



CORAL GARDENERS  
**WE  
THE  
REEF**  
BUSINESSES SAVING THE REEF





WHAT IS WE THE REEF?

# UNIFYING BUSINESSES WORLDWIDE TO SAVE THE REEF

We change the world by showing how the global economy can shape a future in unison with nature. To accomplish this we invite and unify businesses in our mission to save the reef. The future we see is one where our actions above the surface help protect the ocean and what's below.

THE BOTTOM LINE IS LIFE, NOT PROFIT.





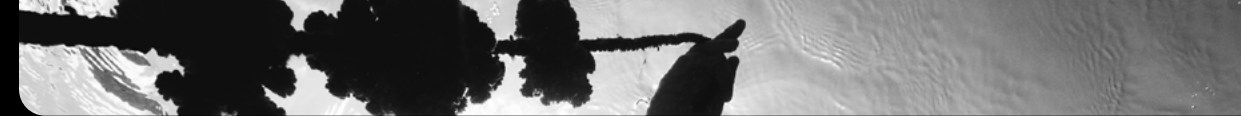
CORAL GARDENERS MISSION

# THE OCEAN UNITES US

**CORAL GARDENERS EXIST TO REVOLUTIONIZE OCEAN CONSERVATION AND CREATE A GLOBAL MOVEMENT TO SAVE THE REEF.**

Our project was born in 2017 in Mo'orea, the sister island of Tahiti (French Polynesia). We started as a small group of island kids who witnessed the rapid degradation of coral reefs around us and decided to take action.

We're now made up of an international collective of scientists, engineers, creators, and advocates determined to save the reef by revolutionizing ocean conservation and creating a global movement to save the reef.







**WE NEED TO ACT NOW**





# WITHOUT PROPER ACTION, ALMOST ALL CORAL REEFS COULD DISAPPEAR BY 2050

Coral reefs are dying at an alarming rate - as much as 50% have already been lost in the past 30 years (UNEP).

The decline could reach up to 90% by 2050 if global warming is limited to an increase of 1.5°C, according to the most recent Intergovernmental Panel on Climate Change (IPCC) Assessment Report.





# 2025 GOALS

- Largest and most advanced coral reef restoration program in the world
- 1 Million Corals planted
- 1 Billion people reached
- 20 new locations opened, empowering their local communities
- €30 Million in funding
- New tools to facilitate monitoring practices





# THE PURPOSE

We are looking to coalesce a global network of like-minded entrepreneurs, businesses, organizations and groups focused on systemic change.

This program aims to foster long term relationships that not only benefit our coral reef restoration, but also protect the ocean across all industries.

This membership is based on trust. You must have unquestionable commitment to protecting the ocean. We exclude all direct activators of environmental degradation from this program.

The goal is to push the global economy to protect natural ecosystems first.





# THE CORAL GARDENERS WAY

## 1 NGO - WTR MEMBERS

(NGO) WTR Members are the change. The group of businesses and individuals that will develop new, more sustainable supply chains, find ecological solutions within their businesses model and grow with us!

Opportunities to create collaborative products will be with the WTR label and corresponding marketing requirements (LLC).

## 2 LLC - PARTNERS

(LLC) Partners are carefully chosen to elevate the brand and boost global awareness.

NGO - for donations  
This takes a \$100K minimum investment level and includes collaborative products, content and carefully constructed marketing strategies.



1 **NGO**  
Board of Directors

2 **LLC**  
Executive leadership

### FUNDING

Grants  
Donations  
Philanthropy

### FUNDING

Products  
Partnerships

100% Invested

### OUR MISSIONS

CORAL REEF RESTORATION

AWARENESS

CG LABS INNOVATION

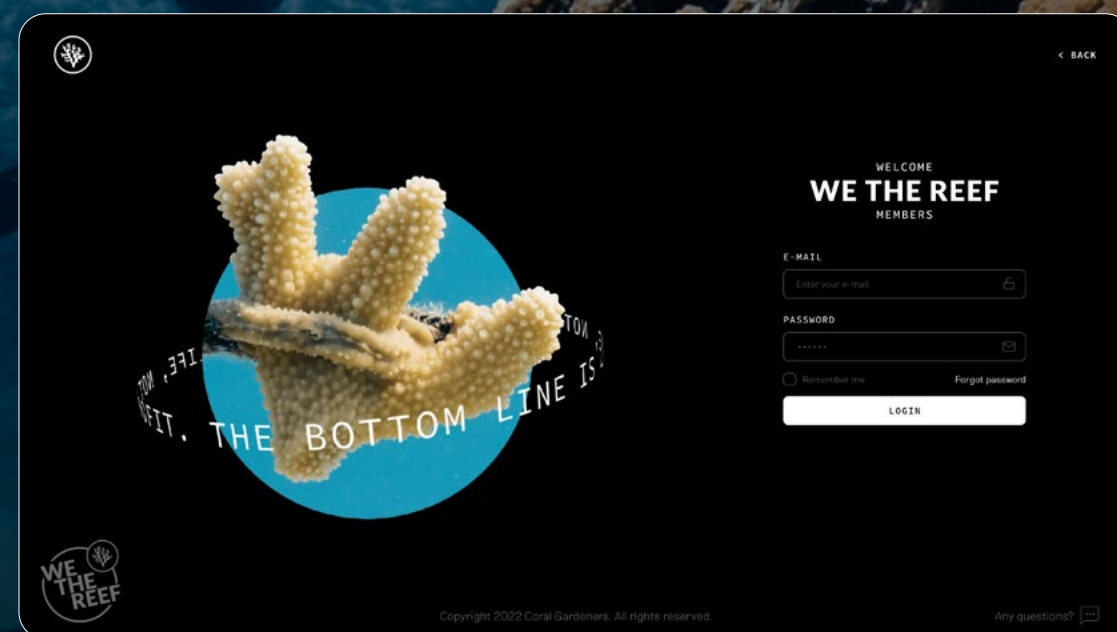




# WE WORK TOGETHER

This is the UN Decade on Ecosystem Restoration.

- Ecosystems support all life on Earth. The healthier our ecosystems are, the healthier the planet – and its people
- At Coral Gardeners, our organization is restoring one of the oldest ecosystems on earth, coral reefs. We are focused on solving the [UN sustainability goals](#) of climate action (13) and protecting life below water (14).



## MEMBERSHIP PORTAL

- Insider access to all educational material, media assets, and additional resources to share the very crucial coral reef story with your community
- Members incorporate a donation structure that directly restores coral reefs



## TRACKING IMPACT

- You will receive monthly, quarterly and annual reports on Coral Gardeners' progress and exciting news



## MEDIA EXPOSURE

- Our members will change the world and we want to show your innovative improvements with our community







HOW TO JOIN?

## 1 APPLY

Fill out an application so we can get to know you and understand more about your mission.

## 2 MAKE OCEAN COMMITMENT

Businesses commit to protecting the environment within their supply chain and donate a % of gross sales to Coral Gardeners' NGO.

## 3 SAVE THE REEF

Receive all educational resources, reports, and updates as we save the reef together. You gain access to your portal and can openly speak about your membership.





HOW TO JOIN?

# THE PAYMENT CYCLE

To begin your journey as a WTR member there is a \$200 preliminary donation.

\*This can be deducted from your % of sales donation.

## DONATION STRUCTURE

Members contribute to Coral Gardeners' mission by making an bi-annual donation based on a % of gross sales.

### BI-ANNUAL DONATION CYCLE:



MINIMUM  
**%1**  
OF SALES

## WHAT WE ASK FOR?

Mission statement, explanation of business model, projected annual sales and an ocean commitment.





# THE CORAL GARDENERS WORLD

## GLOBAL MINDSET

- Members join a global community of like-minded organizations working together across industry to save coral reefs.

## BE A FORCE THE BLUE ECONOMY

- Members join a global community of like-minded organizations working together across industry to save coral reefs.

## FACILITATE A CIRCULAR ECONOMY

- Our ambition is to be the medium for businesses all over the world; contributing to the spread of a global circular economy.
- WTR members will push the global economy by making the protection of natural ecosystems a priority within their businesses model.



**MAURUURU | THANK YOU | MERCI**



**CORAL  
GARDENERS**