



**SURFRIDER**  
FOUNDATION

PACIFIC RIM, BC

---

**ANNUAL REPORT 2021**

Thank you to our photographers, Nicole Holman & Sarah Bennett!

# TABLE OF CONTENTS

<b>1</b>	Message from the Team
<b>2</b>	Mission
<b>3</b>	2021 Highlights
<b>6</b>	Campaigns
<b>7</b>	Programs
<b>8</b>	Monumental Goals for 2022
<b>9</b>	Volunteer
<b>10</b>	Partners, Sponsors & Donors
<b>12</b>	Thank-you!

## MESSAGE FROM THE TEAM

This has been an exciting year of new and renewed partnerships in the pursuit of ocean and coastal pollution prevention. We supported the districts of Tofino and Ucluelet in adding polystyrene foam takeaway packaging to the Single-Use Plastics (SUP) Bylaw, facilitated the installation of 2 new water refill stations in our communities for our Take Back the Tap initiative to eliminate 1 L under plastic water bottles, recycled over 1 million cigarette butts and if that wasn't enough, we participated in the Clean Coast Clean Waters provincial initiative, British Columbia's largest remote shoreline cleanup.

And to top it all off, at the end of the year we harnessed the fundraising efforts of Blue Friday and had 43 businesses raise over \$40,000 to remove EPS foam docks from our local waters, starting with the The Big Tree Trail dock on Meares Island in collaboration with Tla-o-qui-aht Tribal Parks. The support has been astounding!

We are filled with gratitude for our 40+ core crew volunteers that are part of one or more campaign, program, and/or operational committees. Surfrider Pacific Rim has an inspiring atmosphere reflecting the collective nature of our passionate members' efforts that creates a measured difference for all people who love and depend on the ocean and coastline.

Same mission, new location! We will be moving to Surf Grove at Cox Bay this summer. More details to come. Come for a visit and then stay for a while and volunteer with us to continue creating the Ocean Friendly Corridor leading the way in British Columbia and Canada!

# MISSION

---

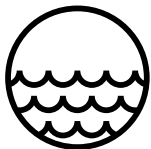
Surfrider Pacific Rim is a non-profit environmental organization dedicated to the protection and enjoyment of the world's oceans, beaches, and waves, for all people, through a powerful activist network. The Surfrider Pacific Rim Chapter is based out of Tofino and Ucluelet on the central west coast of Vancouver Island, and has three main focuses:



**Eliminating single-use and unnecessary plastics**



**Building a localized circular economy**



**Engaging youth, businesses, the public and all levels of government in ocean-friendly initiatives**





# 2021 HIGHLIGHTS

## PLASTICS

- **Cut the Cutlery goes to council and gets passed!** The District of Tofino passed the Single-Use Item Regulation Amendment Bylaw 1277.01, 2022, adding plastic and bioplastic utensils to the list of already banned items including plastic check-out bags, plastic straws, and polystyrene takeaway containers! We expect this bylaw to be fully adopted by Ucluelet as well in early 2022.
- We participated in the **largest ever shoreline cleanup effort** on the BC coast, partnering with other environmental non-profits and First Nations to collectively remove **197,035.45 kg of debris** from **394.21 km** of the West Coast of Vancouver Island!
- We continued empowering visitors and residents to participate in citizen science and upstream solutions to marine debris by logging the data from their 5 minute beach cleanups via the Surfrider Canada list on the Marine Debris Tracker app. In 2021, we recorded a whopping **18,770 items!** The top trash trend for solo beach cleans is **cigarette butts**, with **6228** recorded by beach cleaners in 2021!
- Operated by Sea Legacy Foundation, the **Ocean Plastic Depot** at the West Coast Landfill diverted 20 tonnes of marine debris in its pilot year!
- **Foam Free Docks Launch!** With the help of Blue Friday, we successfully fundraised more than \$40,000 to replace unencapsulated foam dock flotation from public docks in Tofino as well as the foam flotation on the Big Tree Trail dock on Mearse Island in collaboration with Tla-o-qui-aht Tribal Parks - stay tuned in 2022!
- Through the Take Back the Tap Campaign, we installed 2 new water dispensers, one near the Ucluelet Aquarium and the other one in the Tofino Village Green.
- Through our Wetsuit Reincarnation program, run by Shred Neoprene, 4.5 tonnes of wetsuits were recycled on the Pacific Rim!



# 2021 HIGHLIGHTS

**“ You cannot protect the environment unless you empower people, you inform them, and you help them understand that these resources are their own, that they must protect them.**

**- Wangari Maathai**

## CIRCULAR ECONOMY

- Over 1 MILLION CIGARETTE BUTTS RECYCLED through the Hold On To Your Butt campaign! Local shaper Jesse of SomeSea Surf Co completed the first ever Canadian Dart board which was launched at the CSA Nationals surf competition. The Dart Board is an imaginative, visual tool for raising awareness of cigarette butt pollution.
- 14 new businesses registered as Ocean Friendly across the Pacific Rim in 2021, bringing the total number of registered businesses to 60!
- Partnerships with Drift Mfg (Styrofoam Surfboards), Sea Woven (recycled rope artwork), Pete Clarkson (marine debris artist), and Shred (neoprene recycling).

## EDUCATION

- Working with the ACRD to educate businesses on plastic contamination as the new regional composting program starts in fall of 2022. This includes 10 Ocean Friendly Business audits completed by our waste consultant Robin Jackson!
- Plastics + Climate Change presentation at Wickaninnish elementary as part of the COP26 week of global action.
- Ucluelet Secondary School Club continues to make waves with their school based waste reduction campaigns and shoreline cleanups.
- Surfrider UVic, UBC Surf Club, and USS Surfrider gathered on our shores for a day of networking, workshops, and participation in the design of an Ocean Friendly Schools campaign, set to launch in 2022!
- Yukon Whale Day - we had the privilege of leading a Youth Environmental Stewardship education session via zoom for the Yukon Arts Centre's Whale Day celebrations.
- Ocean Friendly Resource updates** with DIY Surfrider Pacific Rim programs and campaigns to scale our efforts beyond the borders of our community by offering accessible assistance to anyone interested!



# 2021 HIGHLIGHTS



## OUTREACH

- Remaining dedicated to growing our partnerships with other non-profit and stewardship-focused organisations: Cedar Coast Field Station, Central West Forest Society, Clayoquot Action, Coastal Restoration Society, Emerald Sea Society, Friends of Clayoquot Sound, Ocean Legacy Foundation, Raincoast Education Society, Rugged Coast Research Society, Strawberry Isle Marine Research Society, Tla-o-qui-aht Tribal Parks, Tseshaht Beach Keepers, and Ucluelet Aquarium.
- In partnership with Tourism Tofino, Washed-Up Wednesdays weekly beach cleans through high summer removed >5000 items, including 819 cigarette butts!
- In partnership with Pacific Sands, a marine debris collection point was established on Cox Bay to encourage beach goers to participate in a solo 5 minute beach clean.
- We partnered with Long Beach Lodge to create a Beach Clean Bag and informative door-hanger to educate visitors on the importance of reducing their waste footprint and protecting the area they are visiting. In 2022, 14 businesses on the Pacific Rim will be participating in this program!
- We began a mentorship program with Transition Towns Port Alberni to establish an Ocean Friendly committee which coordinated estuary cleanups and information booths throughout 2021.
- Surfrider Sessions Fundraiser at the Wickaninnish raised the most funds to date at \$22,824.75 which includes a \$5,000.00 donation for our Wetsuit Reincarnation program from the Wickaninnish as well!

# CAMPAIGNS

As an advocacy organization, issue campaigns are our primary means of advancing our mission.



## ELIMINATING THE OUTLAWS

Following our Forget the Foam, Straws Suck, Ban the Bag, and Cut the Cutlery victories, we're now working to eliminate the remaining unnecessary and prolific single-use plastic take-out items not yet regulated by the single-use plastic bylaw in the Districts of Tofino and Ucluelet. These items include coffee cups and lids, ramekins and other take-away food containers. This continued effort will lead to our next single-use plastics campaign.

## TAKE BACK THE TAP

Single-use plastic water bottles are the most commonly collected consumer item in remote areas on the west coast. Surfrider Pacific Rim's new campaign, Take Back the Tap, is working to address this by working with businesses to support them in voluntarily eliminating single-use plastic water bottles 1L and under. As part of this program, we have supported the installation of two water refill stations with accompanying educational signage. This is increasing public access to and knowledge about local fresh water from Tla-o-qui-aht Tribal Parks.

## HOLD ON TO YOUR BUTT

The Hold On To Your Butt Campaign aims to raise awareness about the environmental impact of cigarette butt litter in the oceans, waves, and beaches, as well as lower the amount of pollution occurring through our cigarette butt recycling program. Our goal is to eliminate cigarette butt litter in Tofino, Ucluelet, and beyond. Our ultimate goal is to lobby governments to ban plastic cigarette butt filters and make the tobacco industry responsible for cleaning up the pollution caused by their products.

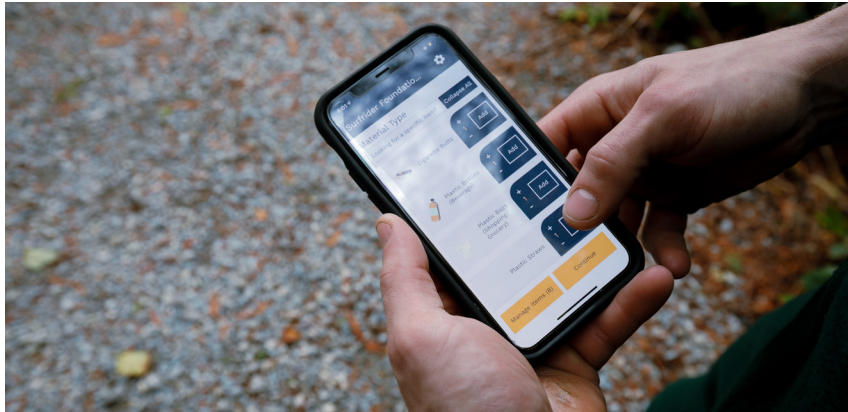
## OCEAN FRIENDLY BUSINESS

The Ocean Friendly Business Campaign works to register new businesses in Tofino and Ucluelet each year as Ocean Friendly, by assisting them in transforming their current operations to eliminate unnecessary plastics, divert waste from landfill, and adopt regenerative practices. Resources, innovative ideas, and best practices developed through this campaign are shared with the entire business community in the Pacific Rim.



# PROGRAMS

Ongoing community programming supports our campaigns by raising awareness, providing education, and advancing our efforts towards coastal protection.



## LYBC

We can't clean our way out of the plastic pollution crisis - however, the data we collect on beach cleans is the first step towards tackling this issue at the source. By analyzing the debris we find, not only do we get a sense of which items are the biggest offenders, we also amass compelling evidence to advocate for systemic change.

## RAP

Rise Above Plastics (RAP) program is focused on the impacts of plastics in the marine environment by raising awareness about the dangers of plastic pollution and by advocating for a reduction of single-use plastics and the circular management of all plastic products and packaging.

## YES

Young people are the future, and the way we treat our environment today will directly affect their quality of life as adults. With that in mind, Surfrider Pacific Rim has developed the Youth Environmental Stewardship program, designed to educate, inspire, and empower young people to step up as leaders in their community, instigating much needed changes for a sustainable future.

## WETSUIT REINCARNATION

We are now working with Shred Neoprene! This transition keeps manufacturing and final product distribution local. This is a massive step towards achieving our long term goal of localizing this circular economy program!



## MONUMENTAL GOALS FOR

## 2022



## PLASTICS

- **Cut the Cutlery** educates and supports local businesses with the new amendment to the local SUP Bylaw in Tofino and, soon to be in Ucluelet as well.
- **Take Back the Tap** community consultation with off-shore communities and businesses to eliminate 1 L and under water bottles from our region.
- **Foam Free Docks:** Work in partnership with Tla-o-qui-aht Tribal Parks and the Districts of Tofino and Ucluelet to **remove un-encapsulated styrofoam floatation devices** from docks on the West Coast, and have this material banned from use. Tla-o-qui-aht Tribal Parks collaboration to replace The Big Tree Trail dock on Mearse Island will be the first dock with air-filled billets to use the funds raised through Blue Friday initiative and a grant from the ACRD. First Street dock replacement with the District of Tofino will take place next, in 2022!

## CIRCULAR ECONOMY

- Coming soon- video by local videographer Mike Dandurand of the Dart Board production will further educate our local communities with the ultimate goal of eliminating cigarette butts and plastic from filter cigarettes! With the efforts of locals, businesses, and volunteers, we have been able to recycle 1,256,663 cigarette butts so far.
- We are excited to partner with Shred Neoprene to fulfil our mission of keeping neoprene out of our local landfill site, along with recycling all parts of the wetsuit including zippers! Look for Shred's product launch this year!
- We are looking forward to the re-emergence of Stitch and Beach or Repair Cafes for late 2022!

## EDUCATION &amp; OUTREACH

- In conjunction with the ACRD, we will focus on single use bioplastic education in composting systems for business and residential, providing locally compostable alternatives. We will provide ongoing support of waste diversion efforts for other single-use plastic items and eventually, we plan to review recycling options for textiles and construction waste.
- Supporting the ACRD to educate the community on the **curbside composting program roll out** to residents in **November 2022**.
- Launch the Ocean Friendly Schools student workbook in Fall 2022 - designed by students to empower fellow students to step-up as leaders in their classroom and lead the Ocean Friendly Revolution in schools!
- Continue to provide high quality place-based learning experiences for students to connect with their environment and learn about ocean conservation and how they can take a lead role in protecting the ocean, beaches, and waves.
- Love Your Beach Clean will continue with monthly beach clean-ups on local beaches with local businesses sponsoring each one. A few remote beach clean-ups are on the agenda as well!
- We will invest in the development of digital resources to enhance the YES Curriculum, further empowering young leaders in the community.
- Continue to support Long Beach Lodge with the roll out of their Beach Clean Bag initiative: providing visitors with information on how to do a 5 minute beach cleanup, log their data, and recycle their debris. Guests can use the bag throughout their stay, reducing the need for single use.
- Continue to partner with surf competitions and beach events, supporting visitor education and waste reduction and diversion.
- Ocean Friendly Business roundtables will be hosted in conjunction with the Chamber of Commerce for mid to late 2022.

# VOLUNTEER

## HOW TO GET INVOLVED

Surfrider Pacific Rim cultivates a unique and innovative space where our volunteers can grow as environmental leaders. Volunteers may start their volunteer journey at a beach clean, and through Surfrider Foundation University and other training opportunities, they will go on to lead projects, campaigns, committees, and even join the Executive Committee.

Our theory of change is based on the idea that if we grow environmental capacity on the ground in communities by training and investing in a collective of individuals, we will create the political will necessary to increase support for pollution prevention, coastal protection, and environmental awareness provincially, nationally, and internationally. Through this approach, we also facilitate a pathway for volunteers to positively influence businesses, industries, and educational institutions, as Chapter initiatives also seek to make changes in these sectors.

**“ I love everything about this place - the environment, its history, its people - it's worth working hard to seriously preserve and care for its needs and its future!**  
- Connor Harris, Volunteer



Volunteers Ben Reckner and Mandy Lawrenz shared:

**“ As this is our first year living in Tofino, volunteering for Surfrider has been an amazing opportunity to connect with like-minded people on all the chapter events, the communal beach cleans, or as part of the remote multi-day shoreline clean, simply to share our passions for the oceans and the natural world. And we even made friends! We are grateful to be able to live here, contribute to the local community of Tofino, and constantly learn more about the natural and cultural environment. We are thankful for all the inspiration, all the shared knowledge, and the good times out there!**



# PARTNERS & SPONSORS

## PARTNERS

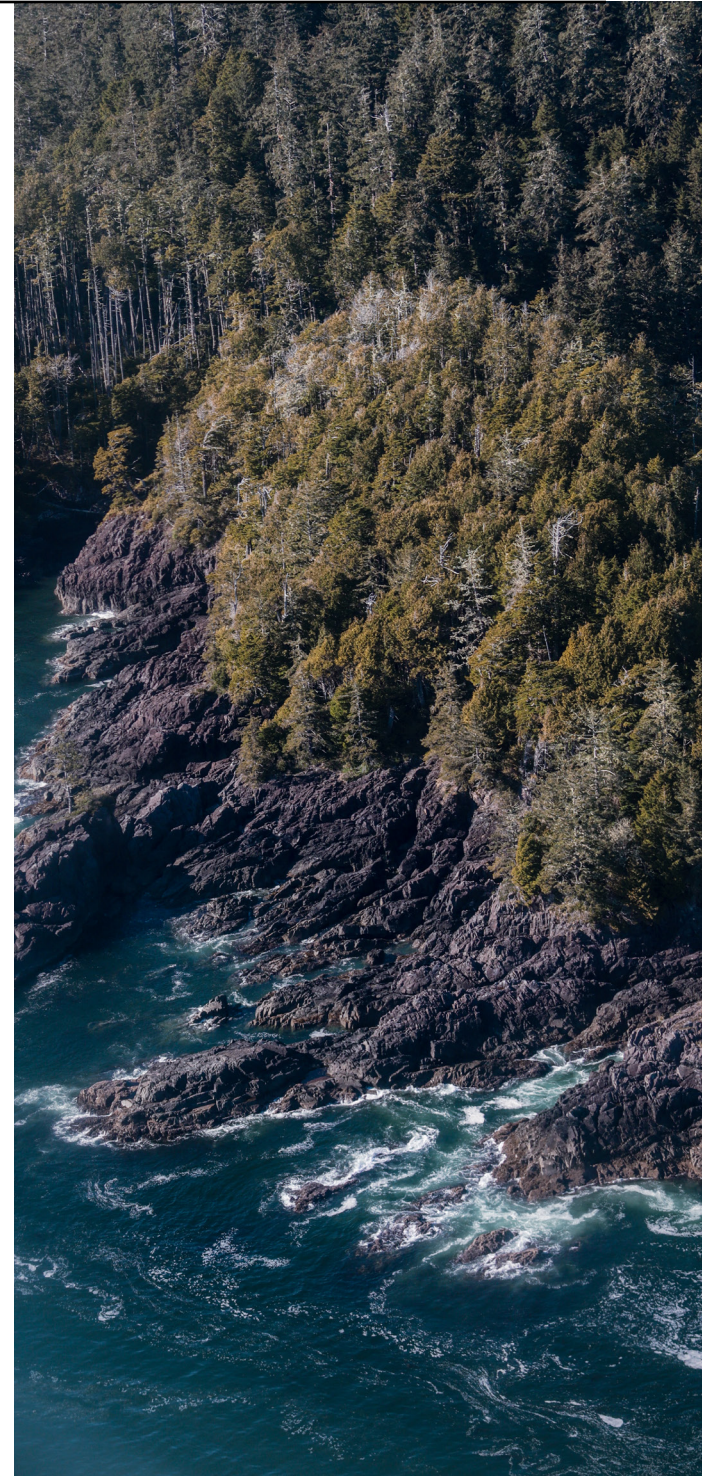
---

Alberni-Clayoquot Regional District  
Arcteryx  
Claire Watson  
ClayoquotAction.org  
Clayoquot Biosphere Trust  
Discover Ucluelet  
District of Tofino  
District of Ucluelet  
Far West Distributors Ltd.  
Friends of Clayoquot Sound  
Jamie's Whaling Station  
Kingsley Trucking Ltd.  
Long Beach Lodge  
Ocean Legacy Foundation  
Pacific Sands Resort  
Patagonia  
Sea Wench Naturals  
SonBird  
Surf Canada  
Tofino Brewing Co.  
Tofino Time  
Tofino Towel Co.  
Tofino Yoga  
Tourism Tofino  
Tla-o-qui-aht Tribal Parks  
Tuff City Radio  
Ucluelet Aquarium  
Vancouver Foundation  
Westerly News  
Wickaninnish Inn

## SPONSORS

---

ACRD  
Arcteryx  
Clayoquot Biosphere Trust  
Community Foundations of Canada  
District of Tofino  
Jamie's Whaling Station  
Long Beach Lodge  
Ocean Outfitters  
Pacific Sands Resort  
Vancouver Foundation Grants  
Vancouver Island Tourism  
Wickaninnish Inn



# DONORS

## DONORS

Adventure Tofino Wildlife Tours	MEC Electrics
BC Parks	Merge
BeeKind	Michelle Fontaine
Black Rock Resort	Mike Hogan
Bravocados	Rugged Coast
Canadian Museum of Nature	Sea Woven
Crystal Cove	Sustainable Capacity Foundation
CSA	The Merrifield Family Foundation
First West Credit Union	The United Way
Gaia Grocery	Victoria Shipping Containers
Hotel Zed	Yukon Arts Centre
Londre Body Wear	

## SURFRIDER SESSIONS DONORS

Aftanas Surfboards	Nirvana Fern
Archipelago Cruises	Owen Perry
Art Skoda	Pacific Surf School
Atleo Air	Paddle West Kayaking
Basic Goodness	Pete & Jen Clarkson Art
BC Ferries	Reika
Cedar and Rose	Roy Henry Vickers Gallery
Salvage	Sacred Stone
Cox Bay Beach Resort	Sea Cider
Slowtide	Sea Wench
Epic Pharmacy	Surf Sister
Jeremy Koreski	The Den
Marcus Paladino	Tofino Coffee Roasting
Megan Rivard	Tofino Distillery
Mermaid Tales Bookstore	Tofino Mobile Massage
Middle Beach Lodge	Tofino Soap Company
Miren Delgado	Tuff City Saunas
Naas Foods	Wize Tea

## BLUE FRIDAY DONORS

ASH Refillery and Co	Hair of the Dog Scrunches	Pretty Clean Shop	The Saltwater Collective
Bilston Creek Farm Collections	Hitch	Rhino Coffee	The Strait and Narrow
Birch Babe	Home Grown Living Foods	Salt Shop	Tofino Distillery
Bravocados Bistro	Justo's Craft Dips	Salt and Seaweed	Vancouver Island Brewing
Browns Craft House Brewing	L/L Supply	Shades of Green	Vancouver Island Refillery
Caravan Beach Shop	Laykhaus	Storm Surf Shop	West Coast Refill
Carbon Neutral Club	Libra Tide Herbs	Surf Sister	Whistle Buoy Brewing Company
Dew Mighty	Medicine With Melody	Swallow Jewellery	Zero Waste Emporium
DOM(At Home with Dom)	Mini Mioche	Tanit Botanics	Zilch Boutique
Gaia Grocery	Pacific Rim Navigators	The Cedar Nook	
Goldilocks Beeswax Wraps	Pacific Sands Beach Resort	The Market Bags	
Good Juju	Phillips Brewing	The Purposeful You	





**THANK YOU**

**WE ARE STOKED TO GO FORWARD MAKING WAVES OF CHANGES WITH YOU!**



**SURFRIDER**  
FOUNDATION

PACIFIC RIM, BC