



SEASIDE
SUSTAINABILITY

ANNUAL REPORT

2022



Letter From Our Board Chair & Executive Director

Dear friends,

Thank you for being an important part of the Seaside extended family! Our collective stewardship of this fragile ecosystem continues to be ever more and increasingly imperative. In 2022, we grew the Seaside Advisory Program, where professionals from all over the globe provide each of our rapidly growing teams and departments with guidance and support.

Our international internship program continues to function at the highest level and continues to be a cornerstone of our programming having now surpassed over 4000 interns since our inception! Personally, working alongside this cadre of diverse interns and advisors is the most exciting program we have at Seaside!

Mitigating and adapting to climate change unites us at Seaside. It is our common cause. The reality is that 2022 once again has punctuated the urgency for aggressive climate change action, as it is the most severe threat to life on our planet. That along with a mind numbing increase in single use plastics entering our ecosystems.

Fortunately, there are plenty of solutions to these threats and challenges, and they are well-understood. Seaside aims to bring solutions to our communities and set them into action, ensuring the preservation of the fragile ecosystems that provide us our home.

I'd like to share my mantra with you, the simple words I live by:

- Think globally and act locally
- Be an informed consumer
- Never underestimate your power

I am grateful to all of our friends, donors, interns, staff and supporters; financial stability makes Seaside Sustainability "sustainable." Please join me in creating a more habitable, just, and sustainable planet!

Sustainably,



ERIC MAGERS
Founder and Executive Director



**Founder &
Executive
Director
Eric Magers**

Hello to all,

I am reminded of a quote by the head of Solomon Schechter School as he addressed his school community: *"This work is important, you can do it, and we are here to help."*

I can't think of better words to capture Seaside Sustainability's role in preserving, protecting, and bettering our stewardship of the coastal waters. Ultimately, it is up to each and every one of us to make a difference: to educate, advocate for better policies, and to do hands-on work to create positive change.

We are here to help you make that difference.

For the past six years, Seaside Sustainability has played a critical role in these efforts by providing leadership, hands-on programming, educational opportunities, and expertise to both our regional communities and beyond.

While Seaside has always been a leader in providing impactful programming on many fronts, I am particularly excited by our return this spring/summer to in-person Marine Science and Education on Cape Ann. M.S. and E initiatives, from our founding in 2016, have been signature programs for Seaside.

I am thankful that for the past three years, I have had the opportunity to work closely with founder and Executive Director Eric Magers. His vision and energy are inspiring and, with your help, we can and will make a difference!

After all, "This is important, you can do it and we are here to help!"

Best wishes,



Alan McCoy
Board Chair






**Board Chair
Alan McCoy**

2022 Highlights

Even though we couldn't meet in person last year, we stayed focused on our mission by hosting amazing events for our growing community, continued to improve our virtual presence, continued with our robust internship and advisor programs, launched a new program and several projects, and engaged in strategic planning to continue building Seaside.

1. Blue Technology




Seaside's Blue Technology program had a busy year launching the Blue Tech website as well as drafting and reviewing Seaside's Blue Technology Official Guide. In 2022, Seaside partnered with "Searial Cleaners" to facilitate distribution of blue tech devices designed to clean our oceans, beaches and waterways.

-  Introduced Blue Tech College Outreach Program where our interns connect with sustainability projects at their respective universities to provide them with funding through the grants and sponsorships
-  Shared Seaside's "Reclaiming the Sea from Marine Debris" curriculum into schools to expand Seaside's reach to beyond Massachusetts and the east coast
-  Researched and conducted outreach to companies, marinas, yacht clubs on the east coast to introduce and market our Blue Tech products



2. Green Scholars

Green Scholars has been evolving for a few years to become the best sustainability STEM curriculum for middle and high schools. We have worked diligently this past year to improve the curriculum, create a dedicated Green Scholars website, and initiate the expansive video training series.

-  Created case studies, professional skills activities, program management plans, and module assessments for all curriculum modules, focusing the critical thinking and application of knowledge to local issues
-  Drafted animated video series to accompany all modules of the curriculum by outlining all videos and exploring production techniques
-  Edited the entire curriculum to fit the Next Generation Science Standards and Common Core







3. Sustainability Consulting

Our Sustainability Consulting program was launched in 2022 and we are excited to work with a cadre of clients from schools to small to medium sized businesses.



SEASIDE CONSULTING
SUSTAINABILITY • EDUCATION • ACTION

-  Converted the client Self-Evaluation to a more accessible version for students to manage
-  Established several new clients who we are actively collaborating with on consulting with schools
-  Adopted a new software by USGBC (ARC) that will transform how clients can track metrics and progress on 10 sustainability categories
-  Created a comprehensive Sustainability Consulting business plan to guide the program

2022 Highlights Cont.






4. Legislation & Advocacy

Seaside's Legislation & Advocacy program focuses on supporting legislation aimed at reducing single use plastic production, climate change, and stewardship on the local and federal level.

-  Launched webpage for individuals looking to make more sustainable and environmentally conscious choices
-  Created a Sustainable Restaurant initiative to support food establishments featuring criteria that restaurants adhere to in order to receive approval rating
-  Launched our advocacy campaign that advocates for legislation encompassing federal, state, and local efforts that involve climate change, environmental stewardship, and other sustainable challenges
-  Created an educational pro bono consulting outreach program for stakeholders interested in advocating for legislation that endorses a single-use consumer focused plastics ban






5. Marine Sciences & Education

Seaside's Marine Science & Education program has been virtual since Covid and we are excited to get back to in-person environmental stewardship of the north shore in 2023 while continuing our important virtual work!

-  Prepared for in-person 2023 spring summer programming on the north shore managing 12 activities
-  Researched micro-plastic pollution aimed to spread awareness and further understand the current state of microplastic pollution and its effects on marine environments
-  Continued to lead the convening of several stakeholders for our Chebacco Lake environmental work
-  Our invasive Species and Composting Guides completed and published
-  Conducted a comprehensive case study of businesses and their single-use plastics usage on Cape Ann

6. Climate Action

Our Climate Action program was launched in 2022 and we have been developing programs and projects all year.

-  Started a collaborative project with the Cape Ann Climate Coalition and Town Green to aid in the research of decarbonization of apartments and condominiums in the Cape Ann community
-  Began a comprehensive inventory on nature-based solutions across the nation compiled into an interactive map for users to learn about these sustainable climate change-driven solutions
-  Created interactive map of policies, data and resources surrounding renewable energy in all 50 states
-  Conducted significant research on single use plastics and their effect on the ecosystem, multinational company greenwashing practices, "fast fashion", and restaurant sustainability
-  Started our C-Change Newsletter highlighting issues and challenges with climate change and adaptation around the world



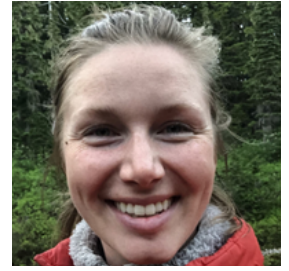
"Chebacco Lake: Hamilton, Massachusetts" by Elizabeth Thomsen

Intern & Advisor Testimonials

"Working at Seaside has provided a great opportunity to glimpse what can be achieved between like-minded individuals who share a passion for addressing sustainability challenges. Even from a virtual setting, as a Management Fellow I was able to develop invaluable leadership skills that will carry over into my future career including effective communication and time management. Getting to work with an amazing team of interns, department managers, and advisors has been an incredible learning opportunity, and I am so thankful to have been a part of this organization and for connections made."

Jessica Vlasic

Management Fellow of Legislation and Advocacy



"I began my experience at Seaside Sustainability looking for an organization that would marry my interests in Human Resources and Sustainability into one fruitful opportunity. I have been lucky enough to realize this wish in my time here after joining the Human Resources team, first as an intern and then as a Fellow. Over this period I honed my skills in roster and team data management, recruiting procedures, effective communication, and team leadership- all thanks to my amazing team. Those around me have been the source of my productivity and ability to succeed in my position. In working with Eric Magers, I have been invited to work on leadership projects that influence the entire organization, tasks that I had only hoped to be able to achieve within years of working at an organization, let alone months."

Katie Costa

Fellow of Human Resources



"...I was able to be a part of a collaborative team with like minded peers devoted to protecting our environment. As the Department Manager of Market Research,.. I learned how to manage large teams and how to encourage motivation with my peers. As an intern for the Business Operations Department I was able to work on individual projects that leveraged internal and external stakeholder engagement to produce the most impactful deliverable. Ranging from starting a Tax Deduction Sail Recycling Program to submitting proposals for Seaside to work with Columbia University, I learned how to drive leadership and communication as I gained valuable connections across industry. Seaside is a devotion of time and energy where building skills, connections, and knowledge are the cornerstone of the internship experience."

Sam Arkin

Fellow of Business Operations



"Being part of the Seaside family has been a fantastic experience. Here, you will work with people from diverse backgrounds and experiences, as well as engage with organizations from various countries and industries. Over the years, I have been exposed to countless opportunities that have helped me grow as a professional and at the same time fulfill my responsibility to work towards the betterment of the community and the environment."

Komal Shakil

Advisor of Human Resources



"Working at Seaside has been an incredible opportunity for me to grow personally and professionally. I've been lucky to have collaborated with so many amazing and genuine people from across the world, working towards the same goals. As a fellow, I have learned how to manage a team of phenomenal individuals who have helped me develop my leadership, writing, and communication skills."

Christy Cutshaw

Fellow of Marine Science & Technology



Social Media Engagement

Growth in 2022

 [instagram. @seasusinc](https://www.instagram.com/seasusinc)

 [facebook. @Seaside Sustainability](https://www.facebook.com/SeasideSustainability)

 [blogs. seasidesustainability.org/blog](https://seasidesustainability.org/blog)

 [linkedin. @Seaside Sustainability](https://www.linkedin.com/company/SeasideSustainability)

+18 %

+12 %

+150

+9 %

International Internship Program

Our network of local & international interns brings together students, professionals, and lifelong learners who share a passion for **advancing environmental education & building sustainable communities**.

Our interns receive **valuable real-world experience** working in dignified roles while learning about non-profit management, project and program development, environmental stewardship, high level writing and communication skills, and collaboration across organizations aimed at providing educational services to community members and solving environmental issues.

Seaside interns bring a diverse set of skills, perspectives, and backgrounds to our program having represented more than **750 colleges & universities in 35 countries** throughout the internship program's history.

Additionally, our internship program is **accredited in more than 1350 colleges & universities across the globe**, reflecting our commitment to support career readiness.

Intern countries of origin: U.S. (+Puerto Rico), Canada, Australia, England, Poland, Mexico, Italy, Japan, Netherlands, India, China, South Korea, Mexico, Brazil, Spain, France, Hungary, Czech Republic, Ireland, Panama, Columbia, and Egypt

90,000

Our interns worked 90,000 hours collectively last year

1350+

Our internship is accredited in more than 1350 colleges and universities internationally

300+

In 2022, Seaside was host to over 300 interns from more than 20 countries

3500+

In 2022, over 3500 students applied for internships

International Advisor Program

Seaside's Advisory Team members work directly with our Executive Director alongside Board members, Intern Directors, Management Fellows, other Advisors and **a large cadre of interns** organized in teams **to further advance the organization's goals**.

Our impressive team of Advisors **come from all over the globe** and make a huge impact on protecting our oceans and communities. They bring their years of **professional experience, and communication and leadership skills** to create meaningful environmental change.

55

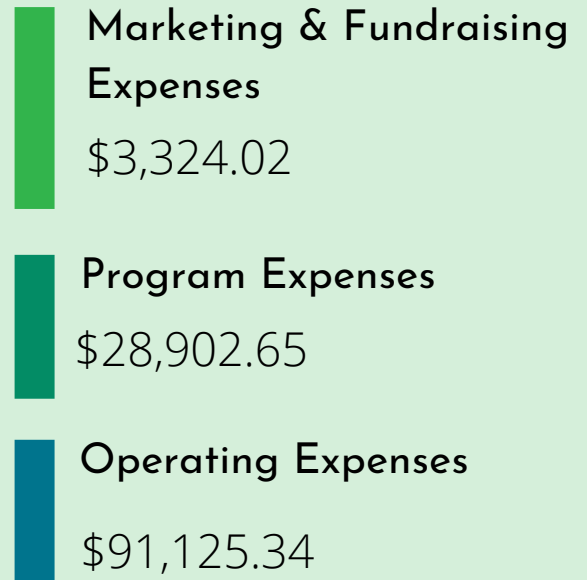
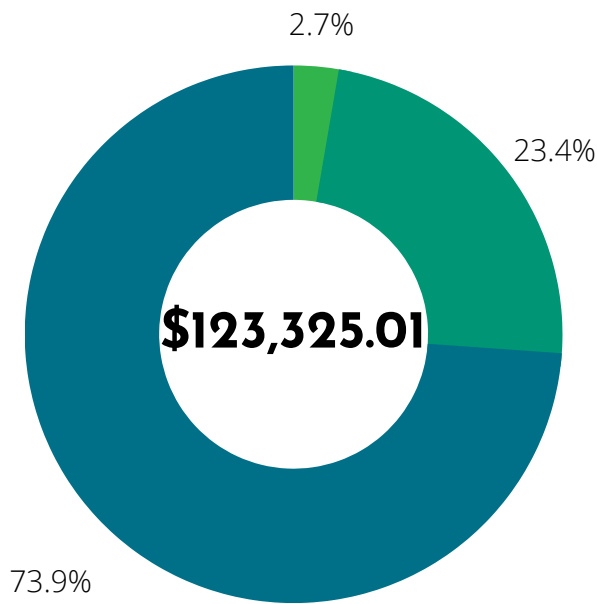
In 2022, Seaside hosted 55 Advisors from 12 countries

13,878

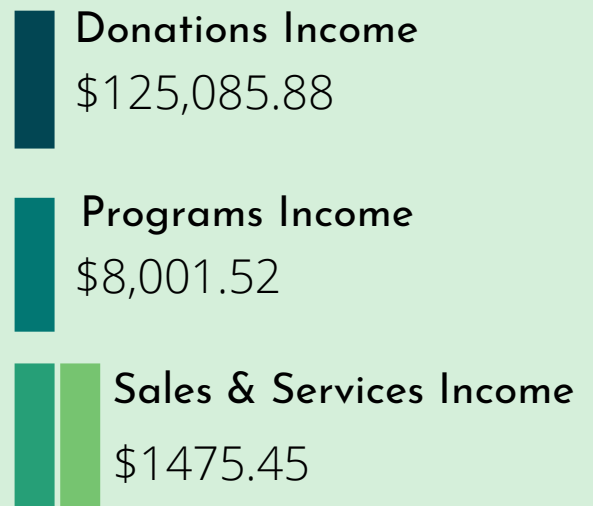
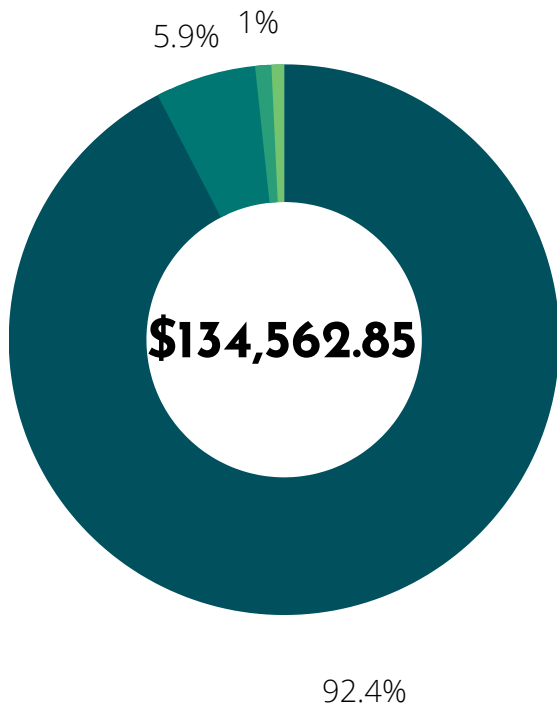
Our Advisors worked 13,878 hours collectively in 2022

2022 Financials

Total Expenses



Total Income



Through generous funding and support from grants, foundations and donors, Seaside continues to fund our Founder & Executive Director as well establishing an endowment.



Seaside Sustainability

A 501(c)3 Nonprofit Charitable Organization

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