



## TIPS ON ETHICAL LIVING

Cressey's Surf Academy aims to provide professional, accessible and sustainable surfing experiences that benefit mind, body and soul without detriment to the environment from which we gain.

Our business is obviously a lot closer to nature than most. So it makes both ethical and commercial sense for us to ensure we do all we can to protect the environment that provides our livelihood and enjoyment.

Outside of running a surf school, as individuals it makes both ethical and moral sense for us to take on board our joint responsibilities for both the well being of our home and the people whom we share it with. Regardless of whether you are a surfer or water sports lover, or simply someone who is thankful for our sea and land, we all need to do what we can to become more environmentally and ethically conscious. We don't have all the answers but we do want to try, and that's a good place to start. The following tips below will help you join us in this journey.

### **Ethical surfing**

#### *Surfboards:*

**DK Surfboards** ([www.dksurfboards.co.uk](http://www.dksurfboards.co.uk)) specialize in high performance custom shaped boards, but has also embarked on a exciting opportunity to start working on " DK Surfboards Carbon Footprint " by offering 100% Recycled Surfboards through Hydroflex Technology. Hydroflex Technology sets new standards. The bionic construction guarantees fastest restoring forces, unseen durability and performance. Not only will you be contributing to your "Carbon Footprint " but you will also be guaranteed that the active flex of the Hydroflex Technology guarantees maximum riding performance. Due to the active rocker the boards nose bows more or less, depending on the situation. This enables incredible acceleration, tremendous speed, sharp turns and great paddling performance. Cressey's Surf Academy is the distributor for DK Surfboards in Wales.

**Greenlight Surfboard Supply** ([www.greenlightsurfsupply.com](http://www.greenlightsurfsupply.com)) has pioneered remarkable ways to effectively use bamboo; the worlds greatest sustainable resource in surfboard construction. Natural bamboo glassing fabric, laminate bamboo stringers, and bamboo fins are the focal point of Greenlight's innovation, as well as Bio-plastic leash plugs and removable fin systems. These eco-friendly products are now available to garage builders, custom shapers and glassers worldwide.

**Grain Surfboards** ([www.grainsurfboards.com](http://www.grainsurfboards.com)) are a surfboard company that operate out of York, Maine. They are passionate about producing beautiful and sustainable wooden surfboards. Grain have blended their passion for board sports with a love for traditional wooden boat building. Not only do they produce a range of stock boards, but they build custom dream boards as well. In keeping with the spirit of the company, they also produce do-it-yourself board kits and workshops.

### *Wetsuits:*

**Patagonia wetsuits** ([www.patagonia.com](http://www.patagonia.com)) use the highest quality Japanese neoprene. It has a 98% closed-cell ratio, which adds dead air space and with it, warmth. Warmer and more environmentally conscious. They use chlorine-free wool, recycled polyester, PVC-free kneepads and thinner neoprene layers (without sacrificing warmth retention) to reduce our impact on the environment. They also do clothing and bags.

**Body Glove** ([www.bodyglove.eu](http://www.bodyglove.eu)) offer the ECO wetsuit. The ECO is the first environmentally friendly wetsuit produced with Body Glove's signature BIO STRETCH rubber and ECO FLEX exterior. Both materials are non-petroleum based and 100% environmentally friendly.

**West's** ([www.westsurfing.com](http://www.westsurfing.com)) reputation for technically advanced, high quality wetsuits is renowned throughout the surfing world. Now manufactured from Limestone chips rather than petro-chemically sourced neoprene, they're pretty right on too. West's wetsuits reflect the culmination of over two decades in wetsuit manufacture and great surfing.

### *Other surfing items:*

**Surfers Against Sewage** ([www.sas.org.uk](http://www.sas.org.uk)) is a great resource for information on supporting the environment and keeping our seas and beaches clean and healthy. They also have an online shop offering everything from recycled wax combs to coffee cup Tide Clocks.

**Eco Savvy Surf Shop** ([www.ecosavvysurfshop.com](http://www.ecosavvysurfshop.com)) stocks recycled and environmentally surfing goods and accessories including organic surf wax, surf bags, leashes, rash vests, towels and more.

**Loose Fit Surf Shop** ([www.loose-fit.co.uk](http://www.loose-fit.co.uk)) is a very green online surf shop with stores in Devon. With an emphasis on promoting green and ethical living they stock surf boards, wetsuits, t shirts and other items.

### *Surf Trips:*

**Eco Surf Volunteers** ([www.ecosurfvolunteers.org](http://www.ecosurfvolunteers.org)) offer surf trips abroad combined with voluntary eco and humanitarian work in the local community in South America.

**Holidays With Purpose** ([www.holidayswithpurpose.com](http://www.holidayswithpurpose.com)) offer surf trips to Indo and areas worst hit by the Tsunami where surfing opportunities are combined with community work in some of the poorest areas. Alternatively if you just want to surf book your trip with them and you'll know your money is being put to good use by someone else.

**Surfers Giving Back** ([www.surfersgivingback.com](http://www.surfersgivingback.com)) is part of **Surfing The Nations** ([www.surfingthenations.com](http://www.surfingthenations.com)) which aims to impact local communities around the world through the sport of surfing and selfless service meeting needs and changing lives.

**Surfing For Peace** ([www.surfingforpeace.org](http://www.surfingforpeace.org)) is a person 2 person and cross-border cooperation initiative that aims to bridge cultural and political barriers between surfers in the Middle East.

S4P initiates and implements unique cooperative projects, events, and campaigns based around surfing and beach culture with an emphasis on coexistence, cross-cultural dialogue, and the shared surfing experience.

#### *Surf Films:*

**On The Push: a surfer's guide to climate change** ([www.onthepush.org](http://www.onthepush.org)) is a travel blog from film maker and surfer Anne Gallagher – one of the Surf Coaches at Cressey's Surf Academy - documenting her experience of surfing and the environment from across the world.

**God Went Surfing With The Devil** ([www.godwentsurfing.com](http://www.godwentsurfing.com)) is an incredible film documenting the work of **Surfing For Peace** and **Gaza Surf Relief** ([www.gazasurfrelief.com](http://www.gazasurfrelief.com)) bringing in equipment and teaching surfing to Israelis and Palestinians in Gaza during the conflict.

#### *Surfing Magazines:*

**Drift Surf Magazine** ([www.driftmagazine.co.uk](http://www.driftmagazine.co.uk)) is an environmentally friendly surf mag made from ECF (Elemental Chlorine Free) FSC Certified pulp and low VOC vegetable inks. Studio power by Ecotricity and delivery made using Biopower V100 waste oil.

## **Some easy ways to be more environmentally conscious**

#### *Habits to get into:*

- Switch off your TV instead of leaving it on stand-by. This is the no.1 power wastage in this country. It will save you £20 per year by doing this and if everyone in the country did it, you could shut down THREE power stations! (Also, stereos, DVDs, videos, monitors etc.)
- Unplug your mobile phone charger when it is not charging. This is the second biggest power wastage in this country.
- Only fill the kettle with as much water as you need – don't fill it up every time. This will save you the equivalent every week of leaving a light bulb on constantly.
- Switch off lights when you are not in the room or not at home.
- Only drive when you need to. Walk, cycle, take the bus, take the train etc.
- Reuse plastic bags, paper, anything you can.
- Recycle anything you can recycle. Glass, paper etc. Contact your local council for a list of recycling services and local sites.

## **Fair Trade products**

It is better to eat fair trade products than to not eat the products because eventually suppliers will have to stop getting non-fair trade products. Most supermarkets have increased their range of fair trade goods, but Cooperative have a particular focus on fair trade items for their own brand products as well. Oxfam and Traidcraft charity shops also stock fair trade goods in their shops as well as online.

#### *Clothes*

It is more difficult to buy clothes ethically, but you can look at where it is made. Some companies, such as H&M, have a social responsibility policy (see their website), but many of these policies are

reliant on inspections which often do not give the true picture. Buying cheap clothing from shops such as Primark and some Supermarkets may mean a bargain for us, but someone had to get paid for making those items so think how little they will have earned from their work.

Companies such as "People Tree" offer fair trade, organic clothes. 20,000 people die every year from direct exposure to pesticides. Cotton is the most sprayed crop of all, so organic cotton is an ethical issue. Shops such as Marks and Spencer and New Look are now offering organic clothing ranges. Companies such as Howies ([www.howies.co.uk](http://www.howies.co.uk)), Eco-Star ([www.eco-star.co.uk](http://www.eco-star.co.uk)) and Finisterre ([www.finisterreuk.com](http://www.finisterreuk.com)) use organic and ethical means of producing modern and practical casual and outdoor clothing which can be bought online and in some stockists' shops.

Alternatively, buy clothes from charity shops. This will benefit the charity, save you money and cut down on waste.

### *Chocolate*

According to "Stop the Traffik", 50% of all cocoa imported to the west is produced by slaves. These are taken as children and forced to work their whole lives producing cocoa in West Africa for us to have Easter eggs!

- All of the Co-op's own brand chocolate is now fair trade
- Divine chocolate
- Green & Black chocolate
- A number of the, smaller manufacturers have good ethical policies now - for example, "Hotel Chocolat", "Montesuma" etc.

### *Coffee and Tea*

There are now lots of fair trade brands and mostly available from most supermarkets. Fair trade coffee, used to taste disgusting but now it is really good and makes up 14% of the total market. Nowadays fair trade coffee and tea are very easily available in most places. Here are some of the brands that are widely available:

- Cafe Direct / Tea Direct
- Percol
- Clipper

Here are some national coffee shops that serve fair trade drinks. This is growing:

- Costa Coffee serve Café Direct and Tea Direct. You have to ask for it.
- AMT serve only fair trade tea and coffee
- Pret a manger serve fair trade drinks
- Find out what your local, independent coffee shop sells.

### *Other foods*

Buy fair trade products if you can. It will cost a bit more because the person at the other end is getting enough to live on. Alternatively, buy locally grown produce and in season products which helps reduce carbon emissions from transport of goods, as well as supporting the local economy.

### *Boycotts*

*“UNICEF recently restated that 1.5million children die...every year because they are not breast-fed. Public concern at Nestle’s leading role in promoting artificial infant feeding led to the launch of the international... boycott in 1977. A marketing code of practice was introduced as a result. With pressure from the boycott, Nestle has curbed some of it more blatant malpractice...”*

Nestle brands include: Nescafe, Shredded Wheat, Kit Kat, Nesquik, Perrier, L’Oreal, Quality Street, Ski Yoghurts, Go-Cat & Buitoni. (Ethical Consumer magazine)

## **Everyday things to buy**

### *Environmentally friendly disposable nappies*

- [www.naturalbabycompany.com](http://www.naturalbabycompany.com) - 01983 810925. Mail order.
- Nature Boy & Girl is available in many supermarkets.

### *Reusable nappies*

- Try your local “Lollypop” agent. They sell most reusables, will come to your home to run a “nappy party” and you can compare the various types.

### *Lower power light bulbs*

- IKEA do them for under £2 each.
- Safeway do them for around £2 now as well.

### *Energy efficient fridges*

Fridges are on 24hours a day and so probably use more power than any other single item in your house. If you change to an A-grade fridge you could save as much as £50 a year in electricity. It could pay for itself in five years. That could account for as much as 10% of the electricity use in your home!

### *Environmentally friendly products*

Ecover products are widely available in most supermarkets – washing-up liquid, washing powder, dishwasher powder etc. They are made from plant extracts.

### *Boycotts*

Since May 8th 2001 various environmental groups have called for a boycott on Esso (Exxon Mobil Corp). These are some of the reasons:

*“Esso denies the reality of Global warming. Unlike other oil companies, Esso has refused to invest one dollar...in clean, renewable energy... It’s largely because of Esso [who “donated more to get Bush into power than any other oil company”] that President Bush has washed his hands of the [Kyoto] treaty [the only international treaty to stop global warming]” (Ethical Consumer magazine)*

Remember, boycotting is not trying to punish a company, but trying to get them to change their ways.

## **Banks**

*High street banks with an ethical policy:*

[www.co-operativebank.co.uk](http://www.co-operativebank.co.uk)

No other high street bank has an ethical policy and so with any other bank, your money is potentially being used to support things that, presumably, you do not agree with – arms, oppressive regimes, oppressive multi-national companies. In the late 1980's Barclays was the only UK bank that invested in South Africa. The boycott of that bank led to them pulling out of the country and thus played a part (however small) in the ending of apartheid. If you are an oppressive organisation or government and cannot get money from anywhere then it is hard to carry on doing what you do!

Building societies, by their very nature are generally "ethical" in their policies.

*Internet banks with an ethical policy:*

[www.smile.co.uk](http://www.smile.co.uk)

Smile are part of the Cooperative so benefit from the same ethical policies as above.

## **Investments and pensions**

What are you depending on succeeding for you to be well off? Many investment schemes invest in companies who do things that we do not agree with. We are dependent on them doing well or we do not get a pension! E.g. WH Smith is a very popular company to invest in but Smith's is the largest supplier of wholesale pornography in the UK. Do we need the porn industry to succeed for our money to grow?

- Cooperative have an ethical pension scheme and ethical ISAs
- Friends Provident have an ethical pension scheme and ethical ISAs.
- NPI also have ethical ISAs
- Norwich Union also have ethical ISAs
- Talk to an independent financial advisor

## **Other useful resources**

*The Good Shopping Guide*

"The Good Shopping Guide", published by the Ethical Marketing Group (EMG). This is revised annually and contains tables showing the relative ethical merits of companies for given products. These products vary from bank accounts to fridges; TVs to chocolate. This book is a must.

*Ethical Consumer Magazine*

Ethical consumer Magazine is published by the Ethical Consumer Research Association (ECRA). This magazine comes out six times a year and contains similar tables to the above book. It looks at around four types of products in each issue and so goes into far more detail than the book does. There is a subscription fee.

*Ethiscore Website*

[www.Ethiscore.org](http://www.Ethiscore.org)

This is published by ECRA and gives you up to date information which you can customise to suit. For example, if animal rights are not important to you, you can remove that as a criteria and it will give you a score based on the criteria that you *do* value. There is a subscription fee although you can have limited access without it.