

finisterre

Positive Impact Report 2021





A word from the founder

It's been a crazy couple of years. When we released our first Impact Report, back at the start of 2020, not many would have correctly predicted the way it's panned out. Yet through all the turbulence, our team and community have pulled together to achieve some incredible things, and we are proud to now release our second Impact Report.

As we continue to build on Finisterre's three pillars of commitment - to product, environment and people - we're extremely proud to have re-certified as a B Corp with an improved score, mapped out the full scope of our carbon footprint from manufacturing to retail, and driven positive social change through our Sea7 Activist platform.

We hope you enjoy reading the report. As always, please let us know any feedback you might have.

See you out there.

Tom

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The ocean's future
is our future.

That is why Finisterre exists - to inspire a
love of the sea and to protect it together.

Photograph:
[George Karbus](#)

We re-certified as a B Corp™

Back in 2018, we were proud to be the first outdoor clothing company in the UK to become B Corp certified.

A key part of the B Corp process is that we must recertify every three years. The assessment is continually updated and made harder, taking into account the way the world is changing. And this is a good thing - it's raising the bar and moving us towards an economy that works for all.

First time round, we just made it over the finish line of 80 points. But after much work behind the scenes we're incredibly proud to announce we've recertified with a score of 93.2.

We increased our B Corp score by 15%

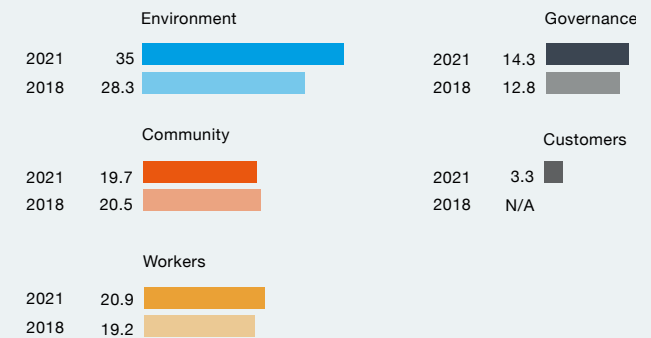
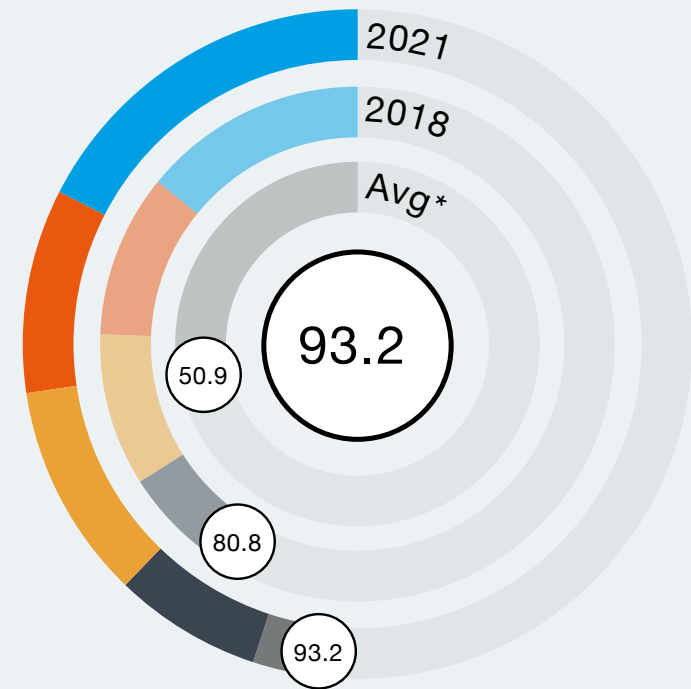


Our B Corp score

While we increased our score in four of the five sections of the B Corp assessment, we know there are still areas where we can do better.

Becoming a B Corp is more than just a certification. It connects us to a community of like-minded businesses who share our goals; enabling collaboration and the sharing of ideas. The assessment provides a framework for us to monitor our impact as well as challenging us to do more. We'll continue to actively measure and work to improve across all areas between now and our next recertification in 2024.

[See our B Corp profile](#)



*Average score for ordinary businesses

Always have, always will.

Since 2003, Finisterre has stood by three guiding commitments; to product, environment and people.

In the following pages, we outline what we mean by these commitments, take a look back at ways in which we've been working to fulfil them in 2021, and their importance to our future plans.

Product

Build durable, fit-for-purpose products using the best available practices and technologies.

[Page 07](#)

Environment

Improve ocean health through the business decisions we make.

[Page 12](#)

People

Use our brand platform to inspire, mobilise and effect positive change.

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Product

We are committed to building durable, fit-for-purpose products using the best available practices and technologies

To do this, we're focusing on:

- Designing products to best fulfil their intended purpose
- Standing behind our products, taking responsibility for their performance and impact before, during, and after their useful life
- Designing for circularity, targeting zero waste by 2030
- Extending product life through our Lived & Loved repairs, trade-in and recommerce services



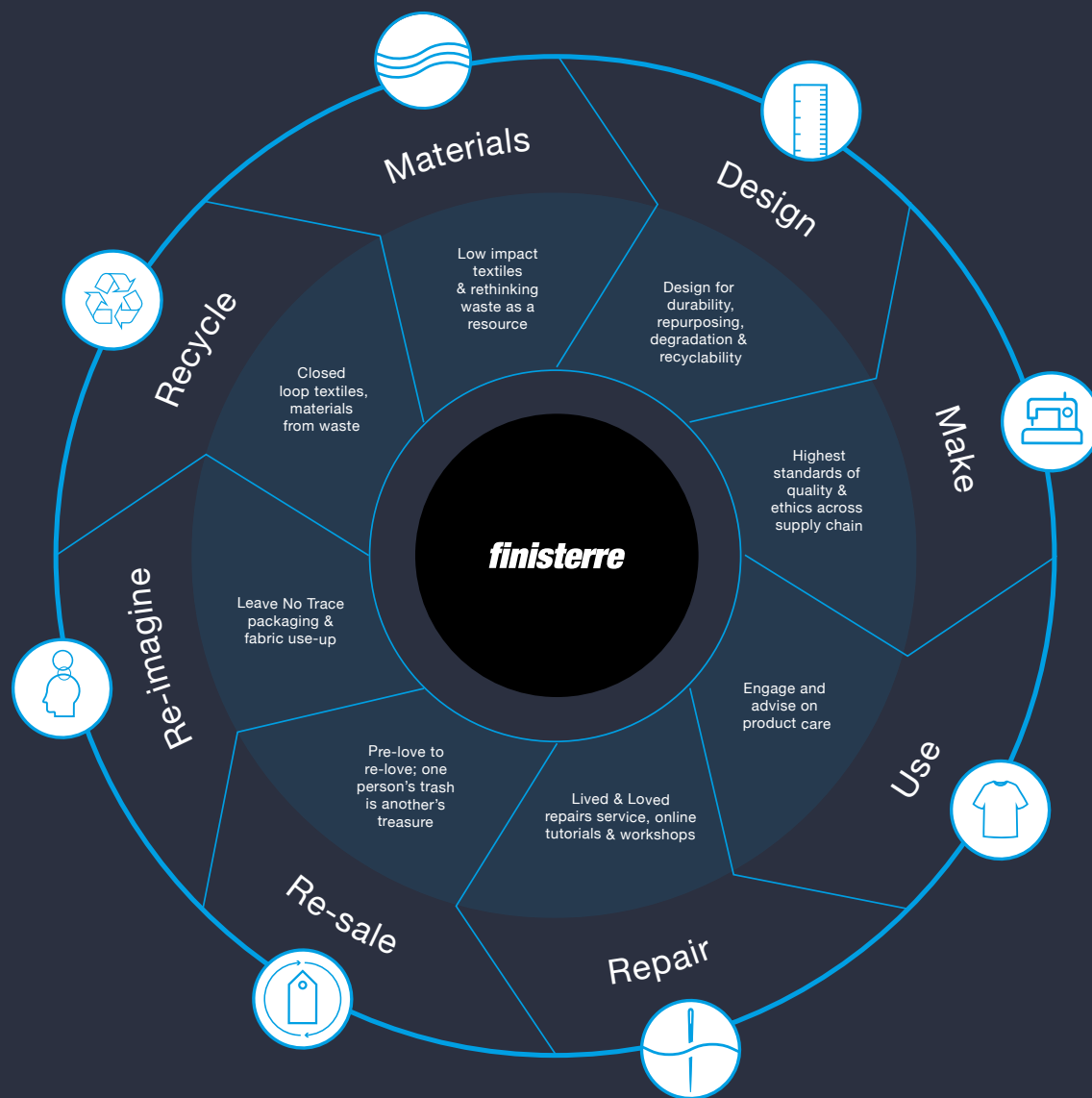
Designing for circularity

We're committed to becoming a brand that goes beyond zero impact; to net positive environmental impact.

To achieve this, the linear approach of 'take, make and waste' is not an option. We want to go beyond designing for durability and longevity, creating circular low-impact products without waste, that can be fully recycled or returned to the land at the end of their useful life.

The diagram shows how we are already applying circular principles throughout the full product lifecycle.

[Find out more](#)



Introducing our most innovative garment yet

We design all our products for durability and sustainability - with the idea that they'll be worn and loved for a long time. But what happens when they're finished beyond repair? Our new Biosmock is our most ambitious garment yet, which focuses on minimising impact at end of life as well as the start.

Made with carefully selected renewable and recycled materials, our Biosmock is a high performance, climate positive piece that will safely break down in land and marine environments at the end of its useful life. Built with a PrimaLoftBIO™ biodegradable shell, combined with fully traceable HD® Wool insulation and biodegradable fasteners, it landed the Gold Award in the Insulation Apparel Category at this year's ISPO event, the outdoor industry's largest international trade show.

We're applying these lifecycle principles elsewhere in our range too. This year we switched the knit blend in our Merino baselayers to biodegradable polyamide - which enhances durability but breaks down faster at end of life compared to standard polyamide.

[Find out more](#)



“This is the leading example of the circular economy in performance apparel.”

ISPO Jury Statement



Lived & Loved

Repurposing old gear for new adventures



You've heard the saying one person's trash is another's treasure. Which is why in 2021 we launched our new Trade-in partnership with Reskinned. This invites our customers to send back their unwanted Finisterre gear in return for money off new online purchases.

However battle-scarred the item, Reskinned will take it, revive it, and find it a new home. And for clothing that's been on one too many adventures, they will either upcycle it into new products or fully recycle it. Nothing goes to waste.

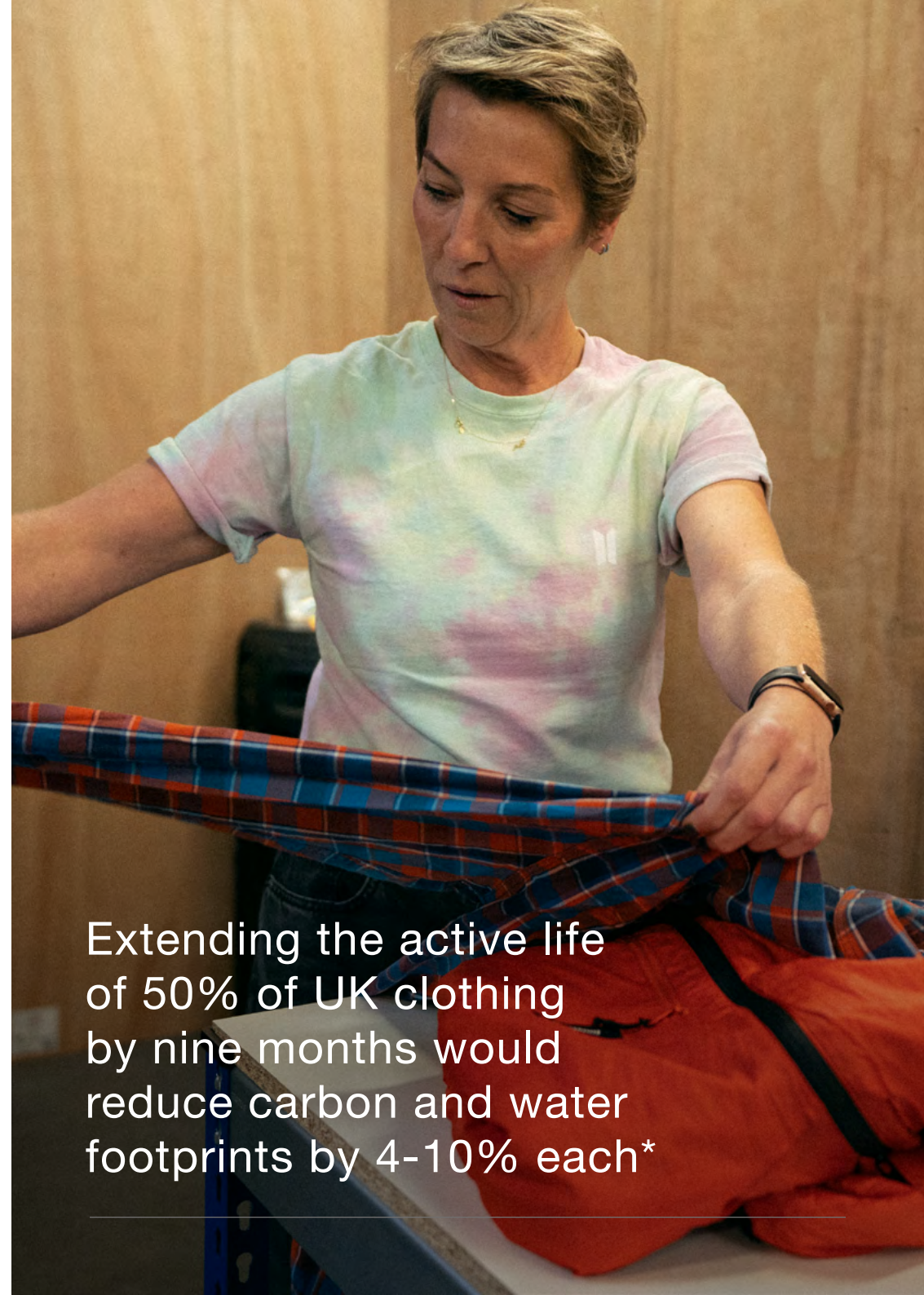
From 2022, customers will be able to buy this second hand Finisterre gear through our new re-commerce platform. By facilitating this exchange of pre-loved items, we are extending the life of our products and encouraging multiple ownership, reducing carbon, water and waste footprints.

[Learn more](#)

**0% goes
to landfill**

**888 items
traded in**

*Textiles 2030™ Textiles
2030 Circularity Pathway



Extending the active life
of 50% of UK clothing
by nine months would
reduce carbon and water
footprints by 4-10% each*



Lived & Loved

Breathing new life into old favourites

For more than a decade, we've been inviting people to send their old gear back to us for repairs. Last year we improved and expanded this offer with a new [online booking system](#) and since then our repairs team has patched, stitched and darned hundreds of items from trusty jackets to winter knits, ready for new adventures.

To further celebrate the act of mending we also launched our at home Repairs Kit and handy [step by step tutorials](#) to guide you through the process.

Behind every repair is a story of an adventure lived and a product well-loved.

[Find out more](#)

We lovingly repaired
793 items in 2021

Environment

We want to improve ocean health through the business decisions we make

To do this, we're focusing on:

- Using materials and processes that reduce or remove pollution from the water, naturally biodegrade within the ocean, or contribute to healthy land and animals
- Aligning our operations to science based CO₂ and biodiversity targets
- Actively support marine restoration projects
 - by volunteering our time and expertise,
 - or by providing financial support



The health of our oceans depends on a healthy climate.

The sea is so many things to so many people; a source of inspiration, a way of life, a playground.

But the oceans are under threat due to our changing climate.

Increasing carbon in our atmosphere is contributing to warmer seas, ocean acidification and wildlife loss at an alarming rate - and coastal communities are at risk from rising sea levels. We are facing an ocean and climate emergency and there is an urgent need to act.

At Finisterre, we care deeply about our oceans and we want to do everything we can to protect them.

This means taking responsibility for our own emissions, as well as encouraging others to take action too.



Our carbon footprint

The first step was to measure our total carbon footprint for the first time, which we did with the support of fellow B Corp, Green Element.

They helped us measure our total emissions from materials through to garment manufacturing, packaging, transport and distribution, our offices, warehouse and stores. From this we can see where we need to focus our efforts - for example 68% of emissions come from our materials.

In 2022 we are focusing on building a further understanding of the impact of our materials with new product Life Cycle Assessments. We are also working with our supply chain partners to develop a collaborative carbon reduction plan.

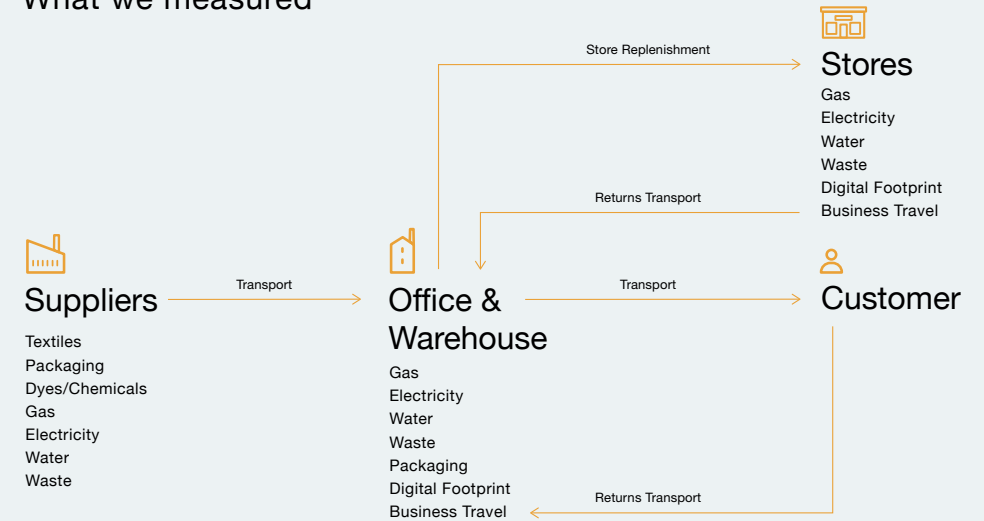
[Find out more](#)

Last year we set science-based carbon targets aligned to the Paris Agreement's 1.5°C cap on global heating. These targets have been officially validated by the Science Based Targets Initiative (SBTi) and set us on course to reach science-based net zero by 2050.

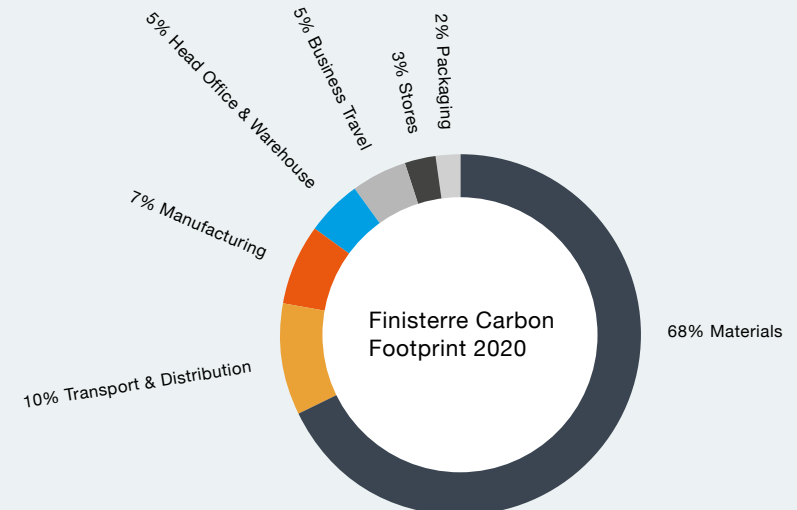
[Find out more](#)



What we measured



The results



“By restoring seagrass meadows we can improve biodiversity, boost the yield of fisheries and secure marine carbon stocks, simultaneously addressing marine conservation, food security and climate action.”

Dr. Richard Lilley CEO, Project Seagrass

Supporting the growth of our underwater meadows

Seagrass meadows are critical to the health of the world’s coastal ecosystems, to human well-being and to the security of coastal communities. Not only do seagrass meadows sequester and store carbon, but they also provide shelter and food to an incredibly diverse community of animals; from tiny invertebrates to large fish, crabs, turtles, marine mammals, and birds.

Almost 30% of global seagrass area has been lost since the late nineteenth century and at least 22 of the world’s 72 seagrass species are in decline.

We’re proud to support Project Seagrass, an organisation on the front line of restoring our oceans. In doing this, we aim to raise awareness of the role that these incredible ecosystems play in a healthy marine environment.

[Find out more](#)



Yulex® Natural Rubber

A clean alternative to neoprene

Natural & renewable

Traditional synthetic neoprene is made using one of the most toxic manufacturing processes out there; it is incredibly damaging to the health of both wildlife and people. As passionate sea-goers, it's an irony that we've always struggled with, but we knew there must be a better way.

80% less CO₂

We've had Yulex® in our range for 2 years, but we are incredibly proud to say that in 2021 we switched all our wetsuits to Yulex® Natural Rubber.

10x less water used

Yulex is natural, renewable and less polluting than traditional neoprene; whilst offering the same high performance and quality that we expect of our products.

[Find out more](#)

*Using Yulex natural rubber for our suits requires ten times less water in production and reduces CO₂ emissions by up to 80%.



People

We're using our brand platform to inspire, mobilise and effect positive change

To do this, we're focusing on:

- Inspiring a love of the sea through our content and storytelling
- Using Sea7 to awaken and connect the Ocean Activists within our global community
- Facilitating equal access to the ocean for all through the Finisterre Foundation
- Ensuring a transparent supply chain, and supporting the rights and welfare of those building our products





Championing and enabling ocean activists

We want to take a lead in inspiring people everywhere to stand up for our oceans. Back in June, as global leaders attended the G7 summit in Cornwall, we teamed up with Protect Blue to host Sea7; the UK's first online Ocean Activist Training Camp - aimed at everyone from complete newbies to seasoned experts.

Going forward we'll be working with our partners to create an online platform to facilitate connection and inspire positive action within our community of ocean lovers.

“We believe there is an ocean activist within us all. In fact, the only difference between an activist and everyone else is action.”

Tom Kay, Our Founder



6.5
hours of live
broadcast



15
live Sea7 sessions



26
ocean conservation
partners



42
speakers



17,000
visits to the Sea7
website



4,806
Sea7 workbooks
downloaded



What our community said about Sea7

Absolutely loving [@Finisterre](#) [#Sea7](#) activist camp right now, with amazing speakers talking about climate and the oceans. Awesome stuff

Really enjoying [#Sea7](#) guys - thanks for all this. Have massive climate anxiety right now the advice from [@Easkeysurf](#) really helped

Inspiring to hear [@RJLilley](#) and [@LCullenUnsworth](#) discuss [@ProjectSeagrass](#) and the importance of our sea greens [@Finisterre's](#) [#Sea7](#) [#OceanActivist](#) event. Wonderful discussions for provoking thought on how you can get involved to protect our ocean.

Really excited about [#sea7](#) ocean activist training this evening. Wish I could get down to Falmouth for the paddle out with [@sascampaigns](#) this weekend! Excited to explore the possibilities for action though

So interesting to hear [@Easkeysurf](#) & [@WavemakerNick](#) discuss how language in climate activism can be very masculine & militarised through the common use of words like 'combat' or 'defend'. Would softer language be more effective & encourage more engagement

Be brave, be positive, keep learning and take action.

Close to my heart having grown up on mombasa beach. The ocean is my happy place - we all need to get involved!

Fascinating panel talking [#bluehealth](#) / connecting with nature.

[#brave](#) [#honest](#) [#hopeful](#)
Powerful words from [@Finisterre](#)
Wish I could join you for the paddle out on Saturday! [#Sea7](#)

Brilliant conversations about saving the ocean and as a consequence the planet - get on it!

Ensuring a transparent supply chain

Where we made our products this year

*Based on % volume

- 32% China
- 20% Portugal
- 9% Romania
- 22% Turkey
- 15% UK
- 2% Rest of World

[Find out more](#)

We take great pride in the relationships we develop with our suppliers. The Finisterre [Code of Conduct](#) sets the standards by which we aim to build long term partnerships with our suppliers and carry out business through transparent and fair means.

The last two years have been challenging for everyone. The pandemic impacted our value chain, from farms to mills to manufacturers and shipping. We are proud that despite these headwinds we stood by our suppliers and they stood by us, staying in regular contact with each other and not cancelling a single order.

In time, we want to share more details with our community about where our materials come from, so we can achieve transparency beyond our immediate suppliers and deeper into our supply chain. This is something we'll be working on in 2022.



*Map locations based on country not specific location

“Adding more mobility and wider entry points for my wrists and ankles made a huge difference to getting ready, meaning I get to spend more time enjoying the freedom the sea gives me.”

Andrew Birkett



Launching the Finisterre Foundation

Facilitating ocean access for all

A connection to the sea can bring untold mental and physical health benefits, but for some there are barriers to accessing those benefits.

In August 2021, we were proud to launch the Finisterre Foundation. A Community Interest Company, the Foundation aims to remove barriers to access so everyone can get to and benefit from the transformative power of the ocean.

Over our first ever Blue Friday weekend in November, we raised an incredible £14,120 for the Finisterre Foundation's first project - the Wetsuit Project - which focuses on adapting wetsuits for those who face barriers in accessing the sea.

The Wetsuit Project has smashed its funding target, meaning they can immediately begin adapting wetsuits to get people in the water.

[Watch the video](#)

Connecting a global community of ocean lovers

Nature is for everyone, but not everyone has equal access to enjoy it. Here are some of the ways we addressed this issue in 2021, in our aim to make the sea more accessible to all.



New Lenses on the Landscape

Despite the irrefutable right of everyone to experience the wonder of the outdoors, cultural barriers still exist. We spent a few days under the open sky exploring with Phil Young, Omie Dale and Soraya Abdel-Hadi how and why these barriers exist — and what needs to be done to bring them down.

[Find out more](#)



Waves For Change

Waves for Change is an ocean therapy charity using surfing to help people from deprived coastal communities to experience the healing properties of time in the sea. We're proud to share and celebrate stories of their life-changing projects around the world - and together we've raised £3,478 to support their work.

[Find out more](#)



Clevedon Swim Community

Fans of outdoor swimming can attest to the incredible mental health benefits it brings, as well as being part of a warm and accepting community of people of all ages, backgrounds and body types. We linked up with the vibrant community at Clevedon Marine Lake near Bristol to champion body positivity and share tips for people wanting to give it a go.

[Find out more](#)



A Tide of Change

A schoolteacher, surfer, paddleboarder, sailor and all-round water-woman, Chloë Peglau has a deep connection with the sea. As part of our Open Ocean series, we sat down with Chloë to discuss her personal experience growing up as a mixed-race woman in Cornwall, and what she feels can be done to make outdoor and ocean sports more inclusive for all.

[Find out more](#)

2022

The year ahead

The work doesn't stop here and in 2022 we will continue our journey to improve our products, reduce our environmental impact and inspire more people to fall in love with our ocean.

Follow our progress throughout the year as we continue to share our journey on our platforms.

[Instagram](#)

[Linkedin](#)

[Twitter](#)

[Facebook](#)

finisterre.com

Certified



Corporation

