Bali
Aquasub Buceo
Aquatic Center of Rochester
Aquatic Frontiers
Avalon Dive Center
B&J Diving Centre
Baer Sport Tauchschule
Bali Breizh Divers
Bali Crystal Divers
Ban's Diving Resort
Barbados Blue Water Sports
Barefoot Divers
Barefoot Scuba
Bayplay Adventure Tours
Beqa Adventure Divers Ltd
Big Blue Diving
Big Blue Vanuatu
Black Beard Sports
Blue Angel Dive Shop
Blue Corner Dive
Blue Guru Conservation

Blue Planet
Blue Season Bali
John Brett
Brisbane Dive Academy
Busua
Calypto Diving Resort
Capernwray Diving
Captain Cook Cruises Fiji
Christopher Cirillo
Coral Bay Beach & Dive Resort
Coral Grand Divers
Jimmy Crain
Crystal Dive Resort
Jennifer Cumming
Dalian Diver Training Center
D-Diving
Marc Dean
Deepper Dive
Dominic Diodato
Dive Georgia, LLC
Dive HQ Whangarei

Dive Resort Thalassa
Dive Sul Mergulho
Dive Tropex Tokoriki
Dive World
Dive Zone Tairua
Divefirm Inc.
Divetech Ltd
DiveZone
Diving Leisure London
Diving World San Marino
Dolphin Bay Divers Retreat
Alexandre Dos Santos Andrade
Down Under Dive Shop
Downbelow Marine & Wildlife Adv.
David Du
Eaglehawk Dive Centre
Eco Dive
Ecodive
Jay Elson
Melissa Erickson
Exploramar Diving

Alessandra Figari
Fiji's Premier ECO Resort
Florida Seabase
Florida Underwater Sports
Samuel Fretz
Galapagos Tip Top Dive & Training
Rafael Gallardo
Garden Island Resort
Caleb Hayes
Jill Heinerth
Helena Scuba
Ronald Hempel
Michael Hughes
Indiana University
Inner Space Dive Center 1 - Taipei
Islamorada Dive Center
Jack's Diving Locker
JADS Dive Center
Keep Smiling Diving
Kosrae Village
Lalati Resort and Spa

I TELL MY STUDENTS I DONATE ON THEIR BEHALF AND THEY WILL RECEIVE A SPECIAL CERTIFICATION CARD. I THEN ISSUE A CHALLENGE TO ALL STUDENTS TO MATCH OR EXCEED MY CONTRIBUTION TO FURTHER THE EFFORTS OF PROJECT AWARE. USUALLY, ONCE I SHOW THEM THE CARD THEY WILL RECEIVE THAT IS ENOUGH. BUT WHEN I TELL THEM ABOUT THE EFFORTS THAT PROJECT AWARE FOCUSES ON, I USUALLY RECEIVE A MATCH DONATION FROM THEM.

ROBERT SONCINI, 100% AWARE PARTNER, LAS VEGAS, NEVADA, USA



© ROBERT SONCINI, 100% AWARE PARTNER, LAS VEGAS, NEVADA, USA



© STEVEN VERCAUTEREN 100% AWARE PARTNER, DENDERMONDE, BELGIUM

AS A PERSON I ALWAYS HAD AN EYE FOR NATURE. AS A DIVER, I ADMIRE THE LIFE UNDERWATER. MY FASCINATION AND RESPECT FOR SHARKS IS HUGE. AFTER READING A LOT ABOUT THEM AND SEEING THEM UP CLOSE, MY COMMITMENT BECAME EVEN BIGGER. I SUPPORT PROJECT AWARE BECAUSE THE PUBLICITY AND ATTENTION IS NECESSARY TO STOP THE NEGATIVE INFLUENCES ON MARINE LIFE. IN OUR DIVE SCHOOL, I GIVE SESSIONS ABOUT SHARK LIFE AND CONSERVATION, IF WE ALL CONTRIBUTE A LITTLE EFFORT, WE CAN MAKE A BIG DIFFERENCE.

STEVEN VERCAUTEREN 100% AWARE PARTNER, DENDERMONDE, BELGIUM

**Learn More about
100% AWARE**



Langley Diving
Lazy Wave
Lehmann Villanello Angelina
Liquid Dive Dumaguete
Looe Key Reef Resort & Dive Center
Lumbadive
Marlin Divers Pte. Ltd
Maui Dreams Dive Co
James McKay
MDC Sports
Jason Meany
Armando Mesen
Micronesia Divers Association
Micronesia Eco Divers
Mike's Dive Store
Missouri Military Academy
Mohamed Bagherian - Dive Today
Carlos Morais
Leobardo Morales Cervantes
Tim Ness
Justin Newton

Northwest Scuba, LTD
Oceanside Scuba and Swim Center
Ocotal Resort
Tito Oliveras
Nicole Ordway
Gasper Otorespec
Jason Owen
Palm Beach Divers
Pana Divers
Patriot Scuba
Gwennael Perrin
Perth Scuba
Phoceia Mexico
Phoenix Scuba
Planet Scuba India PVT LTD
Claus Poehler
Jack Power
Pura Vida Divers
Quiver Dive Team
Rainbow Divers - Vietnam
Timothy Ramseyer

Red Mangrove Dive Center
Rich Coast Diving
Dave Rintoul
Jon Rusho
Charles Russell
Rutgers University Scuba
Sail Caribbean Divers
Sailing & Diving
Gary Sanderson, Jr.
Patrick Scott
Scuba Cat Diving
Scuba College
Scuba Emporium
Scuba Junkie
Scuba Symphony
Scuba Viva
Scuba World Sacramento
Scubafish World Co. Ltd.
Scubafun
Sea World Dive Center
Seal Sports

Seastar
Seguin's Scuba Center
Sierra Madre Divers
Robert Soncini
Ann Speer
Dave Speer
Sterling Silver Scuba
William Stevenson
Andy Stewart
Sub Aqua Tech
Submariner Diving Center
Suilla Dive Center
Sunchaser Scuba
Sunrise Reef Divers svcs Inc.
Sunshine Divers
Sweet Bottom Dive Center
Scott Taylor
Tech Dive Academy
The Dive Spot
The Ski & Scuba Connection
Tip Top Fleet, Galapagos Islands

Tortuga Diving Portofino
Trawangan Dive
Turismo Curu
Two Fish Divers
Utilla Dive Center
Utilla Lodge
Van Klaveren Frank
Vercauteren Steven
Vertigo Dive Worldwide
Viti Water Sports - Nadi
Tim Wagner
West Side Scuba Centre
Wet Set De Mexico
White River Dive Company
Curtis Wilson
Kramer Wimberley
Mark Wolff
Adam Wucherpfenning
XTC Dive Center
Brenda Yorke
Zandokhan Diving

THANKS FOR YOUR DONATIONS

“ FOR A LONG TIME, INDEED STILL, OCEAN PROTECTION HAS BEEN A VITAL BUT UNDERAPPRECIATED AREA OF ENVIRONMENTAL CONCERN. I PARTICULARLY LIKE SUPPORTING SMALL ORGANIZATIONS LIKE PROJECT AWARE THAT I HAVE COME TO KNOW ARE DOING GOOD WORK.

AND I FEEL MY CONTRIBUTION HAS A RELATIVELY LARGE IMPACT.

I'M HAPPY TO GIVE - IT MAKES ME PART OF A WORLDWIDE MOVEMENT THAT IS DOING SOMETHING ON VITAL ISSUES, AND I GET UPDATES SHOWING WHAT IS BEING DONE AND WHERE PROGRESS IS BEING MADE. **SO IT IS NOT ALL DOOM AND GLOOM, FAR FROM IT!**

FRANK SCHAEER, REGULAR GIVER



740,380

divers chose
the AWARE Card
in 2013

“ I JUST RECEIVED THIS CARD, IT'S BEAUTIFUL. GLAD TO DONATE.

LESLEY BROOKER, PADI MASTER INSTRUCTOR, UNITED KINGDOM,



7%

of divers donate
with the Certification card -
Spread the Word

Project AWARE would like to thank all our sponsors and partners in conservation for their invaluable support. Specifically, we would like to acknowledge the following organisations and individuals for their commitment to protecting our ocean planet.

Trusts and Foundations

McBeth Foundation
Chevron
Chris and Melody
Malachowsky Foundation
Schwab Charitable Fund
Elsie and Marvin
Dekelbourn Foundation
Julius Fleischman
Foundation
Widgeon Foundation
Stichting Pot Family
Foundation SPFF
Doxa Watches

Corporations

PADI Americas | Asia Pacific
EMEA | Worldwide
Bonnier Publications
ORIS Watches
DOXA Watches
Fourth Element
Ocean Film Festival
Australia
Zenwave
Kyna Associates
Better Rewards
(BetterBond)

Individual Supporters

Carolina Gallina
Jayne Tanz
K. Stuart Taylor
Tracy Ramirez
Mark D Carlson
William P Bobowicz
Shane S Taylor
William Jackson
Michael Gehret
Sandra D'Auriol
Chris Malachowsky
Jennifer Lee
Albert Christian Jr
Heidi Barrett
Jill Kuehnert
Will Blatch
Rhinal Patel
Philip Ries
Lesgrandes Imprimeries.
com
Thomas Richardson
Dave Winter
Sarah Schneiderman
Leslie Newman
James Stanczak
Karen Rainier
Peter Lavrijsen
Jeffrey Matthews

James Moore
Monica Botelho
Colin Rainier
Kyle Cline
Valerie Montecalvo
Judith and William McNary
Indiana University
John and Lisa Tilstra
Gary Davis
David Anderson
Ryan Hiler
K Natascha
Jose David Balcazar Melgar
Balkysub
Jennifer Goldade
Yin Man Lai
Taemin Song
Jim Szczurek
Cindy Kratzer
Brian Lunsford
Sally Carr
Simon Bell
Paul Fitzpatrick
Jeffrey Toretsky
Charles Shippam
Donald Jung
Dave Burwash
Nicole Patterson
Howard Katz
Susan Sigler
Richard Chilton
Kelly Daggett
Irene Reynolds
Richard Bigelow
Michael Vette
Jeremy Coe
Pilar RamÁrez
Kelly Fetzer
Emily Hui
Eva Rasmussen
Maria Stengel
Benjamin Curran
Cynthia Fong
Corinna Stroehrer
Bonnie Hamler
Aaron Schedler
Mitchell Slagerman
Jack & Debra Knutzen
Kaye Kolbe
Joe Graviss
Ryan Weisser
Panos Fafalios
Timothy DeBortoli
Cliff and Eileen Lovestrom
Christopher Sittler
Artie Grindle
Daniel Fitzpatrick

Monty Davis
Pia Hall
Emily Porritt
Judy and Mort Levin
Alan Verde
Bubble and Dive
Contract Resources Kurnell
Stephanie Rachel
Priyanta Dharmasena
Jana Johnson
Monica A. Ambrosi
Matthew Holder
Amber & Mitchell Peterson
Will Binnie
Maitha Al Hameli
Johnson Outdoors
Raoul Pal
Peter Hillenbrand

Fundraisers

Heather Murray
Bali Crystal Divers
Master Divers
Instructor Development
Philippines
Rick Kirkham
Trawangan Dive
Isabel Levin
Lucas Schmitz
Liquid Dive Dumaguete
Ocean Encounters
Remote Area Dive
Dive Otago
Calypso Diving
Tania Douthwaite
Oceanside Scuba and Swim
Center
Kirin Apps
Martine Miller
Langley Diving
Atmosphere Resorts & Spa
Sally Sonnex
Remote Area Dive
Blue Season Bali
Andrew Barrett
Sail Rock Divers
Miranda Johnson
ONE International School
Zoe Latimer
Berlinda Koolen
Gabrielle Holder

Shaun Hall
Jim Thompson
Kelly Boal
Tim Latimer
Exotic Island Dive Resort
Cleo Mees
Frank Baxter
Clare White
Sue Gibbins
Tom Daley
Rhoda Caper
Ruth Philippo
Ben Davis
Kon-Tiki Krabi
Jen Clent
Dive Oceanus Holiday Island
Resort & Spa
Atmosphere Diveteam
Nova Southeastern
University
Chris Zinsli
Tangalooma Tours
Paul Sexton
EnviroClub at the Anglo
American School of
Moscow
Bristol Grammar School
Mike's Dive Store
Faye Reardon and Matthew
Brown
Pamela Warwick
Zona Cero Sub
Simply Diving
Joanne Flack
Benoit Gamard
Yu Diving
Scuba Scene
Amarilla Divers
Pamela Warwick UAE
Al Mahara Dubai
Mario Beaucage
Beth Hoos
Dianne Hendrickson
Kendra Bolt
Lisa Jarosik
Liz Parkinson
Caroline Kerr
Lucille Chapuis
Richard Van Dieren

HELP DEFEND THE OCEAN
by making a gift today

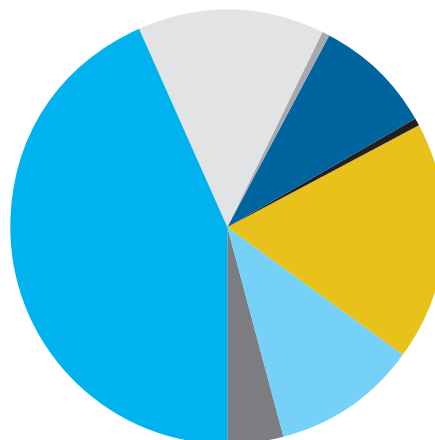


FINANCIAL SUMMARIES AMERICAS

Project AWARE Foundation Americas

2013 YEAR END AUDITED INCOME (USD) WITH DONATED SERVICES

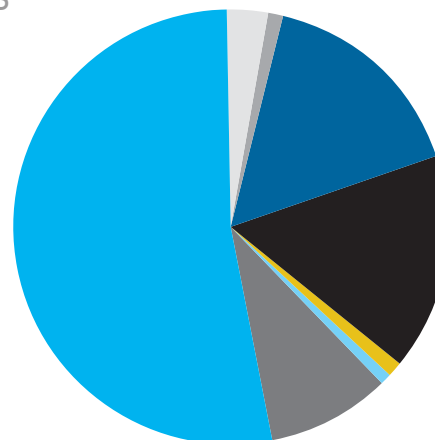
Income Area	% of Total	2013
● Individual Donations	44%	\$386,487
● Corporate Donations	14%	\$124,759
● Royalty Income	0%	\$1,676
● Foundation Grants	9%	\$80,260
● Interest Income	0%	\$227
● Donated In-Kind Services	18%	\$161,310
● Restricted Income — Grants	11%	\$98,215
● Fundraising	4%	\$35,257
Total Income	100%	\$888,191



Project AWARE Foundation Americas

2013 YEAR END AUDITED EXPENSES (USD) WITH DONATED SERVICES

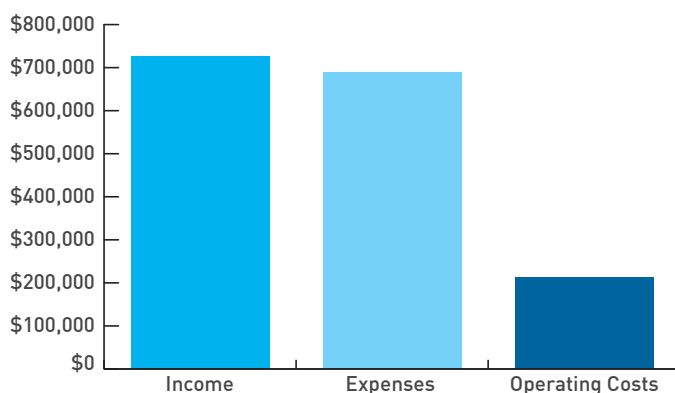
Program Area	% of Total	2013
● Environmental Projects & Programs	53%	\$450,966
● Ocean Protection & Grants	3%	\$27,250
● Donated In-Kind Program Services	1%	\$9,015
● Donated In-Kind Advertising Services	16%	\$134,180
Total Program Expenses	73%	\$621,411
● Administrative Costs	16%	\$135,763
● Donated In-Kind Administrative Services	1%	\$9,490
● Donated In-Kind Advertising Admin	1%	\$7,800
● Fundraising	9%	\$75,972
Total Expenses	100%	\$850,436



Project AWARE Foundation Americas

2013 YEAR END AUDITED REPORT (USD)

	Income	Expenses	Operating Costs	
● 2013 Actual	\$726,881	\$689,133	\$211,742	30%



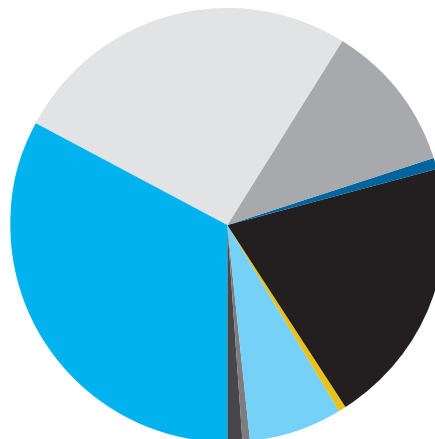
Total Assets at Year End = US\$478,265

FINANCIAL SUMMARIES ASIA PACIFIC

Project AWARE Foundation Asia Pacific

2013 YEAR END AUDITED INCOME (AUD)

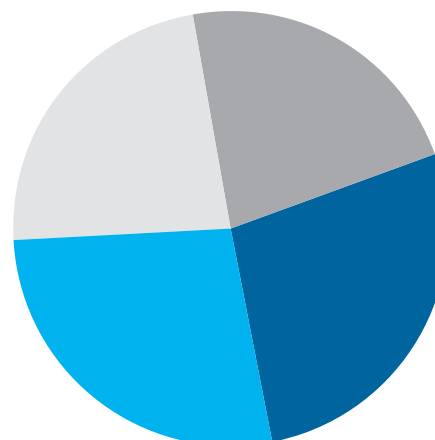
Income Area	% of Total	2013
● Individual Diver Donations	33%	\$114,164
● PADI Member Renewals & Donations	26%	\$90,284
● Corporate Donations & Grants	11%	\$38,535
● Merchandise Sales	1%	\$3,519
● Fundraising Events	20%	\$68,173
● Green Star	0%	\$400
● Online Donations	7%	\$22,801
● Royalties	0%	\$839
● Interest Income	1%	\$2,556
Total Income	100%	\$341,271



Project AWARE Foundation Asia Pacific

2013 YEAR END AUDITED EXPENSES (AUD)

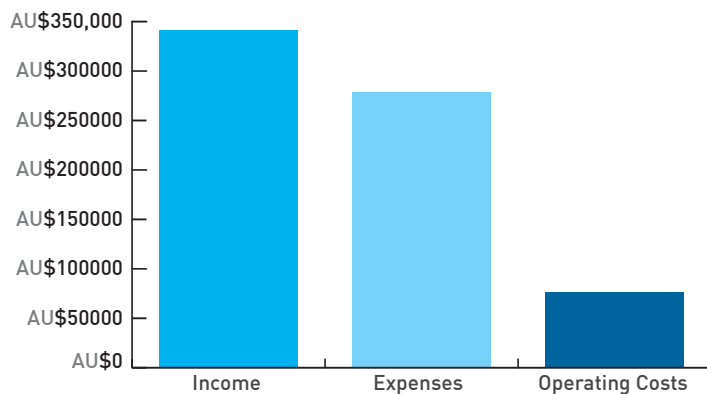
Program Area	% of Total	2013
● Sharks	27%	\$76,476
● Marine Debris	23%	\$64,150
● Ocean Protection	22%	\$62,225
Total Program Expenses	73%	\$ 202,851
● Operating Costs	27%	\$76,053
Total Expenses	100%	\$278,904



Project AWARE Foundation Asia Pacific

2013 YEAR END AUDITED REPORT (AUD)

	Income	Expenses	Operating Costs	
● 2013 Actual	\$341,271	\$278,905	\$76,053	22%



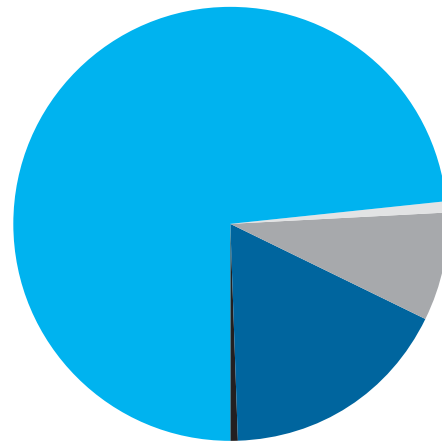
Total Assets at Year End = AU\$186,865

FINANCIAL SUMMARIES EMEA

Project AWARE Foundation EMEA

2013 YEAR END AUDITED INCOME (GBP)

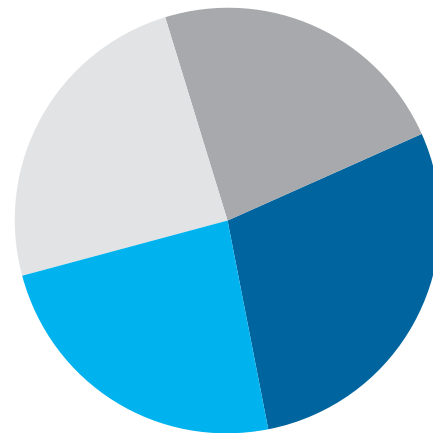
Income Area	% of Total	2013
● Diver Donations	73%	£251,905
● Government Tax Reclaim	1%	£2,500
● Corporate Donations & Grants	8%	£27,362
● In kind donations	17%	£47,186
● Other	0%	£73
Total Income	100%	£329,026



Project AWARE Foundation EMEA

2013 YEAR END AUDITED EXPENSES (GBP)

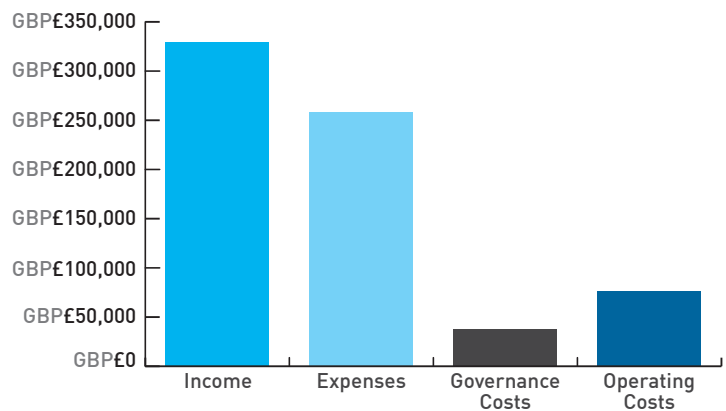
Program Area	% of Total	2013
● Sharks	24%	£62,417
● Marine Debris	24.5%	£63,396
● Ocean Protection	23%	£59,220
Total Program Expenses	71.5%	£185,033
● Operating Costs	28.5%	£73,601
Total Expenses	100%	£258,634



Project AWARE Foundation EMEA

2013 YEAR END AUDITED REPORT (GBP)

	Income	Expenses	Governance Costs	Operating Costs*	
● 2013 Actual	£329,026	£258,634	£37,693	£73,601	22%



* Including governance, fundraising and in kind

Total Assets at Year End = GBPE232,891

Project AWARE Global Team

Alex Earl, Executive Director

Ania Budziak, Associate Director,
Science and Policy

Debbie Molesworth, Administrator

Domino Albert, New Media Specialist

Erin Kincade, Office Administrator

Hannah Pragnell-Raasch, Program and
Outreach Coordinator

Lauren Wiskerson, Program Specialist

Joanne Marston, Associate Director

Joanna McNamara, Development and
Communications Specialist

Orsi Fulop, Development and
Outreach Coordinator

Tiffany Leite, Associate Director,
Communications and Outreach

Board of Directors

Drew Richardson, Chairman of the Board

Kristin Valette, Treasurer

Deborah Brosnan

Henrik Nimb

Jeremy Coleman

Jenny Miller Garmendia

Jean-Claude Monachon

Mark Caney

Roger McManus

Suzanne Pleydell

Projectaware.org

Americas

+1 949 858 7657

Asia Pacific

+ 61 2 9454 2890

Europe, Middle East and Africa

+44 117 300 7313

Japan Volunteer Office

+ 81 3 5721 1731



Project AWARE's

Powerful Movement

for **Ocean** **Protection** **Starts With You...**

Dive
Against
Debris



*and Remove
Harmful
Rubbish*

We're a global movement of scuba divers protecting the ocean planet - one dive at a time. Focused on the critical issues of Sharks in Peril and Marine Debris. Project AWARE Foundation empowers thousands of divers in more than 180 countries to work together for a clean, healthy and abundant ocean planet.

Take
Action
for Sharks



Challenge
Yourself



*Get Swimming
to End Finning*

Donate -
Protect
the Ocean today



Get
Social
with Us



*and Share Your
Ocean Actions*

PROJECTAWARE.ORG

