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# Annual Plan 2024



# GENERAL

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Surfrider Foundation the Netherlands is a national entity of Surfrider Foundation Europe focussed on clean beaches and healthy oceans. We action this through three different areas:

**Prevent Marine Litter** with Ocean Friendly Restaurants and Cigarette Butts off the Beach as campaigns.

**Ocean Initiatives** where we do beach clean ups with organizations to create awareness and collect data about pollution to help push legislation.

**Coastal Defenders** with the implementation of water measurements at the best-known surf spots in the Netherlands to map (illegal) pollution.

This year, we will continue to professionalize our national entity through;

- a) strengthening our volunteer base so we can scale our initiatives,
- b) increased focus on fundraising to ensure long term capacity building and
- c) improve the structure of our national entity.

After a successful year in which we decided to hire contractors to focus on fundraising, we will continue with this strategy in 2024. This means next to our talented strategic team of volunteers we will continue with paid jobs. We want to build a stronger community with active and enthusiastic ocean lovers.

# MARINE LITTER

## OCEAN FRIENDLY RESTAURANTS

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The aim of this campaign is to inspire restaurants to manage a sustainable and 'ocean friendly' restaurant. We start with restaurants on the coast, and then form a network of restaurants. There are eleven mandatory criteria for restaurants to comply with and twelve criteria that the restaurants can choose from.

### Targets

In 2024 we want to continue the campaign in the Netherlands. This includes the following objectives:

- Develop and review current criteria of the OFR campaign
- Ten new restaurants for the ocean friendly restaurants campaign
- Develop a step-by-step plan to help organise the process of making restaurant's ocean friendly
- Engage with the Cigarette Buts Off the Beach Campaign and integrate into OFR (Ocean Friendly Restaurants)
- More cooperation with other countries that are also involved in OFR

**Campaign coördinator: Jenny Richly**

# MARINE LITTER

## CIGARETTE BUTTS

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The item most found during our beach clean ups is a cigarette butt. We decided to start a campaign to prevent cigarette butts ending up at the beach and in the water/rivers by creating awareness and collaboration for change. One of the actions is handing out pocket ashtrays at beach bars.

### Targets

#### **Awareness and cigarette butt waste reduction**

- Grow the number of participating restaurants from 12 to 24.

#### **Collaboration**

- Establish collaborations with other NGOs working on cigarette butt pollution in the Netherlands, (for instance Peukenzee and Stichting Noordzee). Contact the NGOs to learn more about their campaigns and find common ground to collaborate, e.g. festivals / events on or near the beach, cleanup events.

#### **Awareness and call to action**

- Social posts on cigarette butt pollution, like fact sheet posts, infographics, map where to find pocket ashtrays.
- Improve Surfrider campaign website content with more visual content like an infographic on cigarette butt pollution, reduced text, different structure to find the Google map with pocket ashtray pick up points easier.

# OCEAN INITIATIVES

## BEACH CLEAN UPS

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Beach clean ups is how it all started for Surfrider Foundation in the Netherlands. We are still doing clean ups but we've redesigned the campaign. We now also organise clean ups to gather data and create awareness. The data is used for legislation against pollution on both national and international level. We do clean ups with organisations and receive a donation in return.

### Targets

- Organise fifteen beach clean ups in the season of 2024
- Find a dedicated team to do clean ups
- Set up a structure for bookings and payments
- Have two locations for storage of clean up materials (Zandvoort and Scheveningen)
- Have 'preferred suppliers' locations to do clean ups (e.g. Ocean Friendly Restaurants)
- Discover possibilities for partnerships with organisations

**Campaign coördinator Michiel van Turnhout**

# COASTAL DEFENDERS

## WATER MEASUREMENTS

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To ensure that everyone can enter the water (to surf) safely and under healthy conditions, we started a campaign with a focus on water quality at the most well known surf spots. We measure for chemicals, heavy metals, nutrients and bacteria. The aim of this campaign is twofold, a) to inform water sports enthusiasts about the quality of the water and give them the knowledge to act, b) to create awareness of the water quality to local communities and municipalities and call for action.

### Targets

- Perform a year-round sampling campaign with monthly samples at at least four locations for 2024
- Perform at least three data analyses and evaluations to increase understanding of what parameters we are looking for
- 90% of the samples are conform prescribed ISO-standards
- Establish refrigerated facilities at four sample locations (collaborations with locals)
- Elevate and evaluate surfer health check (SHC) on SRF-website
- Perform visualization workshop for online data disclosure

### Reach

- Extent volunteering backlog to at least twelve people through personal networking, and informative sessions at student chapters & universities
- Promote SHC trough collaboration with Surfweer and/or goedegolven e.g. Share bi-monthly update an campaign goals and results.

**Campaign coördinator Eisse van den Oever**

# INTERNAL STRATEGY

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## Professionalisation, Partnerships & Funding

In 2023, the main focus was on professionalizing the foundation and creating a stable donation / funds flow. We contracted two people (1.5FTE) on a part time freelance basis. One focused on the funding and events, the other focused on the organisation. We successfully grew donations in 2023 from 4k to 30k. The aim is to grow our funds and become a independent foundation (no longer dependent of funds from Surfrider Foundation Europe). This means we need to grow our funds to a minimum of 100.000,- Euro. Next to that, we need to continue building on our campaigns and community of volunteers. 2024 we will continue with this strategy. With a focus on partnerships on the short term, and funding and subsidies on the long turn.

In 2024 we will also switch from having one volunteer responsible for a campaign, to have a team dedicated to the campaign. This will ensure more stability for the campaign and flexibility for the team members. The members of these campaign teams plus the volunteers responsible for communication and volunteer management form the strategic team.

We will also reach out more to other parts of Surfrider Foundation Europe, NGO's to collaborate on campaigns (e.g. Greenpeace on TATA Steel) to grow our impact.

**Coördinators Valéry Bosch & Michiel van Turnhout**

# CONTENT STRATEGY

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Media connects to all our efforts, with a specific focus on awareness. The challenge is to keep focus and structured while still engaging with actualities. For the content and media strategy, we will create a more structured media agenda with themes to build a strong community. This way we can engage our community and inspire and invite them to act.

## Targets

- Grow Instagram followers by 200%
- 4 quarterly themes to structure posts throughout the year
- Monthly reel of what is going on
- Media team of three persons with access to all media
  - Rotating responding 'responsibility'
- Content creation
  - make someone responsible for content at every event
  - Good instructions in advance about what good content is
  - Portrait project: 1x per 2 months portrait of surfer
- Start up a TikTok account and have that managed by someone with knowledge of the app
- Newsletters structure
  - Quarterly newsletters to complete list
  - Expand list from 200 to 300 persons
  - Analyse the data from newsletters

**Content manager Renate Bijholt**

# VOLUNTEERS

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As we are growing as a foundation, we need more volunteers to help us build and create a community. In 2024 we will continue to work on expanding our volunteer base. This volunteer base supports the strategic team in activities. This can vary from water measurements to clean ups but also in other skills occasionally needed. In addition, we can promote or organize activities for the volunteers we attract.

## Targets

- Provide information and attain feedback at every Surfrider event with volunteers
- At least twelve events with volunteers in six months (e.g. movie nights, clean ups, water sampling)
- Have ten active new volunteers in 2024
- Maintain a dedicated group of volunteers for water quality
- Organise two training events for the volunteers (one on water quality, one on beach clean ups)
- Growth of 50% in Whatsapp and emailing groups through constant communication

**Volunteer manager Femke Rutgers**

# BUDGET

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In 2024 we continue to get the last part of our funding from Surfrider Foundation Europe. We are therefore able to continue to contract 1.5 FTE who will focus on funding, organisation and events. We decided to split this into two roles. One role focused on the funding, partnerships and events. The other role focusing on organisation and team. The two persons work on freelance basis on respectively 20 hours and 6 hours a week.

Expanding our team was needed to grab the opportunity of a growing fund market and grow our share of donations.

Short term focus will be on partnerships, long term goal will be subsidies and (other) long term collaborations for structural income flow.

## Targets

1. Reach 100.000,- to 150.000,- Euro funding for the year 2024
  - a. With a budget for 20.000,- Euro to do water sampling
2. Half year evaluations to see if we are on track with board

**Treasurer Liesbeth Nusselder**