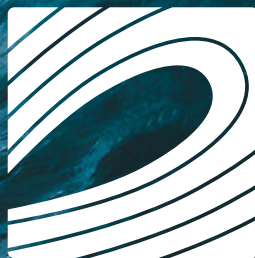


ANNUAL REPORT 2018



SURFRIDER
FOUNDATION EUROPE

SURFRIDER FOUNDATION EUROPE

Since 1990, Surfrider Foundation Europe has become a reference in the fight for the protection of the ocean and its users, with the passion and commitment of its community on the ground. www.surfrider.eu

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Arthur Chamberlain, Pierre-Bernard Gascogne, Cécile & Yves Gilot, Vincent Goujard, Famille Georges Léglise, Marc Luchini, Raphaël Mallié, Dylan Pacaud-Tunncliffe, Julien Poublan.

Don't forget all the people who do voluntary work for Surfrider and without whom all of this would be meaningless. Thank you to all members and contributors who make this work possible. Remember to renew your membership at www.surfrider.eu

ANNUAL REPORT 2018

The Annual Report is edited by Surfrider Foundation Europe.

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EDITORIAL

Will 2018 be pivotal in how we protect the environment, and especially our oceans?

Only time will tell, though recent major breakthroughs and the many developments in this field give us hope for the future.

We can be optimistic when we see growing numbers of advocates take to the streets, demanding that their governments make faster and bolder moves towards renewable energy, or when they support legal measures to attain these goals. We can feel optimistic when consumers make more responsible choices, or even make their own products. We can be optimistic when scientists unanimously declare a state of emergency on the climate crisis, declining biodiversity, and their impact on humankind, while showing that there are solutions to these issues. We can be optimistic when categories of single-use plastics are banned across Europe, and when states or local governments enact much stricter environmental laws. We can also be optimistic when we see corporations – by law or by choice – following in these footsteps and putting Corporate Social Responsibility (CSR) at the heart of their practices.

Fuelled by the optimism from these ongoing positive changes, we at Surfrider Europe and in the Surfrider community are pleased with what we have accomplished so far and the part we played in these achievements. However, we must not become complacent – quite the opposite. Despite an overall increase in awareness, we still need to fight the short-term policies of lawmakers and economic actors. We must also continue to guide individuals towards the collective transition to renewable energy and help them to contribute meaningfully. Surfrider will rise up to these challenges and continue the fight. We will keep evolving and improving our efficiency, our outreach, and the sustainability of our business model. In order to do so, we need you, our volunteers, supporters, partners, collaborators, and faithful members. We are counting on your support over the next few years, so that we can ride the 2018 wave and make these changes felt in our oceans and on our beaches.

Gilles Asenjo, President

Florent Marcoux, Executive director

2018: 4 KEY VICTORIES & ACHIEVEMENTS



2018 was a year of many high points in the endeavour to protect oceans and coastlines. New volunteer chapters were created, new Europe-wide projects were launched, and the Surfrider community continued to expand in several areas – policy, legislation, and advocacy.

A LEGAL VICTORY AGAINST SINGLE-USE PLASTICS IN EUROPE

This major legal victory in favour of the oceans was one of the most significant in many years. The EU adopted a directive banning single-use plastics across its member states. Since such products comprise 80% of all marine litter, this victory is a huge step in the right direction.

THE SURFRIDER EUROPE COMMUNITY, GROWING WIDER AND RUNNING DEEPER

Seven new volunteer chapters were created in 2018. More involved than ever, volunteers organised no less than 400 events throughout Europe! Surfrider Europe is a growing force of 150,000 supporters, 14,000 of which are members. A big thank you to every one of our supporters, citizens, experts, and ocean lovers for your dedication and unwavering support again this year. Our fight would not have been possible without the support of our community.



TWO LARGEST POLLUTERS CONVICTED IN COURT

The Azura conviction: a first in France

For the first time in France, a ship captain and a ship owner were prosecuted and convicted of air pollution offences. Due to the current climate crisis, Surfrider Europe and other organisations were the plaintiffs in this suit, to send a strong message: no impunity for ship owners who cut corners at the expense of the environment and the health of seaside dwellers.

Altéo and the red sludge of Gardanne

For over 50 years, alumina producer Altéo Gardanne has been releasing close to 20 million tons of industrial waste into an ocean trench in the Mediterranean Sea. The Marseilles administrative court decided to overturn a 2015 order. What is a legal defeat for polluting industries is first and foremost a victory for the Mediterranean Sea, as well as a victory for the citizens and organisations that joined forces to expose this source of pollution.

CITIZEN INVOLVEMENT AND MOBILISATION AT AN ALL-TIME HIGH

Surfrider Europe's community, networks, and visibility helped galvanise citizens to take action on key issues regarding the protection of our oceans.

Mobilisation online...

Online mobilisation was at the forefront of the European 'Voice for the Ocean' campaign, which ended in January and gathered close to 7,000 participants. This was a great example of how citizens can get involved in protecting the ocean. 2018 was also the year Surfrider Europe launched Ocean's Zero, an app giving 25 challenges to help you change your daily habits and curb your marine litter production. Launched in mid-November, it amassed over 15,000 users by the end of the year.

... as well as in the field.

The 25th Ocean Initiatives saw its highest attendance yet, with close to 57,000 participants and 25% more litter picked up in 2018.

MARINE LITTER

Surfrider Europe has led the fight against marine litter ever since its creation. Litter is a threat that grows every year, plaguing our oceans as well as our lakes and rivers. Currently, several hundred thousand tons of litter gather upstream and eventually make their way into the ocean. Part of this litter ends up on beaches, which is why we raise public awareness on this issue through our Ocean Initiatives. As prevention is better than cure when it comes to litter, we lead a year-round fight against excessive plastic production and use – single-use items especially – through our European campaigns.



LOCAL CAMPAIGNS

Riverine Input: sources of marine litter

The 2018 Riverine Input campaign focused on three main areas.

We recommend solutions to local governments on how to curb marine litter. To this aim, we drafted a local communities' guide to managing marine litter following workshops and seminars held on waste management in marine environments.

One of Riverine Input's goals for 2018 was to spread knowledge and foster decision-making with regard to land-sourced litter. We presented all these objectives at international summits, such as the Global Waves Conference in Santa Cruz, the 6IMDC in San Diego, and the Workshop Marine Litter Watch last November in Copenhagen. During these summits, we presented our work on monitoring plastic pollution in rivers.

We created a network to monitor marine litter in French watersheds. This process now allows us to know how much litter reaches oceans via watersheds, as well as their distinctive features.

The open dump in Dollemard

This fight is one of the principal missions of the Surfrider Coastal Defenders programme. The Baie de Seine and the English Channel are being threatened by 3 million cubic metres of household and industrial waste that erode the cliff. Over the last 60 years, 400,000 tonnes of waste from Le Havre – the equivalent of 13,000 loaded trucks – have been dumped into this coastal landfill.



Despite having been closed since 2000, this former landfill is still drawing a lot of attention. After a collapse in 1998, huge amounts of waste ended up on the shores. With every tide, erosion gnaws away at the strata of waste and carries out plastic, polystyrene and all kinds of macro-waste. Surfrider Foundation Europe wants to take part in discussions with elected representatives, administrative structures and local associations. Because the main goal is to excavate the landfill and reduce pollution without damaging the cliff, innovative solutions will have to be found.

EUROPEAN CAMPAIGNS

Record participation for Ocean Initiative

According to the European Environment Agency, 10 million tonnes of waste end up in the oceans every year, and part of it inevitably washes up on shores. Ocean Initiative does more than just organise waste collection operations on beaches and along rivers: its goal is to raise awareness on why such waste ends up in the natural environment in the first place. These operations also allow Surfrider to gather data through participative science. In 2018, Surfrider's main programme involved 47 countries, including 13 new participants. This made an impact on the overall participation, which reached 56,000 citizens and volunteers – 13,000 more than in 2017.

The communication campaign set up for the occasion bore its fruits. It emphasised the concept of how much time we have left to protect our oceans: indeed, time is running out, and we need to get to the point.

**Reset Your Habits:
first the citizens, now the institutions**

With this campaign, Surfrider Europe is calling upon big cities to act on plastic pollution. While the goal of the 2017 campaign was to raise awareness among citizens and urge them to adopt new habits, the 2018 campaign targeted institutions, and aimed to formalise agreements on the reduction of plastic pollution, in particular plastic bottle pollution. Indeed, municipalities, cities and capitals have a crucial role to play in providing new alternatives. Surfrider Europe therefore published a best practices guide aimed at municipalities, focusing on five major areas: waste minimisation, promotion of alternatives, product eco-design, product end-of-life optimisation, and public awareness programmes. The guide also includes role models, such as the city of London, which rolled out a new network of water fountains and bottle refill stations across London to encourage people to use water bottles, thereby cutting down the use of disposable plastic bottles. As for San Francisco and Quebec City, they have permanently banned the use of plastic bottles during public events and on campuses.

Ban the Bag: the best-selling tote bag

The Ban the Bag campaign continues to be a success this year across Europe, and includes a new collaboration with the artist The Minimalist Wave. He did us the honour of creating an original design on tote bags that were prizes in Surfrider Europe's contest on social media.

Surfrider's Sofia chapter also shone the spotlight on tote bags by showcasing the results of its long-term partnership with local artists during the Tote Bag Exhibition. They decorated a hundred reusable cloth bags with ocean themed drawings such as marine litter, biodiversity or climate change. These artistic collaborations were a beautiful way to prolong the Ban the Bag campaign and raise awareness through creative means.

EDUCATIONAL CAMPAIGNS

Surfrider Beach Tour: beach outreach

Surfrider Europe's summer tour fulfilled its mission of reaching out to holiday-makers on the beach in order to instil eco-friendly practices that are important not only for the environment but for their own health as well. During the month of July 2018, four stops were stationed in Bidart, Capbreton, La Grande Motte and Cap d'Agde along the Atlantic and Mediterranean coasts. At each of these locations, Surfrider Europe's teams set up stands offering interactive and participative activities. Throughout the eight days of the installation, they engaged with no less than 1,350 people. Its success drew the attention of many media outlets, and Secretary of State for the Environment, Mrs Brune Poirson, even paid a visit.

**A whole new escape game to
raise awareness on marine litter**

This year, Surfrider Europe created its own treasure hunt on Île Nouvelle, an island near Bordeaux: an original and playful way to educate visitors on the source of marine litter. This first edition was highly successful, with almost 400 participants during the summer of 2018.



A children's book collection: the Wolf

After the success of the 2011 Smurf Rider booklet, created in collaboration with the Smurfs' publishing house, Surfrider Europe wanted to reprise its approach of reaching out to children through a mascot. This time around, the mascot was "Le Petit Loup" a beloved wolf character from the Auzou publishing house, which sought to educate children on eco-friendly practices. Belonging to a parallel universe, this funny and endearing wolf introduces children aged 3 to 6 years old to important issues. Its translation in several languages has allowed the Wolf, already a best-seller in France, to enjoy international success.

WATER QUALITY AND USERS' HEALTH

Today the “Water Quality and Health” programme has helped to bring down ocean pollution. Its goal is to provide a healthy environment for people who engage in water-based activities, so that they can do so without risking their health. Surfrider not only informs all beach-goers and sea users of the state of the water they come in contact with, but also educates them on the appropriate habits to adopt in order to preserve the quality of coastal waters.



LOCAL CAMPAIGNS

Antimicrobial resistance: research continues

The first phase of research launched in 2016 made it possible to prove the efficiency of the method developed: antimicrobial-resistant genes had been detected in the water and in sediments from three sites where water-based activities were held along the Basque coast. To delve deeper, new tests were conducted in 2018 on a sample of 10 people who regularly engage in water-based activities in the region. The goal of this new research is first and foremost to determine whether the protocol that has been implemented allows the detection of antimicrobial-resistant genes in humans, within a population likely to be exposed to bacteria from this environment.

Monitoring toxic algae in the Mediterranean: *Ostreopsis ovata*

In 2018, building on the network established in 2010, Surfrider Europe monitored 9 sites in France's three regions on the Mediterranean coastline: Occitania, the French Riviera, and Corsica. All samples are taken from the water column to assess the health risks that *Ostreopsis Ovata* could represent. Surfrider Europe then decided to create an educational booklet together with a poster, the purpose of which is to inform the community of water sports enthusiasts and other beachgoers about the presence of the algae in the Mediterranean and its impacts on both the environment and people. It also gives key information to recognise the algae and the areas favourable to its development, and explains what to do if any algae is observed. The booklet was made in partnership with The Ink Link, a comic book artist collective, and Lucille Gomez, an illustrator.

Monitoring water quality in Portugal

Since the autumn of 2017, the volunteer chapter Surfrider Porto has carried out a series of tests on Matosinhos beach. Local urban activities and the nearby port significantly impact the quality of the water at this beach. Of the further five samples taken in 2018, three were of poor quality. After several months of talks, the city of Porto decided to conduct further tests to analyse the water quality at Portugal's second most visited surfing spot. The volunteers in the field are now hoping for a reaction from local managers to limit pollution. With the mobilisation of the local population and their ability to communicate and collaborate, two more surfing spots are now subject to additional water quality tests on the Portuguese coast: Azurara and Vila Nova de Gaia.



EUROPEAN CAMPAIGNS

Europe-wide lobbying

Throughout 2018, Surfrider Europe continued its work to influence the different councils and committees where we are present (Conseil Maritime de Façade, Contrat de Baie, Bathing Water Expert Group, etc.). Surfrider Europe's representatives always make sure to promote consultation on water quality issues and, in particular, on evolving situations such as algae blooms and antibiotic resistance. It is therefore important for us to discuss the best solutions to preserve the health of the public as well as the opportunities to protect existing ecosystems and biodiversity, particularly in regards to the revision of the European Bathing Water Directive scheduled for 2020.

Citizen laboratory for seas and rivers

A citizen laboratory was set up over the course of the year. Specifically, its purpose is to allow citizens to take samples at drainage basins (taking into account the reality of the environment and its ecosystem), but also to combine action on raising awareness and consulting with public actors and individuals in order to reduce pollution at its source, thereby contributing to the recovery of water quality. These testing stages, included in the Surfrider Coastal Defenders programme,

have allowed the analysis of various chemical parameters. Such action is crucial to determine the state of the environment. It is also a way to raise awareness among participants on the challenges of preserving water resources given the multiple sources of pollution that exist in drainage basins.

EDUCATIONAL CAMPAIGNS

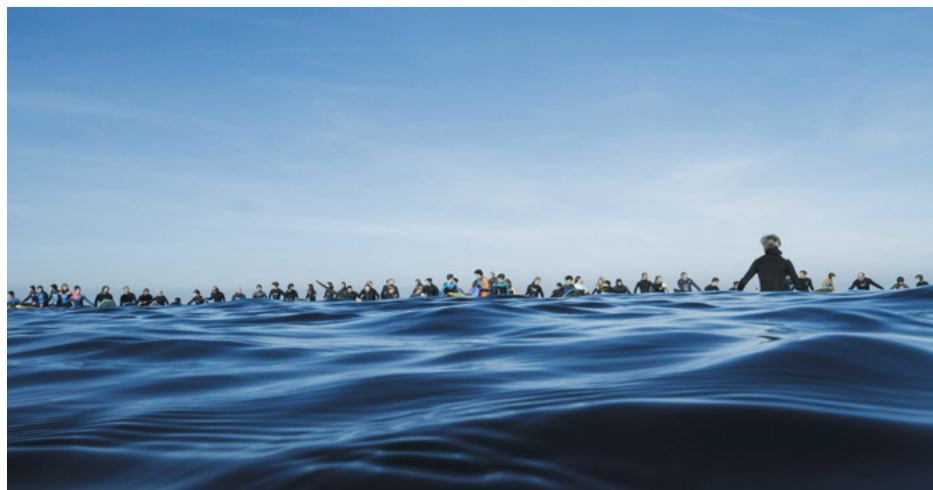
On-campus events

Throughout the year, Surfrider Europe offers educational courses as well as on-the-ground interventions in schools. During these visits, several learning modules can be used to teach the general public about water quality. Two main activities are offered as part of this: "O'Bleue" ("Blue water"), which explains the protocol for analysing bathing water, and "L'eau en bocal" ("Water in a jar"), which looks to raise awareness on the sources of water pollution, its consequences, and how to solve it collectively or individually.

COASTAL DEVELOPMENT AND CLIMATE CHANGE

Every year, coastlines experience new natural changes such as erosion or coastal flooding. The repercussions of this are aggravated by climate change, rising sea levels, and even extreme weather events. Human activity has a substantial impact on the effects of coastal urbanisation and development. Surfrider Foundation Europe encourages cooperation between local authorities, businesses, and citizens to guarantee development projects that are respectful of coastlines and local heritage, and that are suited to the challenges of the future.





LOCAL CAMPAIGNS

Paddle For Your Planet: Chapters at the forefront

Launched in October and promoted by a network of associations – in which Surfrider Côte Basque plays a key role – Row For Your Planet is a monthly event which takes place on the first Saturday of the month. Water sports enthusiasts (amongst others) are invited to come row to show their attachment to the ocean. The goal of this event is to spread out across the world to bring the heavy pollution the ocean suffers into the public eye. Initiated by Surfrider's French chapters, the movement quickly spread to overseas regions of France and then to other countries, and will go on until at least August 2019, when the G7 summit will take place in Biarritz, southern France.

Fighting the planned port in Bretignolles-sur-Mer

Surfrider Coastal Defenders is fighting a difficult battle to overturn the decision to construct the port in Bretignolles-sur-Mer. In November 2018, the commission of inquiry deliberately ignored the many arguments from local and environmental associations, preferring to focus on the arguments of the contracting authority. Opponents of this project, including Surfrider Europe, are mobilising to ensure that the French state makes the right decision for its role, i.e. protecting natural heritage for the benefit of all.



EUROPEAN CAMPAIGNS

Dialogue as the basis for the future of renewable ocean energy

One of Surfrider Europe's goals is to foster citizen dialogue to encourage green transition. We have always acted as a mediator between citizens and local authorities, but now wish to strengthen the consultation process. In 2018, Surfrider Europe studied the legal situation of 9 countries. The study – organised on the basis of real-life experiences – made it possible to start a collection of good practices. It presents the five greatest challenges in project management, and also made it possible to understand the different dialogue processes in Europe in order to develop citizens' interest in coastal construction planning, anticipate conflicts of use and optimise the exchange and understanding of information. Through this study, Surfrider Europe aims to facilitate the mobilisation of its community in public participation activities related to the energy transition.

Maritime transport: reducing ship emissions

It is imperative for maritime transport to become more eco-friendly, which is why Surfrider Europe is taking part in an ongoing dialogue with Armateurs de France, an organisation of French maritime transport and services companies, to promote real commitment. The creation of a European label for this sector is the concrete result of this reflexion. In 2018, lobbying remained fundamental to hold all the various actors accountable, and they are proving open to changing ship propulsion techniques, the main source of maritime pollution emissions. Their motivation was particularly noticeable during the discussions relating to a controlled emission zone in the Mediterranean Sea – a project to be executed by 2022, followed and supported by Surfrider Europe. In addition, an IMO (International Maritime Organisation) strategy has been adopted to reduce carbon emissions by 2050 – an important step for international maritime transport.

EDUCATIONAL CAMPAIGNS

Raising awareness on erosion and flooding risks

The M.E.S. project is part of Surfrider Europe's global strategy, which aims to increase public knowledge on environmental topics affecting oceans and coastlines, particularly relating to the effects of climate change. This project also falls within regional strategies designed to mitigate the vulnerability of at-risk populations for erosion and flooding by educating them on these issues. To this end, Surfrider Europe set up information boards for the general public in the French coastal towns of Bidart, Capbreton and Lacanau over the summer of 2018. The locations were chosen on the basis of tourist activity on the seafront.

Educational booklet

A booklet was also created to assist interventions in schools. It is available in public places such as tourist offices in all participating towns. Around 6,000 copies were handed out in 2018.



Digital platform (Ocean Campus)

In 2018, Surfrider's digital platform branched out by creating education kits, and more effort was made to broadcast its content. Surfrider wanted to give users the ability to take concrete action in their everyday lives. Following on from the "Do It Yourself" movement, the platform features several concise, fun and accessible tutorials allowing each user to make sustainable and environmentally conscious changes in their lives. The platform is further developing its educational content centered around climate change, erosion and flooding, as well as waste and water quality. In 2018, over 80,000 people visited the platform, up by 56%. This excellent result stems from considerable work on the platforms' search engine advertising, making it easier to find online.



THE SURFRIDER EUROPE NETWORK AND CIVIC ENGAGEMENT



We cannot stress this enough: the strength of Surfrider Europe comes from its network, volunteers, members, as well as its presence on the ground and work in the field. By the end of 2018, the Surfrider Europe network had 36 chapters across Europe (including 7 new ones created over the course of one year).

TOWARDS A FEDERAL MODEL AND A MORE EUROPEAN NETWORK

A few years ago, at the increasingly insistent request from some of the volunteer chapters, the Board of Directors decided on and initiated a “free” federal model. The aim is to develop our impact and our results on a European scale by reinforcing the organisation’s ability to act at the local level. This “free” federal model is based on the following three components:

Local activities carried out by volunteer chapters, some affiliated with a national organisation, others depending directly on the European structure;

A European entity which establishes and leads European-scale projects and campaigns, but which also guarantees support to local interventions;

Process sharing in order to ensure consistency, thereby allowing autonomy when implementing activities and projects on the ground (i.e. political and strategic stance, yearly planning).

After two years of work outlining this federal model and setting up the essential framework documents, we are pleased to have been able to officially announce the first national legal entity created by its volunteer network, Surfrider Germany, as of 2018. This entity has its head office in Hamburg, and already covers several volunteer teams (Hamburg, Berlin and Mannheim).

We are making steady progress towards implementing this major transformation for the organisation. Over the mid and long term, it will ensure we have a stronger, more efficient and durable presence in Europe, and over the short term, it will push the European

office into rethinking its practices, ways of working, and organisation, both in the executive team and in the governance. The Surfrider Europe network currently includes 36 chapters in 10 European countries, for a total of 525 permanent volunteers whose actions help educate tens of thousands of people all year long. The Surfrider community is continually growing, as motivated as ever by its passion and commitment to protecting the environment. The Surfrider volunteer network is the very essence of the organisation, with fieldwork making up its core DNA.



EUROPEAN CITIZEN CAMPAIGNS

Voice for the Ocean: talks to warn European election candidates

In the run-up to the 2019 European elections, Surfrider Europe is holding a large-scale consultation project called “Voice for the Ocean”. Its aim is to collect citizens’ opinions and relay them to the highest European institutions so that the future MEPs include protection of the marine environment in their manifestos. The online consultation was held in six languages (English, French, Spanish, Portuguese, German and Bulgarian), centered around eight themes on ocean and coastline protection. A European tour of five events was organised to promote the consultation and raise awareness of the different issues at stake. This movement was made up of five dates linked to events such as the European Maritime Days in Burgas, Bulgaria, to launch the campaign, or the World Oceans Day with UNESCO in Paris. Around a thousand people were directly educated on the field.

The online consultation will end on January 20, but almost 7,000 citizens from 20 European countries have already taken the time to answer it. These encouraging first results give real credibility and weight to the consultation, which will serve to inform the European candidates about the priorities of citizens.

«Chapter Days» in Bruxelles: Surfrider Foundation at the heart of Europe

In 2018, the Chapter Days were held in Brussels for a specific reason: mid-October was a strategic period in the EU agenda, as a Directive on single-use plastics was debated in the European institutions. Therefore, with the goal of informing both the general public and politicians, and through the massive mobilisation of the Surfrider Europe community as a whole, many actions were carried out on the Place du Luxembourg in front of the European Parliament.

A work of art representing a gigantic plastic bottle created by the Plastic Family was exhibited, a visual waste meter was set up, and a large spontaneous Ocean Initiative was organized. This event, which rallied close to 80 people from 10 European countries, marked the ending of the 2018 Chapter Days – a great victory for the Surfrider Europe community who allowed the voice of the ocean to be heard.

STATEMENT OF FINANCIAL POSITION 2018

As we announced during our Annual General Meeting in June 2018, Surfrider successfully launched a significant direct marketing investment campaign, in line with our strategy to develop our economic model. The campaign has enabled us to grow our member base and our regular donor base. Surfrider had a very successful year in 2018, due in part to the excellent results of the investment campaign and our continued efforts to diversify our sources of funding. In turn, our macro-economic indicators improved. Meanwhile, our action and results in the field increased significantly. We also inform you that our external auditor, KPMG, issued a reservation in its audit report. According to the auditor's report, the decision taken with our accounting firm to allocate part of our marketing investment to prepaid expenses was not fully in compliance with accounting law. We acknowledge that reservation but also emphasise that our balance sheet draws a very accurate picture of the organisation's financial situation.



ASSETS	2018	2017	USABILITIES & EQUITY	2018	2017
FIXED ASSETS	208 574	227 452	ASSOCIATION FUNDS AND RESERVES	168 591	75 050
			Retained earnings from equity	45 697	16 622
			Operating results	122 894	29 074
			Others association funds		29 354
RECEIVABLES	2 234 737	1 979 748	DEBTS	2 274 720	2 132 150
From users and related accounts	1 312 890	1 478 200	Loans & Liabilities	1 067 167	798 355
Liquid assets	204 489	159 640	Suppliers and related accounts	577 752	145 788
Others	717 358	341 908	Deferred income	262 719	707 444
			Others	367 083	480 564
TOTAL	2 443 311	2 207 200	TOTAL	2 443 311	2 207 200

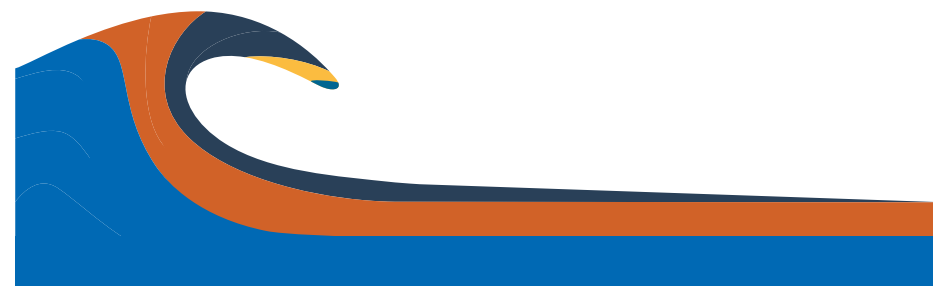
BALANCE SHEET ANALYSIS

In keeping with 2017, Surfrider's economic record continued to improve on a number of key indicators, including the following:

- **Our association funds increased significantly**, due in particular to our earnings before interest and taxes (EBIT), which reached €123,000 in 2018.
- **Cash and cash equivalents continued to improve**, having increased by €143,000 over the year
- **Our self-financing capacity rose** by 47% to reach €180,000, enabling Surfrider to cope with its debt and returned capital, which totalled €72,000 in 2018.

Regarding our debt, it increased again in 2018. One reason for that was the inevitable increase in Surfrider's Working Capital Requirement (WCR) following the increase in public subsidies to the organisation. The other reason is that the organisation was granted new exceptional bank loans to enable it to invest in its marketing campaign to recruit members. Thanks to the success of the marketing campaign, we can now contemplate with ease the repayment of those new loans and, in turn, the lowering of our debt in the next few years.

Use of total resources in 2018



- **60 %** Social missions
- **16 %** Operating costs
- **14 %** Fundraising expenses
- **6 %** Costs of partner search
- **3 %** Surplus

Use of resources issued from donations made by contributors



- **49 %** Social missions
- **13 %** Operating costs
- **34 %** Fundraising expenses
- **0 %** Costs of partner search
- **4 %** Surplus

USES	2018	2017	SOURCES	2018	2017
PROJECTS	2 152 279	1 809 044	PUBLIC FUNDRAISING INCOME	1 121 219	779 904
Coordination Programmes	205 872	235 389	OTHER PRIVATE RESSOURCES	865 627	669 549
In Europe	205 872	235 389	Patronage	865 627	669 549
Outside Europe	0	0	PUBLIC FUNDING	1 209 355	938 653
Topical Programmes	1 057 940	719 702	International	474 378	143 868
Water Quality and Health	133 094	124 012	Ministries	200 350	218 150
Marine Litter	651 195	504 761	Employment	39 626	56 365
Coastal Management and Climate Change	273 651	90 929	Regions	89 000	74 500
			Departements	40 404	61 631
			Municipalities	36 700	23 500
			Others (semi-public organisations)	328 898	360 639
Cross-cutting programmes	888 467	853 953	Other revenues	361 836	135 627
Information, mobilisation, and voluntary local action	448 391	336 592	Service rendered	153 089	51 994
Education and Awareness	440 075	517 360	Royalties	0	0
OFFICE EXPENSES	574 426	434 202	Lawsuit compensation payments	12 275	7 319
Management, Admin., Finance, Head Office	574 426	434 202	Exeptional revenues	124 540	779
PUBLIC FUNDRAISING COSTS	499 680	136 367	Investment Income	477	33 121
EXPENSES FOR SEARCH OF PRIVATE PARTNERS	208 758	115 046	Others	71 455	42 414
SURPLUS	122 894	29 074	BUDGETARY SHORTFALLS		
TOTAL	3 558 036	2 523 733	TOTAL	3 558 037	2 523 733

ANALYSIS OF OUR INCOME / PROFIT AND LOSS STATEMENT

Analysis of supply

Revenues in 2018 rose quite sharply, by 41%, which constitutes more than €1,000,000 in growth. This was achieved by improving significantly all Surfrider's funding sources, including:

- **A €331,000 increase in European subsidies** from a significant subsidy received by the Life Operating Grant.
- **Donations made by our generous contributors**, which rose by 43%, due in particular to the success of our direct marketing campaign.
- **Continued support from our private sector partners** and new sponsors, which contributed nearly an additional €200,000 over the year.

Also worth pointing out is the success of our many programmes such as Corporate Awareness Days, which contributed significantly not only to our mission to raise public awareness, but also to this year's EBIT of €123,000.

Analysis of uses

Operating costs also increased by €904,000. This can be attributed to the development of new activities in conjunction with the subsidies that Surfrider received, as well as the increase in expenditures for the direct marketing campaign in line with our strategy to develop our economic model.

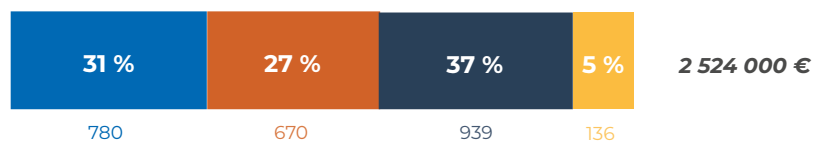
That significant one-time investment towards the campaign clearly had a noticeable impact on our resource allocation ratios this year. In that connection, the resources allocated to fundraising costs increased from 10% to 20% of uses, mainly for the purposes of recruiting new members and regular donors.

The resources allocated to social missions did not exceed 60%; however, that figure still represents an increase from €1,809,044 in 2017 to €2,152,279 in 2018.

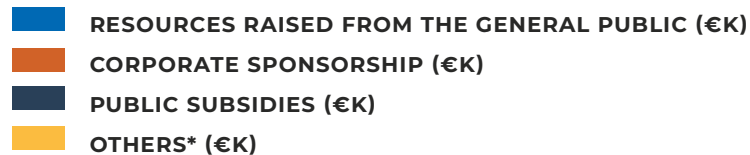
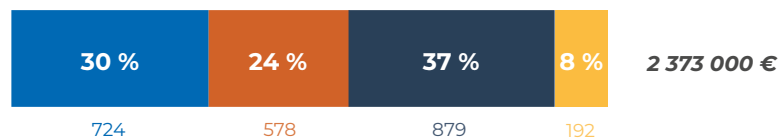
2018



2017



2016



* mainly income from education and professional trainings

ECONOMIC MODEL

The development of our economic model is accelerating

As we announced during our 2018 Annual General Meeting, Surfrider made a significant investment in direct street marketing operations in order to spread awareness about our cause and our battles and to recruit many new members. We carried out 12 different actions that enabled us to welcome more than 4,000 new contributors to our member donor community. Our ratio of resources issued from public donations (32%),

remains stable compared to 2017; however, in terms of absolute value, those resources have increased by more than 40%. In addition to these good results, Surfrider's unspent appropriations, as well as the amount of services it provides, both significantly increased. That enabled us to substantially increase our unallocated funds, which actively contributed to the development of our economic model.

	NUMBER OF PEOPLE	NUMBER OF VOLUNTEERING HOURS IN 2018	VALUE IN 2018 (IN EURO)*
CHAPTERS			
Volunteers in chapters	525	40 473	599 810
OCEAN INITIATIVES			
Participants	58 220	58 930	873 342
WATER QUALITY ANALYSIS			
Watermen testers	4	88	1 297
WASTE			
Sorting and collection volunteers	171	402	5 950
MARSEILLE OFFICE			
	22	61	904
HEAD OFFICE			
	2	242	3 586
TOTAL	58 944	100 195	1 484 890

HIGHLIGHTING THE INVOLVEMENT OF OUR VOLUNTEERS

More and more people are mobilising across Europe to protect the ocean and its functions. Surfrider is very happy to announce that in 2018 the number of volunteers engaged alongside us increased by nearly 60%. That increase can be attributed in particular to Ocean Initiatives, Surfrider's awareness-raising programme on marine litter, which this year beat all previous participation records.

That brought the total number of people involved in Surfrider's projects and campaigns to nearly 59,000 – equal to more than 55 full-time employees! We thank them, as well as all our volunteers involved in all Surfrider's chapters across Europe. Chapters have been on the rise as well: we happily welcomed 7 new volunteer chapters in 2018.

#WeAreSurfriderEurope



SURFRIDER
FOUNDATION EUROPE

