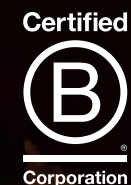


*finisterre*

# POSITIVE IMPACT REPORT

2022





# A word from the founder

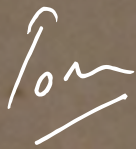
Since founding Finisterre back in 2003 we have committed to a deep belief: to make truly exceptional products in a more responsible and transparent way.

As we enter our landmark twentieth year in business, we are more committed to this approach than ever - last year re-certifying as a B Corp™ with an improved score and now releasing our third impact report to record and share our progress.

Through a year that has seen upheaval internationally and a cost of living crisis on home shores, I'm incredibly proud of the way the team has pulled together to deliver our best results to date, as well as growing the Finisterre Foundation CIC and introducing more people to the world of ocean activism through our Sea7 'Ocean Activist' Masterclasses.

Read the report to see our successes and our failings and, as always, please let us know any feedback you might have.

See you out there.

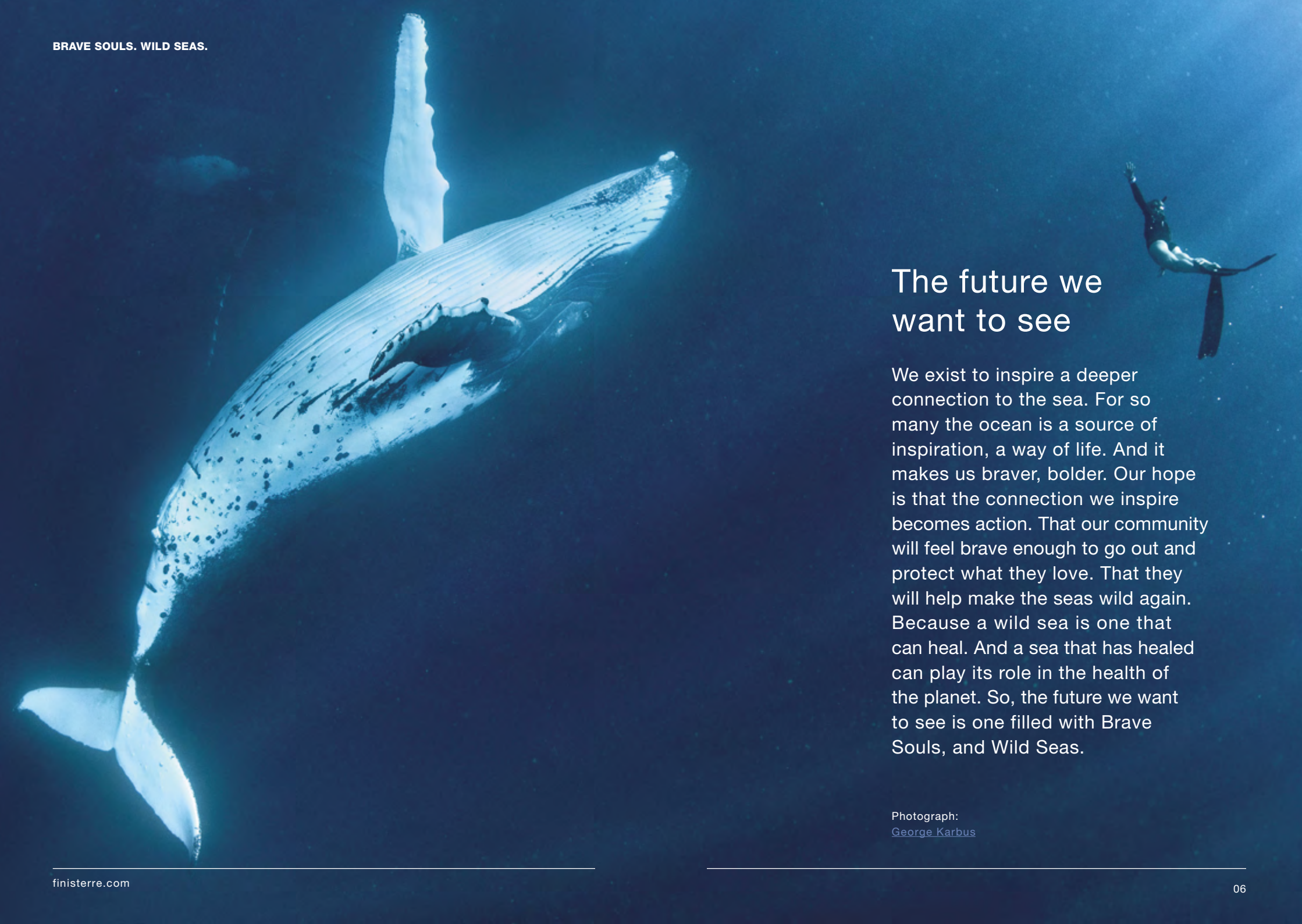


## CONTENTS

Our Commitments	<a href="#">10</a>
Product	<a href="#">12</a>
Environment	<a href="#">28</a>
People	<a href="#">42</a>
B Corp	<a href="#">58</a>
Our Crew	<a href="#">60</a>
What we're working on	<a href="#">66</a>

A note on data:  
in this report, we look back at our progress in 2022 and all data is for January to December 2022, unless stated otherwise.



A large whale is breaching the ocean surface, creating a massive splash of white water. The whale's body is dark with white spots, and its tail is visible above the water. In the distance, a diver is seen swimming in the blue water, looking towards the whale.

## The future we want to see

We exist to inspire a deeper connection to the sea. For so many the ocean is a source of inspiration, a way of life. And it makes us braver, bolder. Our hope is that the connection we inspire becomes action. That our community will feel brave enough to go out and protect what they love. That they will help make the seas wild again. Because a wild sea is one that can heal. And a sea that has healed can play its role in the health of the planet. So, the future we want to see is one filled with Brave Souls, and Wild Seas.

Photograph:  
[George Karbus](#)



# Our impact highlights 2022



Overall Winners of the 2022 **Cornwall Sustainability Awards**



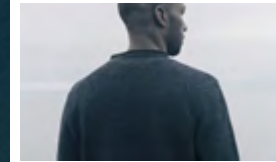
Raised **£4,529,442** in our second successful crowdfund to support our growth and impact plans



Our B Corp score is **93.2**



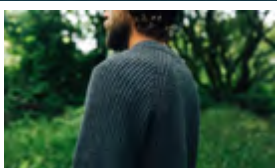
Launched our Leave No Trace mailer bags that are half the weight of the old bags and use **70% less paper**



Replaced polyester and nylon blends in all our knitwear with **CiCLO® fibres** that degrade more quickly in land and sea



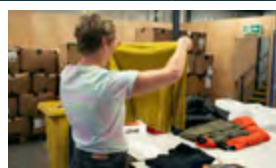
Signed the **Microfibre 2030 Commitment**



Made **92%** of our 2022 collection with organic, recycled and natural materials



Repaired **1,200** products through our Lived & Loved Workshop



Kept **2,129** pre-loved items in use through Reskinned's resale platform



Raised **£14,421** for the Finisterre Foundation CIC



Enabled **139** children and adults to enjoy the ocean through Finisterre Foundation CIC adapted wetsuits



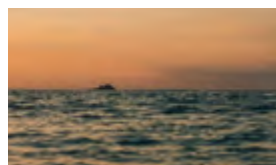
Gifted **48 Seasuits** to help support equal access to the ocean for women



Launched a world-first closed-loop wetsuit recycling programme, collecting over **1,000** old suits



**78%** of our stores and offices were powered by renewable electricity



**99%** of our finished goods were transported from suppliers by land and sea, not air



Raised over **£27,000** for the RNLI from our collaboration collection



Over **6,000 hours** given back to our team to spend time in or near the ocean



**822 hours** spent on training for our team



We seek to build the best product for an inspired life in and around the ocean, tell stories that stir the human spirit, and use our business to drive change.

To achieve this, we've always stood by three guiding commitments: to product, environment and people.

**OUR COMMITMENTS:**

**PRODUCT**

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

[Page 12](#)

**ENVIRONMENT**

Improve ocean health through the business decisions we make.

[Page 28](#)

**PEOPLE**

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

[Page 42](#)

## PRODUCT

We're 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 and extending product life through our Lived & Loved repairs, trade-in and recommerce services





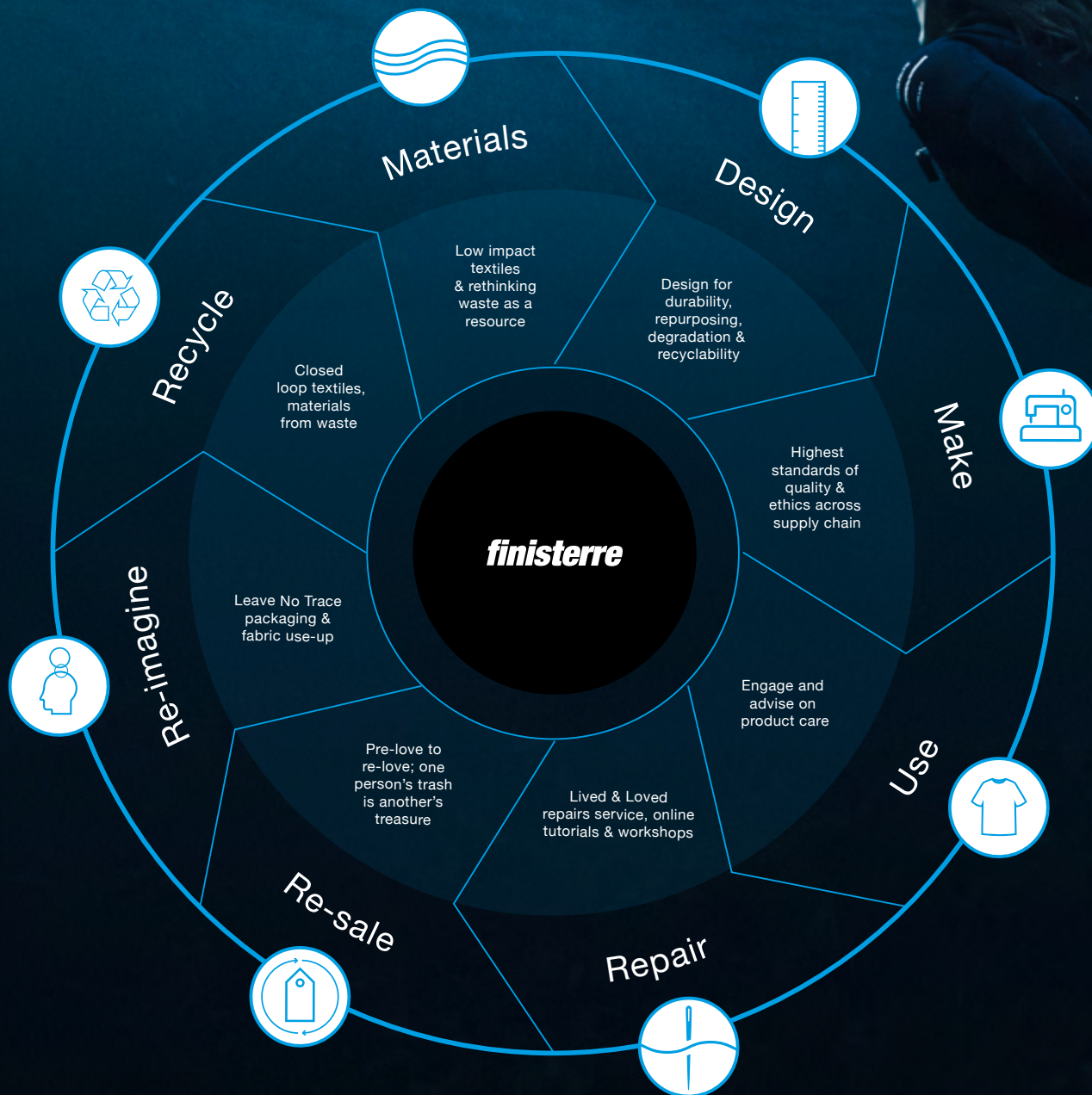
# Designing for circularity

We're on a journey to becoming a more circular business, striving to reduce the impact of our gear at every stage of its lifecycle.

By creating products without waste, and recycling and reusing materials, we're reimagining what's possible.

Durability and functionality are key - our products are built for purpose and designed to last, enduring years of adventures before being repaired.

We consider circular principles at every stage of a product's lifecycle - from design to the end of its useful life and beyond.



## Jackets from jackets

We've used recycled polyester to make our jackets since 2006, back before it was widely available or even desirable. But we want to go further and find a way to make new jackets using materials recycled from old ones.

This year we took another step towards this goal, partnering with recycling pioneers, [Project Plan B](#). They've developed technology to recycle old polyester fabric into plastic pellets that can be used for new products. We're using these recycled PET pellets to make buttons for Finisterre shirts, as well as working on other uses; including toggles, trims, yarns and hopefully one day, new jackets.

[Find out more](#)



RECYCLE

RE-IMAGINE

MATERIALS







## Wetsuits from wetsuits

Globally, more than 8,300 tonnes of old wetsuits end up in landfill each year. They're typically made from neoprene, which has been almost impossible to recycle - until now.

We collected  
1,000  
old wetsuits  
to recycle

We've spent years searching for circular solutions to the wetsuit waste problem, first launching our Wetsuits from Wetsuits programme back in 2017. This year we took a big step forward, partnering with [Circular Flow](#), who are pioneering the world's first closed-loop neoprene recycling solution. They can recycle every part of an old neoprene wetsuits – even the zips and other plastic parts – into sheets of neoprene fabric for new products.

In June 2022 we collected 1,000 old wetsuits from across the UK through our take-back scheme. Together with Circular Flow, we're putting this recycled neoprene fabric through rigorous testing before creating new cold-water accessories.

[Find out more](#)

RECYCLE

RE-IMAGINE

DESIGN



## Fabric of Finisterre

Our biggest environmental impact lies in the materials used in our products. It's also our greatest opportunity to improve our footprint, by choosing lower impact materials and pursuing a circular approach to product design.

This means treating waste as a resource and finding ways to use more recycled materials in fabrics. It's thinking carefully about what happens to fabrics and fibres at the end of a product's useful life.

Our circular approach is important, but never at the cost of functionality, longevity and durability. Our gear is built to be fit for purpose and enduring performance.





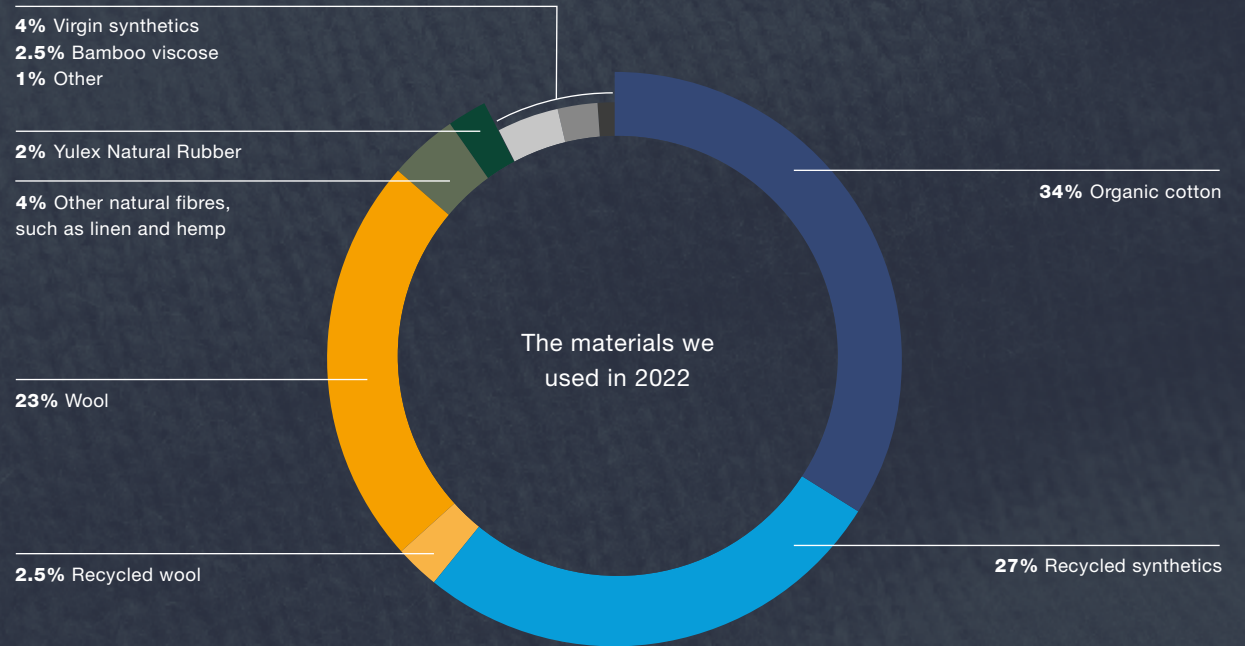
# We have a long history of using natural fibres and recycled materials since we started in 2003.

This year 92.5% of our 2022 collection was made with organic, recycled and natural materials.

In 2023 we're switching all our insulated products, like our much-loved Nimbus jackets, to a 100% recycled synthetic fill, REPREVE® Our Ocean™. It's made with plastic bottles collected by hand within 50km of the coast in areas where there is no formal waste or recycling system, meaning the plastic is at high risk of entering the ocean.

As we build our 2024 collection we're exploring the use of more recycled natural fibres from pre- and post-consumer waste.

[Find out more](#)



Data shows percentages of materials in our 2022 range, based on fabric composition of each style, by volume of product. This includes products already manufactured, and new orders from suppliers for the collection.



## Repairing your gear since 2008



The most sustainable product is the one you already own. That's why we've made it easy to breathe new life into old favourites, and have been inviting people to send us their old gear to be repaired for over a decade.

In 2022 our Lived and Loved workshop repaired over 1,200 items; 51% more than in 2021. This included patching 433 jackets, ready for another day outdoors. Some of these jackets are over 15 years old. We have also broadened our offering to include sashiko patching, swiss daring and contrast knitwear repairs.

We want to help people fix their own kit at home too. This year we created new online tutorials to expand our library of how-to videos; from patching up jackets to darning holes in knitwear, and beyond.

In 2023 we're extending our second Lived and Loved repairs workshop in our Bristol store, and our team will also take to the road with some pop-up repair workshops.

[Find out more](#)

REPAIR USE RE-IMAGINE

“Once our customers have found the right kit for their adventures, they want to keep that trusted item in use for as long as they can and preserve all their memories with it.”

AMY BROCK-MORGAN, HEAD OF LIVED & LOVED REPAIRS



# Creating a community for pre-loved Finisterre

Sometimes your gear needs to find a new home and new adventures.

We've offered a take-back option with Reskinned since 2021, giving customers money off new purchases when they send in pre-loved Finisterre gear. By 2024 we will extend take-back to include all our product categories, and introduce in-store drop off points.

In April 2022 we launched our resale platform where anyone can buy pre-loved Finisterre products. In 2022, 2,129 products were bought via Reskinned and their team repaired 778 items, getting them ready for a new life.

Together, we're keeping products out of landfill, extending their life and reducing carbon emissions, water and waste. Anything that can't find a new home is upcycled into new gear, or fully recycled, so nothing goes to waste.

[Find out more](#)

RESALE

REPAIR

RECYCLE





## ENVIRONMENT

We're working to reduce our environmental impact and improve the health of our ocean.

To do this, we're focusing on:

- + Using environmentally preferred materials that are certified recycled and organic, or from renewable and regenerative sources
- + Aligning our operations to science-based CO<sub>2</sub> and biodiversity targets
- + Actively supporting marine conservation and restoration projects by volunteering our time and expertise, or by providing financial support





## The health of our ocean 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 ocean is 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 ocean and we want to do everything we can to protect it. This means taking responsibility for our own emissions, as well as encouraging others to take action too.



# Our carbon footprint

The future of our planet and the health of our ocean depends on everyone playing their part to take climate action.

We set near-term carbon reduction targets in 2021, aligned to the Paris Agreement's 1.5°C cap on global heating, and verified by the [Science Based Targets Initiative](#) (SBTi).

We first measured our carbon footprint across our supply chain and business in full in 2020 (scope 1, 2 and 3 emissions). As a small team, mapping our scope 3 emissions was a huge task. Collecting accurate data takes time, effort, and collaboration with our suppliers. We're always juggling the need to take immediate action to reduce emissions, with the time and resources it takes to measure things accurately.

This year, we took a step back and recalculated our scope 1 and 2 emissions only for 2021. By focusing on our energy consumption and switching more of our stores and offices to renewable energy tariffs in 2021, our operational emissions decreased by 48%, compared to 2020.<sup>1</sup>

1. Market Based Emissions

2. Our carbon emissions are reported one year in arrears because it takes time to gather quality data

## In 2021, 78% of our stores and offices were powered by renewable electricity

Yet we know most of our carbon emissions (93%) come from our supply chain – from materials, transport, manufacturing and distribution.

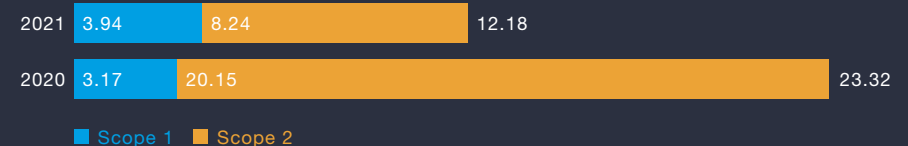
We now need to focus on cutting these indirect emissions (scope 3) to reach our climate goals.

Our next task is to review our scope 1, 2 and 3 emissions for 2022,<sup>2</sup> using [Green Element](#) for strategic support and their [Compare Your Footprint](#) tool to streamline the process. This will give us meaningful data on our carbon hotspots, enabling us to build a realistic carbon reduction strategy to meet our science-based targets.

[Read more about the challenges](#)

### TOTAL SCOPE 1 & 2 GHG EMISSIONS

tCO<sub>2</sub>e





# We go by land and sea

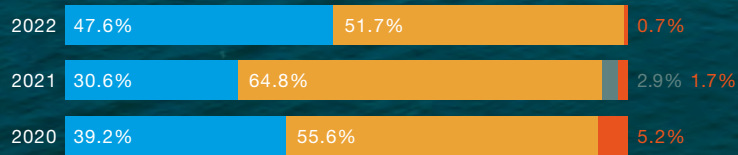
We know that good journeys can't be rushed. The global apparel industry is responsible for over 6 million tonnes of carbon a year from transport alone,\* with brands typically air freighting products around the world.





We choose to transport products by land and sea, using less carbon-intensive journeys and avoiding air freight wherever possible. Less than 1% of our finished goods from our supply chain partners were air freighted in 2022 (down from 5% in 2020).

Although ocean freight is less carbon intensive than flying, we will continue to work with our freight partners to reduce it and protect marine habitats.

## HOW OUR GOODS GET TO OUR WAREHOUSE

% volume of units transported



 Sea
  Road
  Rail
  Air

\*Source: McKinsey [Fashion on Climate](#)



# Protecting our ocean and waterways

Harmful microfibres and chemicals should have no place in our ocean and waterways. From tackling plastic in packaging, to microfibres in textiles, we're working to protect our playground for people and nature.



Photo: © eXXpedition Round the World



## MINIMISING MICROFIBRES

As a clothing producer with a passion to protect our ocean, we feel a huge responsibility to understand and reverse the impact of the microfibres problem. In 2022 we signed the Microfibre 2030 Commitment, from the [Microfibre Consortium](#), which we joined as a founding member in 2018. In 2023 we'll be testing a selection of our fabrics to aid this research.

[Find out more](#)

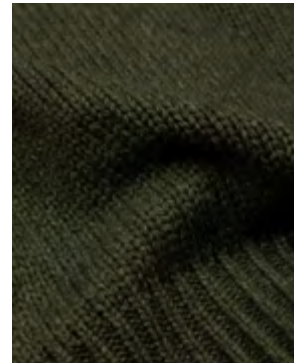
Photo: © Egidenez Textile



## TACKLING THE DAMAGE OF TEXTILE DYES

We want to cut the carbon impact of textile dyes and protect our ocean and waterways from damaging discharges of chemicals and wastewater. In 2022 we began working with researchers to map dye use across our supply chain, which we'll continue in 2023 to find more efficient and responsible dyeing processes.

[Find out more](#)



## FIBRES DEGRADE FASTER WITH CICLO®

In 2022 we replaced polyester and nylon blends with recycled CiCLO® fibres in our knitwear, which break down harmlessly at the same rate as wool in soil and the sea. The CiCLO® technology means microfibres that shed through wearing and washing garments will degrade more quickly, as will the whole product at the end of its life.

[Find out more](#)



## Leave No Trace mailer bags

Our water soluble, ocean safe and biodegradable Leave No Trace product bags are a game-changer. We've replaced over 2 million non-biodegradable plastic bags since we launched them in 2019.

This year, our mailer bags got an upgrade too. The new packaging combines 100% recycled FSC certified paper with a lining of our water-soluble Leave No Trace material. It uses 70% less paper than our old mailbags, and can be safely added to your household paper recycling.

[Find out more](#)



## Growing green meadows underwater

Seagrass has an incredible ability to absorb carbon and provide shelter and food for diverse marine species. But, in the last 40 years, we've lost around one third of seagrass meadows globally.

Project Seagrass is committed to reversing that trend. We're proud to support their work, conserving seagrass to ensure that the benefits it provides are sustained now and for the future.

This year the Project Seagrass team came to visit us at our Wheal Kitty home. We invited our neighbours Surfers Against Sewage along, and together we volunteered our time and filled over 2,000 hessian bags with sand ready for planting seagrass seeds along the UK coastline. We also joined them on a Seagrass spotting tour along the Cornish coastline, helping to map the meadows on their app.

[Find out more](#)





## 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 content 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



“From day one, this has been about a collaboration between women, to take what they love to do – surfing – and make it easier for more women to do”

Easkey Britton



## The Seasuit: giving more women freedom to enjoy the sea

This year, after a decade in the making, we finally launched the Seasuit – a full-coverage swimsuit designed to enable access to the ocean for all.

The idea first came to Finisterre Ambassador Easkey Britton, as she surfed off a remote beach in southern Iran. Required to cover up from head-to-toe, she found a full wetsuit and hijab restrictive and incredibly hot, making the surf uncomfortable and potentially dangerous.

The idea evolved into a product that can help women with different needs to access the water, by giving them a more inclusive and appropriate clothing option. Whether their barrier is cultural, medical or personal, the Seasuit helps women embrace their love of the water.

[Find out more](#)





## Championing 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.

The Finisterre Foundation CIC aims to ensure everyone has equal access to the transformative power of the ocean. Set up in August 2021, the Foundation's reach has grown in 2022 to support a range of ocean-access projects.

[Find out more](#)



## 2022 projects



### **TURNING BLACK FRIDAY BLUE, AGAIN**

We donated £2 from every order placed over Blue Friday weekend, raising over £10,500 for Level Water, a UK charity that provides specialist swimming lessons for children with disabilities.



### **AUCTIONING ART FOR GOOD**

Visionary French artist, Lucas Beaufort, visited our Wheal Kitty home for an art workshop, inspiring local creatives and members of our community. We auctioned the artworks created, raising over £3,500 for the Finisterre Foundation.



### **DONATING SEASUITS**

For every Seasuit or Hijab purchased, we gift one to successful applicants and charities through the Foundation. In 2022, we gifted 48 Seasuits to individuals and groups.

## Adapting wetsuits for all

During Blue Friday 2021 - where we swap discounts for donations - you helped us raise an incredible £14,120 for the Finisterre Foundation Wetsuit Project.

In 2022 we used the funds to adapt over 50 wetsuits for children and adults to help them access the sea. We adapt wetsuits from any brand with extra zips, toggles and custom fits for amputees and others with mobility restrictions. The suits are also used by community groups like The Wave Project, and helped more than 120 of their members enjoy the benefits of surfing this year.

“I love my new wetsuit - it’s so much easier to get on and off and keep warm in the water. I can’t thank you enough.”

James Pearce, Recipient of Adaptive Wetsuit

“All young people should have the opportunity to get in the waves, no matter their ability. We’re stoked that the Finisterre Foundation is helping us with adaptive wetsuits and other opportunities to make surf therapy accessible for all.”

Emma Cowley, Trusts & Corporate Fundraising Officer,  
The Wave Project



Photograph: © Bella Rose Bunce



# Inspiring ocean lovers and activists

The ocean needs us to act now. Its future and our own are inextricably linked, and this decade may be the last chance to save our seas. We're helping to inspire new ocean activists and collaborating across communities to protect our playground.



## UNITED NATIONS OCEAN CONFERENCE 2022

We built our ocean literacy and connected with partners old and new at the UN Ocean Conference in Lisbon in 2022. The aim was to start a new chapter of global ocean action.

[Find out more](#)



## BLUE EARTH SUMMIT

We put the sea front and centre at the Blue Earth Summit in Bristol, hosting a panel discussion asking "Can the Ocean be Healthier than we've Ever Known?", one of the most well-attended sessions that day.

[Find out more](#)



## SEA 7: THE MASTERCLASSES

We're giving people the knowledge and skills to go on their own journey of ocean activism with our free Sea7 Masterclasses. The first episodes are released in January 2023.

[Find out more](#)



## STAND UP, STAND OUT

We supported Surfers Against Sewage, donating 10% of sales from our limited edition, hand-knitted ocean activist jackets. Created in collaboration with our Canadian friends, Granted, each jacket is handmade by local artisans and emblazoned with a message that resonates from Cornwall to Canada: Save The Sea.

[Find out more](#)

# Nurturing connections with the sea

Inspiring people to love and protect the sea has always been at the heart of Finisterre.



## HELL OR HIGH WATER

2022 saw the second series of the Finisterre podcast, Hell or High Water. We reached over 16,700 listeners, inspiring people to love and protect the ocean with stories of marine conservation, ocean activism and tips to take climate action.

[Find out more](#)



## 1,000 DAYS OF OUTDOOR SWIMMING

We're often blown away by the people who make up our team. A beacon of positive energy, Ruth works in our Brighton store and has been open water swimming every day for nearly three years. She's raised over £6,000 for Alzheimer's Society and RNLI.

[Find out more](#)



## WILD SWIMMING ADVENTURES

We're proud to partner with Swim Collective to support swim challenges in the UK, helping people connect to themselves, their environment and each other. In 2022 we sponsored the return of the Bantham Swoosh, and our crew volunteered on the day. Proceeds from the event went to UK charity Level Water.

[Find out more](#)



# The people behind our products

Every Finisterre product tells the story of a hundred pairs of hands, of skills and craftsmanship, of complex interwoven supply chains.

Our brand is built on great relationships with people and factories around the world, from the UK and Europe to Asia. We have an unerring commitment to human rights and we care deeply about the welfare of people who make our products. We are determined to ensure that inhumane and illegal practices have no place in our core business or supply chain.

All suppliers have to uphold the Finisterre Code of Conduct, which outlines minimum standards for the health, safety and welfare of workers, and is aligned to relevant international standards.

We have worked with international human rights and supply chain specialists, Fair Working Conditions (FWC) for many years. In 2022, we formalised our partnership, and now we are working together to develop a practical program to engage our suppliers and provide tailored training. FWC screen and audit our suppliers, focusing on higher-risk regions, and support them to improve with corrective action plans when needed.

We stay in regular contact with our suppliers and were pleased to visit some of them again in 2022, after challenging times during the Covid-19 pandemic.

[Find out more](#)

Photograph:  
Barata & Garcia S.A



# Ensuring a transparent supply chain

We take great pride in having close relationships with independently owned manufacturers around the world.

Our partners are crucial in making sure our products are the best they can be, and that's why we only work with manufacturers who share our values, attention to detail and who are pioneering more sustainable methods of production. We carefully select the best partners that bring expertise to making technical gear that can withstand adventures.

We also believe that brands being transparent about who makes their products, and where, is an important step towards better standards for people working in global apparel supply chains.

We're committed to transparency across our supply chain and since 2010 we have shared a full list of our direct (tier 1) suppliers on our website. This list is also available on [Open Supply Hub](#). In 2023 we are continuing to look deeper into further tiers of our supply chain so we can share more detail on where our materials come from.

[Find out more](#)

\*Map locations based on country not specific location





## Proud to be B Corp™

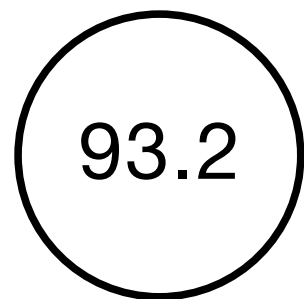
We were the first outdoor clothing company in the UK to certify as a B Corp back in 2018.

Since then, the community has grown rapidly and this year we celebrated the milestone of 1,000 B Corps in the UK. Together, we're raising the bar and leading a global movement for a more inclusive, equitable and regenerative economy.

We're always working to have more of a positive impact. When we last certified in 2021, we increased our score by 15%, and we're working hard to improve again when we next recertify in 2024.

[Find out more](#)

### 2021 OVERALL SCORE



### IMPACT AREA BREAKDOWN



### A BETTER WAY TO DO BUSINESS

We believe there's a better way to do business in the UK. Together with more than 1,500 other companies, we're calling for a change to the law to ensure every business balances the needs of people, profit and planet. We support the Better Business Act, led by B Lab UK, to urge the UK government to update the Companies Act and make better business a reality.

### LEADING SUSTAINABILITY IN CORNWALL

From our cliff-top home in St Agnes, to the opening of our 10th UK store in St Ives this year, we're proud to be part of the Cornish community. We were honoured to win twice at the Cornwall Sustainability Awards in 2022, taking home the trophy in the Circular Economy category as well as being crowned overall winners.



Celebrating 1,000 UK B Corps at the Natural History Museum in London

Photograph: © LarryJ Photography, [B Lab UK](#)

# Building our culture, supporting our crew

From day one, as well as building a brand that would drive change, it was also about building a remarkable culture where talented and passionate people could thrive.

Whether at our clifftop headquarters or the customer frontline in one of our stores, our culture is what holds us together. It's how we show up, and it is defined by a set of values.

This year our team came together for a company-wide strategy day, and we refreshed our company values. The new values guide the way we work to create a positive impact:

## Brave

We push boundaries  
to be better

## Honest

We are open about  
the journey and the  
challenges we face

## Driven

We are committed  
to succeed and see  
it through





## Looking after our team

Life at Finisterre is about balance. We are driven, and we want our crew to feel safe and supported at work. It's also important to find time for fun - don't be surprised if we're thin on the ground when the tide is right and the surf is firing.

Once a week, on Sea Tuesday, everyone at Wheal Kitty starts work an hour later and we all spend that time in or near the sea. This year we gave back over 6,000 hours to employees to spend time in and around the ocean, connecting with our purpose.

Every team member gets up to three paid volunteering days to connect with a cause that matters to them.

We make time for social events and provide wellbeing activities like yoga and surf lessons. Free counselling and mindfulness sessions are also on offer when extra support might be needed. Our team benefited from more than 500 hours of wellbeing support this year.

[Find out more](#)



## Supporting people to reach their potential

We invest in our team, providing learning opportunities at all levels.

Across the business, our people spent more than 800 hours on training in 2022. We launched the Finisterre Culture Toolkit, a learning app with ten behaviours demonstrating how we turn up to work. This brings our values to life and promotes self-development too.

In 2022 our team grew by 9%, and we established a new leadership team. We hired our first people leader, dedicated to supporting our crew, whilst our onboarding program makes sure everyone experiences time in our stores and across different functions to help them understand the business fully from day one.



## Building a diverse and inclusive team

Respect is core to our culture. We value individuals with diverse opinions, backgrounds, working styles, lifestyles and circumstances.

Across the company, 65% of our team are women, as are 60% of our senior leaders and 72% of managers at our Wheal Kitty headquarters.

We welcome flexible working from day one, and we help parents return to work with us when the time is right. Our enhanced parental pay package gives extra salary support for childcare for those returning from maternity leave.

We still have more to do to understand the diversity of our team, across other characteristics beyond gender, and we continue to work hard to ensure everyone always feels included.



# Work still to do – 2023 and beyond

2023 will mark our twentieth year since Finisterre was founded. We're proud of what we've achieved in two decades, but we know there is always more to be done.

Through our commitment to Product, Environment and People, we'll continue to create better products, improve our environmental impact, and inspire more people to love and protect our oceans. In the year ahead we will focus on:



## PRODUCT

- + Growing our Lived & Loved repairs service, extending the life of more products
- + Expanding our take-back service to include all our product categories
- + Conducting customer research to better understand our products' life cycles and end of life
- + Continuing our partnership with the Circular Textile Foundation to apply their certification process to our products
- + Taking part in further innovative fibre-to-fibre recycling trials

## ENVIRONMENT

- + Increasing our use of environmentally preferred fibres
- + Mapping our full carbon footprint across the entire supply chain
- + Increasing the uptake in our volunteering hours including team beach cleans, and seagrass restoration
- + Working with The Microfibre Consortium to better understand the microfibre impact of our fabrics
- + Extending our dye mapping project to cover our entire supply chain

## PEOPLE

- + Continuing to champion the change-makers in our community
- + Evolving our partnerships with NGOs and marine conservation organisations to lobby for protection of our oceans
- + Rolling out more educational content through Sea7, our ocean activist programme
- + Supporting the Finisterre Foundation CIC projects that help to remove barriers to accessing the ocean
- + Publishing more details of supply chain partners beyond immediate tier 1 suppliers



2022

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

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