

# THE PADI AWARE FOUNDATION

FAQ



**PADI AWARE**

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



**PADI**

SEEK ADVENTURE.  
SAVE THE OCEAN.™

# FROM PROJECT AWARE® TO PADI AWARE FOUNDATION

Project AWARE® and PADI® share a rich partnership that spans over 30 years, building a truly unique voice for the protection of the underwater world.

To deepen our partnership and commitment to conservation, we are evolving the PADI and Project AWARE relationship to introduce the new PADI AWARE Foundation. Acknowledging that we are stronger together, we are committed to harnessing the collective power of PADI Members and Project AWARE supporters, further establishing the PADI global dive community as leaders in the movement to protect the ocean.

## CONTENTS

1. Why is Project AWARE becoming PADI AWARE Foundation?
2. What will change and what will remain in the transition from Project AWARE to PADI AWARE?
3. What will happen to the existing Project AWARE programs?
4. Are the conservation goals going to change?
5. What does it mean for 100% AWARE partners or Green Star awarded PADI Retail and Resort Members?
6. How will the PADI AWARE Foundation be funded and what happens to all of the previous donations?
7. Why should I donate to the PADI AWARE Foundation?
8. What will the PADI AWARE Foundation communications platforms be?
9. Where can I access the PADI AWARE logo and marketing assets?

### **Q1: Why is Project AWARE becoming PADI AWARE Foundation?**

A: To evolve our partnership, increase our conservation impact and to officially join PADI's mission to create one billion Torchbearers to protect the ocean. The new PADI AWARE Foundation combines PADI's strengths in numbers (a network of over 128,000 PADI Professionals across the globe) with Project AWARE's strengths in conservation (30 years of program development and policy expertise). PADI's mission, working in concert with PADI AWARE's conservation programs, will engage and activate a global community of Torchbearers on an unprecedented scale.

### **Q2: What will change and what will remain in the transition from Project AWARE to PADI AWARE?**

A: PADI AWARE Foundation will legally maintain public non-profit status and continue to function as a global ocean conservation charity. There will be greater integration in its operations, fundraising, and branding with PADI, allowing the organization stronger financial stability, community reach and program scale.

### **Q3: What will happen to the existing Project AWARE programs?**

A: PADI AWARE Foundation will build on the three decades of work done as Project AWARE. Evergreen programs and campaigns like Adopt a Dive Site, 100% AWARE, Shark and Rays and Dive Against Debris will continue with an overall program focus dedicated to the organization's new mission to drive local ocean action for global impact. To support this commitment, PADI AWARE Foundation will launch a Community Grant Program in June, aimed at providing resources to local communities to participate, educate and advocate for ocean protection. With greater strength under the PADI brand, PADI AWARE will also expand and develop new conservation programs and courses addressing climate change, marine habitat loss and vulnerable species protection.

#### **Q4: Are the conservation goals going to change?**

A: PADI AWARE Foundation's conservation work will continue to be underpinned by the Project AWARE Clean and Healthy Ocean strategy. All programs under this framework will support countries' implementation of the United Nations' Sustainable Development Goals commitments, particularly Goal 14 - Life Below Water. By joining forces, the PADI and PADI AWARE Foundation partnership will establish joint conservation goals under our shared vision to achieve balance between humanity and the ocean.

#### **Q5: What does it mean for 100% AWARE partners or Green Star awarded PADI Retail and Resort Members?**

A: Both the 100% AWARE Program and the Green Star Award will be relaunched with strengthened conservation objectives. More information will be shared on both initiatives in Q3/Q4 of 2021.

#### **Q6: How will the PADI AWARE Foundation be funded and what happens to all of the previous donations?**

A: PADI AWARE Foundation will continue to rely heavily on support from public donations. PADI is strengthening their commitment by financially supporting the PADI AWARE Foundation's operations and work. All donations generated under Project AWARE have helped establish evergreen programs that have achieved notable conservation impacts. These foundational programs, such as Dive Against Debris, will continue to evolve as primary drivers for the conservation targets established under the PADI Blueprint for Ocean Action.

### **Q7: Why should I donate to the PADI AWARE Foundation?**

A: The newly formed Foundation will continue to be the only environmental non-profit solely dedicated to harnessing the unique power of the global dive community to achieve tangible conservation outcomes both locally and globally. The support of our donors enable the Foundation to drive systemic change through conservation actions, citizen science and advocacy initiatives aimed at addressing the most urgent ocean threats like marine debris, climate change, habitat destruction and vulnerable species protection.

### **Q8: What will the PADI AWARE Foundation communications platforms be?**

A: All Project AWARE relevant content will be ported over and integrated into the PADI Website, while the current [projectaware.org](http://projectaware.org) is phased out over the coming year. PADI AWARE Foundation will maintain a unique URL, independent social media channels, and a clear identity within the PADI brand landscape. Conservation, impact stories and PADI AWARE Foundation specific content will be integrated throughout the relevant sections of the PADI Conservation hub. Existing course materials as well as marketing and communications materials will be updated, rebranded or replaced with the new PADI AWARE Foundation brand identity.

### **Q9: Where can I access the PADI AWARE logos and marketing assets?**

A: The PADI AWARE Foundation Marketing Toolkit will include the new brand identity guidelines, approved logos and new marketing assets to be used in place of previous Project AWARE collateral. The Toolkit will be uploaded to the PADI Pros' Site and shared with the PADI Membership via the Marketing Resource Hub and other PADI communications vehicles.