

OCEAN FRIENDLY BUSINESS

BUSINESS TOOLKIT



OCEAN
FRIENDLY
BUSINESS

van^{co}u^{ver}
foundation



TABLE OF CONTENTS

- 2) Introduction & Vision of Campaign
- 3) Campaign Criteria
- 4) Benefits of Being an Ocean Friendly Business
- 5) Campaign Resources: Buying List
- 6) Campaign Resources Cont'd: Buying List
- 7) Hard to Recycle Items Directory
- 8) Bulk Food and Refill Options
- 9) Communications
- 10) Ocean Friendly Corridor
- 11) What's Next For Your Ocean Friendly Business



INTRO & VISION

Surfrider Foundation is dedicated to the protection and enjoyment of the ocean, beaches, and waves through a powerful activist network. Surfrider Foundation Canada (SFC) has three chapters in British Columbia: the Vancouver Chapter, the Vancouver Island Chapter based in Victoria, and the Pacific Rim chapter based in Tofino and Ucluelet.

Each year since 2017, Surfrider Pacific Rim has worked with 15 diverse businesses in Tofino and Ucluelet on Vancouver Island to help them transform their current operations to eliminate unnecessary plastics, keep materials in use, divert waste from landfill, and implement regenerative practices.

Through this campaign, resources, innovative ideas and practices are gained from each business and shared with all participants, as well as the greater business community.

We hope for you to learn from our experience and insights gained from running this valuable and effective campaign, so that you can run a likewise or similar initiative in your community.





CAMPAIGN CRITERIA

Businesses must comply with the following:

1

No use of expanded Polystyrene (aka Styrofoam) in operations, any other Styrofoam received is recycled in accordance with correct local practices.

2

Business is not sending any recyclables to landfill, and recycling load will be reviewed by Surfrider volunteer at Sonbird.

3

Complies with the single-use plastic regulation bylaws. In addition to polystyrene, this includes eliminating plastic cutlery for 2019/2020.

4

Cigarette butts recycled (Hold on To Your Butt Campaign) and/or the business is declared a no smoking zone.

5

Environmental sustainability incorporated into hiring process and training programs.

CAMPAIGN CRITERIA

And choose 5 out of the 9 optional criteria that the business is not already compliant with:

- 6) Addition of one more hard to recycle item to recycling practice.
- 7) Elimination of plastic water bottles, or another type of plastic bottle if this is already compliant.
- 8) Reusable tableware/packaging provided for guests, reusable containers provided for staff.
- 9) Elimination of plastic coffee cups and lids.
- 10) Elimination of one more type of single use plastic.
- 11) Mitigating microfibre pollution.
- 12) Implementation of a zero-waste or circular economic practice.
- 13) Donates 3 volunteer hours towards any other Surfrider campaign or program.
- 14) Wetsuits recycled (Wetsuit Reincarnation Program).



BENEFITS OF BEING AN OCEAN FRIENDLY BUSINESS

getting businesses on board

- Sharing marketing materials to show the status as Ocean Friendly, within the business and online.
- Cost savings from keeping materials in use and diverting waste from landfill.
- Increasing staff education about sustainability and increasing their investment in the workplace as a proud employee of an environmentally conscious business.
- Recognition of being a socially and environmentally responsible corporation by guests/customers.
- Working towards the protection and restoration of the ocean, beaches and coastlines and all aquatic environments.



CAMPAIGN RESOURCES

CLEAN WATER & HEALTHY BEACHES

Company	Contact/Website	What They Carry
Aardvark Straws	Kara Woodring - kwoodring@aardvarkstraws.com aardvarkstraws.com	Paper straws. Businesses receive a 50% discount with the code SURFRIDER50
Abeego Beeswax Wrap	abeego.com	Saran wrap alternative
Avasol	avasol.com	Plastic free ocean friendly sunscreen (comes in a paper board tube)
ChicoBag	www.chicobag.com	Produce bags and reusable bags
Bulldog Bag Ltd.	Far West Distributors	100% post-consumer recycled paper bag. Can be purchased through Farwest distributors.
Dental Lace	www.dentallace.com	Plastic free floss, find at Epic Pharmacy
Dr. Schultz	www.docshultz.com/freshworld	Plastic free hand sanitizer and cradle to cradle system for glass
Earth in USA	earthinusa.com	Clay canteens
Ecojarz	ecojarz.com	Mason jars and lids Mason jar mugs Canning supplies
ECOlunchbox	ecolunchboxes.com	Stainless steel lunch boxes and food containers
Far West Distributors	www.farwestdistributors.ca/products	Paper checkout bags Paper wrapped toilet paper Paper straws Wooden Cutlery Paper takeaway containers
GUPPYFRIEND	www.patagonia.ca/product/guppyfriend-washing-bag/O2191.html	Microfibre catchment laundry bags
HP Instant Ink	https://h30248.www3.hp.com/recycle/supplies/index-hpe.asp?__cc=ca&__la=en	Refillable printer cartridges
Kooshoo	https://www.kooshoo.com/collections/organic-hair-ties	Organic Cotton, Plastic-Free Hair ties

CAMPAIGN RESOURCES CONT'D

CLEAN WATER & HEALTHY BEACHES

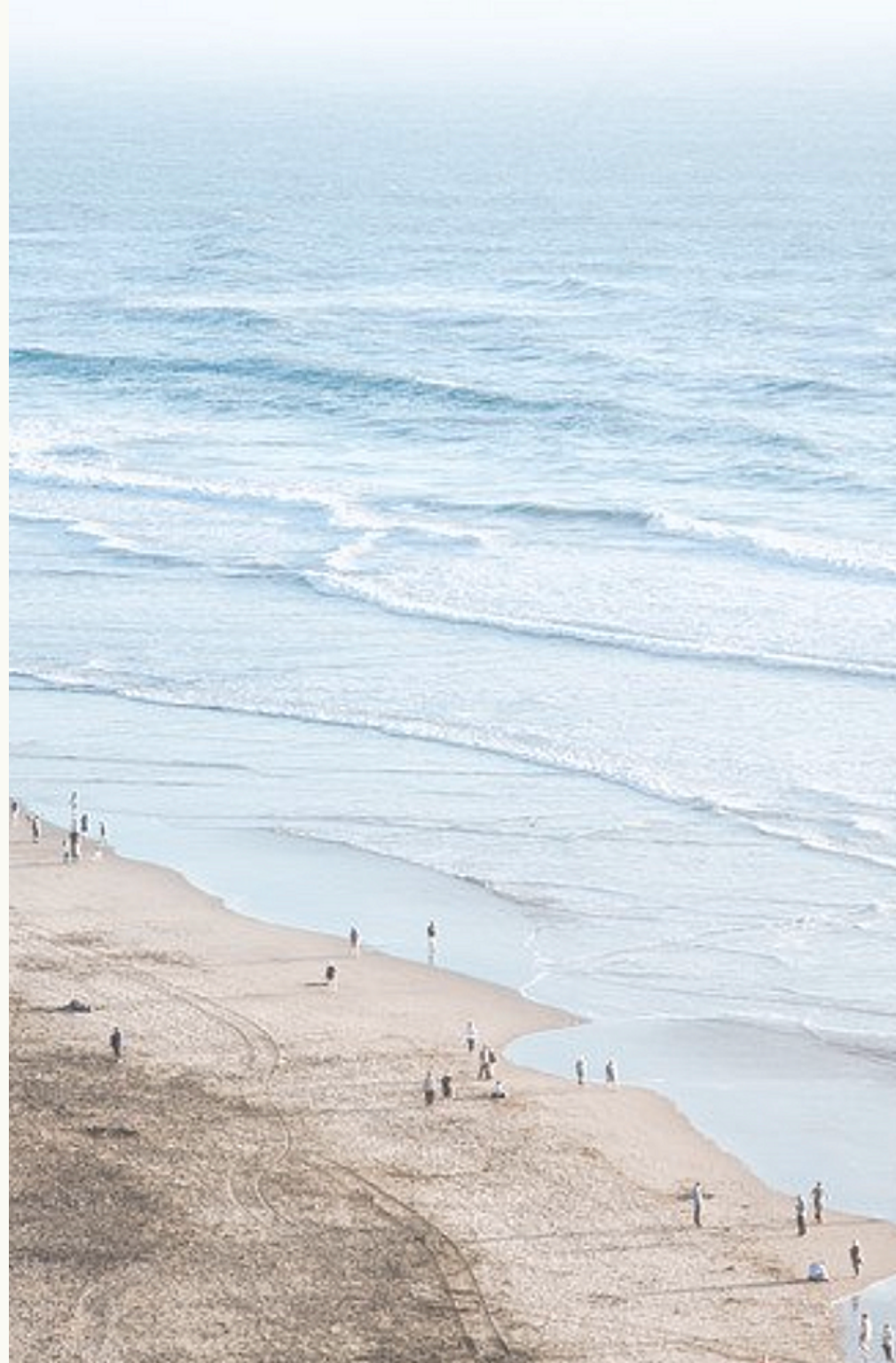
Life Without Plastic	www.lifewithoutplastic.com	Cellulose plastic free packing tape Hemp and organic cotton bread bags
Lint-LUVR	www.environmentalenhancements.com/	Microfibre filter attachment for washing machines <input type="checkbox"/>
Native Origins	www.nativenorthwestselect.com/collections/native-origins	Water bottles Reusable mugs 100% cotton bags and clothing
Nezza Naturals	nezzanaturals.com	Zero Waste, Bulk and Refill Store, Victoria
Onyx Containers	www.onyxcontainers.com	Wholesaler of metal containers like ice cube trays (and other amazing items)
Otter Wax	www.otterwax.com	Waterproofing
Planet Clean	www.planetclean.com	Paper wrapped toilet paper Eco-logo certified cleaning products Compostable paper takeout containers
Sea Wench Naturals	Carried at Green Soul Organics seawenchnaturals.ca	Dish Soap: bottle can be refilled, bulk can be purchased. Hand Soap: bottle can be refilled Bulk shampoo, conditioner and body wash
Swell	www.swellbottle.com	Water Bottles
To-Go Ware	www.to-goware.com	To-go utensil sets
Uline	www.uline.ca	100% post-consumer recycled paper bags and shipping supplies
West Coast Refill	www.westcoastrefill.com	Zero Waste Bulk Store, Victoria
Who Gives a Crap	us.whogivesacrap.org/collections/all	100% recycled toilet paper, tissue, and paper towel
Yuggen	www.yuggen.org	Reusable ziplocs
Zero Waste Emporium	www.zerowasteemporium.com/food-and-drink	Zero waste grocery store

HARD TO RECYCLE ITEMS DIRECTORY

Item	Contact/Website	Location (Local)
12 bolt batteries Diesel Oil	www.methodmarine.ca	Method Marine
Batteries	www.slegg.com	Slegg Lumber, Ucluelet
Business lightbulbs Electronic appliances	www.return-it.ca/locations/ucluelet-bottle-depot	Ucluelet Bottle Depot, Ucluelet
Rainwater Soap & Candle Co. Glass Candle Bases	www.pinastyles.com	Piña in Tofino and Ucluelet
Household Batteries	tofinocoop.com/hardware-store	Co-op Hardware, Tofino
Pens, Markers & Highlighters		Ultramarine, Tofino Blackberry Cove, Ucluelet
-plastic retail hangers, commercial paper, and thermal paper, foil-lined coffee bags	Sun Coast	Port Alberni
Styrofoam Sheet Plastic Bubble Wrap	www.sonbird.ca	Sonbird, Tofino & Ucluelet Business must bring these items to depot.
Tires Metal	www.acrd.bc.ca/west-coast-landfill	West Coast Landfill, Pacific Rim fill
Unusable Wetsuits	www.surfsister.com Pacificsurfschool.com www.relicsurfshop.com	Drop zones: Surf Sister and Pacific Surf School, Tofino Relic Surf Shop, Tofino
Item	Contact	National & International
Coffee accessories Office supplies Plastic packaging Shipping materials	terracycle.ca	Terracycle (\$) Check out their website to see their list of accepted materials!
Hair clippings, colour tubes, aerosol cans, chemical laden foils, paper and plastics	hAirmail@greencirclesalons.ca	Green Circle Salons
Printer Cartridges	www.staples.ca	Staples
Everything!	terracycle.ca	Terracycle (Free)
Used amenities (shampoos, soaps)	cleantheworld.org	Clean the World
Wine and liquor corks	recork.org	Recork

BULK PRODUCTS & REFILL OPTIONS

- Instead of single wrapped tea, opt for wholesale loose leaf.
- Instead of individually wrapped coffee bags or espresso pods, get your local coffee supplier to refill reusable containers or use the same refillable bags.
- Offer a water fountain on-site for guests to refill their bottle with.
- Ask your supplier to ship you bulk products over individually wrapped, and to eliminate plastic and styrofoam as much as possible from shipments.
- Switch from single-use soaps and amenities to refillable. Get in touch with your local refilleries and zero waste stores for partnerships.
- Opt for zero waste and plastic free products through bulk stores and zero waste stores.



COMMUNICATIONS TEMPLATE

SHARING ENVIRONMENTAL RESPONSIBILITY WITH GUESTS AND CUSTOMERS

Businesses have an opportunity to share their environmental practices and policies with guests, which will work to raise awareness with every person who interacts with their business. As a cafe, this might be in the form of a sign that lets people know policies on reusable mugs, or as a surf shop, putting up the Surfrider poster that explains wetsuit recycling. You can also add the Ocean Friendly Business logo and/or your certificate to your business website, along with all of your environmental initiatives.

Accommodation providers who have overnight guests often send a welcome email containing imperative information for the guest's stay. As an Ocean Friendly Business, this email can let guests know that Tofino and Ucluelet are on their way to becoming single-use plastic free towns. This email can instruct guests to bring their own reusable water bottles, mugs, straws and bags. In addition, it can let guests know that Tofino and Ucluelet has some of the cleanest drinking water in the province and suggest some environmental activities for guests to participate in!

Sample Email:

Dear xxx;

We look forward to your upcoming stay at [Business Name], you are free to check in anytime after 3 PM. Upon checking in, a Guest Services Assistant will show you your room and share all details concerning our services and facilities.

[Business Name] is an Ocean Friendly Business, we are working to lower our plastic footprint, divert waste from landfill, and adopt measures to protect the ocean, beaches and waves. You can do your part when you visit by remembering to bring your own mug, reusable water bottle, reusable bag, reusable container and cutlery if you plan to enjoy takeout. You can also make a positive difference while you're here by picking up any litter or marine debris that you find on any beaches or pathways.

Please let us know if you have any special considerations our team should know about or if you would like to add a note to your stay.

Kindest Regards,

[Business Name]

OCEAN FRIENDLY TOWNS

What Businesses Can Do:

-Write to your Districts/City and let them know that your business supports banning single-use plastics.

-Write a letter to the editor of your local or regional newspaper to let them know about the changes your business is making, how your supporting the movement to Rise Above Plastics, and how other businesses can get involved.

-Let suppliers know to not ship items with plastic or styrofoam, and request for them to provide bulk and refill options

-Organize a town or city cleanup, sponsor snacks and refreshments, and invite the community out! Record data of what you collect and share this with the media and local representatives.

-Find recycling/upcycling and composting solutions for all waste products created by your business



THANK YOU FOR LEADING THE OCEAN FRIENDLY MOVEMENT!



SURFRIDER
FOUNDATION

PACIFIC RIM, BC