

Sustainable
Surf.org

2019 ANNUAL REPORT



Sustainable Surf protects and restores ocean health by shifting people to a highly desirable, low-carbon, Deep Blue Life.

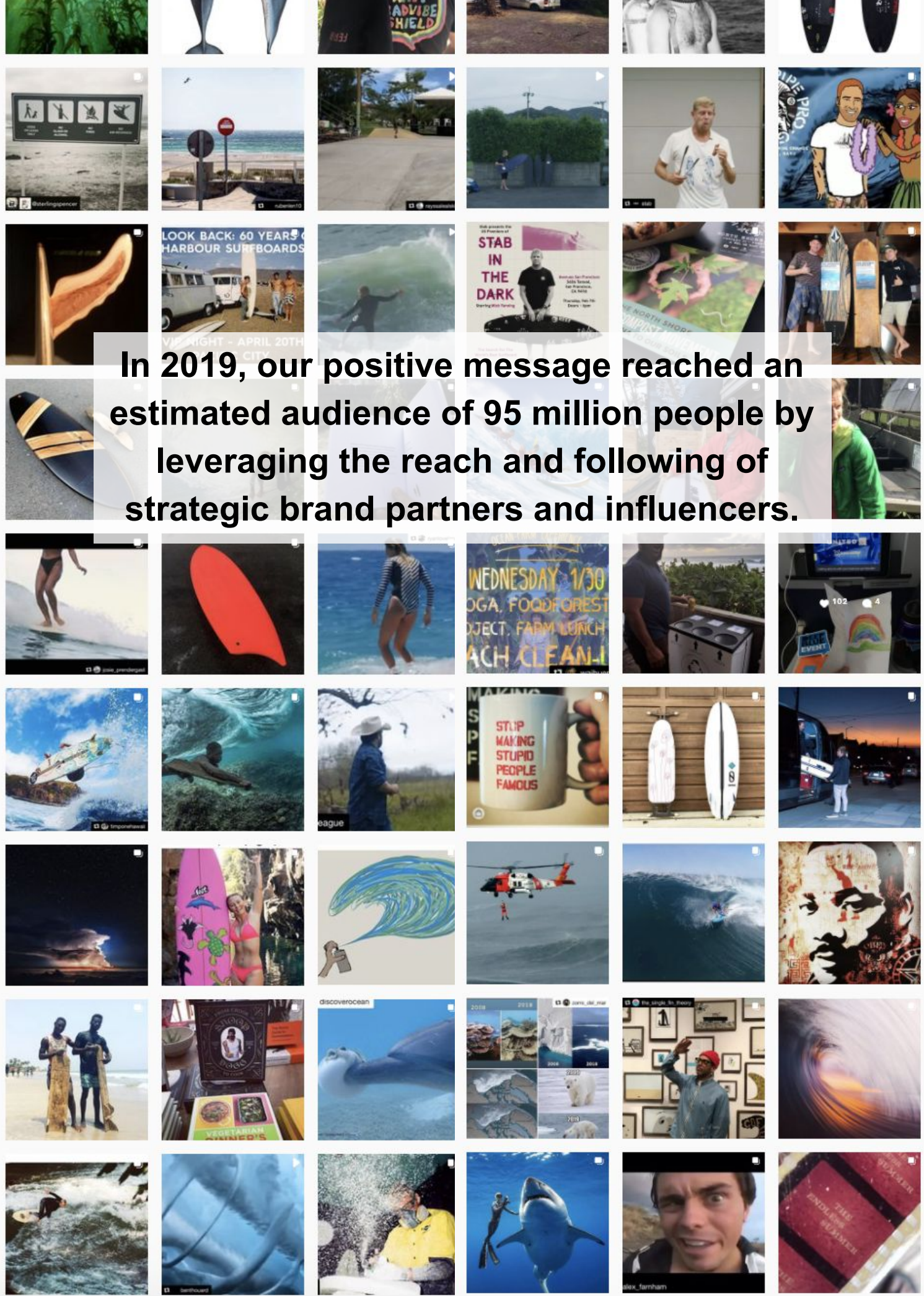
A California-based non-profit, we use the mass appeal of “surf-culture” to inspire and activate people all around the world to start living a sustainable lifestyle. Sustainable Surf’s globally-recognized programs - The ECOBOARD Project, SeaTrees, Deep Blue Events, Waste to Waves and Deep Blue Life - provide the onramps that make that vision a reality.

We use a “systems change” approach to catalyze the radical transformation needed to protect ocean health, mitigate climate change and end plastic plastic pollution.



Michael Stewart planting our first SeaTrees in West Papua, Indonesia

In 2019, our positive message reached an estimated audience of 95 million people by leveraging the reach and following of strategic brand partners and influencers.



LETTER FROM THE FOUNDERS

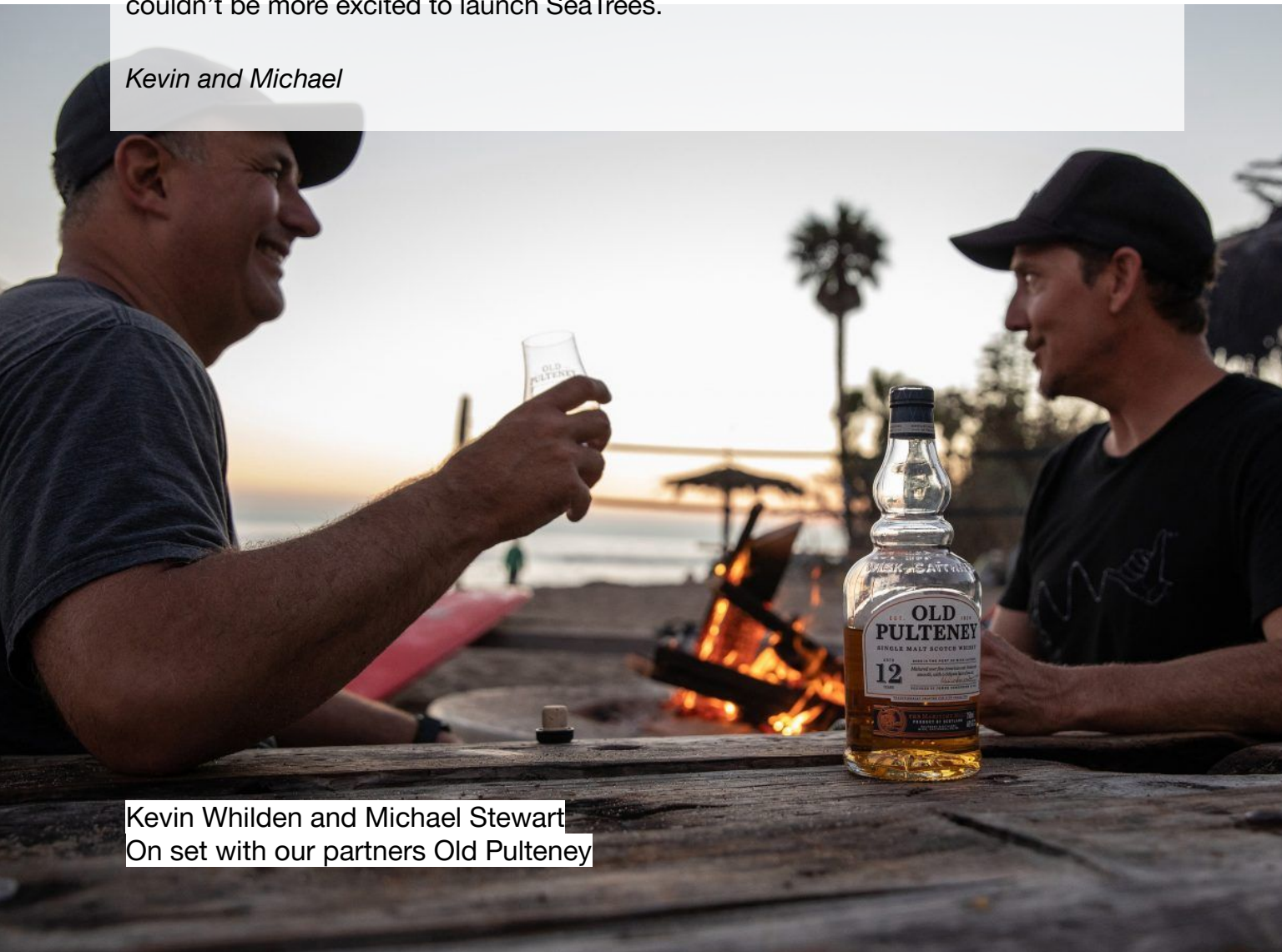
In 2019, we launched our newest program, SeaTrees. This is the culmination of our vision for protecting ocean health and solving climate change.

SeaTrees plants and protects “blue carbon” ecosystems around the world, such as mangrove forests, kelp forests, seagrass meadows, coral reefs, and coastal watersheds. Our first goal is to plant one million SeaTrees world-wide.

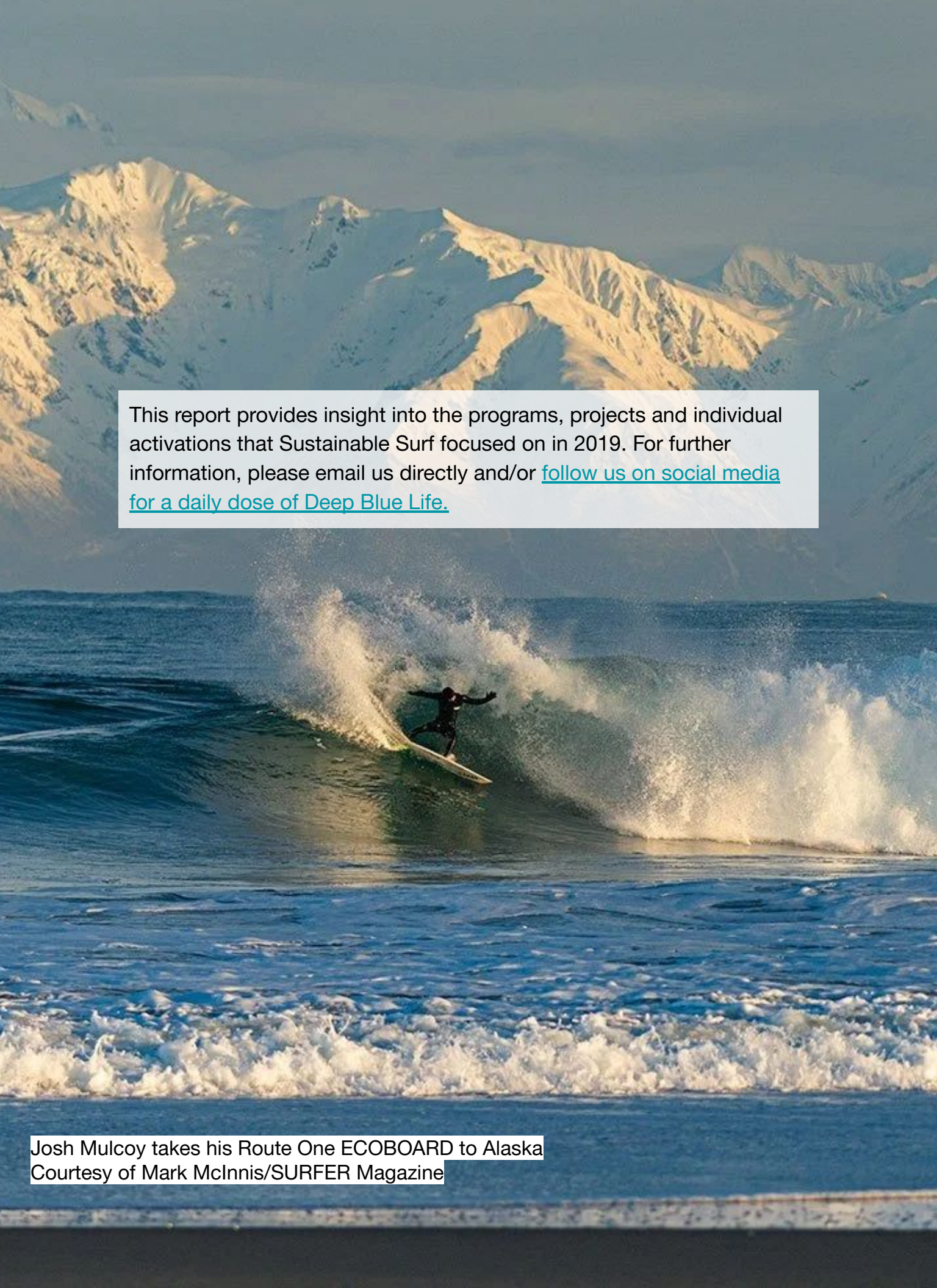
We believe that SeaTrees will change the narrative on how individuals and companies can fight climate change while restoring the most biodiverse ecosystems in the ocean. This will also create jobs and other sustainable development benefits for communities connected to these ecosystems.

Ultimately, it comes down to a new story of how we all can take better care of critical ecosystems and the people that live in them. We believe that blue carbon ecosystem can make the most difference in solving the global problem of climate change, and we couldn't be more excited to launch SeaTrees.

Kevin and Michael



Kevin Whilden and Michael Stewart
On set with our partners Old Pulteney

A full-page photograph of a surfer riding a wave. The surfer is in the center, wearing a dark wetsuit, with arms outstretched. The wave is breaking to the right, creating a large splash of white water. In the background, a range of rugged mountains is covered in snow, with the peaks catching the light. The sky is a clear, pale blue. A white text box is overlaid on the upper portion of the image.

This report provides insight into the programs, projects and individual activations that Sustainable Surf focused on in 2019. For further information, please email us directly and/or [follow us on social media for a daily dose of Deep Blue Life.](#)

Josh Mulcoy takes his Route One ECOBOARD to Alaska
Courtesy of Mark McInnis/SURFER Magazine

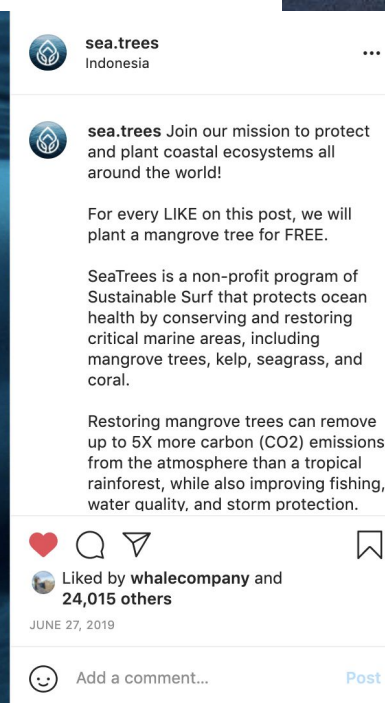
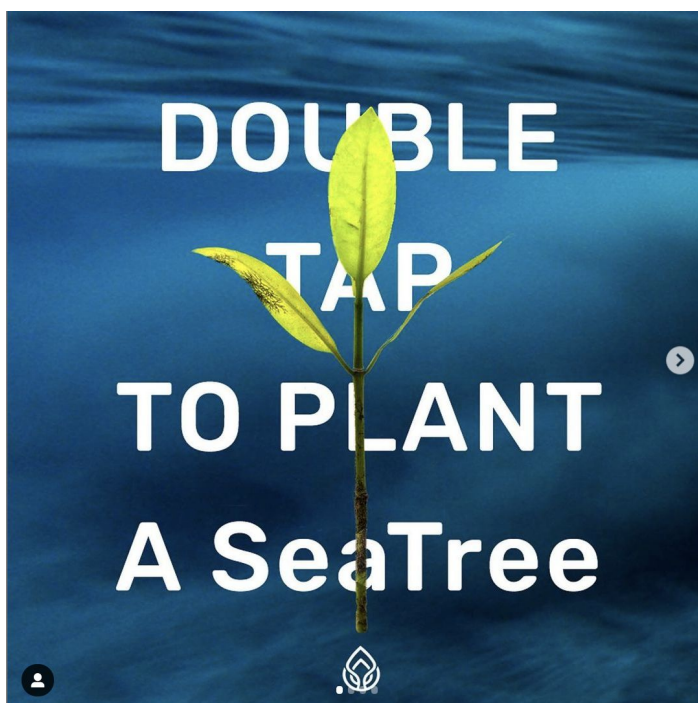


SeaTrees is an online platform that enables individuals and brands to easily support the regeneration and protection of blue carbon coastal ecosystems in a tangible way.

Formally launched with a bang on World Oceans Day 2019, SeaTrees gained global recognition through a highly-successful 'like to plant' message. Over 25,000 instagram users 'liked' this launch message, kickstarting the first SeaTrees mangrove forest in the Biak Region of Indonesia.

SeaTrees supported three core projects in 2019:

- 60,000 mangrove planted in the Biak Region of West Papua, Indonesia, with our planting partner, Eden Reforestation Projects.
- 2,490 metric tons of carbon sequestered through the Southern Cardamom REDD+ Project, Cambodia - producing VCS/CCBA certified carbon credits.
- 3,000 sq-ft of Giant Kelp forest restored in Palos Verdes, California, with our restoration partner, The Bay Foundation.



SeaTrees directly supports the goals of the UN Decade of Ecosystem Restoration, the UN Sustainable Development Goals, and the UN Decade of Ocean Science for Sustainable Development. We are collecting data on the seventeen UN SDG metrics and providing transparent reporting on this impact. SeaTrees uses the power of the ocean to “cast its spell” through engaging stories, as seen through the eyes of ocean sports enthusiasts and activists. This helps us connect with everyone on the planet who supports the idea of a healthy ocean. [Our unique approach was recognized by the United Nations Environment Program.](#)

Following the presentation of the SeaTrees concept at the UN Communities of Ocean Action conference in Bangkok, Thailand in 2018, we were again invited to present at this annual event in 2019 in South Korea.

We would like to thank all of our partners, ambassadors and supporters for helping to make the launch of SeaTrees a success.

- Brands like Volcom and Firewire Surfboards jumped at the opportunity to extend their involvement in our Deep Blue Events and ECOBOARD Project programs through the protection of coastal ecosystems.
- [Greg Long helped us to produce an content to inspire people to take personal responsibility for the carbon impacts.](#)
- [Journalist Gabriela Aoun helped to spread the word about SeaTrees throughout the surfing community.](#)



Greg Long talking SeaTrees with director Richard Yelland



The ECOBOARD Project verifies the use of more sustainable materials in surf, SUP, kite, river, wake and windsurf boards. With nearly 300 brands making ECOBOARDS on every 'surf-able' continent, it is easy for anyone to choose a more ocean-friendly surf-craft that carries the ECOBOARD logo.

The goal of the program is to create a permanent transformation in surfboard manufacturing, so that all surfboards are made with more sustainable materials, while proving that sustainable products can and do perform at the highest level. The program uses best-practices in sustainable product certification schemes, and verifies the use of more sustainable surfboard materials in boards with the "Verified ECOBOARD" mark.

While the number of brands making ECOBOARDS continued to increase in 2019, for the first time since the program's launch, the number of verified ECOBOARDS produced in 2019 was consistent with 2018, with 63,000 boards made. The primary reason for this plateau is a global decline in SUP (Stand Up Paddleboard) sales. It should be noted that at the time of reporting, global sales of all boards are stronger than previous years due to an increased demand for people to 'get outside'.



John Pyzel with an foil ECOBOARD glassed by Ryan at Earth Technologies

ECOBOARDS - performance for all

In recent years, the performance characteristics of ECOBOARD surfboards has improved exponentially. The world's most-recognized surfboard brands, Channel Islands and Firewire Surfboards have developed proprietary technologies that surfers are choosing over traditional surfboard technologies. Channel Islands' Spinetek is the surfboard construction often preferred by their professional team riders and Firewire's Helium and LFT tech continues to be ridden by some of the world's best surfers in all types of waves.

EVOLUTION ECOBOARD at the Freshwater Pro

The numbers of ECOBOARDS produced in 2019 may have slowed, however sustainable innovation happening in this space is growing exponentially. Natural fibers such as flax and hemp, wood-based constructions from sustainable sources, and new construction methods are becoming more widely used in all types of watercraft. Perhaps most importantly, manufacturers are finding ways to significantly reduce the waste produced during surfboard production and incorporate waste materials into new boards.

These innovations were highlighted at the World Surf League (WSL) Freshwater Pro, held at the Surf Ranch (aka Kelly Slater wave pool) in Lemoore California. The WSL and event sponsor, Outerknown created an ECOBOARD innovation area featuring Sustainable Surf, Earth Technologies and The Cigarette Surfboard to share the latest in surfboard technologies with surfing fans onsite and broadcast all around the world.



Hunter Jones threading an ECOBOARD through Counter Current Art's Golf Ball Wave




ECOBOARD glassing with Outerknown and Salema Masekala


Stab Mag Features ECOBOARDS

Whilst difficult to quantify, Mick Fanning's performance on ECOBOARDS in Stab Magazine's premier film content in 2019, Stab in The Dark, helped to drive the adoption of these new technologies in surfers looking for performance in their surfboards. The film was premiered at events in Australia, California and Spain early in the year..

At the other end of the performance spectrum, Stab's Electric Acid Surfboard Test featured 7x World Champion, Stephanie Gilmore (aka The Queen) surfing a range of 'alternative' surfcraft, including several ECOBOARDS.

A man in a black t-shirt is working on a black surfboard in a workshop. He is using a tool to shape the board. The board has 'bb' and 'Red Bull' logos on it. There are boxes and equipment in the background.

Mick Fanning readying his quiver for Stab in the Dark

A woman in a striped shirt is holding a light blue surfboard in the water. The board has 'ECOBOARD' and 'ACID' logos on it. She is looking at the board with a focused expression.

Stephanie Gilmore and her Rob Machado-shaped ECOBOARD Stab's Electric Acid Surfboard Test

Qualified Materials

Material manufacturers continued to develop new materials that meet the ECOBOARD Materials Benchmark. In 2019, two new materials were approved for making ECOBOARDS. This steady growth in the number of materials is making it ever-easier for the brands all over the planet to make ECOBOARDS. See the full list of qualifying ECOBOARD materials.

DEEP BLUE EVENT

✕ SustainableSurf

Deep Blue Event™ was the world's first sustainability designation for professional surfing and surf-culture events. In 2019 Sustainable Surf worked with four events all around the world to develop sustainability strategies and publicly report on the environmental and social performance of those events.

A Deep Blue Event™ is a more "Ocean Friendly" event, that sets a clear path for reducing environmental impacts, while also providing social benefits for the local community. Sustainable Surf provides a transparent reporting platform that evaluates the sustainability performance of each event based on the international standard for sustainable event reporting – the Global Reporting Initiative (GRI).

The program focuses on five key sustainability impacts: Waste, Energy, Community Support, Climate Change and Transportation.



Ambnassador, Alison Teal in conversation with the "Ciggy Surfboard" crew at The Inertia's Evolve event

Jack Robinson wins the Volcom Pipe Pro

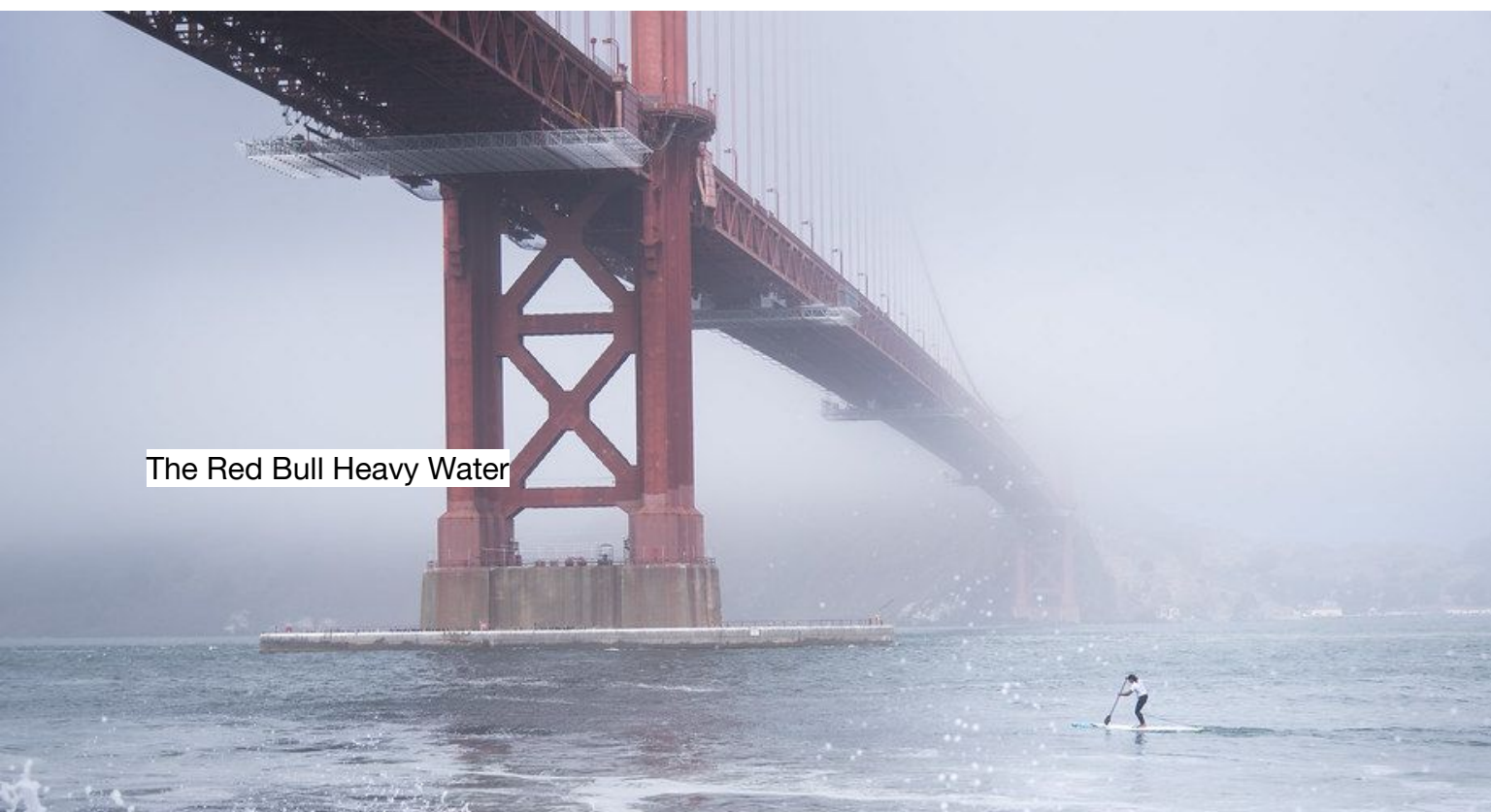




On the beach at the Volcom Pipe Pro

As the focus of Sustainable Surf continues to shift towards ocean-health regeneration and SeaTrees, the way in which we work with events has started to change. In 2019 four different events wiped out their carbon footprints by planting and protecting SeaTrees:

- Volcom Pipe Pro - A Deep Blue Event that wiped out its footprint with SeaTrees
- Red Bull Heavy Water - A Deep Blue Event that wiped out its footprint with SeaTrees
- The Inertia's EVOLVE - Wiped out its footprint with SeaTrees
- Stab's Electric Acid Surfboard Test launch party in San Francisco - Wiped out its footprint with SeaTrees



The Red Bull Heavy Water



Waste to Waves reimagines waste as a resource.

The award winning program inspires people and companies to view waste as a resource, instead of a problem. It seeks to stop plastic pollution at the source, by highlighting innovative projects that recycle and upcycle waste into gear that people can buy - and in doing so, become part of the solution.

As the surfing community continues to embrace climate change as the core issue threatening our coastlines and waves, the grassroots nature of Waste to Waves being a program that enables individuals to recycle Styrofoam and old wetsuits had become increasingly challenging to manage. In 2019 the focus of the program moved largely towards 'pop-up' events with partners such as: The City of Malibu, The Boardroom Show, City Surf Project, and a range of local surf shop partners.

In 2019, we also partnered with the World Surf League to recycle waste foam from their Santa Monica HQ and the Surf Ranch with our recycling partner Marko Foam. Surfboards made with Marko recycled foam were produced by Earth Technologies for the WSL World Tour event at the Surf Ranch and featured on the live broadcast.

As described in the ECOBOARD Project section of this report, waste remains a key area to focus on when reducing the carbon footprint of surfboard production. In 2019 we commenced a partnership with ByFusion, an innovative company able to produce building blocks from mixed plastic waste. We worked with them to build and install a lifeguard tower at Manhattan Beach, California. Blocks used to build the tower continued waste surfboard foam from our ECOBOARD partner Channel Islands Surfboards ([story](#)). This new and very real pathway for 'shaping dust' has the potential to significantly decrease the volume of surfboard production waste being sent to landfill in California.





We teamed up with Outerknown, Earth Technologies and the WSL to use Outerknown fabric samples in the glassing of hand planes at the Freshwater Pro.



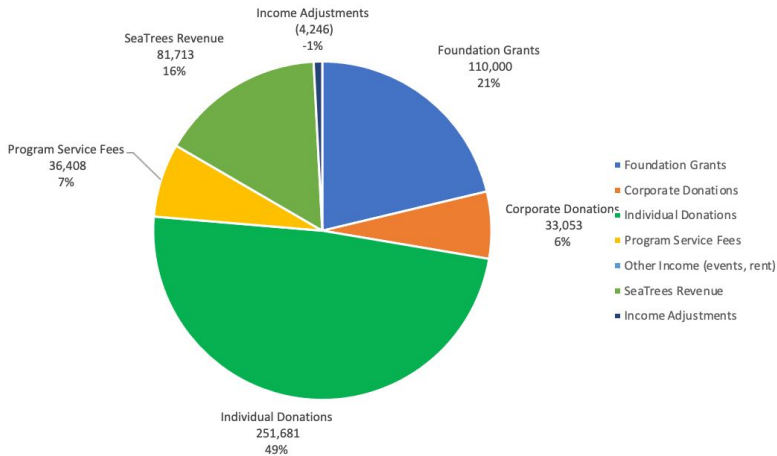
With the launch of SeaTrees, the Deep Blue Life program has been scaled back. The core content of Deep Blue Life will be incorporated under SeaTrees, which will include educational content inspiring people to take action to live a more sustainable lifestyle.



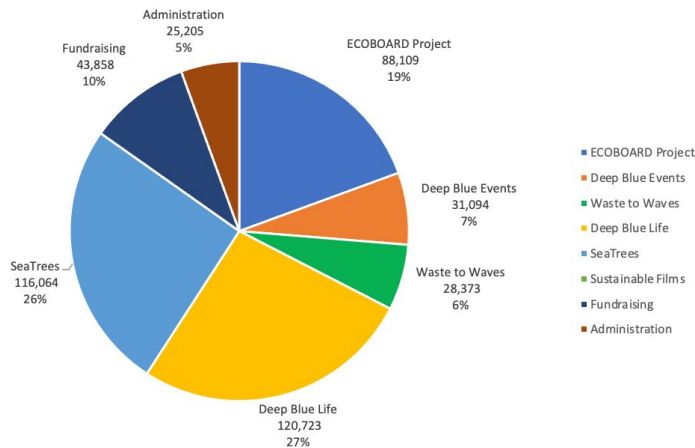
Operational Updates

2019 was a year of steady growth for Sustainable Surf. Our total income was \$506,418 and our total expenses were \$453,426. SeaTrees is designed to diversify our income stream and enable smaller brands and individuals to donate to the organization. In the six months since it's launch in June, the program is already accounting for a significant percentage of our revenue.

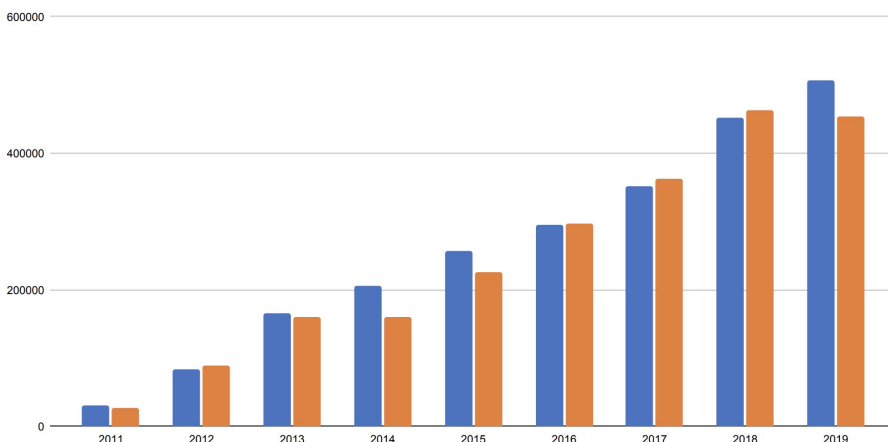
SUSTAINABLE SURF
2019 INCOME
\$506,418



SUSTAINABLE SURF
2019 EXPENSES
\$453,426



Income and Expense by year





Staff

Kevin Whilden, Co-Founder and Executive Director

Michael Stewart, Co-Founder and Director of Partnerships

Brett Giddings, Sustainability Services Manager

Board of Directors

Scott Coleman (Board President) — Head of International, Pinterest, Inc.

Jim Moriarty — Director Brand Citizenship, 72 and Sunny
Former CEO of the Surfrider Foundation

Evan Marks — Executive Director and Founder, The Ecology Center

CJ Olivares — Chief Executive Officer, ETN Media

Steve Shipsey — Assistant Attorney General at State of Oregon

Abigail Whilden — Chief Operating Officer, Junior Achievement of Southern California

Mark Marovich — Chief Responsibility Officer, The Responsible Gift

Adam West (Board Treasurer) — Manager of Business Analytics, Medicines360

Kevin Whilden (Board Secretary)– Executive Director and Co-Founder, Sustainable Surf

Michael Stewart — Director of Partnerships and Co-Founder, Sustainable Surf

On set with Old Pulteney

Ambassadors

Greg Long
Rob Machado
Alex Gray
Ruben Lenten
Kassia Meador
Zane Kekoa Schweitzer
Connor Baxter
Alison Teal
Kyle Thiermann
Dave Wassel
Torrey Meister
Bianca Valenti
Eoin Finn

Rob Machado
By Todd Glaser



Advisors

Dr. Margaret Leinen — Director of the Scripps Institution of Oceanography
Chris Malloy — Surfer, film maker, rancher
Yves Behar — Founder, Fuseproject
Eric Chin — Partner, Crosslink Capital
Adam Werbach — Co-Founder, Win The Future
Dr. Wallace J. Nichols — The Blue Mind Collective
David Hertz — Founder and president of David Hertz FAIA Architects,inc. and S.E.A., the Studio of Environmental Architecture
Alex Hausman — Sustainable Reporting and Disclosure Director, Nike
Dr. Gregory Borne — Direct of the Plymouth Sustainability and Surfing Research Group
Steve Reiss — Producer, Publisher, Ocean Activist
Brian Thurston — Partner | Business | Impact | Sustainability
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Jeff Mendelsohn — Founder, New Leaf Paper
Gary Groff — Director of Business Development and Senior VP, New Resource Bank
Tom Wallace — President and CEO, Label Networks
Dr. Allen Hershkowitz — Founding Director, Chairman of the Board, Sport and Sustainability International