SDI Endorses Green Fins To Achieve International World Class Standards in Environmentally Responsible Scuba Diving

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Florida, April 15th 2026 — SDI (Scuba Diving International), along with its family of brands under International Training, is proud to announce its official endorsement and recognition of the **Green Fins** environmental standards. This strategic partnership with The Reef-World Foundation—the international coordinators of Green Fins—marks a major milestone in SDI's commitment to protecting the underwater environments that sustain the global diving industry.

Setting a New Standard for the Future of Diving

Through this endorsement, SDI officially encourages its extensive global network of dive centers, professionals and divers to consider adopting Green Fins' proven environmental best practices. By integrating these standards, SDI aims to reduce the environmental impact of diving and snorkelling on sensitive ecosystems while enhancing the long-term sustainability of dive businesses.

> "The health of our oceans is the lifeblood of our industry," said Stephanie Miele, Chief Operating Officer of SDI. "By recognizing and endorsing Green Fins, SDI is providing our members and divers with a clear, actionable roadmap to ensure that every dive contributes to the protection of our marine ecosystems. We aren't just teaching people how to dive; we are teaching them how to be stewards of the sea. In protecting the very environment we depend on; we are securing jobs and livelihoods in all corners of the globe."

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Enhanced Training and Integration

A core pillar of this collaboration is the introducing the SDI membership to the Green Fins' world-class digital education. Key initiatives include:

- **Latest cutting edge information:** Reef-World will ensure that SDI remains on top of the latest environmental research, sustainability solutions and market demands through regularly updating their content to SDI. This includes a proposed *Green Fins Snorkel Guide* and *Snorkeler* e-Courses integrated into future joint plans to support the broader marine tourism sector.

- **Enriched course content from SDI** as they update their current course materials to include Green Fins resources, providing students and instructors with enhanced sustainability messaging and practical environmental tips.

Empowering Dive Center Owners and Professionals

For dive center owners, this partnership offers a competitive edge. Adopting Green Fins standards through joining as a Green Fins member provides businesses with a recognized sustainability credential that meets the growing consumer demand for sustainable travel. SDI and Reef-World will collaborate on joint communication campaigns to help operations improve compliance and streamline their environmental workflows.

Green Fins members receive a tailor-made action plan that delivers measurable changes that can be used for marketing efforts for businesses. Showcasing their efforts allows their guests and customers to be able to see real environmental action on the marine life they have travelled to see.

Join the Movement

SDI invites all divers and community members to begin their sustainability journey today by joining Green Fins and are encouraged to further their training and environmental knowledge through the Green Fins Diver course to help them adopt a "Zero Impact" mindset during their next underwater adventure.

About SDI (Scuba Diving International): SDI is one of the world's largest dive certification agencies. With a focus on safety, innovation, and modern training methods, SDI empowers divers of all levels to explore the underwater world with confidence.

About Green Fins and The Reef-World Foundation: Green Fins is a proven conservation management approach which leads to a measurable reduction in the negative environmental impacts associated with diving and snorkelling. It is coordinated internationally by The Reef-World Foundation in partnership with the UN Environment Programme.

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