RUBELIS

Sponsorship and Support Kit 2027

To see, record and share the sea:
dive training, citizen science and ocean literacy.

To See More, and Leave Less Trace...

Rubelis OÜ
rubelis.eu · info@rubelis.com

Prepared for corporate supporters
and partners

FOREWORD

What we see underwater gains value once it is recorded

Every week, divers see places that scientists rarely reach. Yet most of these observations are never recorded anywhere, and they are lost.

Rubelis was founded to change that. We teach divers to look carefully and without hurry underwater, to record what they see in a form science can use, and to share it with the public. We do this through a PADI Distinctive Specialty course, an open research protocol, a growing volunteer team that we aim to bring to 110 people in 2027, and year-round free events, webinars and a scholarship programme.

At the centre of our work is the Sea of Marmara, a sea with more than 15 million people living on its shores, yet very few of them have seen what lies beneath its surface. The 2021 mucilage outbreak showed the whole country how fragile this sea is. We want to turn that public concern into knowledge, and that knowledge into lasting attention.

Our 2027 programme brings together 11 webinars, 11 weekends and event days with dives, three major public events, an international fish count, a scholarship for university students, and an open dataset to be published at the end of the year. With the support of organisations that care about the sea, education and young people, every part of this programme can reach more people.

In this kit you will find who Rubelis is, what we do, what we will do in 2027, the areas you can support, and how we will make your support visible. We would like to shape the form and scope of the support together with you, around your organisation's goals.

> **Our aim is not to go deeper, but to see more where we already are.**

Taylan Kırali
Founder, Rubelis OÜ

PADI IDC Staff Instructor · TSSF CMAS 1★ Instructor · Green Fins Guide Instructor
Member, IUCN Commission on Education and Communication (2026–2029)

WHO IS RUBELIS?

An education provider bringing dive training and citizen science together

Rubelis OÜ is an adult education provider registered in Estonia and listed in the Estonian Education Information System (EHIS no. 262723) as a provider of continuing education. It teaches in English and Turkish, and its field work is centred on Istanbul and the Sea of Marmara. Its founder, Taylan Kırali, is a PADI IDC Staff Instructor and CMAS instructor based in Istanbul. In 2025 he led a sea clean-up in Istanbul with around 300 participants.

PADI
Distinctive Specialty: Rubelis Presence Diver (October 2026)

17
active volunteers (November 2026); 2027 target: 110 volunteers, 10 roles

3
regular research sites in the Marmara (Presence Survey Network)

11
free webinars (2027)

11
weekends and event days with dives (2027)

CC BY 4.0
open protocol and open data; free for anyone to use

Our mission

To turn recreational divers into careful observers of the sea and volunteers who contribute to open science, making what is seen underwater visible to both science and society.

How we work

- **Training:** We give divers structured training in observation, awareness and calm.
- **Research:** We turn training dives into data-producing dives with a standard, open research protocol.
- **Community:** We work in the field, online and on campuses with a team of volunteers, divers and non-divers alike.
- **Openness:** We share our protocols and data under open licences and use international standards such as iNaturalist, GBIF and the European Environment Agency's Marine LitterWatch method.

WHAT WE DO

From training to open data

Rubelis Presence Diver · PADI Distinctive Specialty

Approved by PADI EMEA in October 2026. It does not teach a new technical skill; it adds observation, stress awareness and calm on top of Open Water skills. Its core method has four steps: Stop, Breathe, Assess, Act.
Twelve-chapter online theory (about 10 hours), an Observation Dive and a Calm Dive. Instead of a written exam: in-water performance and a short post-dive debrief.

Presence Survey Network

An open research network we launched in the Sea of Marmara in November 2026. It turns a single training dive into a standard survey of biodiversity, marine litter and water conditions.
Open protocol (CC BY 4.0): doi.org/10.5281/zenodo.24199285. All records from the season will be published as an open dataset in January 2028.

Rubelis Team

17 active volunteers as of November 2026, with a 2027 target of 110, in 10 roles including research dives, species identification, photo and video, social media, translation, campus ambassadors, events and clean-ups. Some roles require no diving.
Volunteers receive a team card, a T-shirt, workshops, a monthly meeting with the founder and, after six months of active participation, a volunteering certificate and a reference letter.

Camera-Free Dive Day

An international day that invites divers to leave the camera behind for one day and simply look and see. On 4 September 2027 it will take place in Istanbul and with dive centres around the world.

Open observation data

In the "Rubelis Beyond Divers" iNaturalist project, divers' underwater observations become open biodiversity records; research-grade records can be shared with the Global Biodiversity Information Facility (GBIF).

Digital platform

rubelis.eu: training, registration and certificate verification in Turkish and English; the Presence instructor map; research sites; Rubelis Podcast; the Rubelis app; publications and the founder's book "Beyond".

MEMBERSHIPS AND RECOGNITION

Part of European and international networks

Within a short time, Rubelis has become part of key networks in ocean literacy and diving. The work you support is visible in these networks too.

Organisation / network	Rubelis status
European Commission – EU4Ocean	Rubelis OÜ is a member of the Partners4Ocean Community of the EU4Ocean Platform, the European Commission's ocean literacy coalition.
EU Mission "Restore our Ocean and Waters"	Our action "Ocean Literacy for Recreational Divers 2027–2030" has been endorsed under the Mission Charter.
PADI	Rubelis Presence Diver is a Distinctive Specialty course approved by PADI EMEA.
Green Fins	Digital Member. Our founder is a Green Fins Guide Instructor.
REEF	Conservation Partner. In 2027 we will run a fish count in Istanbul as part of the Great Annual Fish Count.
DAN Europe	Partner.
DEMA	Member.
IUCN	Our founder Taylan Kırali is a member of the IUCN Commission on Education and Communication (CEC) for 2026–2029, Citizen and Community Science thematic group.
Estonian Education Information System (EHIS)	Registered continuing education provider (no. 262723).
Erasmus+	European Commission Erasmus+ organisation registration (OID E10445679).

Scientific approach and publications

We publish our protocols and work as open access with DOIs on Zenodo. We collect data to international standards: iNaturalist and GBIF for species, the European Environment Agency's Marine LitterWatch method for marine litter, and the REEF method for fish counts.

2027 PROGRAMME

A year of webinars, dives and events

Webinar series · usually the third Wednesday of each month, 20:30 (Istanbul time)

Date	Lang.	Topic
17 February	TR	Seeing underwater: attention, light and observation
17 March	TR	Citizen science: recording underwater observations with iNaturalist
21 April	TR	Presence Survey Network: the 2027 volunteer season and how to take part
26 May	TR	Turning marine litter into data: the Marine LitterWatch method
16 June	TR	Fish identification with REEF: Mediterranean and Marmara species
21 July	EN	What divers miss: results from From Shore to Science
18 August	EN	Camera-Free Dive Day: for host centres
15 September	TR	Camera-Free Dive Day: sentences and results from around the world
20 October	EN	Ocean literacy in dive training: teaching observation
17 November	TR	Presence Survey Network: the first year
15 December	TR	2027 in review and the 2028 calendar

Dive events and volunteer work · weekends, Istanbul

Date	Event
10–11 April	Opening of the volunteer season: Presence Survey Network research dives
8–9 May	Presence Survey Network research dives
5 June	**From Shore to Science:** a public event planned under the EU's European Maritime Day "EMD In My Country": a data-driven clean-up, a shore BioBlitz and a live-streamed ocean literacy talk
19–20 June	Scholarship group 1 dives and research dives
10–11 July	**REEF Great Annual Fish Count:** fish survey dives
7–8 August	Presence Survey Network research dives
4 September	**Camera-Free Dive Day** (international)
11–12 September	Scholarship group 2 dives and research dives
18 September	**Shore and underwater clean-up** (International Coastal Cleanup Day)
9–10 October	Presence Survey Network research dives
13–14 November	Season close and first-year research dives

Dates may change for operational reasons such as weather and sea conditions; any change will be announced in advance. The current calendar is published at rubelis.eu/en/calendar-2027.

2027 PROGRAMME

Presence Diver University Scholarship and the year's milestones

Presence Diver University Scholarship 2027

Every year, ten university students in Türkiye receive the Presence Diver course completely free of charge. The scholarship covers the online theory, two open water dives, equipment and the PADI certification fee.

Applications will be accepted from 1 March to 15 April 2027 and evaluated on motivation, volunteering, potential to share knowledge and experience. No proof of income is required. After the course, scholarship holders will contribute to the Presence Survey Network as volunteers. The dives will take place in two groups, in June and September.

The scholarship is a direct way to introduce young people to the sea, bring them into science as observers and volunteers, and give the dive industry new, conscientious divers.

Date	Milestone
1 March	University scholarship applications open
March	Presence Survey Network pilot report
10 April	Volunteer dive season begins
15 April	Scholarship applications close
May	Registration opens for From Shore to Science; scholarship results announced
8 June	World Oceans Day: sharing the results of From Shore to Science
November	Close of the volunteer season
January 2028	Presence Survey Network annual open dataset (Zenodo, DOI, CC BY 4.0)
2027–2030	Our EU Mission Charter action "Ocean Literacy for Recreational Divers"

Our goals for 2027

- Produce regular, standard and open records at our research sites in the Marmara.
- Bring ocean literacy to a broad audience of divers and non-divers through webinars and events.
- Bring university students into diving and citizen science through the scholarship and campus ambassadors.
- Grow our volunteer team to 110 people and train them.
- Share the findings with the public at the end of the year through open data and reports.

AREAS OF SUPPORT

How you can support us

You can focus your support on one area or combine several. Alongside financial support, products, services and facilities are just as valuable.

1 Webinar series

Support for all 11 free webinars or for topics of your choice. In a webinar connected to your products and services, we can give the floor to your experts.

2 Research and open data

Presence Survey Network dives, measurement and recording equipment, the year-end open dataset and report. Your support contributes directly to the scientific record of the Marmara.

3 Public events

From Shore to Science, the REEF Great Annual Fish Count, Camera-Free Dive Day and the September clean-up. As an event supporter you are present on site and in our communications.

4 University scholarship

Support for the whole scholarship or for one scholarship group. We can announce the group together and organise a meeting and experience-sharing session with the scholarship holders.

5 Rubelis Team

Team T-shirts, cards, training workshops and team dives for volunteers. You power the day-to-day work of a volunteer community that aims to reach 110 people in 2027.

6 Digital platform

rubelis.eu, Rubelis Podcast and the Rubelis app. You help keep training, certificate verification, the map and our publications continuously available.

Examples of in-kind support

Tank fills and tanks · Boat and dive site access · Dive equipment · Underwater photo and video equipment · Clean-up supplies · Event venue · Print and promotional material · Transport · Event prizes · Expert instructors and speakers · Technology and software · Media and advertising space · Catering

The areas and scope of support are discussed separately with each organisation; this kit is not a price list but an invitation to work together.

VISIBILITY

How we will acknowledge your support

Your support is visible together with, and as part of, the work you support. We agree the channels below with you according to the area and scope of your support.

Channel	How you appear
rubelis.eu	Logo, short description and link on our Sponsorship and Support page; "with the support of" on the page of the project, event or scholarship you support. The site is published in Turkish and English.
Webinars	Thanks at the opening and close, logo on the title screen, and a mention in webinar announcements and on the registration page.
Rubelis Podcast	Thanks within the episode; a guest from your organisation in a suitable episode.
Social media	Announcement of your support; tags and thanks in posts before and after events.
Event venue	Logo on banners and signage, thanks in the opening speech, and space to present your products or services (as suits the nature of the event).
Volunteer team	Logo on team T-shirts and team materials (for team supporters).
Scholarship	A place in scholarship announcements, on the application page and in posts with the scholarship holders; the scholarship group named after you.
Report and open data	Your organisation's name in the year-end impact report and in the acknowledgements of the open dataset.
Press	Mention as a supporter in event and project press releases.

Beyond visibility

- A dedicated clean-up, BioBlitz or (for divers) volunteer dive day for your employees and customers, as part of your corporate volunteering programme.
- A dedicated ocean literacy talk or webinar for your team or community.
- The opportunity to bring your products and services to the right audience at our events.
- A supporter report with the measurable results of the work you support, for use in your corporate communications and sustainability reporting.

WAYS OF WORKING TOGETHER

Levels of support and our principles

Main Supporter

Support for the whole 2027 programme. The widest visibility across all channels, a prominent place in the webinar series and the year-end report, and regular updates on programme planning.

Project Supporter

Support for a single project such as the Presence Survey Network, the university scholarship, the Rubelis Team or the digital platform. A place on the project page, in related announcements and in the report.

Event Supporter

Support for a specific event such as From Shore to Science, the REEF Great Annual Fish Count, Camera-Free Dive Day or the September clean-up. A place at the event and in event communications.

In-kind Supporter

Support with products, equipment, services or facilities. Visibility and thanks appropriate to the nature of the support.

Transparency and reporting

- Support begins with a written agreement that sets out its scope clearly.
- We share the results of the supported work (participation, number of records, published content and data) with you in reports.
- Visibility materials are reviewed with you before they are published.

Our principles

- **Scientific independence:** Data and results are published as they are, independently of our supporters.
- **Openness:** The protocols and data of supported work remain open to everyone.
- **Accurate communication:** We present our supporters and our work in plain, verifiable terms, without exaggeration.
- **Respect for the sea:** At our events we dive without touching marine life and without leaving a trace; supporter materials follow the same principle.

WHY RUBELIS?

Shared value for your organisation

You do not need to be in the dive industry to support Rubelis. From retail to finance, from services to technology, any organisation that cares about the sea, education and young people can be part of this work.

A concrete contribution to sustainability goals

Our work is directly related to the UN Sustainable Development Goals Life Below Water (SDG 14) and Quality Education (SDG 4); your contribution is reported with measurable outputs.

Employee engagement

Clean-ups, BioBlitzes and webinars are meaningful corporate volunteering opportunities for employees, whether or not they dive.

Investing in young people and education

Through the university scholarship and campus ambassadors we reach students directly and bring them into science and volunteering.

Visibility in European networks

Our work within EU4Ocean, the EU Mission Charter and international conservation networks makes the projects you support visible there too.

Concrete, measurable impact

Every event, dive and webinar results in a concrete output (records, data, content, participation); you see what your contribution became.

For the dive and marine industry

A community of conscientious divers who observe, record and care about the sea is the foundation of a long-term relationship for the dive and marine industry.

CONTACT

Let's work together

Your counterpart and invoicing

Agreements with supporters outside Türkiye are signed with **Rubelis OÜ**, registered in Estonia, and invoiced by Rubelis OÜ in euros. For supporters based in Türkiye, agreements are signed and invoices issued locally by **Taylan Kırali sole proprietorship**, which runs Rubelis's activities in Türkiye, so no cross-border payment is needed.

Rubelis OÜ · Estonian Commercial Register code 17579501 · VAT no. EE103024666 · Tartu mnt 67/1-13b, 10115 Tallinn, Estonia

Next step: an introductory meeting

We would be glad to meet you to identify together the part of our 2027 programme that suits you best, hear about your organisation's goals and discuss the details of a partnership. The meeting can take place in person in Istanbul or online.

Taylan Kırali, Founder · Rubelis OÜ
Email: info@rubelis.com
Web: rubelis.eu/en/partner

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