

# SUSTAINABLE REPORT

## 2025

Eco Guide Cafe

Miyakojima Okinawa Japan





# About GSTC

GSTC stands for the "Global Sustainable Tourism Council," an international non-profit organization dedicated to promoting sustainable tourism. Established with support from the United Nations Environment Programme (UNEP) and UN Tourism, it develops and manages the international global standards for sustainability in the tourism industry.

# About UCSL

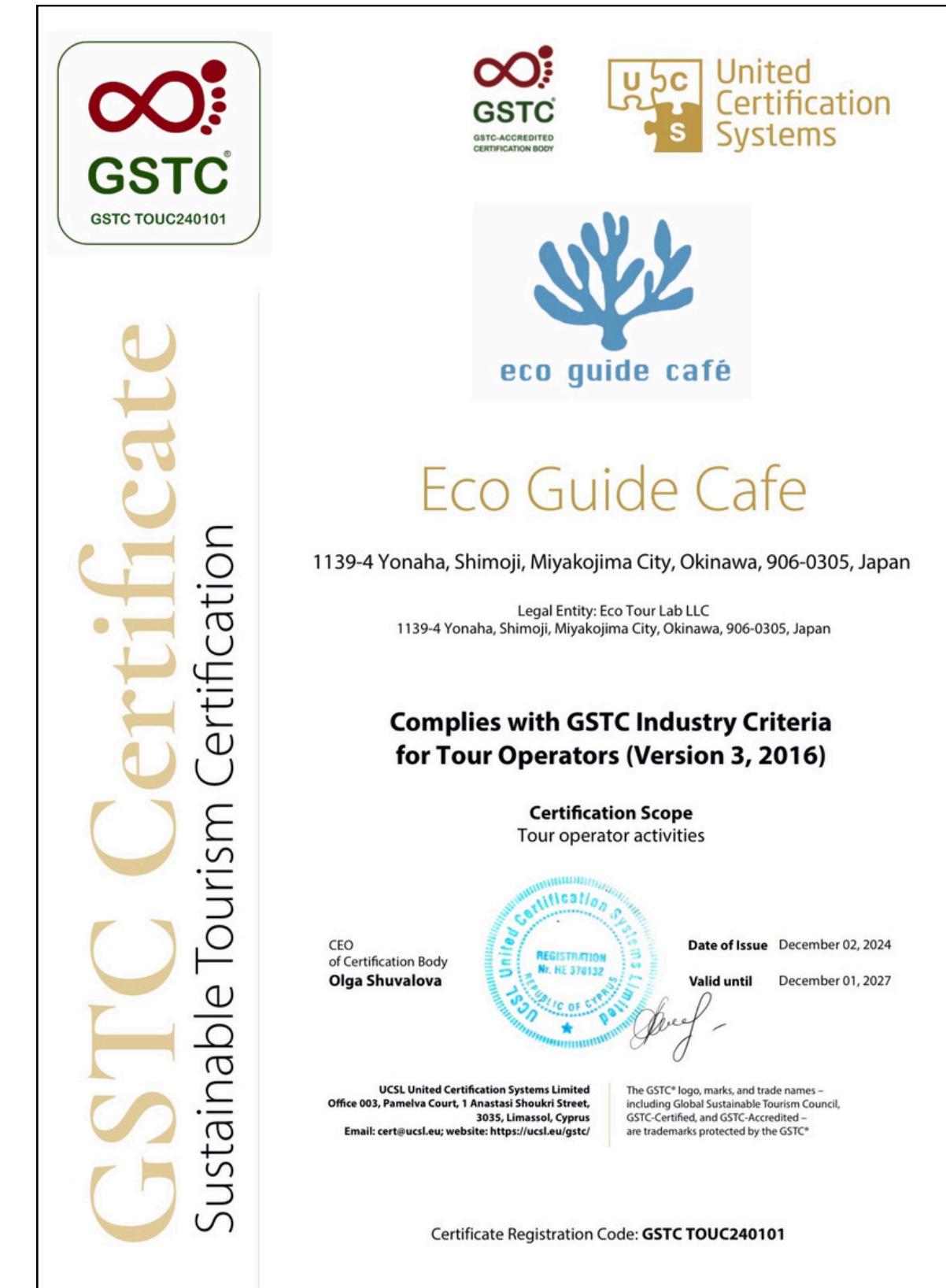
There are a couple of small inaccuracies in the description of UCSL. I would kindly ask you to replace the current wording with the following text:

"UCSL refers to 'United Certification Systems Limited,' an independent third-party certification body operating worldwide. Major Japanese and global luxury hotel groups such as Mandarin Oriental have obtained certification through UCSL. As one of the few bodies directly accredited by GSTC, the certifications it issues hold high international value.

# About EcoGuideCafe

Our goal is to create tourism in Okinawa where the environment becomes more beautiful as more tourists visit. We practice sustainable tourism at an exceptionally high level, balancing environmental protection with tourism activities. Founded in 1985, we are one of Japan's leading diving and marine leisure shops with a 40-year accident-free record.

Winner of the Biodiversity Action Award (Minister of the Environment Award), Ecotourism Award (Special Prize) hosted by the Ministry of the Environment, and Official Supporter of the International Year of the Reef...





## Domestic Tourists

Promoting "No-Touch Coral," we offer snorkeling and clear kayaking with minimal environmental impact. We conduct tours at Miyakojima's scenic spots like "17END," where guests experience natural beauty while learning techniques to avoid damaging coral.



## 03. Inbound Tourists

Providing world-class sustainable experiences compliant with GSTC criteria. With English-language support, we are supported by conscious travelers from regions like Europe, North America, and Australia as a destination to experience Japan's advanced ecotourism.

Collaboration with the City: "Miyakojima becomes more beautiful as more tourists visit"



## 02. Educational Travel

We conduct fieldwork for students of the next generation to explain the importance of marine ecosystems. Beyond mere leisure, we provide inquiry-based programs where students experience "what a sustainable society is" through coral protection and SDGs perspectives.

# EcoGuideCafe

Collaboration with the City: "Miyakojima becomes more beautiful as more tourists visit"

This philosophy advocated by Eco Guide Cafe signifies a shift from "consumptive" tourism that destroys the environment to "regenerative" tourism that restores it.



Collaboration & Initiatives with Miyakojima City

- Participation in the "Miyakojima City SDGs Promotion Platform": Leading the formulation of coral reef conservation guidelines in cooperation with the city. The shop's activities serve as a model case for the city's environmental conservation measures to connect to a "future 1,000 years from now".



## 01 Vision and Journey

Eco Guide Cafe established a unique teaching method of "Never breaking coral" to protect Miyakojima's rare marine resources. For over 20 years, we have pursued ecotourism that transforms tourists from mere consumers into "protectors" of the sea. This journey pioneered sustainable tourism in Japan's marine leisure industry, leading to the acquisition of the global GSTC certification.

## 02 Sustainable Management Report

In fiscal 2025, we achieved the following results based on our Sustainable Management System (SMS):

- Reduction of Environmental Impact: Through tour operations compliant with GSTC criteria, we contributed to maintaining and improving coral coverage around Kyaffa beach.
- Giving Back to the Local Community: Contributed to the local economy and awareness through active use of local products and environmental awareness events for residents.
- Maintaining Certification: Cleared strict audits by international certification bodies to maintain world-class service quality.



## 03 Sustainable Management Roadmap

In 2026, we will promote the following roadmap to evolve Miyakojima into an island that "becomes more beautiful the more people visit":

- Deepening Regenerative Tourism: Further strengthen mechanisms where tour participants directly contribute to coral conservation, maximizing the positive impact of tourism.
- Introduction of Digital SMS: Visualize environmental data and social contributions to provide high-transparency sustainability reports in real-time.
- Expansion of International Collaboration: Deepen ties with GSTC-accredited bodies and top global eco-tour organizations to share the Miyakojima model with the world.

# MIYAKO .Is OKINAWA JAPAN

Miyakojima is located approximately 300 km southwest of the main island of Okinawa and can be reached in just under three hours by air from Haneda Airport. It is a flat island formed by uplifted coral reefs. Due to the absence of rivers, no sediment flows into the ocean, resulting in world-class water clarity often referred to as "Miyako Blue."





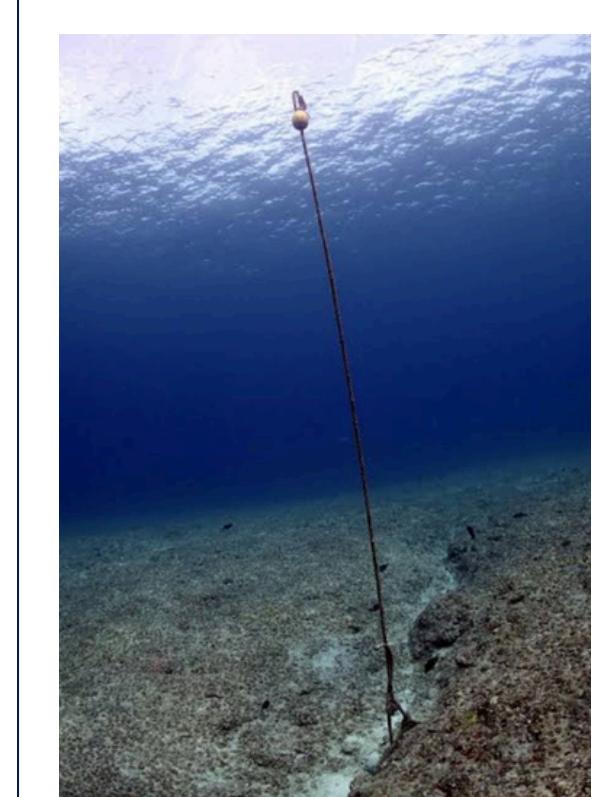
1985-2008 Yasushi Izawa



1985

### Founding (40 Years Accident-Free)

We have maintained a high safety standard of "40 years without accidents" since our founding in 1985. As professionals entrusted with participants' lives and Miyakojima's nature, we have built trusted ecotourism through thorough operation management and safety education.



1998

### 1998 No-Anchor Buoys

To prevent physical destruction of coral by anchors, we installed "No-Anchor Buoys" in 1998. This initiative is the origin of our current regenerative business model, coexisting with nature by protecting rather than consuming it.



2001

### 2001 International Year of Ecotourism

Hosted an excursion in Miyakojima, Okinawa, for the UN-designated International Year of Ecotourism. In the organizer's declaration, we announced the start of practical verification for "Miyakojima becoming more beautiful as more tourists visit". For the quarter-century since, we have promoted sustainable tourism in Okinawa.



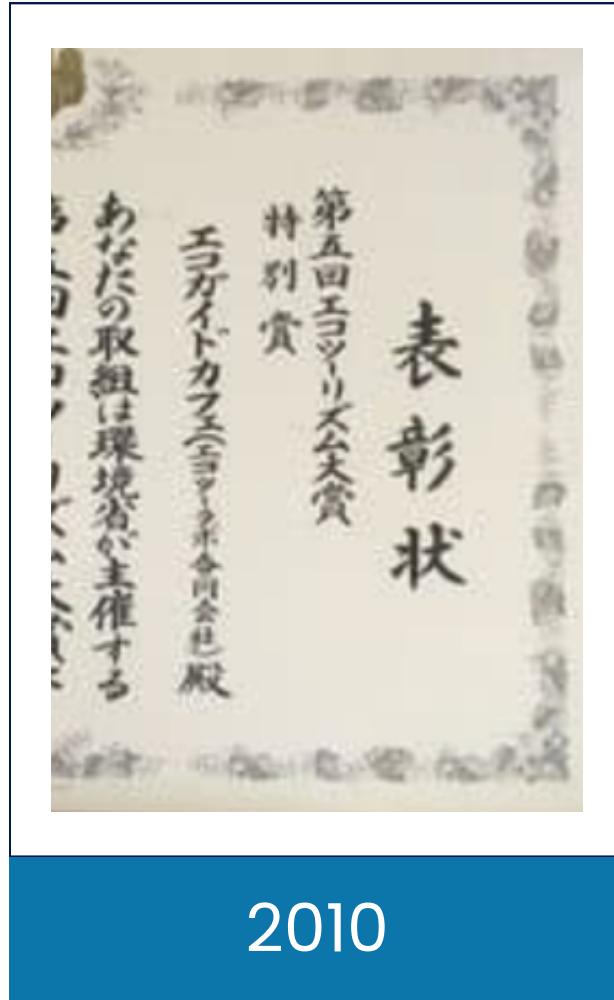
2007

### 2007 Japanese Coral Reef Society

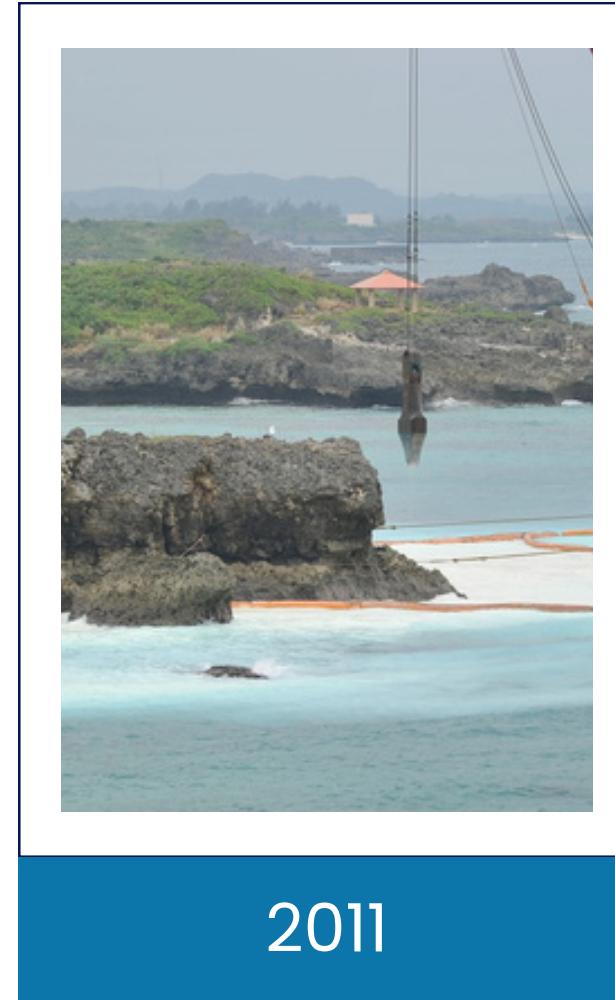
Joined the Japanese Coral Reef Society to practice conservation based on scientific evidence. We reflected academic knowledge in our guiding, leading to the establishment of the "No-Touch Coral" teaching method. Additionally, we publicized measures against crown-of-thorns starfish and coral bleaching through oral presentations at national conferences.



## 2008-2026 Eco Guide Cafe

2010  
Ecotourism Award

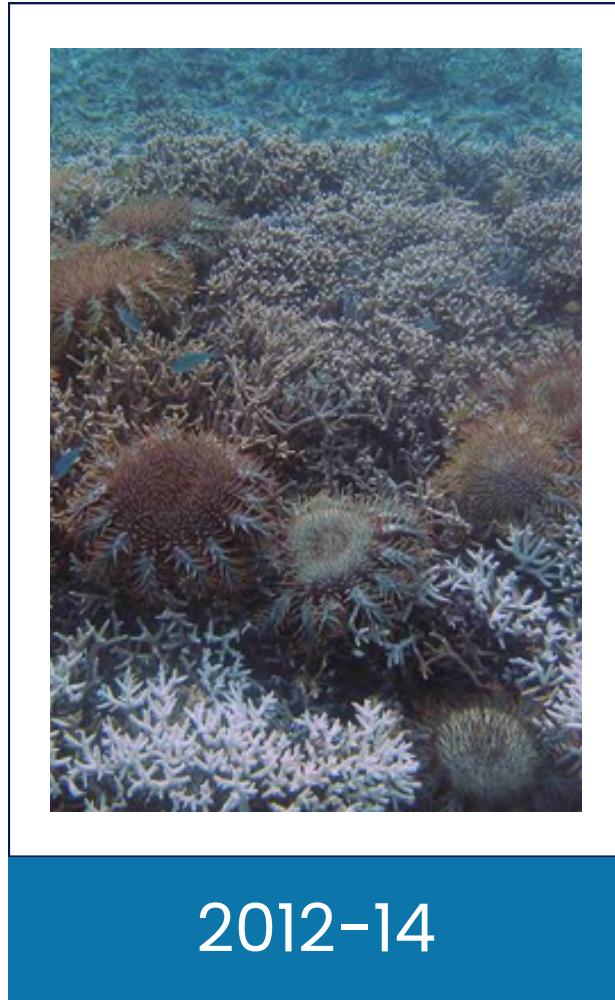
Won the Special Prize at the Ecotourism Awards hosted by the Ministry of the Environment. Our pioneering business model balancing environmental protection and tourism—including "No-Touch Coral" awareness, carbon offsetting, and biofuel buses—was highly evaluated.



2011

## Environmental Dispute Coordination Commission

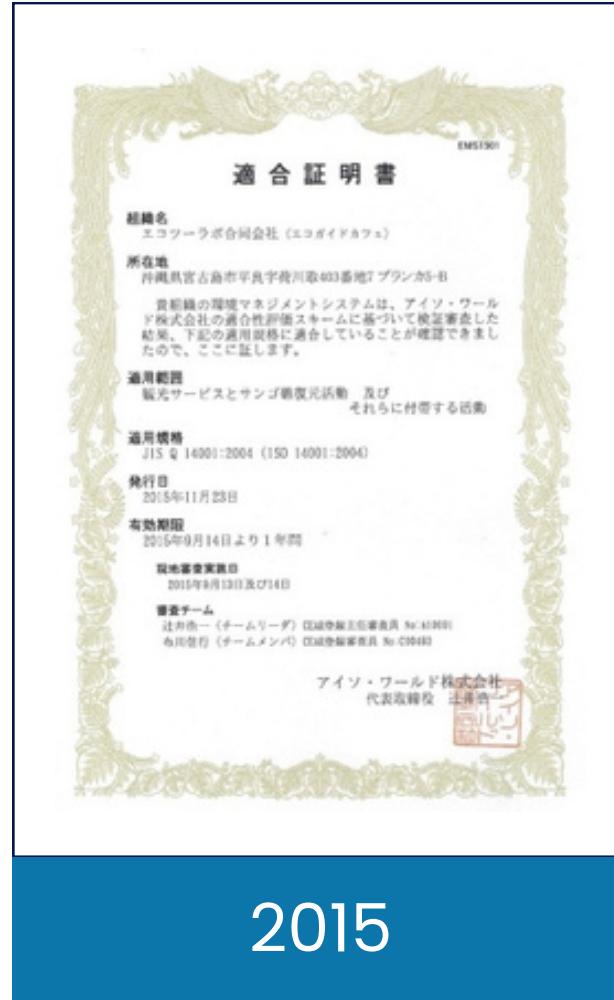
Applied for mediation with the Okinawa Prefecture Pollution Examination Board and a cause determination with the Government's Environmental Dispute Coordination Commission regarding coral pollution from the Miyakojima Undersea Park construction. Consequently, Miyakojima City admitted to coral death caused by construction and settled. As a condition of settlement, a professional committee for coral restoration was established.



2012-14

## Crown-of-Thorns Starfish Culling

In response to an outbreak of coral-eating crown-of-thorns starfish, we actively conducted culling as a conservation activity. We captured 35,000 individuals annually, contributing to the protection of a 1km stretch of coral reef. These activities aim to pass Miyakojima's rich seas to the next generation.

2015  
ISO14001

Obtained and operated "ISO14001," the international standard for environmental management systems. By working to reduce environmental impact across the organization and establishing a continuous improvement cycle, we evolved into a unique form of ecotourism.



## 2008-2026 Eco Guide Cafe



2018

## International Year of the Reef

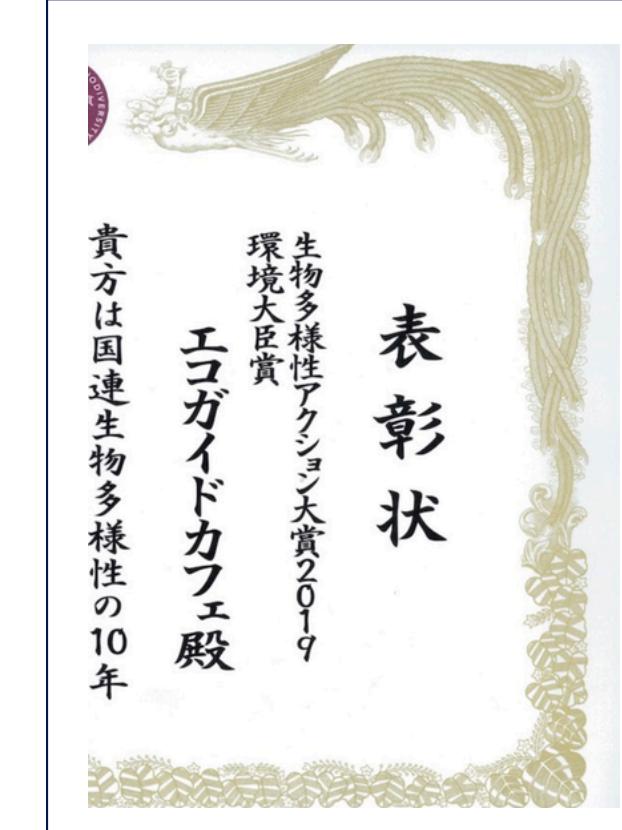
Appointed by the Minister of the Environment as an official supporter company for the "International Year of the Reef 2018," we communicated the importance of coral reef conservation domestically and abroad. We promoted ecotourism where each tourist becomes a protagonist in environmental protection, receiving a letter of appreciation from the Minister of the Environment for the results.



2018

## JSAI Annual Conference

Proposed coral reef conservation activities utilizing AI technology at the Japanese Society for Artificial Intelligence (JSOI). By fusing tourism with scientific data analysis rather than relying on rules of thumb, we demonstrated new innovations and sustainable management for protecting coral reefs, receiving high praise.



2019

## Biodiversity Action Award

Received the "Biodiversity Action Award (Minister of the Environment Award)" in recognition of significant contributions to biodiversity protection. Our tourism model utilizing "No-Touch Coral" as an inbound overtourism measure in collaboration with Miyakojima City was highly evaluated.



2020

## Miyakojima City Silver Star Certification

Certified as a "Silver Star" company by Miyakojima City for practicing and promoting the Eco-Island Declaration. We contributed to enhancing the local tourism brand and were recognized as a model for the city's sustainable tourism destination development.



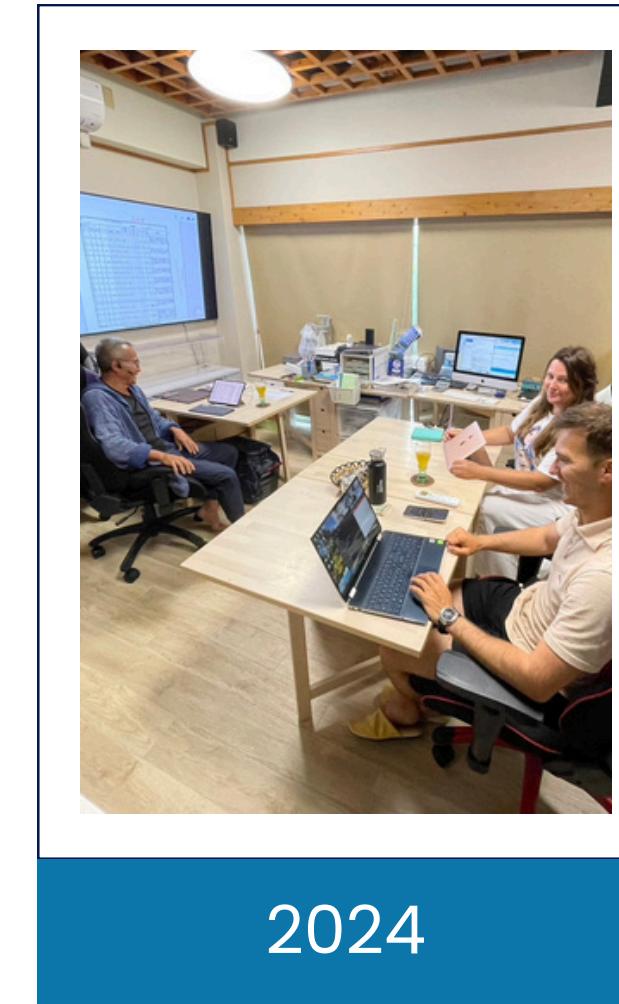
## 2008-2026 Eco Guide Cafe



2022~2024

## GCN

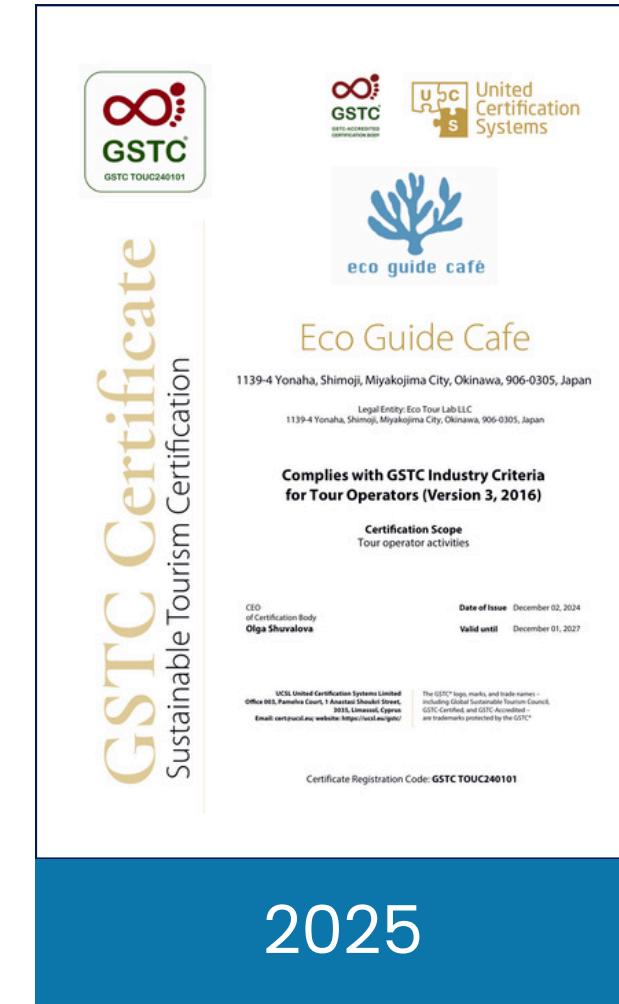
Collaborated with "GCN," an international network promoting sustainable tourism. By incorporating advanced cases from around the world into Miyakojima, we evolved our international-standard ecotourism management system to be even stronger, increasing value while protecting local resources.



2024

## GSTC Certification

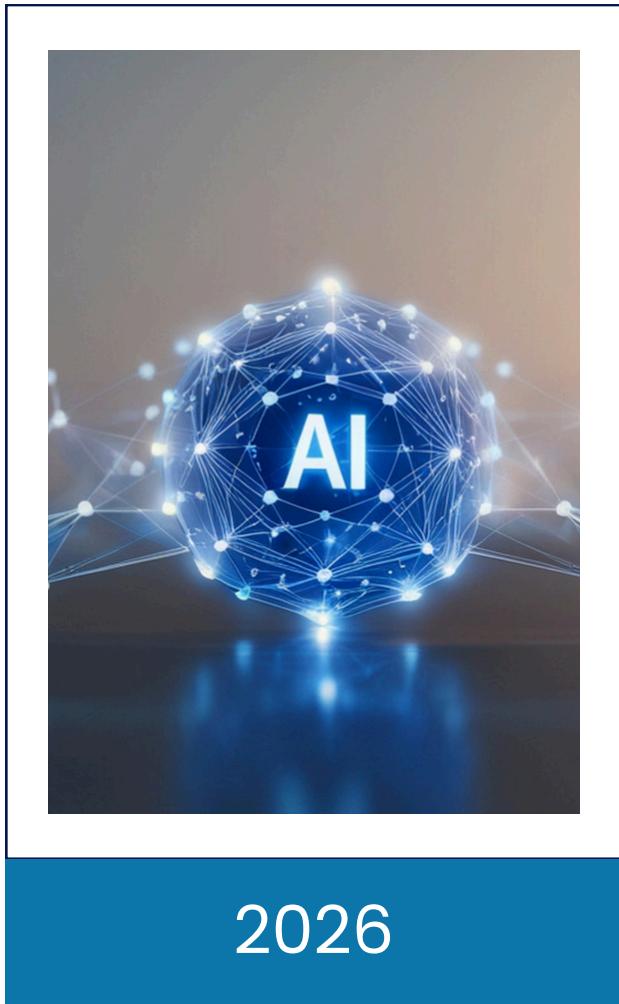
Obtained certification from the "GSTC," the world's highest standard for sustainable tourism. Recognized for meeting international standards in four aspects—environmental, social, economic, and cultural—we began providing true sustainable experiences from Miyakojima to the world.



2025

## GSTC Certification (Renewal)

Renewed our GSTC certification following a strict annual audit. Through the operation of our continuous improvement process (SMS), we demonstrated coral reef conservation and the maintenance/improvement of tourism quality. Established our position as a sustainable tourism operator trusted worldwide.



2026

## JSAI Annual Conference

Applied for an oral presentation at the Japanese Society for Artificial Intelligence regarding AI design principles that ensure accountability while maintaining computational capability. Preparations are underway for the national conference in Gunma Prefecture in June 2026. The decision on paper acceptance is scheduled for mid-March.



# 02 SMS Reports2025

## D2 Reducing Pollution

Aiming for zero waste in tour operations, we enforce plastic reduction and the use of eco-friendly detergents. We continue pollution prevention management to "leave nothing" in Miyakojima's seas, such as recommending sunscreens free of ingredients harmful to coral.

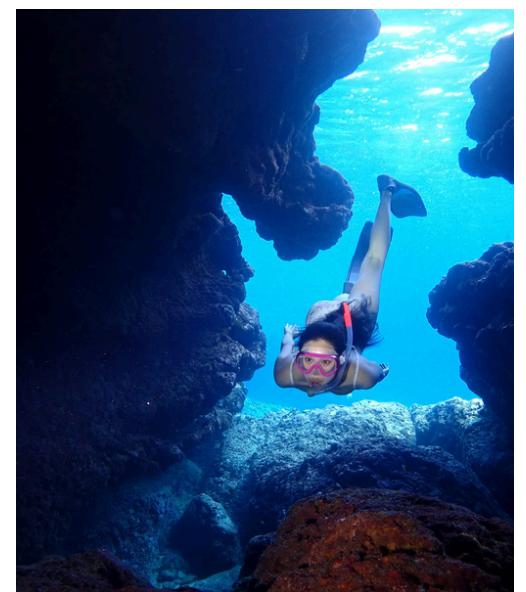
## D3 Conserving Biodiversity, Ecosystems, and Landscapes

Through "No-Touch Coral" instruction, we avoid physical contact with coral reefs. Based on scientific monitoring, we protect habitats of rare marine life and Miyakojima's unique, beautiful landscapes, practicing regenerative tourism that enhances ecosystem resilience.

## Maximizing Social and Economic Benefits to the Local

Community, Minimizing Negative Impacts

Prioritizing local hiring and the use of regional products to return tourism revenue to the community. We strive to prevent overtourism and protect residents' quality of life, building a sustainable economic cycle model where the region becomes wealthier as more tourists visit.





# 02 SMS Report 2025

## GOAL

### D2.1 Greenhouse Gas Emissions

Emissions of high-impact greenhouse gases are identified and measured across all activities under the entity's control. Measures are implemented to avoid or minimize emissions, with the ultimate goal of offsetting all remaining emissions.

### D2.2 Transport

The entity actively encourages users, employees, and suppliers to reduce the use of transport and to adopt cleaner, more efficient alternatives within its operations.

### D2.3 Wastewater

Wastewater, including greywater, is treated appropriately to ensure no negative impact on local residents or the environment, followed by reuse or safe discharge.

### D2.4 Waste

Systems are established to measure and reduce waste, including food waste. For unavoidable waste, reuse or recycling mechanisms are implemented, ensuring final disposal does not harm local residents or the environment.

## Target

### Electricity Consumption

Reduce electricity usage by practicing energy-saving measures at the office and dormitory.

### Fuel Consumption

Reduce fuel consumption by replacing standard transport vans with light-duty (kei) vans.

### Wastewater / Water Usage

Conserve water by utilizing tubs for washing diving equipment.

### Waste

Reduce food waste and combustible waste at both the office and dormitory.

## KPI

### +9% year-on-year.

Increased from 7,735 kWh (previous year) to 8,426 kWh (current year). This year's CO<sub>2</sub> emissions: 5,022\text{kg }CO\_2e.

### -16% year-on-year.

year-on-year. Reduced from 5,645 L (previous year) to 4,751 L (current year). This year's CO<sub>2</sub> emissions: 11,022\text{kg }CO\_2e.

### +10% year-on-year.

Increased from 445 L (previous year) to 491 L (current year).

### +5% year-on-year.

year-on-year. Increased from 168 L (previous year) to 176 L (current year).



# GOAL

# Target

# KPI

## D3.1 Conservation of Biodiversity

The entity actively supports infrastructure and community development initiatives, including programs in education, training, health, sanitation, and climate change action.

## Visitor Instruction

At Kayaffa Beach, Shimojijima, awareness of "No-Touch Coral" manners and management instruction are provided to all visitors.

## Number of People Reached

"No-Touch Coral" manner signs were installed to inform all visitors, and instruction was provided to those who did not comply. Number of visitors to Kayaffa: Approximately 40,000.

## D3.3 Visiting Natural Areas

The organization follows appropriate guidelines for management and visitor attraction to minimize the negative impact of visits to natural areas and maximize visitor satisfaction.

## One-on-One Instruction

Strict adherence to "No-Touch Coral" during snorkeling. During introductory diving, a one-on-one guide ensures the "No-Touch Coral" rule is strictly followed.

## Instruction Rate

100%

## D3.4 Interaction with Wildlife

When interacting with wildlife, the organization avoids interference to prevent negative impacts, acts responsibly, and takes cumulative impacts into account to ensure no adverse effects on the viability of species or population behavior.

## No-Touch Operation

Strict adherence to "No-Touch Sea Turtle" guidelines during snorkeling and skin diving, while providing education on sea turtle ecology.

## Achievement Rate

Coral Reefs: 95%  
\* Sea Turtles: 100%

## D3.6 Harvesting and Trade of Wild Species

Wild species are not harvested, consumed, displayed, sold, or traded, except for specific regulated activities where operations are guaranteed to be sustainable under domestic and international law.

Target

## Coral Aquaculture

Obtained coral collection permits from Okinawa Prefecture to conduct coral aquaculture (utilizing natural sea surfaces) and cultivate coral regeneration resources.

## Growth Status

While bleaching progressed in 2024, the farmed coral shows an overall recovery trend in 2025.



# GOAL

## B1. Community Support

The organization supports and contributes to the conservation of biodiversity, including the proper management of its own sites and facilities. Particular attention is paid to natural protected areas and areas of high biodiversity value. Any impact on natural ecosystems is minimized, and restoration or compensatory measures contribute to conservation management.

## B3 Local Procurement

In its procurement of services and goods, the entity prioritizes local and fair-trade suppliers, provided they meet quality standards.

## B4 Local Business Development

The entity supports local small-to-medium enterprises in developing and providing sustainable products and services rooted in the region's nature, history, and culture.

## B6 Equal Opportunity

The entity provides equal employment opportunities, including management positions, without discrimination based on gender, race, religion, or disability.

# Target

## Educational Support

Serves as a part-time lecturer at Takarazuka University of Medical Care (Miyakojima Campus) and conducts guest lessons at local junior high schools. Provides preparatory lectures on Okinawan ecotourism for schools nationwide.

## Local Procurement

Purchase all locally available items from regional sources, including diving equipment procured through local business operators.

## Irabu Fisheries Cooperative

Contribute to management guidance and the planning, development, and sales expansion of fisheries-based tourism projects as a Representative

## Multinational Employment

Actively hire a diverse, multinational workforce for the past decade to support inbound international guests.

# KPI

## Number of Schools & Lessons

- 1 University (28 periods)
- 8 High Schools (16 periods)
- 1 Junior High School (1 period)

## Procurement Rate

100%

## Support Hours

Coral Reefs: 95%  
\* Sea Turtles: 100%

## International Staff

6 members (1 from UK, 1 from France, 1 from Taiwan, 1 from USA, 2 from Australia).



# 03 SMS RoadMap 2026

## Marine Life Protection

In fiscal 2026, we will further deepen our coral conservation activities and introduce real-time marine ecosystem monitoring using AI technology. We will implement specific measures to enhance coral resilience under climate change based on scientific data. We will expand participatory conservation programs where tourists can directly contribute to marine life protection through tours.

## Minimizing Environmental Impact

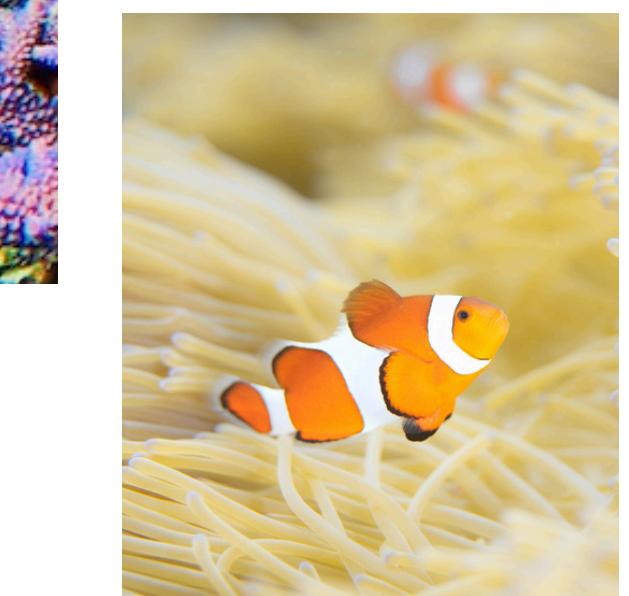
We aim to achieve carbon neutrality for all business activities by raising the standards of our Sustainable Management System (SMS) by one level. We will promote the electrification of transportation, ensure plastic-free operations across the entire supply chain, and build a completely circular recycling system for waste.

## Environmental Education

We will enhance our "inquiry-based ecotourism" designed for both the next generation of children and global travelers. Moving beyond mere nature observation, we provide a platform for learning about the ideal state of a sustainable society, underpinned by GSTC international standards. Our goal is to develop high-quality educational content ensuring that the experiences in Miyakojima inspire a profound transformation in participants' environmental awareness within their daily lives.

## Community Support

To accelerate the mechanism where "the more tourists arrive, the richer the region becomes," we will further strengthen our collaboration with local businesses and the administration. We promote support for the succession of traditional culture and the branding of local products. By building a system that allocates tourism revenue to solving local social issues, we contribute to realizing a true "Sustainable Island" where residents and tourists create the future of Miyakojima together.





01

## Coral Reefs

Enforcing strict "No-Touch Coral" instruction. By completely eliminating physical contact, we prevent coral bleaching and destruction, practicing regenerative tourism where the sea remains healthy as more tourists visit.



02

## Sea Turtles

To protect nesting and feeding environments, we strive to maintain appropriate observation distances and conserve habitats. We have established sustainable watching rules.



03

## Tropical Fish

Strictly enforcing the prohibition of feeding and preventing water pollution. We continue activities to maintain the original natural state where diverse species coexist and pass these rich seas to the next generation.

# Marine Life Protection

In fiscal 2026, we will further deepen our coral conservation efforts by introducing real-time marine ecosystem monitoring powered by AI technology. Based on scientific data, we will implement specific measures to enhance coral resilience under the pressures of climate change. We are also expanding participatory conservation programs that allow tourists to contribute directly to the protection of marine life through our tours.





## 01 Mobility

To reduce greenhouse gases, we are considering the introduction of fuel-efficient vehicles, efficient operation routes, and the utilization of electric mobility.



## 02 Energy

Thoroughly improving the efficiency of energy consumption. We are strengthening the transition to renewable energy and power-saving measures, targeting a 5% reduction year-on-year.

## 03 Waste and Wastewater

Thoroughly reducing plastic and saving water during gear cleaning. We pursue circular business operations that do not pollute Miyakojima's seas.

# Minimizing Environmental Impact

We will elevate our Sustainable Management System (SMS) standards to achieve carbon neutrality across all business operations. Our initiatives include accelerating the electrification of transportation, ensuring plastic-free practices throughout the entire supply chain, and establishing a fully circular recycling system for waste. We strive for operations that minimize our environmental footprint on Miyakojima, moving as close to zero impact as possible.





## 01 School Education

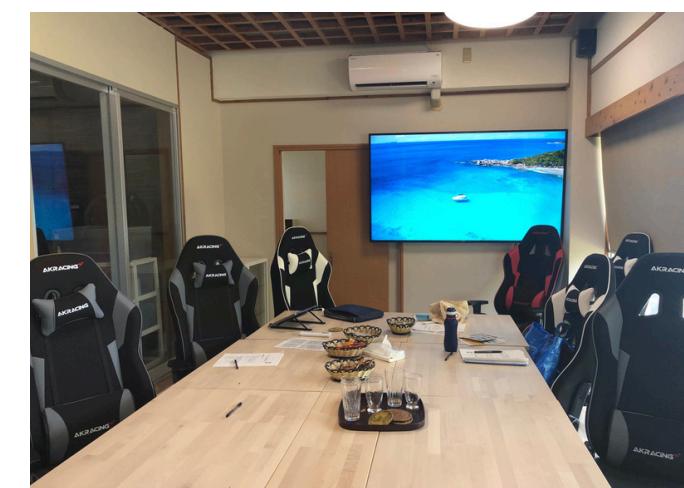
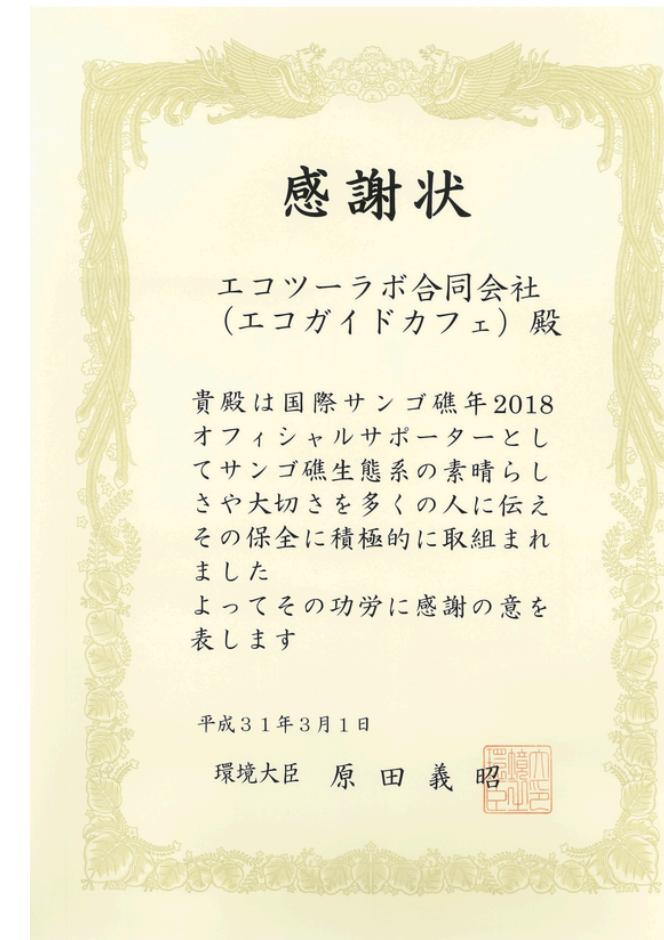
Providing inquiry-based education for students of the next generation to consider a sustainable society from an SDGs perspective through fieldwork learning about coral reef ecology and conservation techniques.

## 02 Citizen Education

Promoting mechanisms where each resident becomes a protagonist in conservation by reaffirming the value of the sea through workshops and cleaning activities with the local community.

## 03 Global Standard Education

Sharing expertise compliant with GSTC criteria with the world. Spreading the "No-Touch Coral" philosophy and advocating for the coexistence of global marine protection and sustainable tourism.



# Environmental Education

We are expanding "inquiry-based ecotourism" for children and global travelers to go beyond observation and address the essence of sustainability based on GSTC standards. Through high-quality educational content, we aim to ensure that experiences in Miyakojima trigger a meaningful shift in environmental awareness that participants carry back into their daily lives.





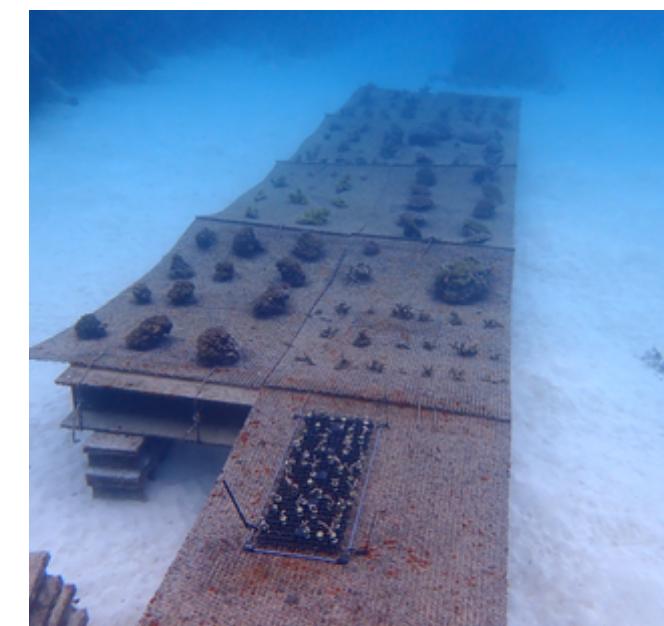
## 01 Fishermen

Collaborating with local fishermen to build a symbiotic model where coral reef recovery leads to protecting rich fishing grounds, supporting local primary industry.



## 02 Tourism Operators

Exercising leadership to raise the overall tourism quality of the region through the spread of GSTC standards, ensuring Miyakojima is chosen by the world as a sustainable destination.



## 03 Future Technology

Utilizing AI and digital technology to streamline and visualize conservation activities. Giving back cutting-edge technology to the region to provide scientific backing to traditional nature protection.

# Community Support

To accelerate the mechanism where "the more tourists arrive, the richer the region becomes," we will further strengthen our collaboration with local businesses and the administration. We promote support for the succession of traditional culture and the branding of local products. By building a system that allocates tourism revenue to solving local social issues, we contribute to realizing a true "Sustainable Island" where residents and tourists create the future of Miyakojima together.



# THANK YOU.

See You in Miyakojima

