

PRESS RELEASE - April 12, 2023, Berlin

THE SEARCH ENGINE GOOD JOINS THE WE THE REEF ALLIANCE

## GOOD supports Coral Gardener's campaign to plant one million corals by 2025

**Coral Gardeners is committed to the revitalization of coral reefs. Through awareness, reforestation and innovation, the young team inspires people around the world to get involved in saving the reefs. Searches made on GOOD provide incidental support to coral rescuers in Moorea, French Polynesia.**

Since March, the search engine GOOD has been an official member of the "We The Reef" movement and supports the Coral Gardeners project. Thanks to the income generated by the search engine in the month of March, the project was supported with around 2000 Euro. Coral Gardeners and its worldwide community are committed to the regeneration of coral reefs in the Pacific. GOOD's donations will be used to further Coral Gardeners' work by planting new corals as well as supporting research work in their own laboratories. In addition to the financial contribution, the support is intended to raise even more awareness to inspire additional people to care about the Pacific's unique coral reefs and inform how to save them.

### **Perfect Match: Entrepreneurial spirit convinces for support**

The team of Coral Gardeners is doing groundbreaking work and shows extreme entrepreneurial spirit. They inspire people worldwide with their vision. GOOD selects projects by evaluating them in four different categories: People, Planet, Gamechanger and Win-Win. Coral Gardeners meets all of these categories above average. Among other things, the young entrepreneurs are strongly committed to the creation of a large global community, develop new, innovative techniques and measures and make an important contribution to several of the 17 Sustainable Development Goals (such as Goal 14 "Life below Water", Goal 13 "Climate Action" or Goal 12 "Responsible Consumption and Production", among others).

### **The idea of a small group of friends on an island**

Coral Gardeners started in 2017 in Moorea, the sister island of Tahiti, in French Polynesia. Back then, it all started with a small group of friends who wanted to revive and protect coral reefs locally. "Coral Gardeners is my childhood dream, one of an island kid who believed that changing the world could start by fixing a broken piece of coral.", Titouan Bernicot, Founder & CEO of Coral Gardeners. Today, they have grown into an international collective consisting of many advocates, scientists, engineers and creatives. They all share the same goal: to revolutionize ocean conservation and drive a global movement to save coral reefs. With their work they pursue 3 main goals and have already achieved a lot: The heart of the work is REEF RESTORATION, the revitalization of coral reefs. To do this, they use advanced methods to grow and plant resilient corals. To date, they have planted 30,980 corals. Coral Gardeners also relies heavily on INNOVATION. In their own laboratories, they develop innovative techniques and tools to analyze changes in the reefs.

The third goal is EDUCATION. With their strong visual storytelling and public outreach, the team has been able to reach over 200 million people through collaborations, workshops, and various media outlets.

## **No goals is too big**

Through the "We the Reef" initiative, companies can directly support Coral Gardeners' mission and, in particular, its 2025 goals with a percentage of their profits. By 2025, the Moorea group plans to plant more than 1 million corals and open at least 20 new stations worldwide. They want to reach 1 billion people with their vision and are working in parallel on other actions and tools to scale their plan.

The goals are definitely ambitious, but together they are achievable! This is exactly what the GOOD team is excited about and wants to support: young teams and entrepreneurs working on solutions for a better world and who are not afraid to think big about their visions.

## **About GOOD - The search engine for a better world**

GOOD is a search engine that supports a project every month with its revenue. The selected projects contribute to the 17 UN Sustainable Development Goals (SDGs) with an innovative solution. GOOD's vision: A world in which as many people as possible initiate positive change - in a straightforward way, at no extra costs and accessible for all.

## **PRESS INFOS**

### **Website**

[www.good-search.org](http://www.good-search.org)

### **Pictures / Press-Kit**

[good-search.org/about/en/press](http://good-search.org/about/en/press)

### **About GOOD**

GOOD is the search engine for a better world: 100% non-profit, privacy-friendly and CO2-neutral. GOOD is operated by Good Search UG, a B Corp certified non-profit social enterprise that works to the highest social and environmental standards. The non-profit foundation Good Impact holds 100% of the company shares. The search engine's revenues are used to support projects that develop solutions to achieve the 17 UN Sustainable Development Goals (SDGs). The SDG's are directly relevant for a future worth living on our planet.

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