

EUROSIMA x SURFRIDER FOUNDATION EUROPE


Action Sports industry environmental transition reference guide
for the protection of our shared playground : the OCEAN

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SURFRIDER FOUNDATION



The NGO Surfrider Foundation is a group of positive activists who act concretely in the day-to-day field to bequeath a preserved ocean to future generations.

For more than 30 years, Surfrider's mission has been to raise the voice of the ocean to preserve it, wherever and however possible. To do so, the non-profit organization protects, preserves and highlights the Ocean and all the people who enjoy it. It is involved with all players in society (citizens, private sector, public sector) in 3 main areas: aquatic waste, coastal development and climate change, and water quality and user health. Its 3 main actions are the education, the citizen mobilization, and the development of scientific and legal expertise to carry out lobbying actions and to transform companies.

With over 18,000 members and 46 local agencies across Europe, the NGO has become a major environmental player in Europe. Since 2012, it has been one of the few NGOs authorized by the French government to be involved, as a priority, in national public environmental debate.



Surfrider Europe was founded in Biarritz in 1990 by a group of surfers keen to preserve their playground. Today, the NGO has its headquarters in Biarritz, regional offices in Bordeaux, Brussels, Marseille and Paris. Brussels, Marseille and Paris, and national entities in Germany, Spain, the Netherlands and Portugal. Surfrider's driving force is its 18,000 active members in 12 European countries, thanks to its 46 volunteer agencies, who are mobilized on the ground every day.

KEY FIGURES

18 000

members

1800

volunteers

170 000

supporters

46

Volunteer-run offices in Europe

EUROSIMA, THE EUROPEAN SURF INDUSTRY MANUFACTURERS ASSOCIATION

EUROSIMA, at the heart of the European board sports industry. Founded in 1999, EUROSIMA is the European association of Action Sports manufacturers. Eurosima's aim is to act as a catalyst for the European board sports industry, bringing out the best in our sector. With over 185 members representing 4,000 professionals, Eurosima is committed to federating, educating, developing and promoting responsibly.

The Eurosima Cluster: Supporting and collaborating for the Action Sports industry in New Aquitaine

Created in 2006, the Eurosima Cluster is a true ally of the board sports industry in the Nouvelle-Aquitaine region. Its role? To facilitate cooperation between companies, local authorities and strategic stakeholders. The EuroSIMA Cluster selects, supports and helps finance innovative projects in our Action Sports sector. EuroSIMA contributed to the creation of the OLATU business center alongside the Bayonne Pays Basque Chamber of Commerce and Industry and ESTIA.

EuroSIMA's commitments:

- **Federate, connect players:** Eurosima is the meeting place where industry leaders exchange, collaborate and shape the future of board sports.
- **Promoting sustainability:** We promote the boardsports sector, its regions, companies and innovative products, while encouraging environmentally-friendly practices. We defend the interests of our members by promoting effective communication and facilitating networking opportunities.
- **Educate, cultivate knowledge:** Education is one of our priorities. We help our members develop the skills they need to meet the challenges of an ever-changing market. Eurosima is involved in training and acquiring market knowledge, enabling our members to stay at the cutting edge of the industry
- **Developing, stimulating growth:** Eurosima is not just an association, but a driving force that supports the growth of companies through concrete projects, both nationally and internationally. Eurosima ensures the development of appropriate services, contributing to the prosperity and competitiveness of our companies.



EuroSIMA aims to federate Action Sports businesses and to promote their authenticity.

The non-profit association carries the interests of each business with complete neutrality, regardless of member size or turnover. It encourages innovation and provides support for economic development. It also helps reinforce skills development and maximise human resources.

KEY FIGURES

185

members

4000

employees

58

service providers

1,8

billion euros



PREFACE AND OBJECTIVES

Euro/SIMA

x





This reference guide was co-written by EuroSIMA and Surfrider Foundation Europe. It aims to be a decision-making tool for the Action Sports industry to encourage the **creation and implementation of environmental strategies to limit impacts on the Ocean and climate**. It is therefore in complete compliance with the 1,5° objectives set in the Paris accords.

This tool is therefore freely accessible and will be promoted by both entities to encourage businesses to use it when building or improving their CSR strategy and challenging current business models.

This guide is structured around 5 major objectives :

- Building a more reasonable economic model
- Adopting responsible communication
- Stopping harmful chemical waste
- Reducing the use of plastics
- Reducing greenhouse gas emissions

Each objective includes an introduction to explicitly present the impacts and potential consequences that the Action Sports industry can have on the Ocean.

In a second part, possible solutions are presented throughout the entire chain of value to enable businesses to identify the challenges they face and the transformation plans that can help them contribute to protecting the Ocean.

This reference guide is non-exhaustive. It does not cover every single environmental issue nor other key issues in sustainability such as health or human rights, for instance. At this stage, it focuses on the 5 aforementioned targets, that have been the subject of expert analysis and that are specific to Surfrider Foundation.

This reference guide is designed to be organic and to evolve. The two organisations that jointly support this project commit to regularly updating it, based on interaction and collaboration with key players from within the industry.

BUILDING A MORE REASONABLE ECONOMIC MODEL

What do we mean?

The various crises we are experiencing and namely those documented by IPCC (climate change) or IPBES (loss of biodiversity) experts demonstrate quite staggeringly the scars that humanity's imbalances creates. They also reveal a relationship of exploiting nature and no longer in communion with it. We must collectively and individually reinvent our models for societies in a sustainable way. Collectively and individually, we must create a sustainable society that will put humanity back INTO Nature and protects Oceans, which are a source for all life on Earth. We must foster the ability to live peacefully together, and this change in paradigms is based on 3 key principles:

1. A balanced and humble ecosystem-based approach to our planet:

Humanity is an integral part of Nature. It is not separate, does not live above Nature, and can no longer claim to dominate it. We must therefore rediscover our place in Nature, while respecting its diversity and wealth. Human activities must no longer constantly think and plan according to ecologically regressive principles but rather in terms of principles of precaution and prevention instead.

The Ocean is the source of all life. It is a climate regulating machine, a blue lung and must therefore be at the heart of this project for a renewed society.

2. An economic model serving the greater good:

This renewal implies the emergence of an economic model for which creating material and financial wealth are no longer ends in themselves. The economy must exist to ensure our fundamental needs, for a society of solidarity and freedom as well as a guarantee for a protected environment, itself a safeguard for health and survival of both humans and all ecosystems.

3. A reasonable and resilient society, that includes solidarity

This new society, that we will choose together, will involve changes in our collective and individual lives. But these choices will only be acceptable on the condition that they are meaningful. Such shifts can only be dictated by an objective that is both understood and shared by all.

We must take the time to suggest a new social model, which is reasonable, fair, resilient and transformative. It must be attractive and bring people together, before we can determine the losses that such choices will involve.

The desirable horizon

Committed companies that have adapted their strategies to a fragile Ocean



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A. KNOWING OUR IMPACT

Having clear and correct knowledge of business activities, at the heart of the business, but also all along the chain of value (suppliers, subcontractors, retailers, etc) is a structural basis to implement solid action towards reducing the chances that a business negatively impacts the Ocean. Producing and sharing such information, in full transparency is also a tool for communication between a business and all its partners, at every level.

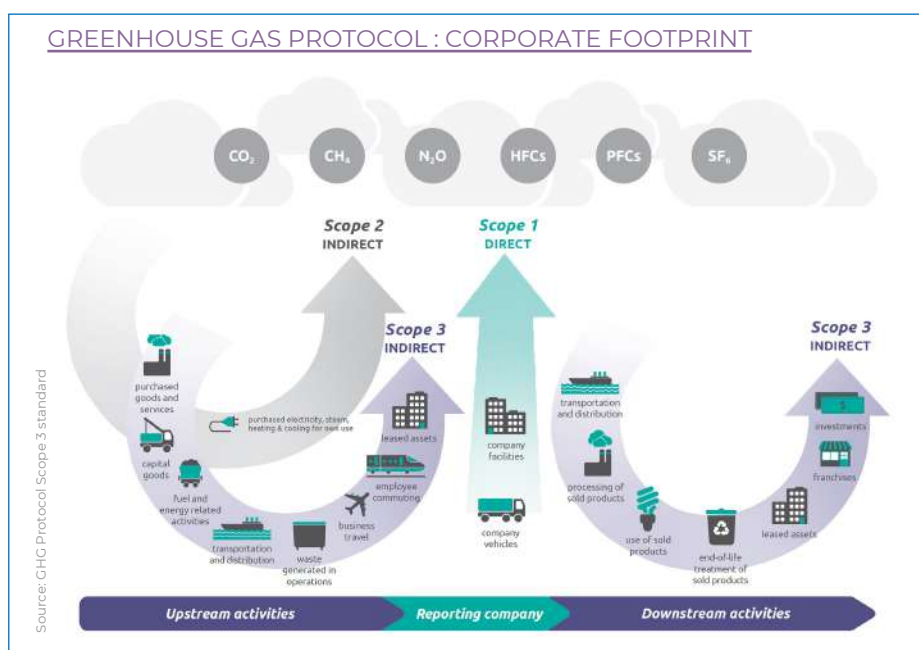
The quality of collected and consolidated data is key to:

- Pilot a transition
- Explain objectives and priorities internally
- Generate a fully transparent conversation with all involved parties

A FEW POSSIBLE COURSES OF ACTION

- Collecting yearly data on the polluting substances and processes generated by the business' activities that have negative impacts on water, air, soil, climate, biodiversity, health, etc.

- o Products : getting a realistic estimate on the lifespan and end of life (as opposed to a potential estimate)
- o Climate: carrying out a full-scale corporate carbon footprint assessment - using the Greenhouse Gas Protocol¹ - including the following elements:
 - Scope 1: direct emissions linked to the business burning fossil fuels
 - Scope 2: indirect emissions linked to purchasing or the business producing energy
 - Scope 3: all other indirect emissions throughout the chain of value (transportation of goods, people, purchases, digital, supplier production, etc.



- Plastic: Carrying out a full-scale plastic footprint assessment, including:
 - Primary, secondary and third-level packaging
 - Other plastics used by the business (production, sales, marketing, etc.)
 - Plastics used by suppliers and subcontractors (industrial plastic, agricultural plastic, etc.)
- Chemical pollution:
 - Choice of materials: establishing a precise inventory of materials and substances used and studying their potential return or dumping/releasing into natural environments
 - Production and manufacturing: establishing an inventory of substances that are used, their quantities and studying the industrial-level waste produced, whether production is carried out internally or using suppliers/subcontractors. In the case of suppliers/ subcontractors: implementing regular procedures for auditing and data collection to access and gain knowledge regarding these elements.
 - Internal practices: knowing what products are used in the business for daily activities (detergents, solvents, etc.) and their potential of being discharged or ending up in natural environments.
- Maritime transport: identifying ships used to transport merchandise as well as the performance of the fleets they belong to, on each of the 8 criteria in the Green Marine Europe environmental certification program.
- Public relations: establishing an inventory of professional instances and associations that the business is involved with or connected to.

- Having this data be audited by an independent third-party entity





B. PLANNING ACTION WITH THE AIM OF REDUCING THE IMPACT OF BUSINESS ACTIVITIES ON THE ENVIRONMENT

Once a business knows how its activities impact the environment in more detail, it can then focus actions:

- Large-scale, which is to say the processes or substances that generate the most volume of pollution and on which targeted action could have a potentially significant impact. Such action may require resources to implement adequate solutions.
- Potentially quick-gain, which is to say processes or substances that can easily be avoided (or at limited costs) and for which implementation generates quasi-immediate environmental gain.

For each of the challenges it will face and on the basis of the statistical indicators that it will have calculated, the business will be responsible for determining its environmental objectives and its plans of action in the help of its partners.

Transparent dialog between the business and its partners is an essential tool to identify emerging challenges or to collectively build environmental objectives. This culture of communication and dialog is what will enable the birth of credible and robust environmental strategies.

A strategy can in no way become a reality unless the objectives and plan of action are associated to corresponding means (financial, human, technical) to reach these ends. Therefore, it is absolutely necessary for management to be fully on board with the objectives that are set.

A FEW POSSIBLE COURSES OF ACTION

- Training executives and the board of administration in the fields of environmental challenges

- Holding theme-based interactive meetings with all players, on a regular basis

- Associating quantitative metrics to objectives of reducing impacts that were co-determined with all partners.

- Plastic pollution: on the basis of the full-scale corporate carbon footprint assessment, establish an ambitious deplastification plan, to be completed with:
 - A detailed action plan that favours real solutions (reuse, package-free products, new materials, etc...) rather than false solutions (recycled² or recyclable plastic, plastic that « cleans the ocean »³, organic plastic⁴, etc...).
 - A yearly and public evaluation of the efficiency of this plan on the full-scale plastic assessment
- Climate: establishing an ambitious trajectory for decarbonation, based on the full-scale corporate carbon footprint assessment, including:
 - Intermediate objectives
 - A detailed action plan
 - A yearly and public evaluation of the efficiency of this plan based on the full-scale carbon footprint assessment
- Maritime transport: joining the Green Marine Europe environmental program for chargers



C. REDEFINING THE CREATION OF VALUE

On a finite planet, consumption and therefore production can not be infinite. While each citizen holds a part of the solution through responsible consumption, it is also up to each business to ensure its business model is compatible with, or even encourages, a more reasonable way of consuming. Each company must therefore question its practices and bring evolution to its products, its practices and its business model in order to promote and develop a functional, reasonable and circular economy that works for the greater good.

In a changing world, it is the entire concept of a linear economy that must transform, to allow the emergence of new models to create value. This implies redefining offers and products to the detriment of the single-use and the disposable in favour of longer lasting products.

A FEW POSSIBLE COURSES OF ACTION

Working on increasing product life through :

- **Designing products that are repairable, sustainable and desirable in the long term.**
- **Setting up systems of repurchases and resale as second-hand for newly purchased products**
- **Saving on functionality: setting up rental/ leasing options for hardware**

ADOPTING RESPONSIBLE COMMUNICATION STRATEGIES

To communicate efficiently with a variety of audiences and to get key messages across, you must present pertinent information. However, with the public becoming wary and even suspicious of businesses claiming sustainability, loss of credibility relative to commitments and increasing numbers of greenwashing accusations, it has become imperative that communication be both responsible and transparent. Whether it's promoting the reference guide, presenting results or providing information about potential changes, it is crucial that the way these messages are conveyed be guided by fundamental principles such as transparency, integrity and social responsibility. The objective is to maintain a balance between honest communication and the reference guide's credibility by avoiding any exaggeration of data. We must refrain from promises that would be beyond what can truly be ensured, while demonstrating continual commitment to high standards of sustainability.

In addition, it is essential to take into consideration the visual aspect of communication as well as the content. Words and visuals must be chosen with careful consideration since they play a key role in how a message is perceived and understood.

The desirable horizon

A sincere and coherent approach to information and communication for more dialog with all parties.



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A. IMPLEMENTING TRANSPARENCY WITH ALL PARTNERS

Transparency – along with a will to create sincere and authentic communication – is the foundation for building trust between a business and all its partners.

Transparency starts with publishing your indicators but also making data available to readers in a way that allows for in depth and detailed understanding. This requires a pedagogical approach as well as an openness to feedback.

A FEW POSSIBLE COURSES OF ACTION

Publishing the business' environmental strategy on the website or on any other platform that provides proper access to concrete elements.

In doing so, monitoring methodologies and scope must remain available to all.



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B. BECOMING A COMMITTED BUSINESS IN ADVERTISING PRACTICES

Today's consumer sees the protection of the environment as a key criteria in purchasing behaviour. Therefore, it has become vital for all businesses to showcase their environmental commitment to stand out and answer today's consumers' demands and expectations. While we all understand the need for simplicity in any message for it to be understood and heard, this should in no way lead to short cuts or oversimplifications, which either consciously or unconsciously, lead to greenwashing. In France, the Climate and Resilience law of August 22, 2012, which went into application in 2022, introduced a number of restrictions on advertising in the paragraphs relative to consumption.

A FEW POSSIBLE COURSES OF ACTION

We therefore recommend implementing marketing and communication strategies that guarantee:

⇒ Humble and coherent communication: adapting campaigns to real environmental commitment and connecting it to actions carried out by the brand.

Ex: an environmental improvement of 10% on product ranges on the market can in no way represent 80% of the brand's communication strategy; compliance with legislation is not a testament of environmental responsibility.

⇒ Sincere and transparent communication: recognising the environmental impact of one's activities and banishing any untruthful, confusing or outrageous campaigns;

Ex: apparel made with recycled synthetic fabric does not protect the Ocean and saves it even less; reaching carbon neutrality by planting trees in no way solves the problem of greenhouse gas emissions, etc.

In its anti-greenwashing guide, the ADEME defines ecological laundering through 9 distinctive signs, which allow users to identify such practices in supposedly « sustainable » campaigns.

- A proper lie
- A disproportionate promise: relative to the real ecological interest of the product or service
- Vague or imprecise words
- Insufficient information: lack of data or transparency
- An overly suggestive image: visuals that are overly suggestive relative to the real environmental characteristics of the product or service
- A false label: self-proclaimed, which corresponds to no official reference
- An off-topic message: no link between the environmental approach put forth and the product or service
- Inexistent proof: allegations with no hard proof
- False exclusivity: communicating on the environmental merits of a product or service or specific actions, while it is simply in compliance with applicable legislation



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A. BECOMING A COMMITTED COMPANY IN PUBLIC RELATIONS

Businesses have the power to influence their peers and politicians alike.

They can use this power to actively help transform an entire sector. By taking part in the debate around legislation, a business' public relations has an influence on the message that is put out. When speaking up for threatened legislation that is in favour of the Ocean, it is important that other businesses also raise their voice to help protect the Ocean.

A FEW POSSIBLE COURSES OF ACTION

Supporting regulations in favour of more protection for the Ocean alongside professional associations that a company is part of (or not): tribunes, working with NGOs or multi-players initiatives, etc.

STOPPING HARMFUL CHEMICAL WASTE

Water is used abundantly in trade. Consequently, it comes to be mixed into consumer products as well as waste and toxic substances used and/or rejected by businesses. Only a part of used water is collected and treated in water treatment centres before it returns into the natural water cycle. Current methods and techniques do not provide the option to treat and clean all substances that are produced or rejected. The impact of pollutants on ecosystems can vary in time and significance, depending on an ecosystem's ability of absorption and resilience.

Among the list of pollutants produced by industrial activity is chemical pollution. This materialises in different ways and is found in soils, air or even marine environments. As of today, there are over hundreds of thousands of reported chemical substances, though few are indeed defined as characteristic and known for their potential exposition and risk factors⁵.

Among the listed chemical substances, the majority are synthesised molecules. Heavy metals, hydrocarbons, residue from medicine, pesticides or fertilisers are all found in our rivers and Oceans. Runoff on impervious surfaces, overflowing and flooding of used (treated or not) water, industrial waste and dysfunctions are all vectors that contribute to dispersing this pollution and deteriorating water quality in marine environments.

These types of pollution severely impact biodiversity and ecosystem habitats. But some of them also have a direct impact on human health due to the population being exposed to them through swimming or water sports, in which individuals are in direct contact with the soiled water.

To protect the environment and the health of populations from risks linked to chemical pollution, the Action Sports industry has a role to play, from the beginning of a product's life cycle to the variety of actions that can be implemented.

The desirable horizon

Zero harmful chemical waste in natural environments throughout the entire chain of value.



The choice of materials during the design stage of a product can have considerable consequences upstream, downstream of production as well as during the product's life and end of life. Here are a few examples:

- Cotton culture for apparel can generate significant pollution due to use of fertilisers.
- Neoprene used in wetsuits can potentially release toxic substances during use.

Whether production is managed internally or outsourced to suppliers or subcontractors, the product manufacturing process can generate severe chemical pollution. The apparel industry for instance is known for the devastation of entire rivers due to dyes. But it is far from the only example. The use of solvents, paint, etc...are all potentially a source of waste in natural environments. Certain producing countries, where environmental legislation protects ecosystems only lightly, can become vulnerable to certain types of systemic pollution.

Maritime transport generates significant chemical pollution in marine environments:

The residue from cargo shipments can get washed out with salt water and wind up in marine environments

- Ships release oils that need to be managed to avoid aquatic pollution
- In the most severe cases: hydrocarbons from oil spills

The Green Marine Europe⁶ label encourages European shipowners to launch efforts towards continual improvement on various environmental issues and themes, including chemical pollution.

Last but not least, running a business on a daily basis requires the use of products that can generate chemical pollution (detergents, solvents, etc...).

A FEW POSSIBLE COURSES OF ACTION

- Ensure improvements in sourcing and traceability of raw materials that are most sensitive to chemical pollution. Ex: aiming for the AB label in apparel
- Working towards substituting the more dangerous materials for marine environments and human health in favour of risk-free substances, namely free-risk in terms of « regrettable substitutions⁷ »
- Implementing action towards substituting or transforming designs to avoid the most pollution generating materials for marine environments. For instance, in apparel, prefer natural dye methods or options free of pollution-generating fertilisers.
- Maritime transport: demand a level 3 minimum on themes relative to chemical pollution as stated by Green Marine Europe for shipowners transporting products.
- Banishing products that pollute in favour of alternatives that are not harmful for ecosystems.

REDUCING USE OF PLASTICS

What do we mean?

Choking marine mammals, Ocean asphyxia and a danger to humans. This pollution has many negative consequences on the environment.

Each year, 8 million tons of plastic waste end up in the largest dump of modern society: the Ocean.

It is delusional to think that recycling alone can allow us to take on this pollution. Current recycling capabilities and techniques are far behind the current production of plastic and the perspectives of a growing plastics industry. The only option is to stop this catastrophe efficiently and in the long term it is **to reduce at the source**.

Though improvements have been made recently, namely to counter single-use products, there are still significant efforts that will have to be made to drastically decrease our addiction to plastic and microplastics.

The desirable horizon

A plastic-free Action Sports industry.



Design choices drive how a product is elaborated, and therefore significantly influence the product's environmental impact. Plastic is often used because it is light-weight and for its versatile properties. However, when plastic is used in water, it fractures into fine micro plastic particules, which in turn release toxic chemicals that are harmful both for the environment and for human health. Given the current plastic crisis, it is essential to reduce as much as possible our use of plastic in products, particularly if the products have a short life-span.

Primary, secondary and third-level packaging is everywhere. Their environmental and human cost is considerable and particularly for single-use plastics. Reducing packaging involves redefining current logistics and implementing the emergence of reuse solutions.

Purchasing plastic as a raw material has no impact downstream on a business. Upstream, petrochemical industries produce IPP, industrial plastic pellets, which are small coloured marbles of plastic, purchased by other manufacturing professionals in industries such as packaging, synthetic apparel, automotive and other industries. Unfortunately, these particles are frequently accidentally⁸ released in nature. Currently, manufacturing and transportation companies do not monitor this sufficiently to slow the pollution rate ⁹.

Industrial production is likely to generate plastic waste:

- because a part of the purchased plastic is lost in the manufacturing process
- or because plastic components or materials are used in the manufacturing process (cables, tools, sheaths, film...etc).

Maritime transport of cargo is also likely to generate waste found at sea :

- The crews onboard use plastic. This plastic is supposed to be brought back on to land. However, some plastic still ends up in the ocean.
- Cargo ships are likely to lose some containers during transport¹⁰. In this case, the contents drift off at sea, creating contamination on nearby coasts for several years.

Concentrating all employees of a business in a single building generates plastic waste. Whether it is from take-out food packaging, a company cafeteria, office supplies or work equipment, today, the workplace is overwhelmed by plastic.

On a global scale, only 9% of plastic is really recycled. Therefore, the priority must absolutely lie in reducing the amount of plastic that is used. In the event that there is no alternative to plastic and it reveals to be necessary, then it is preferable to use recyclable plastic on the markets they are sold.

Plastic can sometimes be shown as recyclable, but is it really? For instance, in France, there are infrastructures that are adapted to recycling certain types of plastic. Consequently, 59% of flasks and bottles are indeed recycled.¹¹ However, on the contrary, in Indonesia for instance, there are few infrastructures in place for recycling. Therefore only 1% of plastic is effectively recycled¹². Putting « recyclable » on a package sold in a territory that does not have adapted and sufficient infrastructures for recycling is therefore not a reflection of reality.

A FEW POSSIBLE COURSES OF ACTION

- Designing products that contain as little plastic as possible, including biosourced plastic
- Working towards eliminating plastic packaging
- Polybags: preferring reusable polybags
- E-business: preferring reusable packaging
- Demanding that plastic suppliers use responsible manufacturing and transportation, in particular for industrial plastic pellets
- Encouraging industrial processes that use less plastic
- Maritime transport: demand that shipowners operate at a level 3 minimum on the « management of residual materials » module of Green Marine Europe.
- End of life: for products that still contain plastic, opt in favour of real recyclability in the actual sales market
- Communication: show on the package whether the product/package is (really) recyclable on the sales market (meaning that at least 30% of plastics in the same category are indeed recycled in that territory).
- Internal practices: implementing zero waste solutions on company premises
 - Providing reusable mugs/boxes to employees to reduce packaging linked to take-away food or coffee machines
 - Company cafeteria: prefer home made food to limit plastic
 - Supplies: prefer shared supply orders to reduce useless purchases
 - Equipment: encourage second hand

REDUCING GREENHOUSE GAS EMISSIONS

What do we mean?

Emissions of greenhouse gasses (GHG) refer to the emission of chemical substances into the atmosphere, which contributes to climate change. The main GHG include carbon dioxide (CO₂), methane (CH₄) and nitrogen protoxyde (N₂O). These gases are generated by various human activities such as the burning of fossil fuels, intensive agriculture and industrial processes. The impacts of GES are numerous : they create climate changes such as the increase of average temperatures, heat waves, droughts, flooding and extreme weather events. They also contribute to the melting of ice caps, which in turn contributes to the rise in sea levels, which is a danger to coastal areas. These climate changes upset both marine and terrestrial ecosystems, creating a loss of biodiversity and ecological imbalance. In addition, excessive absorption CO₂ by the Ocean generates a fall in the Hydrogen Potential and leads to ocean acidification, which endangers coral reefs and marine organisms. The impacts on human health are also significant with an increase in vectorial diseases, allergies and respiratory problems.

Activities linked to Action Sports require travel, the use of vehicles and boats as well as energy consumption for lighting and heating of buildings and infrastructures as well as for the running of equipment. All these activities generate GHG emissions that contribute to climate change.

It is essential for surfing companies to take action to reduce their GHG emissions. This can include using renewable energies to supply power for buildings or infrastructures, adopting sustainable practices when designing and manufacturing hardware but also raising awareness in users about the importance of reducing one's carbon footprint when travelling (ex: opt for carpooling). The transition towards more sustainable and environmentally friendly practices in the surfing industry is crucial to offset and reduce the effects of climate change and to preserve marine and coastal ecosystems and lastly to also ensure long term sustainability of these sports.

The desirable horizon

A decarbonated Action sports industry.



The production of raw materials required to manufacture products is likely to be particularly carbon heavy. For instance,

- The production and end of life of polymers generate significant GES emissions
- Wood/ timber from deforestation is also likely to have a heavy carbon footprint
- The manufacturing of cotton often relies on intensive agriculture, which generates GHG emissions

Whether manufacturing is managed internally or outsourced to suppliers or subcontractors, industrial sites require large amounts of power and energy - electricity in particular - to function. GHG emissions of such buildings can profoundly vary depending on the electric mix in sourcing depending on the country in which manufacturing takes place. This is why manufacturing in Poland (where electricity relies mostly on coal) will be far more carbon-heavy than manufacturing in Quebec, Canada (where electricity relies heavily on hydraulic power).

Transportation of merchandise generates roughly 2,5% of greenhouse gas emissions on a global scale. It is therefore one of the most emitting sectors. Companies, as chargers, have the option of choosing to work preferably with shipowners who have committed to ambitiously lowering their trajectories in terms of greenhouse gas emissions.

A business, with at least one building and a few employees, emits greenhouse gases. It is therefore the company's own responsibility to reduce its emissions linked to using power, a fleet of business vehicles or employee travel/ commuting.

Marketing and selling products can also generate significant quantities of GHG emissions. Indeed, shops are places that can easily and very quickly become power-hungry with heating in the winter or air-conditioning in the summer, which are both often widely over used.

A FEW POSSIBLE COURSES OF ACTION

- Prefer raw materials that produce fewer GHG emissions throughout their life cycle
- Encourage sobriety at manufacturing sites through:
 - A policy of sobriety in the company (choice of machines, quality of buildings and premises, piloting power sources and use)
 - Selecting low carbon power sources
 - Preferring suppliers that are near sales markets
- Demanding that shipowners commit to a minimum of a level 3 in « Greenhouse gasses emissions » of the Green Marine Europe program
- Committing to the Fret21¹³ program
- Working with maritime transportation companies that use sail propulsion
- Encouraging sobriety in the workplace through:
 - A real strategy of sobriety for the company (quality premises, power monitoring)
 - Opting for low carbon power sources
- Elaborating a strategy to reduce emissions linked to employee transportation:
 - Business travel: banishing air travel for destinations of 5h or less for which rail options exist
 - Commuting: encouraging clean travel options
- Encouraging sales that are low in energy consumption through:
 - Reasonable management in shops/ stores
 - Keeping doors closed when using heat or air-conditioning
 - Choosing power networks with reasonable GHG emissions
 - An e-business strategy that encourages delivery point sales (as opposed to home delivery)

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RÉFÉRENCE 6

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RÉFÉRENCE 7

Substitution regrettables : consiste à remplacer une substance interdite par une nouvelle substance aux propriétés très similaires mais qui se révèle avoir elle aussi un impact sur l'environnement et/ou la santé humaine

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POSITIVE ACTIVISM FOR THE OCEAN

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