

finisterre

POSITIVE IMPACT REPORT

2023



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.

2023 marked the twentieth year of Finisterre, and I'm incredibly proud that we have stayed true to these values to this day: continually improving our B Corp™ rating, pushing innovation within our industry and continuing to be transparent about the journey and the challenges we face - now publishing our fourth annual Impact Report.

From increasing transparency within our supply chain to delivering exceptional product and customer experience, I'm hugely grateful to the hard work of our teams, from our Workshop HQ in Cornwall to our 11 UK stores, our suppliers and partners as we continue to work together to drive change.

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

See you out there.



CONTENTS

Our Commitments	09
Product	11
Environment	33
People	53
B Corp	77
Our Crew	79
The Work Continues...	91

A note on data:
in this report, we look back at our progress in 2023 and all data is for January to December 2023, unless stated otherwise.

We exist to inspire a deeper connection to the sea. Because we believe people protect what they love.

For so many, the ocean is a source of inspiration. A way of life. It makes us brave, and bolder. Our hope is that the connection we inspire becomes action. That our community will feel brave enough to stand up for our ocean. 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 our planet.



Photograph:
[Abbi Hughes](#)

Our 2023 impact highlights



We celebrated
20 years of Finisterre



Our B Corp score is **93.2**,
we recertify in 2024



1,524 products repaired
in our Lived & Loved
Workshops



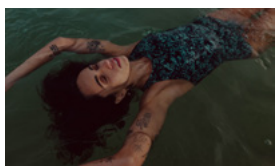
Raised over **£32,000** for the
Finisterre Foundation CIC



Adapted a further **47**
wetsuits to help support
equal access to the ocean



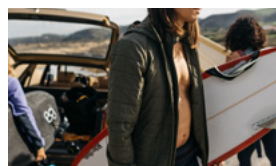
Launched our **£5,000**
Women Of The Sea Film
Fund to champion women
filmmakers



Made **91%** of our 2022
collection with organic,
recycled and natural
materials



2,795 pre-loved items
kept in use with our
Reskinned resale platform



All our insulation fill is
100% recycled containing
ocean diverted waste



Raised over **£9,500** for
the RNLI from our
collaboration collection



Over **4,000 hours** given
back to our team to spend
time in or near the sea



Our new store in
North Norfolk brings us
to **11 UK retail locations**



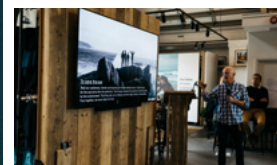
91% of our stores and
offices are powered with
renewable energy



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



Launched the **world's
first** Yulex® wetsuit
rental programme



Over **2,200 hours** of training
completed by our team



Over **200 hours** of free
yoga and surf coaching
for team members



305 hours of employer
supported volunteering

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 11](#)

ENVIRONMENT

Improve ocean health through the business decisions we make.

[Page 33](#)

PEOPLE

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

[Page 53](#)

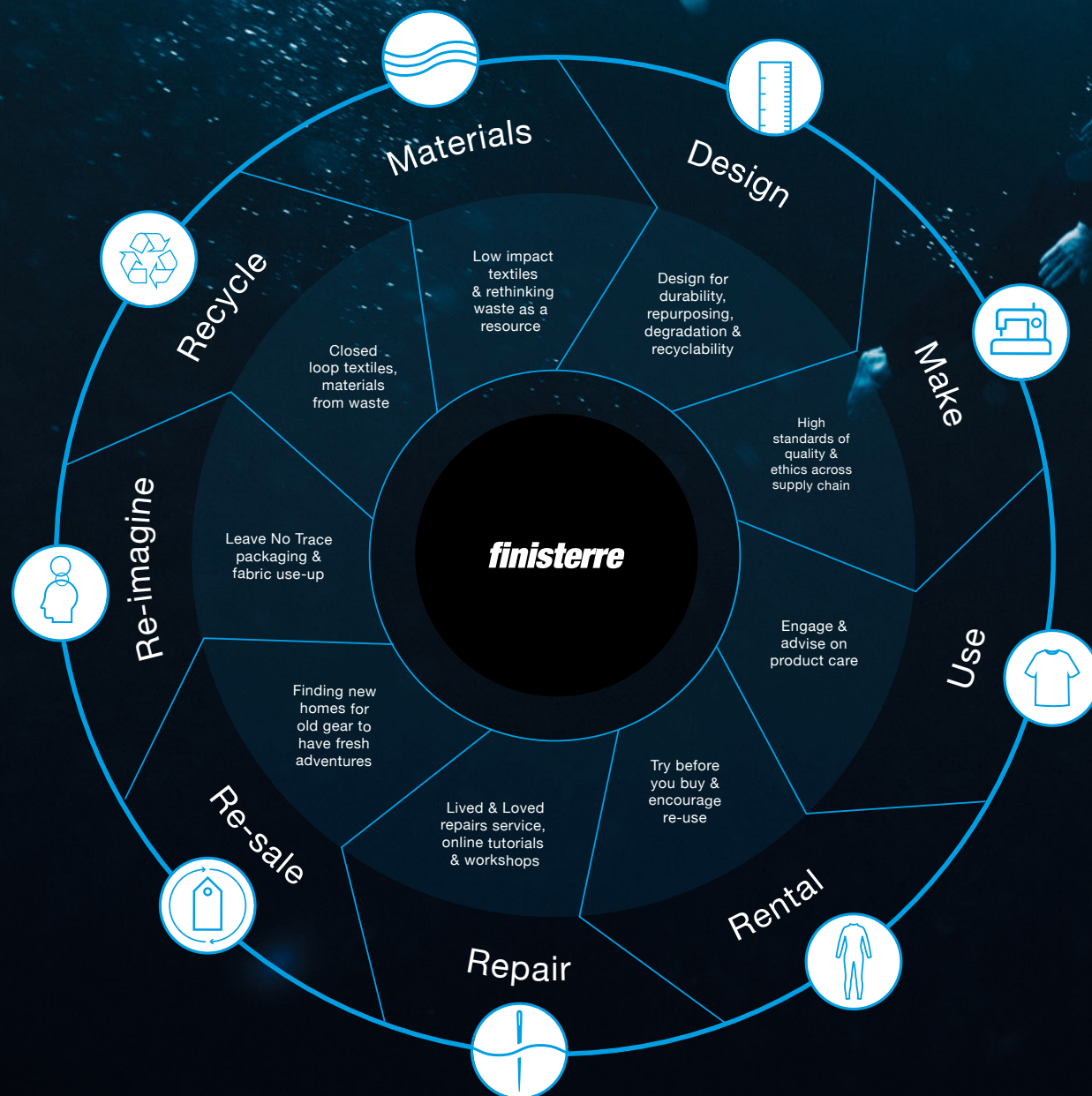
PRODUCT

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.

Durability and functionality are key; our products are built for purpose and designed to last, enduring years of adventures before being repaired. By aiming to create products without waste, and finding innovative ways to recycle and reuse materials, we're reimagining what's possible.

We consider circular principles at every stage of a product's lifecycle. This means treating waste as a resource and finding ways to use more recycled materials in fabrics, as well as carefully considering what happens to fabrics and fibres beyond a product's useful life. Our circular approach is important, but never at the cost of functionality, longevity and durability.

Designing for durability

At Finisterre we recognise the value of our customer feedback, and our Technical & QC teams work closely with our repairs specialists, customer services and retail teams to analyse returns and repairs, and the reasons behind them.

Beyond our usual development wearer trial process this helps us understand how our customers use our products and where we can improve our products to make them as durable as possible.

In 2023 we noticed that we were getting unusually high returns and repairs of zip failures on certain products sooner than expected. After investigating and consulting with our community, we found a solution by increasing hips widths on some of our outerwear, legwear and all-in-ones, to account for walking strides and the movements needed to take garments on and off. The strain was taken off the zips so they no longer failed under pressure, which will ultimately result in increased longevity and fewer zip replacements for our repairs team.



Caring for your kit

No matter how much we work to reduce our impact when making our products, the consumer phase is generally regarded as having the biggest footprint within the clothing lifecycle. So, once a product leaves our store, we want to educate and empower our customers on how best to care for their gear.

This year we worked to refresh and enhance our [product care guide](#), which was previously difficult to find on our website. By providing our community with the right information, and making it more easily accessible, we want to encourage our customers to employ the proper techniques to care for their kit – keeping it going for longer, thus reducing its environmental impact and the need for further repairs.

Extending the active life of 50% of UK clothing by 9 months would save:

8% carbon
10% water
4% waste

PER TONNE OF CLOTHING

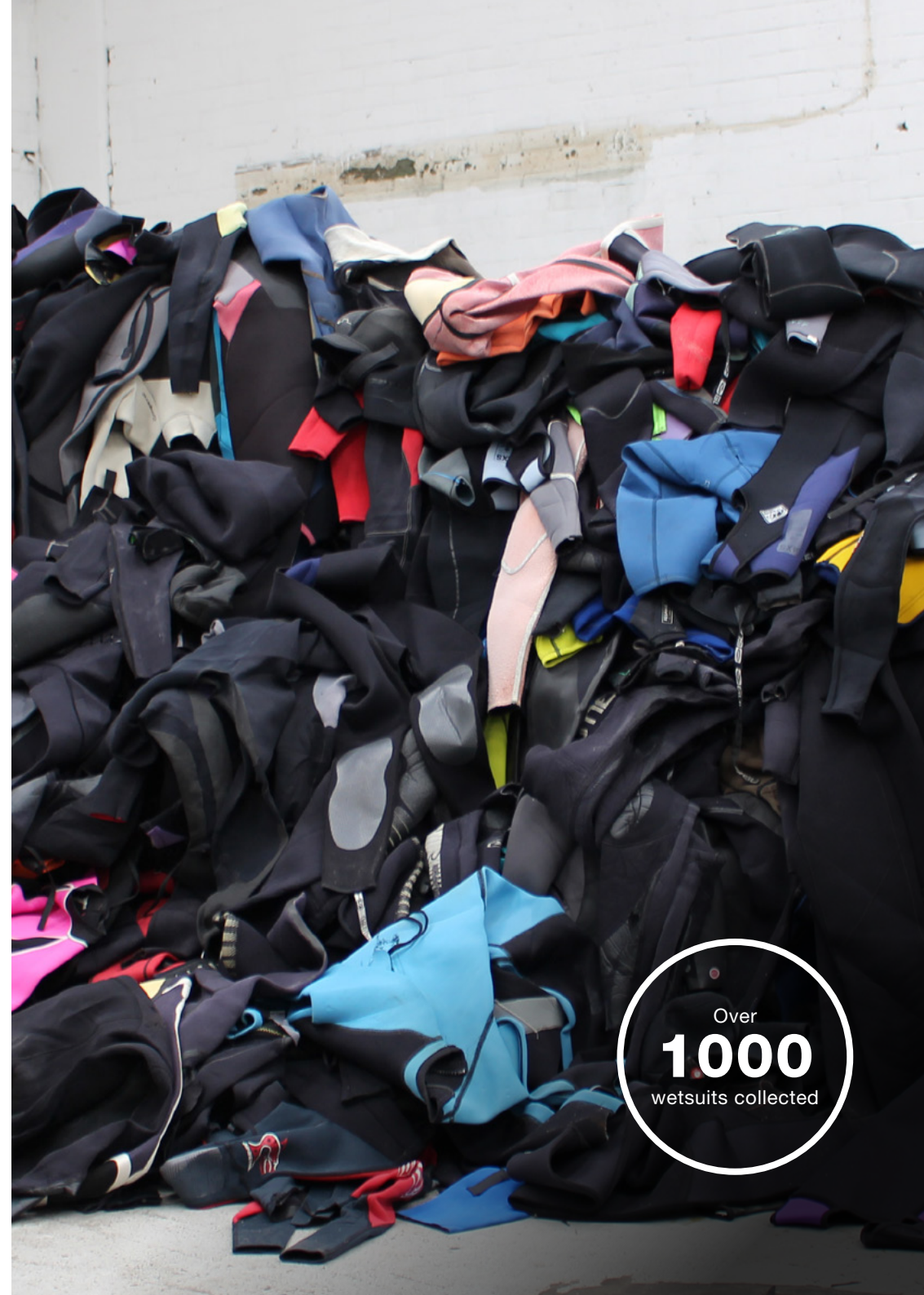
Textiles 2030™ Textiles 2030 Circularity Pathway.

Turning old wetsuits into new cold water gear

With more than 8,300 tonnes of old wetsuits dumped in landfill globally each year, we've been searching for solutions to recycle wetsuit waste since 2017. Last year we took a huge step forward, creating our first new product made using recycled wetsuits.

Partnering with Circular Flow, we collected over 1,000 old wetsuits through our take-back scheme, deconstructed them and recycled them into sheets of neoprene fabric. We're excited to say that we've created our first product using this material and will be launching this in AW24. Watch this space.

[Find out more](#)



BAABUK + FINISTERRE: New challenges, traditional solutions.

The latest chapter in our Bowmont story looked a little different.

We believe every problem is an opportunity in disguise, so when we discovered there were issues with our premium Bowmont Merino wool, the first question was, where's the opportunity here?

Due to complications arising from lockdown, Leslie Prior explained that her flock of specialist merino sheep hadn't been sheared on schedule, meaning there was vegetable matter trapped in the wool that would make it impossible to spin.

Realising that we wouldn't be able to make our usual, iconic jumpers, we teamed up with fellow B Corp Baabuk to find a solution. Experts in the traditional craft of wool felting, they worked with us to create a luxuriously warm wool slipper – helping us find a use for this high-quality material rather than seeing it used for compost.

[Find out more](#)

Fabric of Finisterre

From traditional fibres to high performance fabrics.

When it comes to materials, sometimes the old way is the best way, like chunky woollen knits for the coldest conditions and light, breathable linen for warm summer days. We rely on many of the same hardy fibres people who lived on these rugged shores would have worn many years ago.

And yet, sometimes the best fabrics for the job are the complete opposite: technical, innovative, engineered fabrics, which are pushing the bounds of what's possible for lightweight, warmth, weatherproof – and sustainability.

Whichever materials we use, we select them for their unique properties, and we build everything to last. We're on a mission to cut the impact of our fabrics, by choosing natural, recycled, organic and regenerative fabrics wherever possible.



Pictured: Organic cotton sweatshirt, merino wool beanies, Yulex® rubber wetsuits, and recycled swimwear, jackets, fleeces and bags.

Our 2023 collection

91% of our 2023 collection was made with organic, recycled and natural materials.

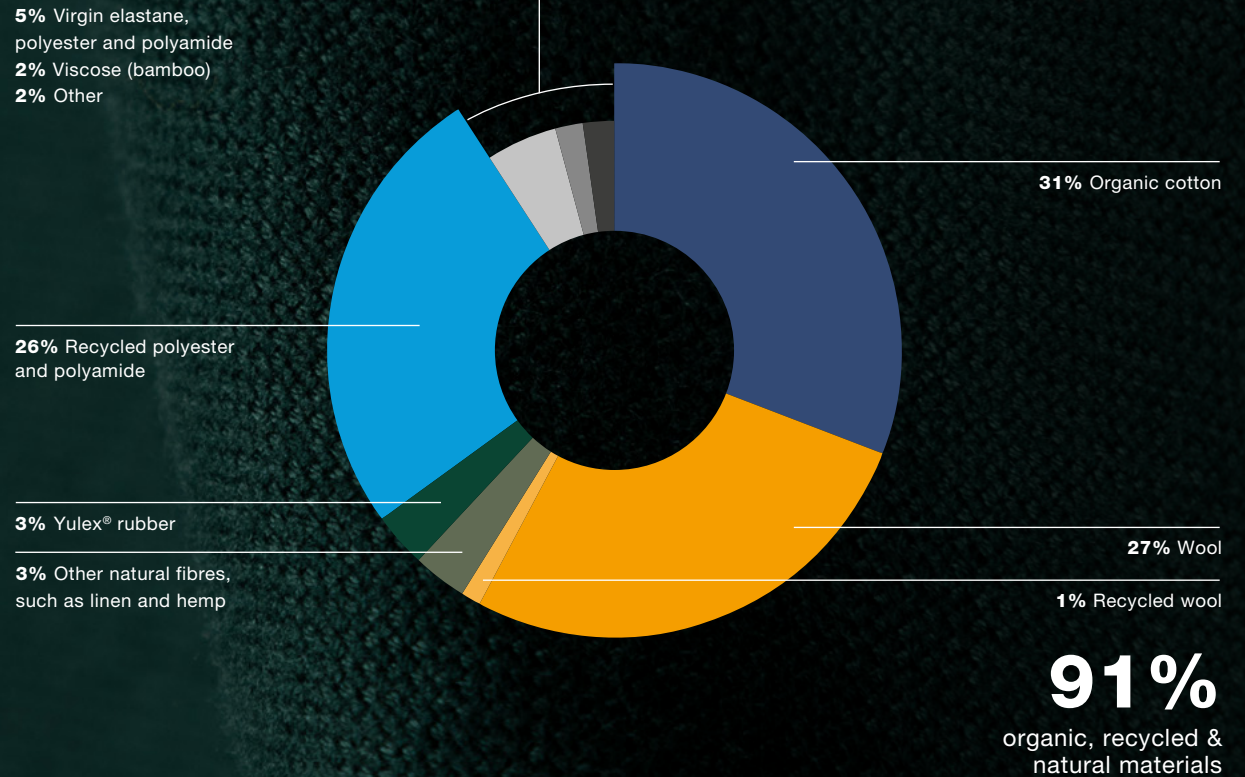
We've been consistently using natural fibres and recycled materials since our founding in 2003.

In 2023 we developed 14 new styles to incorporate the use of recycled cotton, sourced from pre-consumer waste. Combining this with virgin organic cotton in a 50-50 blend, we created our heaviest weight t-shirts to date. Built to give comfort that lasts for years, these styles will be available from Spring 2024, along with our first few styles using regeneratively farmed hemp.

As we build our 2025 collection we'll be exploring the use of more recycled natural fibres from pre- and post-consumer waste, including wool and denim.

[Find out more](#)

Materials we used in 2023



Data reflects percentages of materials in our 2023 range, based on fabric composition of each style, by volume of product, excluding trims.

Rent, wear, return.

In July 2023 we launched Finisterre Wetsuit Rental – the first programme globally to make Yulex® wetsuits accessible to more sea goers, whether a beginner who wants to try before they buy, or a committed surfer looking to make the switch to a more environmentally responsible wetsuit. If customers fall in love with their rental, they even have the option to buy it at the end of the rental period.

We were incredibly proud to become the first in the world to offer Yulex® wetsuit rental – helping more people access this revolutionary lower-impact material at an affordable price and encourage them make the switch from toxically produced neoprene.

The service is currently only available in the UK but we're excited to be exploring ways to expand on this in 2024.

[Find out more](#)



1344
days of rental

LIVED AND LOVED: Repairs

Keeping much loved gear going for longer.

The best gear gets the most use, carrying us through adventures to make memories that last a lifetime. Eventually though, all that wear and tear takes its toll, so we've been repairing and saving our customers' gear from landfill since 2008. Because the longer you have it, the more you'll love it.

In 2023 our Lived and Loved team repaired over 1,500 items; 27% more than in 2022. This included patching 456 jackets, ready for another day outdoors.

To make it easier for people to fix their own kit at home we continued to expand our bank of [online tutorials](#) and how-to videos teaching people to patch up jackets, darn holes in knitwear and more. We also opened a new Lived and Loved workshop in our Bristol store, which as well as running repairs has already run 10 community events attended by more than 100 people who want to learn how to mend their own clothes.

In 2024 we will be opening our third Lived and Loved Workshop in our new London Store.



1520
items repaired

LIVED AND LOVED: Takeback & resale

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 certain pre-loved Finisterre gear. At the end of 2023 we extended our takeback to include all product categories, taking responsibility for our products at the end of their useful life so they can be recycled responsibly. In 2024 we plan to introduce in-store drop off points to make it even easier for customers to use the service.

For gear that still has plenty of life left in it, we launched our resale platform in April 2022 – where anyone can buy pre-loved Finisterre products for a fraction of the price of the new items.

In 2023, 2,795 items were bought via Reskinned and their team repaired 800 items, getting them ready for a new life. Together, we're keeping products out of landfill, extending their life and reducing carbon emissions, water usage and waste. Anything that can't find a new home is upcycled into new gear, or fully recycled, so nothing goes to waste.



2,795

items bought via
Reskinned

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 CO₂ 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 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 ocean is under threat due to our changing climate. In 2023*, the oceans absorbed record levels of heat, and have been warming year on year for the past decade.

This is driven by increasing carbon in our atmosphere, which also causes 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.

*Source: [Springer Link](#)

Our carbon footprint

Our total carbon footprint for 2022* was 3,802 tonnes of CO₂e**.

92% of our GHG emissions are produced in the supply chain – materials, transport, manufacturing & packaging – which is covered by scope 3. 76% of those emissions come from the textiles themselves; from growing to processing and creating the fabrics.

Since our baseline year in 2020 our carbon footprint has increased and there has also been a shift in weighting across the different categories, an outcome we had anticipated as a growing business.

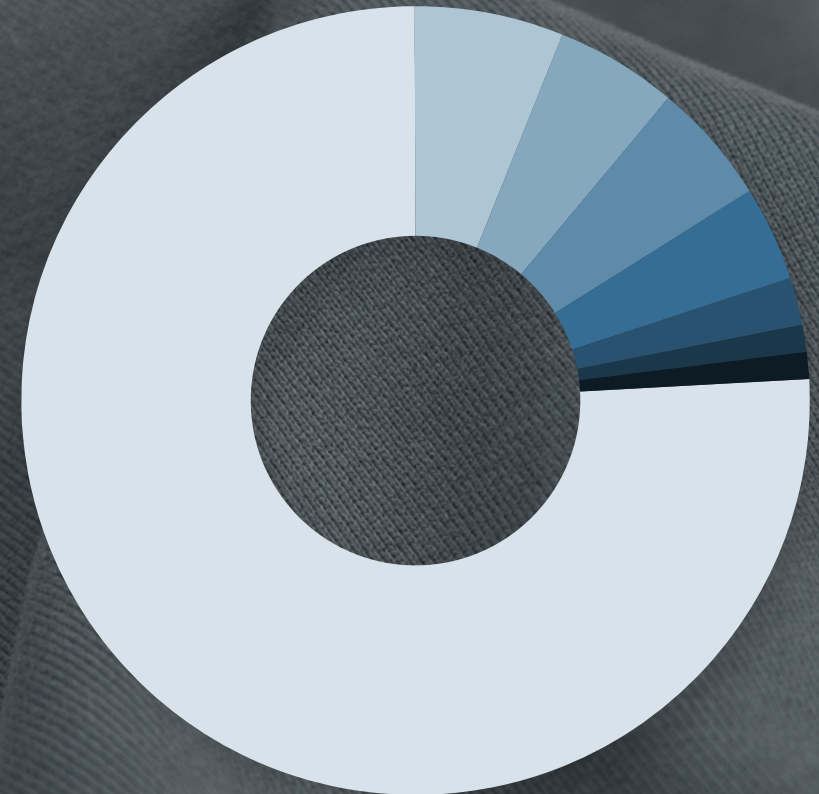
We now need to focus on cutting these indirect emissions (scope 3) to reach our climate goals, and investing resources to help streamline the process. This will give us meaningful data on our carbon hotspots, enabling us to build a realistic carbon reduction strategy to meet our science-based targets.

[Find out more](#)



We were supported by [Green Element](#), an environmental management consultancy and fellow B Corp to calculate our 2022 carbon footprint.

Our emissions breakdown



- 76% Materials
- 6% Transport & Distribution
- 5% Supplier Site Consumption
- 5% Packaging
- 4% Commuting
- 2% Business Travel
- 1% Warehouse Site Consumption
- 1% End Of Life Of Sold Products
- <1% Procurement, Store Site Consumption, Digital Footprint, Homeworking & Office Site Construction

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

**Market Based GHG Emissions.



Aligning with Science Based Targets

We have used our 2020 baseline carbon footprint to set near-term science-based targets that are 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) through their streamlined route for small and medium-sized enterprises (SMEs). We are committed to reducing scope 1 and scope 2 emissions 42% by 2030 from our 2020 base year, and to measure and reduce our scope 3 emissions. Our aim is to also validate our long-term net-zero target, and we are on track to achieve our scope 1 and 2 near term target by 2030.

TOTAL SCOPE 1 & 2 GHG EMISSIONS

tCO₂e



tCO₂e is tonnes of carbon dioxide equivalent greenhouse gas emissions, including the 7 Kyoto Protocol key GHG groups.

Lower impact materials

We know our biggest environmental impact lies in the materials used in our products. But it's also our greatest opportunity to improve our footprint.

That's why we're careful when selecting our materials, choosing those that have a lower impact on the environment.

COTTON

Organic cotton uses far less water and pesticides than conventional cotton. Since 2020 100% of the virgin cotton used in our collections has been certified organic.

Using recycled cotton further reduces water consumption whilst keeping materials in circulation for longer, reimagining waste streams to make new garments.

WOOL

A warm, water-resistant and naturally antibacterial fibre that needs less frequent washing to stay fresh. This renewable fibre is also recyclable and we're increasing the use of recycled wool within our collection.

We are committed to transparency and traceability in our wool supply chain and strive to ensure all our suppliers care for their flocks in accordance with the five freedoms of animal welfare.

NATURAL FIBRES

We use a variety of other natural fibres in our kit, including linen and hemp. These natural lower-impact materials reduce our need for new synthetic materials created from oil.

SYNTHETICS

Plastic, polymer-based fabrics are durable and help high performance gear last longer – but they are made from petroleum.

That's why we mostly use recycled polyester and polyamide (nylon), which have a considerably lower carbon, energy and water footprint than their virgin equivalents.

We sometimes use virgin synthetics in our fabric blends, but this makes up less than 5.5% of our range* and only when a suitable recycled option isn't available.

We are working hard to find a suitable natural and recycled alternative that doesn't compromise on performance and is available in the small volumes that we require.

YULEX® RUBBER

All our wetsuits are made from Yulex®, a hardy plant-based fabric made using natural rubber sourced from Havea trees. It has the technical and performance benefits of traditional neoprene, whilst reducing reliance on the toxic production of chloroprene or virgin petrochemicals.

*Data reflects percentages of materials in our 2023 range, based on fabric composition of each style, by volume of product, excluding trims.

Striving for regenerative materials

Ideally, all the natural fibres we use would be regenerative. But transitioning to regenerative methods is a long and costly process.

By Autumn / Winter 25, we've committed that at least 40% of our t-shirts will be made with regenerative organic cotton, and we are supporting our partners to make this switch so that they can rebuild, revitalise and restore ecosystems whilst growing the cotton for our garments.

Whilst organic farming focusses on eliminating harsh synthetic chemicals and fertilisers, regenerative agriculture takes an even more holistic approach. Regenerative systems are ones that work in harmony with nature, creating symbiotic relationships between the plants, fungi, animals and microbial life present. It's about putting more back into the soil than is being taken out and can be achieved in a variety of ways – from increasing biodiversity to field rotation that allows areas to recover after being harvested.



Protecting our waterways & oceans

Tackling **MICROFIBRES**

As a clothing producer with a passion to protect our ocean, we feel a huge responsibility to understand and reverse the impact of microfibres.

In 2022 we signed the Microfibre 2030 Commitment, from The [Microfibre Consortium](#) (TMC), which we joined as a founding member in 2018. In 2023 we tested five fabrics across our core range to get a baseline. Based on our findings, in 2024 we will develop a strategy for future testing, supporting the TMC to fill any potential gaps in the datasets that make up the Microfibre Data Portal.

Chemical testing: **THE DEVIL'S IN THE DETAIL**

Chemicals are an inherent part of the garment production process, whether used in dyes or fabric finishes that keep you protected from the elements when out on adventures. However, it's our responsibility to ensure that the chemicals we use are safe to the planet and to our customers.

Since 2018 we have only used fluorocarbon-free DWRs in all of our outerwear fabrics. We conduct additional chemical testing and spot checks as an extra measure to ensure our standards are maintained. In 2024 we're extending these checks to the added components that go into our jackets like zips and toggles.

Tackling the damage of **TEXTILE DYES**

In 2023 we continued our collaboration with Plymouth University to review the chemical dyes used to colour our clothing. The aim is to improve our chemical supply chain transparency, as we need to truly understand the problem to know where we can improve and reduce our impact.

We found that some colours require higher dyeing temperatures (therefore more energy), whilst others create more waste effluent, particularly darker shades. We also found that certain colours require fabrics to be bleached prior to dyeing which has a greater chemical impact.

We're continuing to embed mapping into our working process and in 2024 we will focus on dyeing methods, working with our partners to introduce lower impact dyes throughout our global supply chain. We're committed to improving our understanding of chemicals and dyeing processes to make decisions that will reduce our impact on people and the environment.

Turning waste into warmth

NEW FOR 2023

REPREVE® | Our Ocean™ recycled insulation

We've never used feathers or down in our garments, instead relying on recycled synthetic materials. In 2023 we went a step further, switching all our insulated jackets to a 100% recycled fill that contains [REPREVE® Our Ocean™](#) – a premium recycled insulation made with ocean-bound plastic bottles. By the end of the year all our new insulated jackets contained REPREVE® Our Ocean™ fill.

REPREVE® considerably reduces emissions as well as water and energy consumption in comparison to the production of virgin polyester; balancing warmth, performance and sustainability.

REPREVE® Our Ocean™ is made with bottles collected from within 50 Km of coastlines in countries or areas that lack formal waste or recycling systems and infrastructure, meaning they are at high risk of entering the ocean.

[Find out more](#)



100%
recycled fill in
all jackets

Turning ghost fishing nets into glasses

As surfers, activists and adventurers, we see first-hand the problems caused by ghost fishing gear.

That's why we teamed up with fellow Cornish brand, Waterhaul, to create our new sunglasses. For five years, they've been leading the charge to clean up Cornwall's coastline, creating a brighter future for our oceans by turning discarded fishing nets into premium eyewear. Our limited-edition sunglasses feature scratch-resistant polarised mineral glass lenses and are built to last.

As a direct result of the products made for the collaboration, 30kg of fishing gear was directly removed from the environment. Our order also means that Waterhaul now have the funds to remove a further 900kg in 2024, as part of ongoing recoveries and collections.

[Find out more](#)



Standing up for our ocean

We're committed to using our platform to rouse our community, standing up to protect our precious marine ecosystems. Our Save The Sea capsule collection had this principle stitched into its very fabric – proudly emblazoned with a call to protect our ocean.

Initially launched as a limited-edition cardigan which sold out in just 18 minutes, in 2023 the campaign made a comeback with a small capsule including a 100% wool knitted jumper, as well as a chore shirt and two t-shirt options, all made of organic cotton.

10% of the proceeds from our Save The Sea collection will be donated to the following ocean action charities: Surfers Against Sewage, Project Seagrass and Oceana UK.

£6,300
raised to date



PEOPLE

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

To do this, we're focusing on:

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



A global supply chain

To make the best products possible, we have to find the best manufacturers. Our brand is built on great relationships with people and factories around the world, from the UK and Europe to Asia.

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 materials and methods of production.

We are continually looking at our supply chain - assessing quality, environmental impact, working conditions and location.

[Find out more](#)



Where we made our 2023 collection

Based on % volume

*Map locations based on country not specific location.

Ensuring a transparent supply chain

We work closely with our direct (Tier 1) suppliers, but there are many layers in a supply chain.

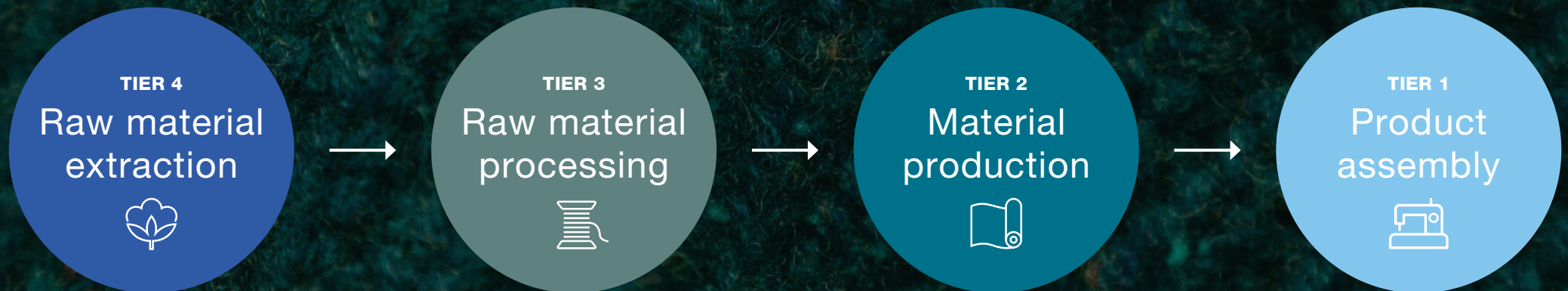
All our suppliers have their own suppliers and sub-suppliers of materials and components (our Tier 2 and 3 suppliers), so when doing any kind of supply chain mapping exercise, it can quickly become extremely complex. Despite this, we know that every step plays a pivotal role in upholding our commitment to quality and sustainability. That's why it's important that we look beyond just our direct suppliers to ensure that every garment meets our rigorous standards while safeguarding the well-being of the people who make them.

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

As a committed member of the [Open Supply Hub \(OSH\)](#) we continue to publish all our tier 1 partners on their supply chain mapping website. In 2023 we worked hard to achieve better visibility of our supply chain and have now extended this to some of our tier 2 & 3 facilities too.

In 2023 we signed the [Transparency Pledge](#) which demonstrates apparel and footwear companies' commitment towards greater transparency in their manufacturing supply chain.

In November 2023 we answered the '[Speak Volumes](#)' campaign to share our 2022 production volumes, which were subsequently published on their website. We also committed to publishing our production volumes annually going forward. We produced 359,164 new garments for our 2023 collection.



The people behind our products

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

We have an unerring commitment to human rights and we care deeply about the 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 our suppliers must uphold the Finisterre [Code of Conduct](#), which outlines minimum standards for the health, safety and welfare of workers, aligned to relevant international standards.

We continue to work closely with [Fair Working Conditions](#) (FWC) to monitor and conduct social welfare audits of our tier 1 suppliers as well as identify and eliminate key risk areas. With their help, in 2024 we are extending our FWC social welfare audits to include in-depth real living wage assessments.

92.6% of our tier 1 suppliers have had an external social welfare audit conducted in 2022/23.

We'll keep working hard to improve on this to get closer to 100% and also extend further down the value chain.



Working face-to-face

We believe in meeting and getting to know our partners.

Unfortunately, our usual visits had to be put on hold over the last two years due to COVID restrictions. 2023 saw a lifting of the remaining restrictions and the team excitedly planned a bumper schedule to make up for lost time.

We had some great supplier visits, spending time with them, understanding the processes, building relationships – we visited some of our tier 1, 2 and 3 suppliers China, Vietnam, Turkey, Portugal, UK, Ireland.

To reduce the impact of our travel as much as possible, the team combined visiting several facilities on each trip, sometimes passing through multiple countries using lower impact public transport.



Facilitating equal access to the ocean



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

A deep connection with nature and blue spaces is proven to bring significant mental and physical health benefits, but for some there are more barriers to accessing the water than others.

In August 2021 we launched the Finisterre Foundation CIC, a not-for-profit 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. We want to encourage, empower and enable people to connect with the sea not only to improve their physical and mental wellbeing but to help broaden horizons.

Finisterre UK Limited is the parent company and main funder of the Foundation.

In 2023, Finisterre donated over £29,000 in cash to the Foundation and over £14,000 of stock.

[Find out more](#)



Photograph:
© Bella Rose Bunce

ADAPTING WETSUITS FOR ALL

The Wetsuits Project

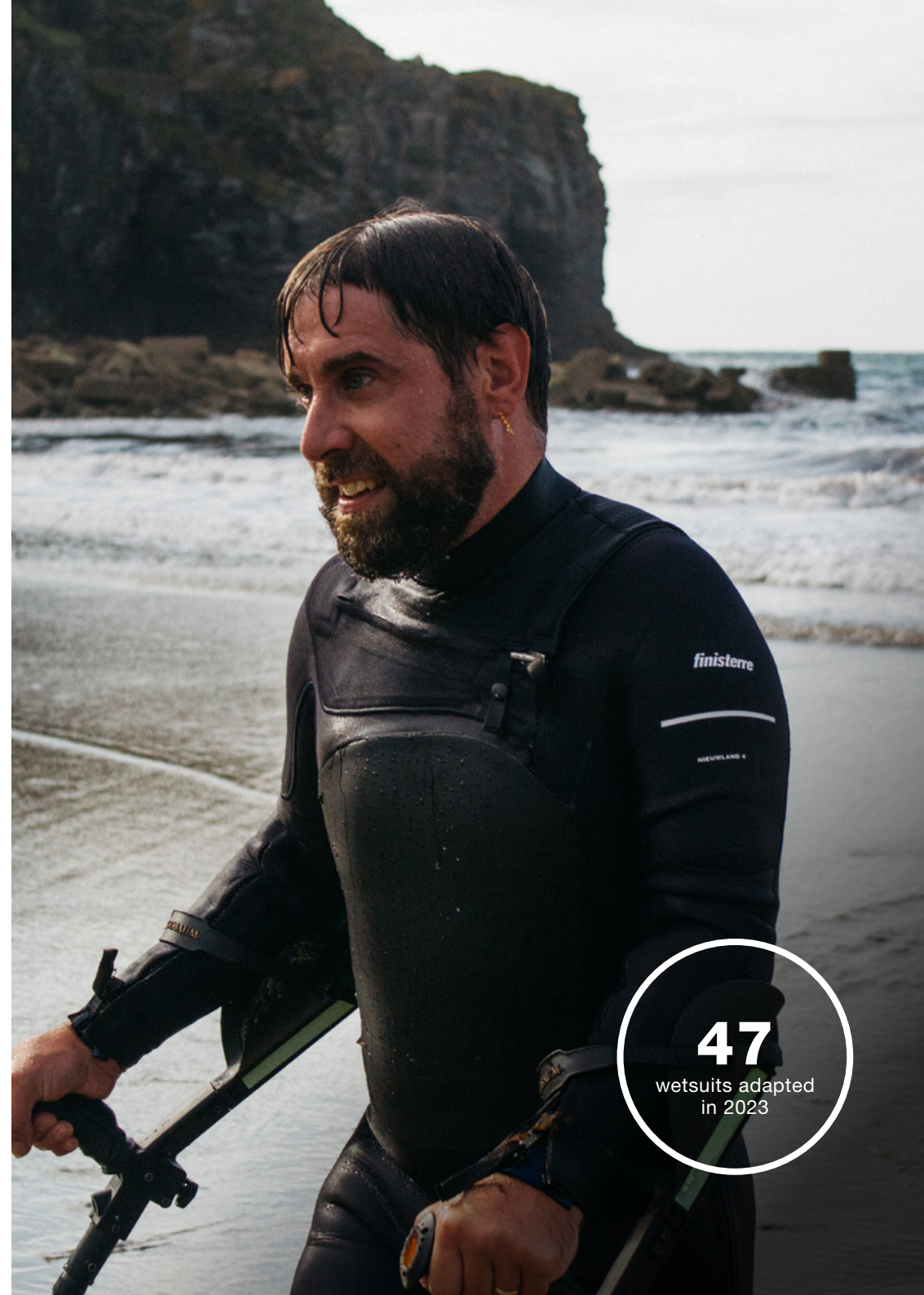
We firmly believe that everyone should have equal access to the ocean. The Finisterre Foundation adapts wetsuits from any brand with extra zips, toggles and custom fits for amputees and others with mobility restrictions.

In 2023, we adapted a further 47 wetsuits for two surf schools and multiple individuals. This pushed the Foundation to a milestone of over 100 wetsuits adapted since the project was launched. Adapted Finisterre wetsuits were used at the English Adaptive Surfing Championship, to help remove kit as a barrier to professional athletes.

[Find out more](#)

“It gives me a sense of freedom that I just don’t have on land.”

Andrew Birkett



The Seasuit Project

The Foundation gives sea suits to the people that need them, encouraging and empowering communities who might otherwise not have the chance to connect to the water.

This year 144 Seasuits and Hijabs were gifted to individuals and community groups, providing full coverage swimwear to those facing financial barriers.

[Find out more](#)

“It was a truly transformative experience swimming with the seasuit!”

Seasuit recipient from Mogadishu, Somalia



144

Seasuits & Hijabs
gifted in 2023

BLUE FRIDAY 2023

Swapping discounts for donations that make a difference

This year marked the third time we've swapped Black Friday discounts for donations that help break down barriers to the ocean.

For the third year running we've smashed our fundraising target – money which will go directly to helping more people access the transformative power of the sea. Over the weekend we raised £10,800.

BLUE FRIDAY 2022 UPDATE

Level Water

In 2022, Finisterre fundraised over £10,000 for the Finisterre Foundation, which was donated to Level Water who provided 1-1 swimming lessons to children with disabilities.

In 2023, they were able to use this money to fund:

- 250 Swimming Lessons
- 3 new programmes at new sites
- The training of 15 new specialist swimming teachers

[Find out more](#)



£10,800
raised over Blue
Friday 2023

Supporting women & girls in the water

We've always been committed to supporting women in the water.

From running our first Women's Wetsuit Tester Programme in 2018, working together with our community to develop an ergonomic and effective women's wetsuit, to bringing our full coverage Seasuit to market for those seeking another option of what to wear in the water.



THE FINISTERRE INTERNATIONAL WOMEN'S DAY FILM GRANT

Women have been underrepresented within the male-dominated surf industry for too long. In 2023, we set out to change this – offering a £5,000 grant for female filmmakers to create a surf film that celebrates women. The winning entry by director Leah Rustomjee was the heartwarming short film, The Granny Grommets, celebrating a group of women in Western Australia who are finding purpose, community and friendship in the waves.

[Find out more](#)



SUPPORTING OUR FRIENDS AT YONDER

On International Women Day we donated £2 from every order to the Finisterre Foundation, raising £1,196 for Yonder Surf Academy CIC. Founded with a mission to get more women and girls surfing, they used the funds to provide a multi-day, beginners surf course to anyone lacking confidence and community to enter the water. A further £1,486.56 raised from our 'Women of the Sea' film nights also went to Yonder via the Foundation.

[Find out more](#)



PRIDE: ONLY LOVE IN THE LINEUP

Finisterre is committed to making blue spaces safe for everybody. We aren't just imagining a more inclusive surf culture but actively working hard to contribute towards building that future. In 2023 we worked with Queer Surf Club and queer-owned creative agency [DistilThis](#) to create our first Pride campaign, giving a platform for members of QSC to share their experiences.

[Find out more](#)



PRIDE T-SHIRT DESIGN COMMISSION

We reached out to the queer design community to help create our first Pride tee, asking for portfolio submissions before selecting a winner together with [Queer Surf Club](#). The winning artist, Paul Turner, designed a beautiful collage graphic which we printed on our classic long-sleeve Harlyn tee. All proceeds went to QSC, to help continue their work of opening up blue spaces to the LGBTQIA+ community. So far the collection has raised over £1,500.

[Find out more](#)



Inspiring & supporting ocean 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.



SUPPORTING THE BIG SEA

From filmmakers Lewis Arnold and Chris Nelson, *The Big Sea* is a groundbreaking investigative documentary uncovering surfing's hidden links to cancer alley and the wetsuit industry's toxic addiction to Neoprene. A dirty secret shrouded by surfing's outwardly eco-friendly image, we held film screenings across the UK accompanied by a live filmmaker Q&A to raise money for *The Big Sea* kick starter.

[Find out more](#)



OCEAN ACTIVIST MASTERCLASSES

Whether you're a budding activist or a seasoned veteran, the ocean needs all of us to play our part - before it's too late. Our Sea7 Ocean Activist Masterclasses are a collection of inspiring talks featuring leading voices in ocean activism and conservation. Intended to invigorate your ocean activist journey, our masterclasses have been streamed and downloaded more than 4,630 times to date.

[Find out more](#)



HELL OR HIGH WATER

We continued our Finisterre podcast, *Hell or High Water*, reaching over 12,544 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](#)



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 2023 we were headline sponsors of both the Bantham Swoosh and the Dart 10k, and our crew volunteered at both events, with proceeds from the event going to UK charity Level Water.



THE BLUE EARTH SUMMIT

We sponsored and curated a panel at the Blue Earth Summit, the leading event for purpose-led business. Gathering a panel of ocean experts, we discussed everything from the looming threat of new offshore oil and gas development to depleted fish stocks and devastating continued sewage discharge and plastic pollution, and what the role of businesses, governments and individuals is to act.



THE BIG ONE PROTEST

In April, Finisterre and Sea Shepherd UK joined Extinction Rebellion (XR) and others to protest outside the Houses of Parliament for 'The Big One'. We closed our London store for the day to stand shoulder to shoulder with countless like-minded marine organisations and ocean defenders to demand a change and climate action.



GLOBAL WAVE CONFERENCE

It was a proud moment for us to be headline sponsors of the 2023 Global Wave Conference – a gathering of the world's leading environmental and surf NGOs, bringing together academics, oceanographers, environmentalists, grassroots activists, surfers, politicians, and coastal communities all in one place.

Proud to be B Corp™

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

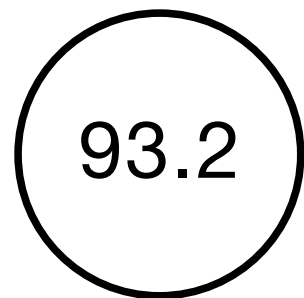
Since then, the community has grown rapidly and at the end of 2023 there were over 1,800 B Corps in the UK.

B Corps have been independently assessed to ensure they meet the highest standards of social and environmental performance, transparency, and accountability. The certification process is rigorous, and it considers the impacts of a company's decisions on society and the environment. It's about growing a business in the right way and is the only certification that measures a company's entire social and environmental performance.

A key part of the B Corp process is that we must recertify every three years. 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



Crafting our culture

As well as building a brand that would drive change, from day one we've been passionate about building a remarkable culture, where talented and passionate people can thrive.

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

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




Building a diverse & inclusive team

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

We strive for gender balance at all levels. Across the company, 68% of our team are women, as are 50% of our senior leaders and 65% of managers. We welcomed flexible working from day one, and we help parents return to work with us when the time is right through our enhanced parental pay package.

We still have more to do to understand the diversity of our team across other characteristics beyond gender, so this year we formed a council to champion diversity, equity and inclusion at all levels of Finisterre. Comprised of team members from across the business, the DE&I Crew have pledged to be advocates and ambassadors who will upskill and educate not only themselves but also serve as a voice for the wider business. Their initial work has focused on running a survey to learn more about our existing team, as well as creating a calendar of training sessions and visiting speakers to increase understanding of DE&I across the business.

A woman with blonde hair, wearing a brown jacket, stands in a wooden building, gesturing as she speaks to a group of people. The group is seen from behind, wearing winter clothing like a red beanie. The background shows a view of trees and a landscape through a window.

68%
of our team
are women

Helping our crew reach their potential

We invest in our team, providing learning opportunities at all levels. Across the business, our people received more than 2,200 hours of training in 2023.

This year we introduced a new performance review programme to bring learning and development to the fore. We are creating space for meaningful conversations and feedback sessions, to discover the aspirations of our teams and how we can help them achieve their career goals.

In 2024 we will invest further in learning & development, building on the skills, expertise and potential of our people.



Over
2,200
hours of training

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 4,000 hours to employees to spend time in and around the ocean, connecting with our purpose.

We make time for social events and provide wellbeing activities like yoga and surf lessons. Free counselling sessions are also on offer when extra support might be needed. Our team benefited from more than 350 hours of wellbeing support this year.



4,000

hours given back
to our people

Giving our time for good

All our team members get up to three paid volunteering days to connect with a cause that matters to them. This year our team accumulated 305 hours of volunteering time and we hope to encourage even more team members to make use of this benefit going forward – providing organised events that engage with our community and local charitable causes.



CITY KIDS SURFING

Our Falmouth Store Manager, Josh Bradford, spent a weekend with City Kids Surfing, helping to support their trip with 22 young people from inner city backgrounds to visit the ocean to swim, surf and for some to experience the coast for the first time.



DART 10K

This supported the work of Level Water, a charity providing 1-1 swimming lessons to children with disabilities. A team of 11 spent the weekend in Dartmouth at the Dart 10k, helping swimmers out of the water at the finish line.



THE ENGLISH PARA SURFING CHAMPIONSHIPS

In September we were proud to see a team of three Finisterre crew head up to Croyde for the day. Working closely with the para surfing athletes, they provided assistance to prone surfers at the end of a wave, pushed beach wheelchairs and carried surfboards and equipment for the elite athletes.

2024 & BEYOND

The work continues...

2023 marked the 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

- + Taking part in further innovative fibre-to-fibre recycling trials for end of life wool and cotton garments
- + Continuing to enhance our technical training for our product team to ensure they remain current with industry advancements and drive innovation forward
- + Developing our wearer trial strategy to help ensure our products meet and surpass the quality standards
- + Opening our third Lived & Loved repair workshop
- + Launching our take-back service in all our retail stores

ENVIRONMENT

- + Increasing our use of environmentally preferred fibres by using more recycled natural fibres i.e. cotton and wool
- + Working with our suppliers to switch 40% of our T-shirt collection to regenerative cotton by Autumn / Winter 25
- + Streamlining the mapping of our full carbon footprint across the entire supply chain
- + Working with The Microfibre Consortium to better understand the microfibre impact of our fabrics and supply chain processes
- + Increasing the uptake in our volunteering hours including team beach cleans, and seagrass restoration

PEOPLE

- + Working with Fair Working Conditions to create an enhanced real living wage audit programme for our tier 1 suppliers
- + Increasing our traceability beyond tier 1 and achieving visibility over 50% of our tier 2 suppliers
- + Supporting the Finisterre Foundation CIC projects that help to remove barriers to accessing the ocean
- + Continue to champion ocean protection and marine conservation through strategic partnerships with a network of NGOs
- + Actively use our brand platform to campaign for the protection of coastal waters in the UK and beyond

2023

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

[Instagram](#)

[Linkedin](#)

[X](#)

[Facebook](#)

finisterre.com

