



DANA & IVAN CERNY
FOUNDATION

ANNUAL REPORT 2023

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INSTITUTIONAL PROFILE

DANA & IVAN CERNY FOUNDATION (DICF) is dedicated to the protection of the oceans, coral reefs, and the collective future. Its mission is to make tourism sustainable by creating a safe environment for the underwater community.

Its main project involves the construction of an Underwater Park. This new and unique dive site in the region will provide new shelter for marine organisms and a safe space to practice diving courses. The creation of the Underwater Park hopes to reduce the pressure associated with dive traffic on the natural coral reefs and promote their recovery.

Other initiatives also include the maintenance of the mooring buoys around Bayahibe to avoid anchor damage to the reef, organizing cleanup events and leveraging the team's diving skills to help the community.

MISSION

DICF's mission is to create a future in which diving tourism becomes a driving force for marine conservation rather than a threat to it.

Through the creation of the Underwater Park and other ongoing initiatives, DICF works to transform dive tourism by promoting sustainable practices that actively contribute to the preservation of valuable marine ecosystems.

VISION

DICF's vision is to promote a world where the preservation and sustainable management of oceans and reefs are a priority. At the heart of this vision is the Underwater Park project, which will significantly enhance marine conservation and diving tourism in the area. The intent is that, in the future, the Underwater Park project will be an example of environmental stewardship, offering a distinctive and captivating experience for divers while providing new refuges for marine life to flourish.

Through this innovative project and other activities, DICF seeks to inspire a movement of conscious people working together to protect and cherish marine ecosystems and ensure their sustainability.



VALUES

ENVIRONMENTAL CONSERVATION

DICF values and prioritizes the widespread conservation of the oceans, the ecosystems it comprises and their sustainable management. Together with the collective effort, it is committed to safeguarding the oceans for present and future generations.

SUSTAINABILITY

DICF is dedicated to promoting sustainable practices in tourism and other social sectors. It advocates responsible and ethical dive tourism practices that minimize negative environmental impacts and maximize positive contributions to marine conservation.

COMMUNITY AND COLLABORATION

DICF recognizes the importance of involving local communities in these initiatives. It believes in the power of collaboration and partnership. It seeks to collaborate with individuals, organizations, and communities to amplify the impact and work together toward a common marine conservation goal.

EDUCATION AND AWARENESS

DICF believes that education and awareness are essential to communicate the importance of marine ecosystems. With cleanup initiatives and educational workshops, it seeks to raise awareness about the role of humans as conservation agents to reduce the impact of tourism and improper solid waste management.





OBJECTIVES

- Create a unique artificial reef Underwater Park in the southeast region of the country for the recreation of divers and the provision of new refuges for marine species.
- Install and maintain safe structures for the anchorage of boats around the coral reefs in the Bayahibe area.
- Promote environmentally friendly education through coastal cleanups, seabed cleanups and educational workshops.
- Collaborate with other foundations dedicated to marine conservation and environmental education in the region.



PROJECTS AND INITIATIVES

UNDERWATER PARK

The creation of the Underwater Park represents the main project of DANA & IVAN CERNY FOUNDATION. Through the installation of underwater structures, this project will provide new shelter for the marine organisms that frequent the area and a unique and attractive space for recreational diving in the southeastern region of the country.

The deployment of the structures will attract the attention of divers and freedivers from all over the world, but also the marine life in the area, encouraging species diversity and the reproduction of their populations. The Underwater Park will also represent a training area for new divers, where they will be able to sharpen their skills and buoyancy before diving over the natural reef, reducing damage to the reef and to the divers themselves.

DICF believes that environmental education is key to the protection of our oceans. Therefore, the Underwater Park will be used to raise awareness about the importance of coral reefs. Through strategic collaborations with local partner foundations in the area, it will host nurseries with endangered species and assisted coral reproduction projects, subject to monitoring and maintenance within the collaboration, thus contributing to the restoration efforts of these impressive ecosystems.





Since September, the specific coordinates for the Underwater Park area were delimited through satellite images.

**AREA OF THE
UNDERWATER
PARK**

75,588 m²

**HOURS
INVESTED
IN THE
PROJECT**

299 H

**SEA
OUTINGS
11**

The evaluation of the area at sea allowed the following:

- Confirm the dominance of sandy substrate in the area selected for the Underwater Park.
- Identify small patches of coral reef scattered in the center of the selected area, hereafter referred to as the core zone.
- Document and record marine species associated with the coral reef patches in the core zone.
- Recognize and map the marine ecosystems present in the periphery of the area selected for the Underwater Park.
- Identify the availability of adequate space for the installation of the structures.

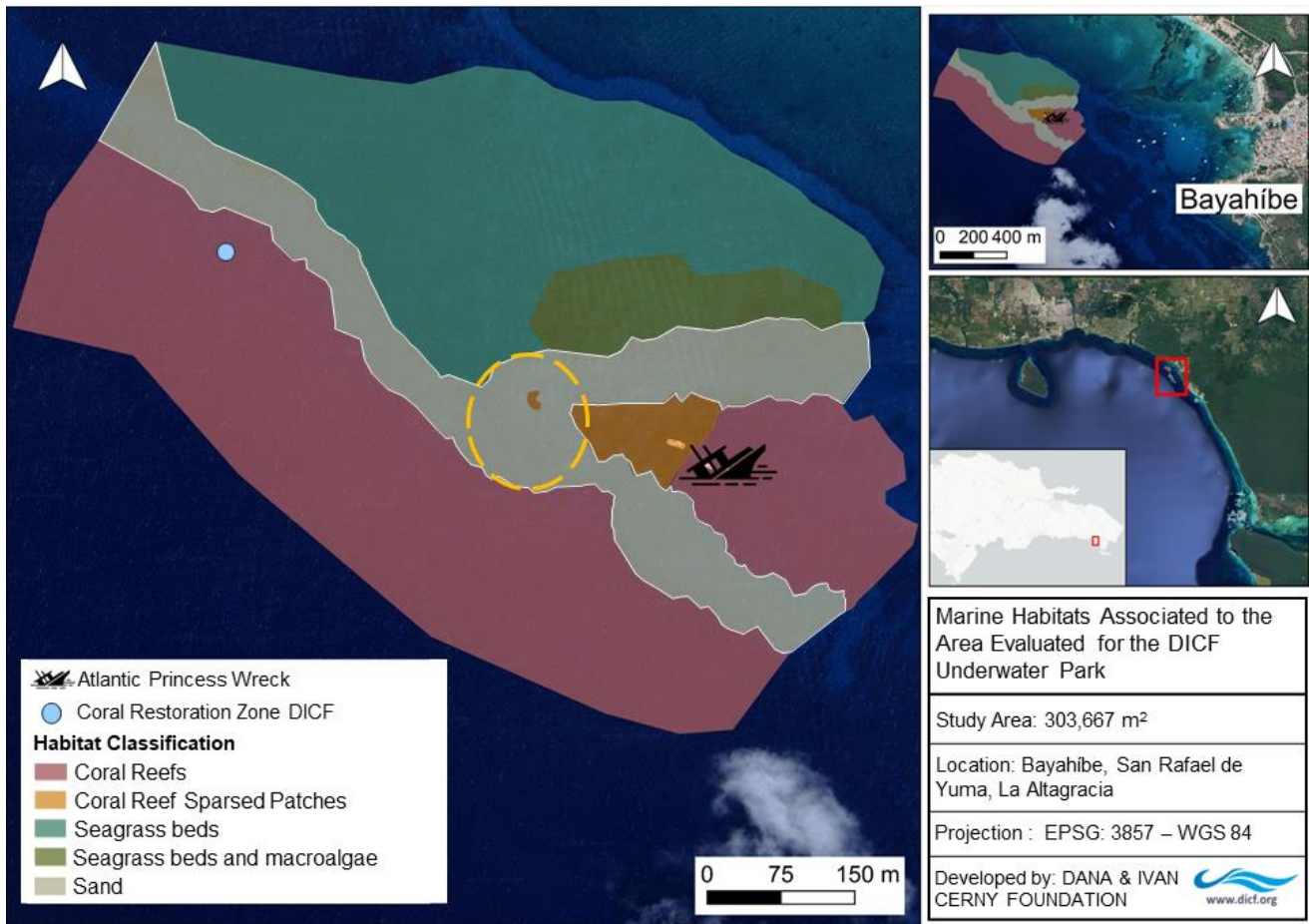
An abandoned helicoidal anchor was also found during the ocean investigation, which may later be useful for the first marker buoy in the core zone.

With the information collected from the area, the corresponding documents were elaborated for the application of the environmental permit required for the installation of the structures. The documents prepared for the environmental permit include the project's Descriptive Memory, maps of the selected area with the associated marine ecosystems and the location of the structures to be installed. The complete budget for the costs associated with the project is currently being finalized.



Some of the reef patches scattered in the core area of the Underwater Park.

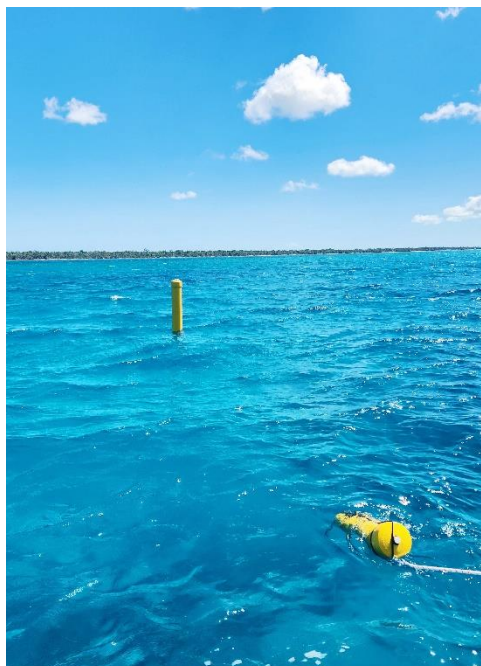
MAP OF THE UNDERWATER PARK'S AREA



Map of the study area for the DICF Underwater Park. The area bordered in cream color shows the zone where the structures for the Underwater Park are planned to be installed. The yellow circle in the center indicates the core zone where the first structures are planned to be placed.



BUOY INSTALLATION AND MAINTENANCE



During the year 2023, DANA & IVAN CERNY FOUNDATION oversaw the project of maritime buoys for signaling dive sites, initiated by Fundación Dominicana de Estudios Marinos (FUNDEMAR) in conjunction with the dive centers of the Bayahibe/Dominicus area. These systems provide safe anchorages for the boats and establish easily identifiable reference points, thus contributing to marine safety. Besides, they are essential for the conservation of the fragile marine ecosystems of the area, by preventing the indiscriminate anchorage of boats in coral reefs.

Additionally, these buoys provide clear demarcation to other captains, indicating the presence of submerged divers at specific sites. Finally, the buoys provide valuable support during reef health monitoring, serving as scientific reference points.



Accordingly, DICF remains firmly committed to the conservation of corals and other marine ecosystems by promoting nationwide marine marker buoy projects.

In addition to the buoy project for signaling dive sites in the Bayahibe/Saona area, DICF has been selected to assess a project to install signaling buoys in Punta Cana with FUNDACIÓN GRUPO PUNTACANA, through a fund granted by the German Agency for International Cooperation (GIZ).

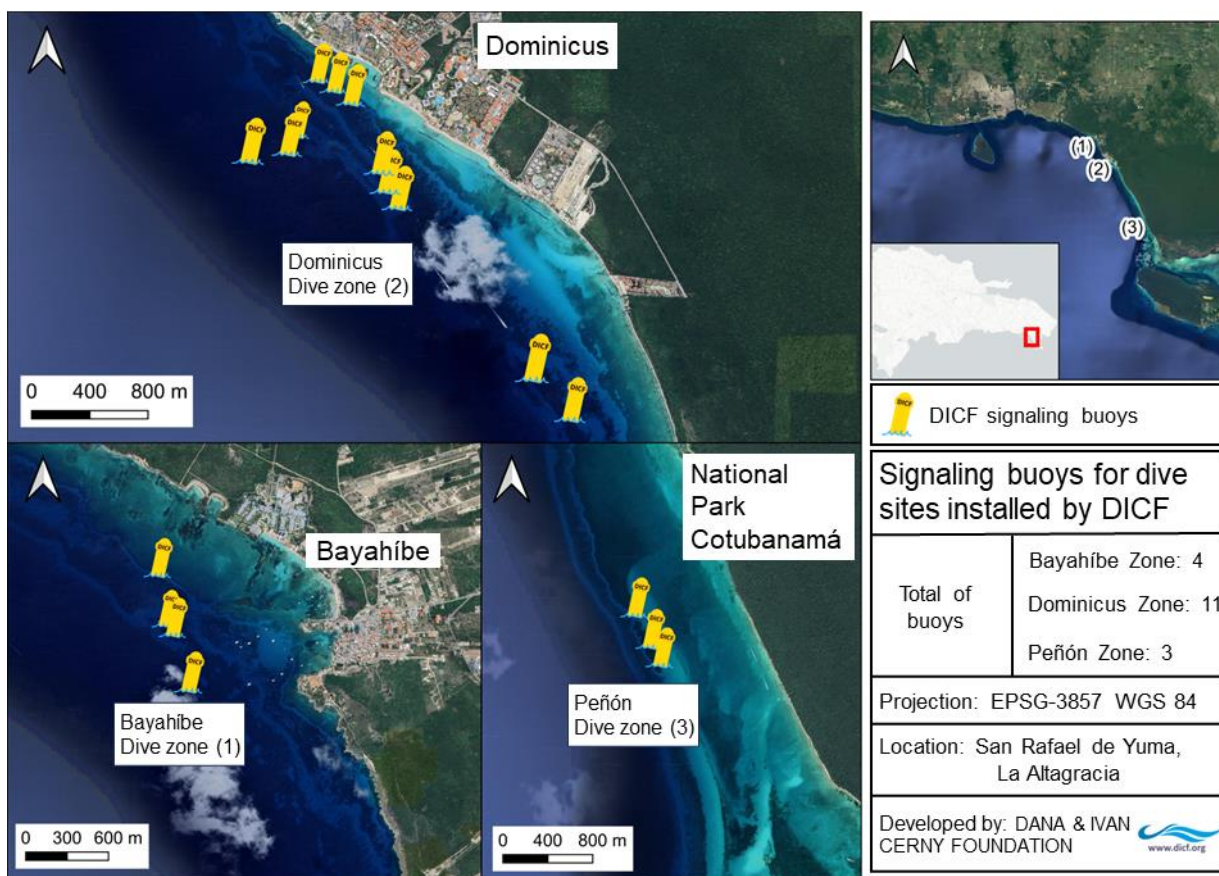


BUOYS FOR DIVING AND SNORKELLING SITES IN BAYAHIBE AND SAONA AREA

Since September, the integral overhaul of the project of buoys for signaling diving sites in Bayahibe began, on which DICF assumed entirely the logistics and financial costs for the year 2023.

UPDATE OF THE OFFICIAL LIST OF DIVE AND SNORKELING SITES

The official list of dive sites has been updated in collaboration with the diving centers of the Bayahibe/Dominicus area and the Cluster Turístico La Romana-Bayahibe (CTRB). With the objective of improving the efficiency in the reports, the coordinates and the names of each site were standardized, assuring greater precision and coherence in the maritime signalization of the region. This list has been officially incorporated into the project of the Marine Sanctuary of the Southeast Reefs (SAMAR) and into the official nautical charts of the Dominican Republic Navy.



Map of the buoys installed by DICF during the year 2023. The team installed and maintained a total of 18 buoys for diving sites in the Bayahibe - Dominicus area and Cotubanamá National Park.



OFFICIAL DIVE AND SNORKELLING SITES IN THE BAYAHIBE/SAONA AREA

SCUBA DIVING SITES	DEPTH (m)	GEOGRAPHICAL COORDINATES: LAT, LONG, (DECIMAL DEGREES)
Playita	9	18.37280, -68.85319
Atlantic Princess	12	18.36836, -68.85178
Atlantic Princess 2	12	18.36929, -68.85262
Dominicus	14	18.34355, -68.83337
Fragata / Coca Wreck	18	18.34255, -68.83393
Viva Shallow / El Deseo	9	18.34577, -68.82960
Viva Shallow / La cuevita	9	18.34639, -68.83082
Viva Shallow / Pilar City	9	18.34702, -68.83181
St George	45	18.34226, -68.83625
Coco Reef I / vivero Iberostar	12	18.33927, -68.82668
Coco Reef II / Estatuas Catalonia	12	18.34023, -68.82728
Coco Reef III / Acropora Blv	12	18.34151, -68.82789
Guaraguao	12	18.32617, -68.81543
Park Reef	12	18.32859, -68.81799
El Peñón I - Acuario	12	18.25691, -68.78086
El Peñón II	12	18.254083, -68.779833

SNORKELLING SITES	DEPTH (m)	GEOGRAPHICAL COORDINATES: LAT, LONG, (DECIMAL DEGREES)
Coralina / Bayahíbe	2	18.370247, -68.845478
Playita	5	18.37280, -68.85319
Atlantic Princess	7	18.36836, -68.85178
Viva Shallow / El Deseo	5	18.34577, -68.82960
El Peñón I	7	18.25691, -68.78086



CONSTRUCTING AND INSTALLING BUOYS FOR DIVE SITES

As of September, several defects in the buoy design and construction methodology were identified and effectively addressed and corrected. The project is now fully operational.

The construction methodology does not require expensive tools or international transportation logistics. It uses 6-inch PVC pipes filled with polystyrene foam collected during coastal cleanup activities. The inclusion of this foam ensures buoyancy of the buoys and contributes to the reuse of solid waste. A new technique has been developed to improve the hook from the bottom of the tube to the mooring rope, using a U Bolt type screw. To ensure the impermeability of the buoy, a jointing method with polyurethane glue was implemented.

Over the past few months, a detailed protocol for the placement of the buoys has been developed. Thanks to the experience gained, DICF technicians have the necessary skills for the installation of buoy systems and can carry out the process efficiently and effectively.



Polystyrene foam used inside the buoys.



Buoy assembly and transport process.



BOAT OUTINGS
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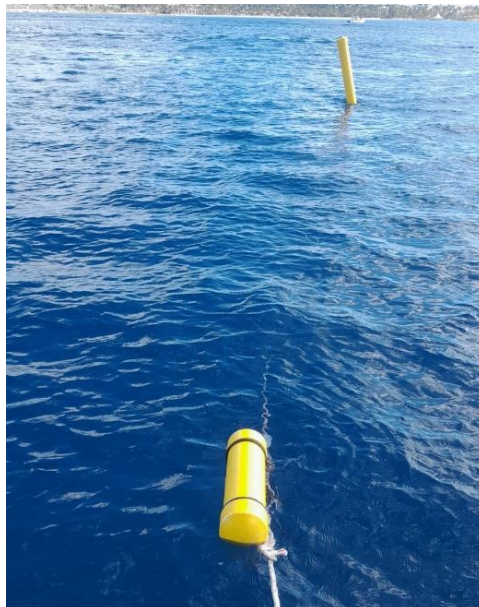


WORK DAYS
IN LAND
15



QUANTITY OF
BUOYS INSTALLED
AND CHANGED
42

HOURS INVESTED
IN THE PROJECT
901

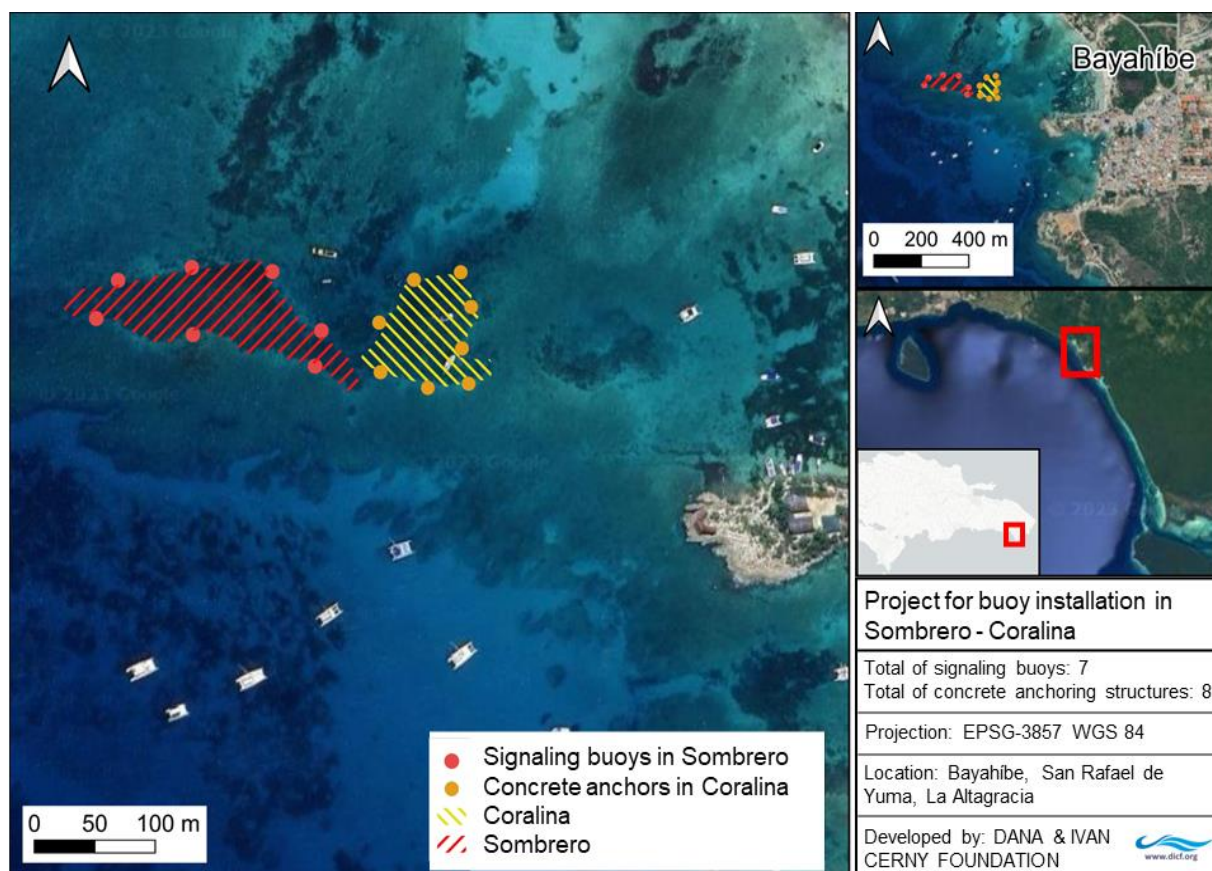




PROJECT FOR THE INSTALLATION OF MARKER BUOYS AT CORALINA AND SOMBRERO REEF

At the end of the year 2023, DANA & IVAN CERNY FOUNDATION created and designed a project for the installation of marker buoys and delineation of a no anchoring zone at Coralina and Sombrero reefs. As part of the objectives of providing safe marine anchoring systems, protecting coral reefs, and collaborating with the community and related entities, this project proposes to install boat anchoring systems with concrete blocks around the Coralina reef and place marker buoys for a no-anchoring area around Sombrero. The purpose of this no-anchoring area is to protect a key intervention zone for the coral restoration efforts of Fundación Dominicana de Estudios Marinos.

In November, it was discussed with the Cluster Turístico La Romana-Bayahibe (CTRB) the establishment of an agreement with the interested parts (boats owners association and tour operators, CTRB and FUNDEMAR) to commit themselves to collaborate with the objectives of the project, to give a correct use of the anchorages of boats and to respect the zone of no anchorage. Under these conditions, DICF would commit to maintaining the anchorages and buoys over time. It is expected to count on the support of the captains to use these new anchorage structures and to respect the marking buoys, in order to protect this zone of great value for tourism and marine conservation in the community of Bayahibe.



Map of the work area and planned location of the structures corresponding to the buoy installation project in Coralina and Sombrero, Bayahibe. This map was prepared for the project proposal and discussed with the different stakeholders.



BUOY PROJECT WITH FUNDACION GRUPO PUNTACANA – GIZ

DICF has been selected in the tender of the German Agency for International Cooperation (GIZ) for the installation of 12 marker buoys for monitoring reef health and dive sites in Punta Cana.

The selection was based on the outstanding experience in buoy projects, a trajectory that has positioned DICF as a leader in this area.

The Punta Cana - GIZ buoy project consists of two phases and will generate a service-based income to DICF.

DICF is committed to the successful execution of this project, which will not only consolidate its position in the field of marine buoys but will also contribute significantly to the preservation and monitoring of reef health in the Punta Cana region.



PHASE 1

Construction and delivery of materials, a stage that is currently completed and delivered.



PHASE 2

Site research and installation of the 12 buoys, planned for 2024.



The twelve marine marker buoys elaborated for the Punta Cana - GIZ project



COASTAL AND UNDERWATER CLEANUP EVENTS

As part of its constant commitment to sustainability and environmental protection, DICF has positioned itself as a major player in the organization of solid waste collection events in coastal areas and sea bottom in the region of Bayahibe.

During the year 2023, a total of 20 cleanup events were carried out, during which 4,946.50 kilos of waste were removed, covering a wide range of materials, such as plastic, glass, cardboard, and other elements harmful to the environment.

Within these numbers, 2,000 kilos corresponded to the brown seaweed sargassum removed from Magallanes Beach after the storm Franklin. The removal of sargassum has positive visual and ecological impacts, protecting marine biodiversity and promoting a healthier environment for the local community.

In addition to the cleanup itself, DICF achieved to recruit a total of 81 volunteers of the community of Bayahibe, with Dominicans and foreigners, adults, and children, involved in the underwater and coastal cleanup events.

In 2024, DICF plans to continue organizing land and underwater cleanup events to strengthen their contact with the community and demonstrate its capacity to generate positive changes on a local scale and nationwide.

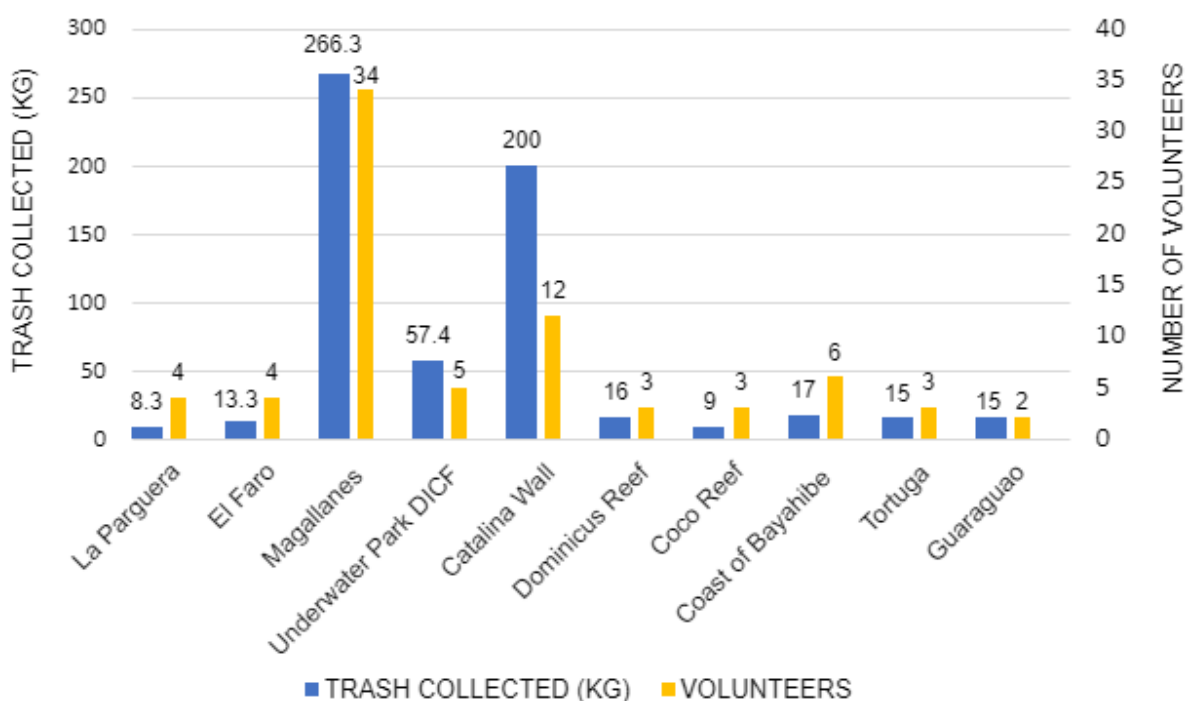




UNDERWATER CLEANUP EVENTS ORGANIZED BY DICF IN 2023

DATE	DIVING SPOT	TRASH COLLECTED (KG)	TOTAL VOLUNTEERS
11-April	La Parguera	8.3	4
22-April	El Faro	13.3	4
25-April	Magallanes	36.4	4
26-May	Magallanes	46	4
7-June	Magallanes	30	5
23-June	Underwater Park DICF	20	2
30-June	Catalina Wall	200	12
20-Sept.	Dominicus Reef	16	3
21-Sept.	Magallanes Reef	15	3
27-Sept.	Coco Reef	9	3
13-Oct.	Magallanes coast	52.6	7
26-Oct.	Underwater Park DICF	37.4	3
27-Oct.	Guaraguao	15	2
17-Nov.	Bayahibe coast	17	6
24-Nov.	Tortuga	15	3

During the year 2023, DICF carried out 16 underwater cleanup activities, collecting a total of 617.30 kilos of garbage with the efforts and collaboration of a total of 22 diving volunteers.



Amount of garbage collected during the underwater cleanup days during 2023. The bar graph presents the total amount of garbage collected in kg and the total number of volunteers for each cleanup site during the year.

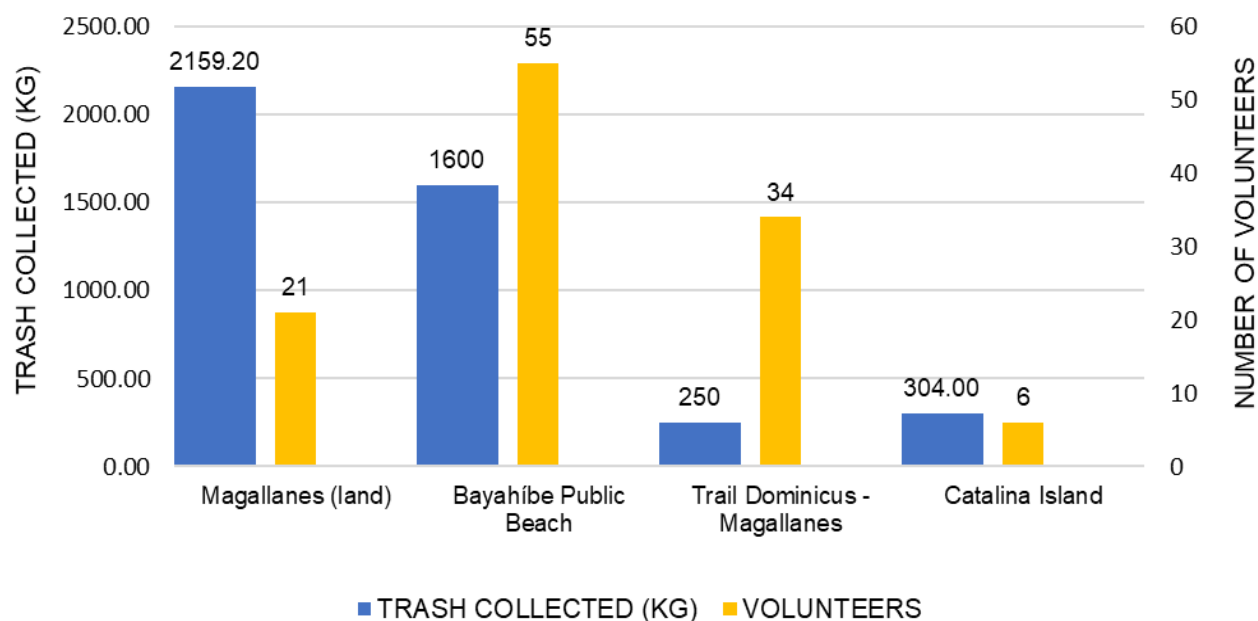




COASTAL CLEANUP EVENTS ORGANIZED BY DICF IN 2023

DATE	PLACE	TRASH COLLECTED (KG)	TOTAL VOLUNTEERS
21-Sept.	Magallanes	2159.20	21
4-Nov.	Bayahíbe Public Beach	1600	55
2-Dec.	Trail Dominicus - Magallanes	250	34
29-Dec.	Catalina Island	304	6

During the year 2023, DICF carried out 4 coastal cleanup activities, collecting a total of 4,313.20 kilos of garbage with the effort and collaboration of 116 volunteers.



Amount of garbage collected in coastal cleanup days during 2023. The bar graph presents the total amount of garbage collected in kg and the total number of volunteers for each cleanup site during the year.





COLLABORATIONS

Since its beginnings, DANA & IVAN CERNY FOUNDATION has demonstrated a strong willingness to actively collaborate with various foundations in the area. Through collaboration agreements, DICF seeks to join efforts to protect and restore coral reefs together with the entities currently working in the field of marine conservation.

FUNDACIÓN DOMINICANA DE ESTUDIOS MARINOS

Fundación Dominicana de Estudios Marinos (FUNDEMAR) has been dedicated to the conservation of the coral reefs and marine mammals in the Bayahibe area and all the Southeast region since 1991. Since the creation of DICF, both foundations have shown interest in supporting each other in their actions for the protection of the marine ecosystems.

Through the strategic collaboration with FUNDEMAR, DICF has actively participated in various events, such as coral spawning monitoring, transplantation of substrates of coral recruits, support in meetings and lectures, as well as logistic collaborations aimed at the conservation of marine ecosystems.

DICF has contributed significantly to five coral spawning monitoring campaigns coordinated by FUNDEMAR, allowing the team to stand out as an experienced partner in spawning monitoring techniques.



Coral spawning under the net in April 2023.



DICF & FUNDEMAR teams during the coral spawning event in April 2023.



DICF team transplanting recruits from the collected gametes during coral spawnings.

DICF also participated in three coral recruit transplantation events as part of FUNDEMAR's coral assisted sexual reproduction project.

After receiving training from FUNDEMAR technicians, the DICF team, in collaboration with FUNDEMAR technicians, carried out four days of transplants in the Underwater Park area. During this period, a total of 3000 substrates with recruits were placed in the reef, with the participation of 8 divers.

Discussions are currently underway to formalize collaborations with other entities dedicated to the protection of marine ecosystems in the southeast region.



Map of the coral restoration zone. Substrates with coral recruits were placed on the coral reef adjacent to the Underwater Park area. The Atlantic Princess shipwreck serves as a reference point for their location.



TOTAL OF CORAL
SPAWNING
EXCURSIONS
16

TOTAL OF
SUBSTRATES
TRANSPLANTED
3000



TECHNICIANS
IN PLACE
8

INVESTED HOURS
IN TRANSPLANTATION
OF SUBSTRATES
124H



CLUSTER TURISTICO DE LA ROMANA-BAYAHIBE

As a member of the Cluster Turístico de La Romana-Bayahíbe (CTRB), DANA & IVAN CERNY FOUNDATION has presented a funding proposal for the project of maritime signaling buoys of the Bayahíbe area for the year 2024 to the diving centers. This proposal is based on a financial collaboration between both parties, supervised by the Cluster.

According to the proposal, the diving centers would assume the costs of fuel and materials, while DICF would manage the logistics, and the CTRB would oversee the financial management. The proposal is currently being evaluated by the various stakeholders involved.





LOCAL TOURISM ASSOCIATIONS

As part of its ongoing commitment to training and enhancing maritime work experience, DICF technicians have participated in the organization of various maritime rescue activities, using its underwater lift bags. The investment in these lift bags is an integral part of supporting its main project: the creation of the Underwater Park.





EDUCATION

The educational component is essential to the mission of DANA & IVAN CERNY FOUNDATION. DICF recognizes the importance of carrying the message of marine conservation to all ages and through the different communication media such as the website, social networks, and face-to-face activities.

Since September, educational materials have been prepared to conduct workshops in schools in the area to raise awareness about solid waste management and its relevance for protection of the planet, including the oceans. The first workshops will take place in January at the Dominicus International Academy school.

As mentioned before, during the last four months, DICF has coordinated coastal and underwater cleanup days with groups of volunteers of different ages. Beyond contributing to the elimination of solid waste in the sites selected for the cleanups, they help to raise awareness about the impact of human actions. Through the workshops, participants can witness how waste, despite being left on the land, can end up in the sea. They also serve as a wake-up call to be more thoughtful about where we dispose of our waste and to reduce the consumption of disposable materials.





ADMINISTRATIVE MANAGEMENT

At the administrative level, DICF has successfully recruited a capable team committed to its objectives. DICF is up to date with all its tax and TSS (Social Security Treasury) obligations. It is constantly and rigorously managed to ensure the timely payment of all services and liabilities, both with suppliers and employees. This reflects the commitment to transparency and compliance with legal obligations, which allows DICF to maintain solid relationships with collaborators and ensure the proper functioning of operations.

Currently, the work team is composed of a total of 6 members:

DIRECTOR OF OPERATIONS AND TECHNICAL DIVER

His main responsibility is to oversee and optimize operational processes to ensure efficiency and productivity. In addition, he collaborates in the formulation of the business strategy and ensures that operations are aligned with long-term objectives. In addition, he is part of the team as a technical diver.



SCIENTIFIC COORDINATOR AND TECHNICAL DIVER

Her main responsibilities include organizing research projects, facilitating communication between scientific teams, and managing resources to ensure that objectives are met. In addition, she is part of the team as a technical diver.



RESPONSIBLE FOR MARKETING AND COMMUNICATIONS AND TECHNICAL DIVER

She is in charge of creating and managing the marketing strategy and communication of the DICF's initiatives, representing its brand, improving its visibility and sharing its vision. She manages social media, creating and executing engaging content on various digital platforms. She is also part of the team of technical divers.





ADMINISTRATIVE MANAGER

Her position plays a crucial role in overseeing and coordinating the administrative functions of DICF. Its main tasks include the efficient management of administrative resources, the planning and organization of daily tasks, and the supervision of processes such as accounting, invoicing, and document management.



BOAT CAPTAIN AND TECHNICIAN

The captain is responsible for ensuring the safety of the vessel and crew. Among his main functions is to plan and supervise the navigation routes, considering meteorological factors, currents, and other maritime conditions. In addition to these functions, he also assists in the manufacture of buoys.



CAPTAIN ASSISTANT AND TECHNICIAN

He plays a key role in the boat's navigational equipment and works closely with the captain to ensure safe and organized marine operations. Among his main functions, he oversees the maintenance of deck equipment and safety systems. In addition to these functions, he also assists in the manufacture of buoys.





INVESTMENT IN TOOLS AND EQUIPMENT

To ensure that the work team can carry out its responsibilities efficiently both inside and outside the office, DICF invested in tools and technological equipment.

For coastal cleanup activities, DICF invested in tools such as rakes, shovels, wheelbarrows, among others, in order to improve the productivity and effectiveness during the cleanups.

On the other hand, to optimize the logistics of the underwater cleanups and offer high quality services to the volunteers and the work team, it was necessary to acquire an adequate amount of diving equipment. In this sense, a strategic collaboration was established with the Bonassi brand. Currently, the team has the necessary diving equipment to serve a group of four technical staff members and five volunteers of different sizes.

This partnership with Bonassi has not only provided the essential equipment, but has also generated additional benefits, such as agreements for beach and seabed cleanup events, as well as a check for US \$450 dollars for the purchase of gifts for children in the snorkeling equipment catalog.

As part of this collaboration, Bonassi committed to providing training to the technical divers' team for the maintenance of the diving equipment.

DICF currently has all the necessary equipment and materials to support the cleanup activities scheduled for 2024.





ROISA VESSEL

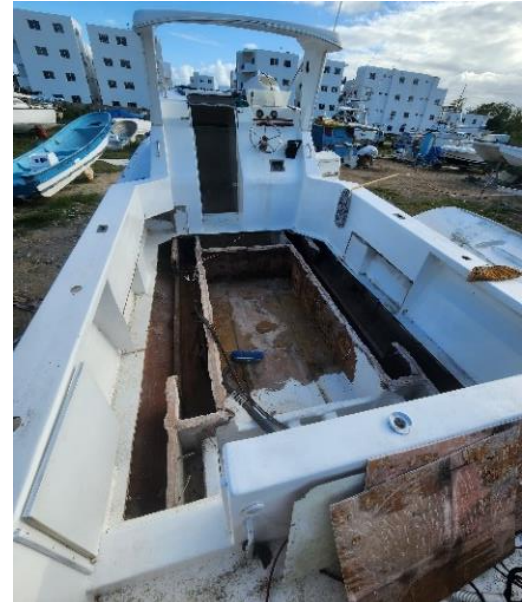
During the year, DICF acquired the vessel Roisa in order to provide the necessary support for the logistics of its maritime operations.

The vessel has undergone extensive renovation and modification to meet DICF's stringent operational requirements. In addition, new engines have been purchased to ensure optimum performance.

Today, the Roisa vessel is in optimal condition to adequately support the work in the maritime environment. The necessary maintenance has been carried out on the 2 Suzuki DF200 engines, thus ensuring the reliability and efficiency of the vessel in all operations.

The vessel's mooring point has been relocated to a dock leased to the company Caribe Ossi to improve safety and facilitate the loading of diving equipment and work tools on the vessel.

Furthermore, an integrated GPS system has been installed on the vessel to monitor its location and ensure its safety. This system includes real-time GPS location functions, geo fence, bilge pump monitoring, a critical water level alarm and an intrusion sensor. All this information is available through the professional application "Locmarine Pro".





DICF OPERATIONS CAR

As part of its investments to facilitate the logistics of DANA & IVAN CERNY FOUNDATION, a new JAC T8 PRO pickup truck was acquired. This pickup is assigned to the Director of Operations to support DICF's various missions. The pickup is constantly maintained and in optimal condition. A few detail refinements are planned for 2024.





MARKETING

- This year has been positive for the DICF brand. Marketing and communication efforts have made the brand more visible and known on social media, gaining strong presence and recognition.
- Online brand engagement has increased tremendously thanks to the growth of social media since the previous year.
- The cleanup events organized as a marketing campaign were well-received, as they not only raised awareness of the brand locally, but also managed to solidify its presence in the community, creating a positive image as a foundation dedicated to the welfare of the community.

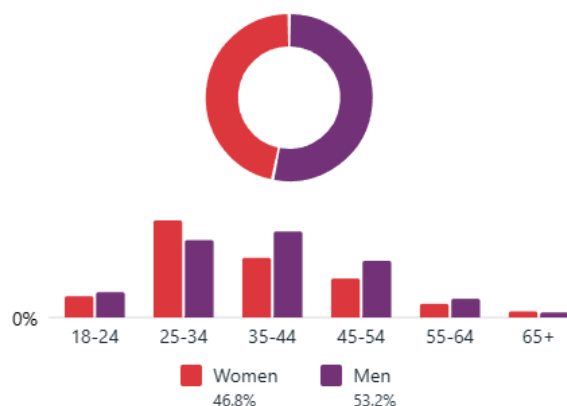
STRATEGY

Target public

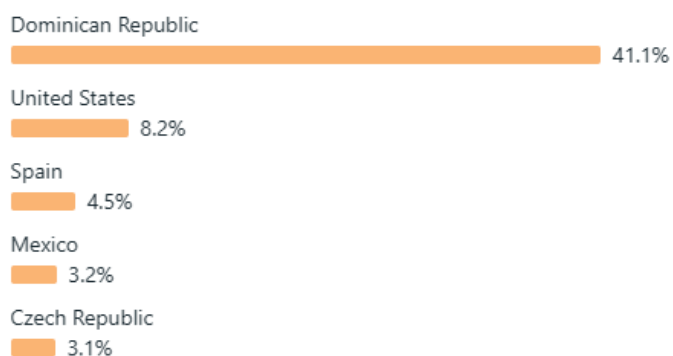
Considerable effort was invested in researching the target audience, identifying similar accounts that matched DICF's mission and encouraging them to follow DICF on social media to keep up to date with projects. This strategy has been highly successful and has resulted in a diverse follower base, divided mainly into two groups: the local community and like-minded individuals and foundations with international connections.

Audience on Instagram

Age & gender ⓘ



Top countries





Local Community

Focusing on the local community ensures that the work of DICF has a direct impact on those who will benefit most from a sustainable future: the people and businesses in and around Bayahibe whose livelihoods are linked to ocean conservation.

This close involvement establishes important local contacts that can be used to further projects of DICF. It also fosters a sense of collective responsibility and pride within the community, which contributes to the overall success of DICF's environmental initiatives.

In cultivating local community supporters, DICF's goals are to organize impactful events, enhance its visibility through the distribution of branded merchandise (t-shirts, water bottles, bags, etc.), actively engage and assist the community using the technical diving expertise and experience of the team. These strategies have been successful and have resulted in a dedicated supporter base that consistently participates in events and aligns with the mission.

International Followers

This year, DICF focused on reaching out to a diverse audience of international supporters, such as ecology enthusiasts, conservationists, marine biologists, scientists, other foundations and organizations, influential personalities in the conservation and political spheres, and divers. Social media efforts were also developed to cultivate interest in the Underwater Park project.

Due to the pending updates on the progress of the project, DICF is aware that communication about the project may not reach its full potential at this time. However, once the project advances, obtaining permits or beginning the sinking of structures, the plan is to intensify communication efforts to keep international supporters engaged and informed and to make the Underwater Park project the focal point of DICF's brand image.

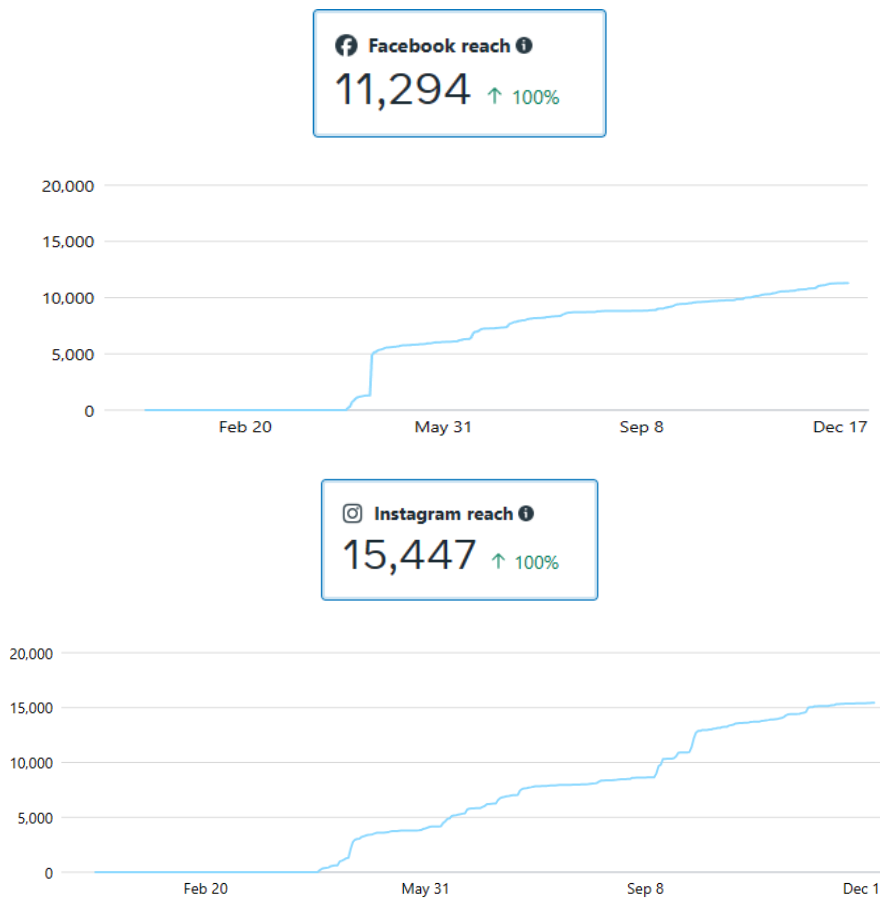


PERFORMANCE OF THE BRAND

Reach

The number of unique accounts that have seen or received the content of DICF on social networks, including ads, is shown in the graphs below. Content includes posts, stories, reels, videos, and live videos.

Results for this year: April 12, 2023 to December 21, 2023.



The reach of the accounts on social networks is experiencing a steady increase. It should be noted that this growth is attributed solely to organic content, without the use of ads, campaigns, or boosts. Achieving organic reach and expanding the follower base is more challenging, as fewer people are reaching the foundation's content naturally. However, this organic growth means a solid base of people who have actively discovered the account and decided to follow it.

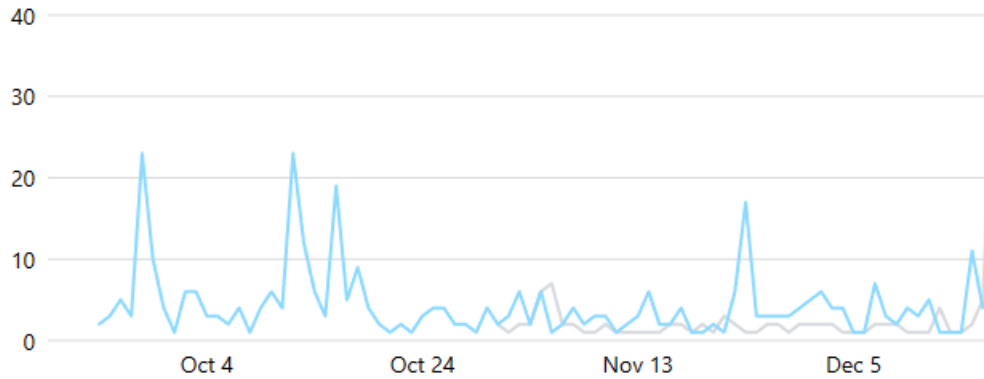
However, as the projects and the foundation continue to grow, the opportunity to further expand its reach arises. In this regard, the implementation of paid campaigns and ads for DICF's social media content should be explored. The goal of this strategic shift is to attract accounts that may not have found the content organically, broadening the impact and encouraging continued growth.



AUDIENCE

Follows ⓘ

364 ↑ 205.9%



Graph of growth of Instagram followers since October (first Cleanup Event)

As shown in the graph, the predominant presence on social networks is on Instagram, in line with its target audience. Since the creation of the Instagram account, it has experienced steady organic growth, with an average of 4 new followers per day. Notably, since April 2023, only one account has unfollowed the DICF social network on both Facebook and Instagram.

These figures reflect an organic and sustainable following: people connect with the page primarily through the cleanup events and the content generated from them. This gradual but steady growth cultivates a dedicated follower base.



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FOUNDATION**

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