



[WWW.SEASHEPHERDGLOBAL.ORG](http://WWW.SEASHEPHERDGLOBAL.ORG)



## SEA SHEPHERD

Established in 1977, Sea Shepherd is an international non-profit, marine wildlife conservation organisation. Our mission is to end the destruction of habitat and slaughter of wildlife in the world's oceans in order to conserve and protect ecosystems and species.

Sea Shepherd uses innovative direct-action tactics to investigate, document, and take action when necessary to expose and confront illegal activities on the high seas. By safeguarding the biodiversity of our delicately balanced ocean ecosystems, Sea Shepherd works to ensure their survival for future generations.

## SEA SHEPHERD DIVE

Sea Shepherd Dive has been created to provide a 'support and report' network to enable the dive community to get involved with Sea Shepherd on a more localised level, to stop the poachers and illegal operators that are destroying our marine environment.

Our network of partners will also be entitled to run our conservation based courses that have been tailor made for Sea Shepherd. These courses not only have a strong educational benefit and enable individuals to take direct-action themselves to help the oceans.

Sea Shepherd Dive will continue to grow as we add more and more to the program however the fundamentals can be broken down to three basic elements:

1. Report Network
2. Conservation Based Courses
3. On The Map

Our oceans are in peril and we need your help to slow down and where possible reverse the negative impacts we are having on our marine environment.

The dive community is a massive movement of people that are passionate about the ocean. This passion, if harnessed and channeled in the right way, can result in positive change. But we need your help as partners on this mission.

We look forward to working together to save our oceans.

## Gary Stokes

Director - Sea Shepherd DIVE

# 1. REPORT NETWORK

The Sea Shepherd Dive Network has been set up to enable individuals and dive operators to report issues that they may have seen either whilst on holiday or in their local area. In many far-flung destinations dive operators witness crimes against the environment but either have nowhere to report these crimes, or are in fear of repercussions for reporting these crimes. In many cases having an internationally recognized NGO contacting local, regional or national law enforcement authorities may carry more weight than individually reported complaints. Sea Shepherd can exert international pressure onto a subject and work with authorities to combat crimes against the marine environment.

## **Who Can Submit?**

Anyone can submit; you do not need to be a dive operator. Sometimes it may even be dive operators committing crimes or violating dive code ethics (such as riding turtles, cyanide fishing, destroying coral reefs, etc.). Most dive centers practice good diving practices and like us want violators stopped.

## **How Does It Work?**

When you submit a report, we will forward it to our nearest country coordinator for them to follow up with the relevant local authorities. As Sea Shepherd has entities in most countries around the world, or at least a regional presence, we can use our internal network to shed light onto an issue.

## **Submitting Information.**

In order for us to be able to engage the local authorities we need as much information about the suspected crimes as possible. This includes dates, times, locations, crime witnessed and violators if known.



## 2. CONSERVATION BASED COURSES

With our range of conservation-based courses we aim to be able to offer our partner dive centers with a unique range of interesting and educational courses that promote positive environmental outcomes. We will not be teaching anything that is dive-training specific; we'll leave that to the dive agencies.

The first of these courses is a partnership with Ocean Quest of Malaysia who specialise in Coral Propagation. Other courses that we are looking to implement are;

**Coral Propagation**  
**Turtle Nesting Protection**  
**Shark Behaviour**  
**Marine Mammal Rescue**  
**Oil Spill Clean Up**  
**and more as they make themselves available....**

The courses will be offered as student packs that can be purchased by dive centres, and that can be run for profit by the dive centre much in the same way as other courses are. The dive centre gains by being able to offer unique courses that other non-Sea Shepherd Dive centers cannot offer, Sea Shepherd gains by retaining a small percentage of the sales from the student packs, and students gain by acquiring new skills that can also be used for other Sea Shepherd Dive Partners projects .

We hope that dive centers will be able to run events based on the skills obtained in these courses, which will then give divers another incentive to dive with our growing list of partners.





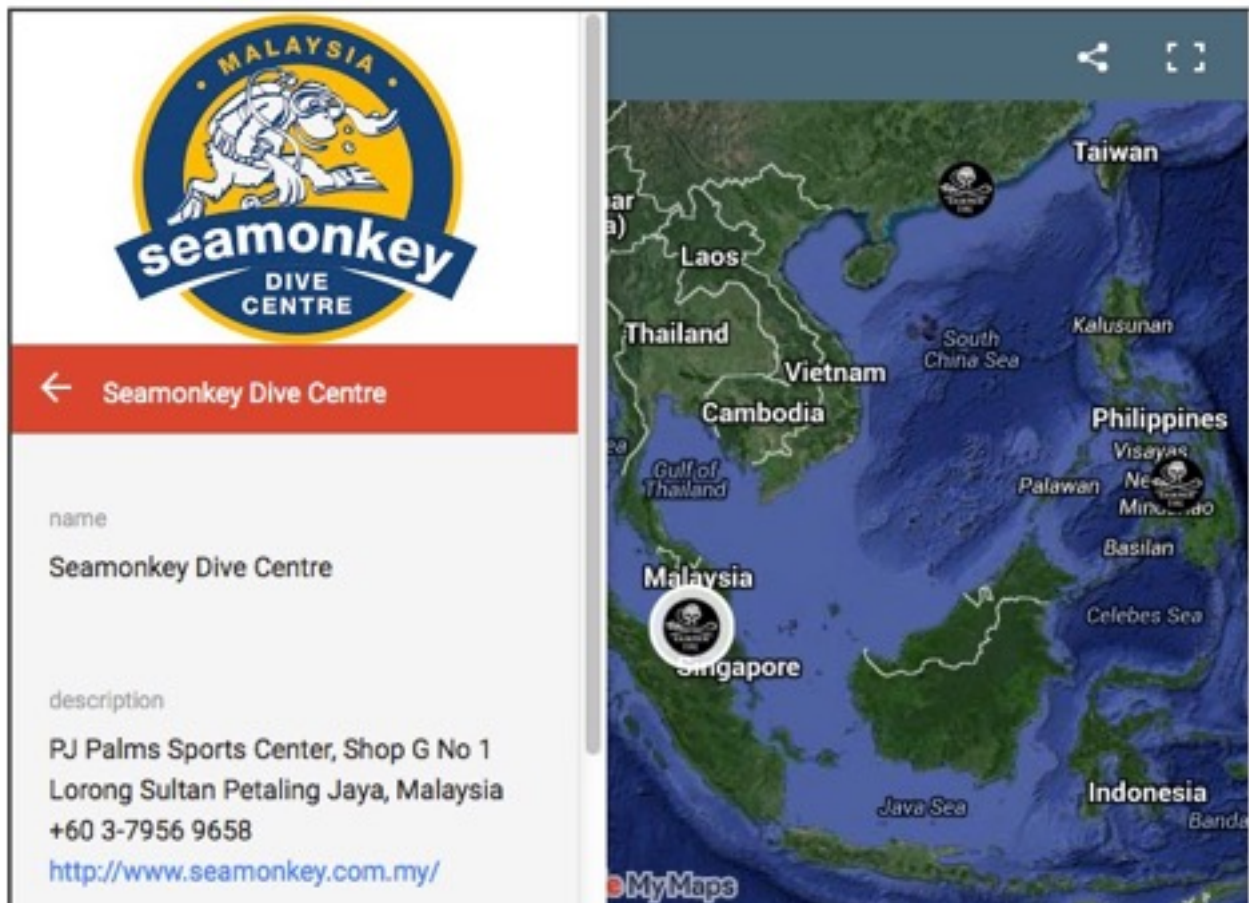
# 3. GET ON THE MAP

Probably one of the most important elements to Sea Shepherd Dive is getting 'on the map'. Our intention is to promote Sea Shepherd Dive heavily as the go-to guide of responsible diving. The map will be based on a Google Maps format, and will list the dive partner with all their relevant contact information including links to partner websites so that our supporters can contact and book with our partners directly.

Copycat dive centers have been found to be using the Sea Shepherd name under the false premise that they are supporting Sea Shepherd. Sea Shepherd Dive provides a way that supporters can easily check the map and see what dive centres are legitimate partners.

We will feature dive partners on a monthly basis and will promote upcoming activities.

There will also be a 'Black List' of dive centers that have engaged in poor and/or illegal practices that cause harm to marine animals and the environment, such as riding turtles and spearfishing.





# WHAT WE NEED FROM YOU!

If you wish to become a partner with Sea Shepherd Dive we will need some information and some signed commitments from you. As you can appreciate, protecting your name is all important, and when it comes to maintaining our integrity and core values we can only partner with those who share our view. We understand that some of our viewpoints and beliefs won't be in line with everyone, however our focus and success has come from our 'No Compromise' approach.

Here's the checklist of what we need from you to become a Sea Shepherd Partner Dive Center.

- **Signed Dive Partner Monthly Donation Form**
- **Signed Sea Shepherd License Agreement**
- **Signed Rules & Ethics**
- **Dive Center Map Info**





## DIVE PARTNER MONTHLY DONATION FORM

Sea Shepherd relies on the generosity of its supporters and donors who give goods and services specifically to our campaigns. In addition, our financial donors play a crucial role in our ability to fuel our ships and maintain and repair them. Without your help we would simply be unable to send our ships on campaign.

All donations we receive, large and small, are hugely appreciated by all of us, but to give you an idea of where your donations go:

- \$20 a month helps supply charts for the bridge team OR essential tools for our deck department;
- \$30 a month feeds our whole crew for a day OR provides valuable equipment for our engine room;
- \$50 a month allows us to purchase audio-visual equipment to monitor illegal poachers OR purchase a new drysuit for our crew;
- \$100 a month provides a day's fuel for our small boats team OR 3 hours of fuel for The Steve Irwin to sit on the slipway of the Nisshin Maru.

We thank you for believing in the work we do and for your ongoing generosity and commitment in wanting to help defend our oceans.

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**For Dive Center Partners the minimum monthly donation is US\$200/month**, however if you wish to donate more it will be greatly received and help us in our global missions.

Dive Centre Name: \_\_\_\_\_

Title: (Mr, Miss, Mrs) \_\_\_\_\_ First Name: \_\_\_\_\_ Surname: \_\_\_\_\_

Address: \_\_\_\_\_

Country: \_\_\_\_\_ Postcode: \_\_\_\_\_

Phone: (+\_\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

### Creditcard Details

Cardholders Name \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Card Type \_\_\_\_\_

Card Expiry \_\_\_\_/\_\_\_\_/\_\_\_\_ Card Security Code: \_\_\_\_\_

Amount:      \$200              \$250              \$300              \$500              (Circle Monthly Donation)

Starting Date: (D)\_\_\_\_\_/ (M)\_\_\_\_\_/ (Y)\_\_\_\_\_





## LICENSE AGREEMENT

This licensing agreement, dated as of \_\_\_\_\_, 20\_\_\_\_, is entered into by and between Sea Shepherd Global, located at P.O. Box 58055, Amsterdam 1040 HB, the Netherlands, and

(Company Name) \_\_\_\_\_ (Hereafter referred to as the Dive Center),

located at : \_\_\_\_\_

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, effective as of the date of this agreement, Sea Shepherd Global hereby gives (the Dive Center) the right to use the artworks on **Schedule A** attached for the following purposes:

as the principal identifying marks of the partnership of the Dive Centre with Sea Shepherd Dive;

for advertising on the dive centers website, e-flyers, staff uniform (not for sale) and printed material promoting the dive center and its activities;

This license shall be in effect for a renewable term of 1 calendar year, ending on December 31st of each year. This license is non-transferable. The following terms and conditions will apply:

The Dive Center agrees that all rights and ownership regarding the two logos contained in Schedule A are the intellectual property of Sea Shepherd Global, and are the principal graphic elements of the established brand identity of the worldwide Sea Shepherd Dive.

The Dive Center agrees that the use of the logos is only permitted for use by The Dive Center and never for any personal interest, profit or gain.

The Dive Center will not alter any of the two Sea Shepherd Dive logo's without written permission of the legal owner of the Sea Shepherd logos or use for any other purpose than those listed above.

The Dive Center accepts that this license is extended on a temporary basis subject to the terms and conditions of this agreement and may be renewed at the end of the term upon agreement of both parties.



**LICENSE AGREEMENT (cont'd)**

This agreement is only valid in conjunction with the 'Rules & Ethics' and the 'Dive Partner Monthly Donations'. Any breach of ethics or failure to pay the Direct Debit fee monthly will result in suspension / termination of this agreement.

The Dive Center does acknowledges that any breach of this agreement may cause irreparable injury to Sea Shepherd Global and that Sea Shepherd Global may seek and obtain injunctive and/or other equitable relief against such breach.

This agreement is governed by and will be construed in accordance with the laws of the Kingdom of the Netherlands without regard to conflict of law principles.

The Dive Center does acknowledge to have had the opportunity to consult legal counsel in regard to this agreement, to have read and understood the terms of this agreement, and to be fully aware of its legal effect.

**Schedule A:**



**DIVE CENTER**

Authorised Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_

**SEA SHEPHERD GLOBAL**

Authorised Signature: \_\_\_\_\_

Gary Stokes, Director Sea Shepherd Dive: \_\_\_\_\_

Date: \_\_\_\_\_

**SEA SHEPHERD GLOBAL**

Authorised Signature: \_\_\_\_\_

Drs Geert Vons, Artistic Director: \_\_\_\_\_

Date: \_\_\_\_\_



## SEA SHEPHERD DIVE: RULES & ETHICS

Whilst we want to keep the rules to a minimum, there are some fundamental rules and ethics that we need you to agree to before becoming a Sea Shepherd Dive partner. We cannot partner with anyone who may compromise our core beliefs. A breach of any of the below may result in an instant cancellation of our partnership.

### **1. Look Don't Touch**

This goes without saying, entering the marine environment should be an incredible experience, but not at the expense of harming, stressing or damaging the fragile ecosystem that we dive to enjoy. This means that buoyancy control must be mastered to save crashing into delicate reefs, and correct finning practices to ensure that sediment is not kicked up which may smother delicate marine life.

### **2. Stressing Marine Creatures**

Harassing fish, chasing or riding turtles or other marine critters, spending too much time with individual animals that may affect their day to day activities all create un-needed stress to wildlife.

### **3. Feeding**

Under no circumstances should anyone feed marine wildlife to entice them in for an encounter or photograph.

### **4. Removing Anything**

Taking home pieces of coral, shells, starfish or similar is an absolute no-go. It belongs in the ocean not in your home.

### **5. Anchoring of Dive Boats**

All dive boats should use fixed moorings or drift where these facilities are not available. Anchor damage to coral reefs or sea grass areas is a huge problem.

### **6. Spearfishing**

Whilst there is an argument that this is one of the most sustainable forms of fishing, we have to disagree. One spear-fisherman may not make much of an impact, but imagine 100 on one reef, on one day! The taking of any fish from a marine ecosystem will have an adverse effect on the ecosystem that they all play a role in, therefore Sea Shepherd is firmly against all spear-fishing.

### **7. Sport Fishing Businesses**

We will not partner with any dive center that offers sport-fishing trips. There is no sport in hooking an apex predator, fighting it for a prolonged period of time, stressing it out, landing it on a boat to have a photograph so that you can brag to your friends. Catch and Release and Catch in our eyes is one and the same. Often once the fish is released they are so traumatised that they die, often their swim bladders have been affected from the ordeal.

### **8. Not Serving Fish or Seafood**

We believe that you cannot say you are protecting the marine environment and then dine on it. The absence of seafood on your menu will raise questions, and this helps you to convey your environmental pledge to those that are diving with you. It helps them make the connection of what you eat today, you won't see on tomorrow's dive.

Dive Center: \_\_\_\_\_ Signed: \_\_\_\_\_ Date: \_\_\_\_\_



## DETAILS FOR DIVE MAP

All information submitted to Sea Shepherd will be held in strict confidence with the exception to the information given below under Dive Map Info which will be used on the Dive Map section to advertise your dive centre.

### DIVE MAP INFO

Dive Center Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Contact Telephone Number: (+        ) \_\_\_\_\_

Contact Email: \_\_\_\_\_

Company Website: \_\_\_\_\_

**Please send in your company logo in j-pegs format with this application.**  
(Below is a Sample of the pop up for the Dive Map.)

