SHEBA HOPE REEF
The Start of the World's Largest Coral Restoration Program

WHY CORAL REEFS?
Over 500 million people rely on coral reefs, they provide us with:
- Food
- Coastal Protection
- Income
- Sources of Medicine
- Biodiversity

But scientists estimate that if we do nothing, 90% of the world's tropical reefs will be gone by 2043.

Threatening 25% of the world's marine life.

CAUSES OF CORAL REEF DESTRUCTION
- Coastal Development
- Pollution
- Destructive Fishing Practices
- Climate Change

WHAT IS THE SHEBA® BRAND DOING?
Protecting coral today, means more fish tomorrow—ensuring a future for biodiversity that supports ocean health.

SHEBA® has begun work on the world's largest coral restoration program to restore coral reefs, measuring more than 188,500 square meters by 2029.

The first step, SHEBA® has unveiled the results from the first part of the program, Hope Reef, to create a global movement to inspire the world to restore our coral reefs.

So far coral cover has increased from 5 to 55%, fish abundance has increased and we have seen the return of species such as sharks and turtles.

HOW IS THE SHEBA® BRAND RESTORING CORAL REEFS?
Hope Reef uses Reef Stars, joined together on which coral is attached—they're the result of decades of research, development, and experimentation.

1. Reef stars are constructed from steel and cemented in coral sand by the local community.
2. Small pieces of living coral, sustainably collected, are attached onto each bar of the star.
3. Reef stars are then lowered onto the seabed by a team of local divers and joined together.
4. The Reef Stars provide a stable surface from which corals can grow to rapidly re-build a reef.

Together with its parent company Mars Inc., the SHEBA® brand is growing HOPE for our oceans and the health of our planet for generations to come!