SeaTrees is the first ocean-focused climate change mitigation program for the ocean-lovers around the world.

Helping them and ultimately the larger global audience they influence go #climatepositive

Climate Positive = in addition to mitigating carbon emissions, this type of Sustainable Development project creates a chain-reaction of positive benefits that: support local communities, improve local water quality, control coastal erosion, increase fish stocks by up to 50% and protect coastlines from storms. We consider the combination of all those interrelated benefits together as being climate positive.
Sustainable Surf is an ocean-health innovation lab that uses surf culture to sell a sustainable lifestyle to an audience all around the world.

Sustainable Surf’s award-winning programs, [including the ECOBOARD Project™ and Deep Blue Event™] provide engaging “onramps” for people and businesses to make low-carbon, yet highly desirable choices that are better for our oceans.

Most better choices still leave a carbon footprint in their wake. SeaTrees is the engaging onramp people need to actually “regenerate” ocean health - verses just doing “less bad.” Through SeaTrees, ocean-minded people can calculate and mitigate [offset] their climate impacts, and ultimately become climate positive, by investing directly in coastal wetland conservation Blue Carbon projects [mangrove forest, salt marsh & seagrass ecosystems].

It might seem obvious, but ocean-minded people are more likely to support conservation projects that have a direct link to the ocean.

120 Million surf fans* and ocean-lovers looking for onramps

A November 2018 survey by Stab Magazine [arguably the most ‘core’ voice in surf] revealed that the global surf community considers climate change to be the most significant challenge we face as humans.

Our own 2018 survey data [undertaken in partnership with University of Plymouth (UK) and Scripps Institution of Oceanography] reinforces that result:
1. Surfers and ocean-lovers have a high degree of concern for global environmental issues
2. They are starting to take action on climate change, and
3. Perhaps most importantly, they have a desire to engage in more actions if they were made more accessible [this is why we create onramps].

*World Surf League, 2016

SeaTrees: Why the focus on Blue Carbon?

Blue Carbon / Coastal Wetland projects are critical to erasing the negative impacts caused by climate change. These ecosystems are 5X more effective at sequestering carbon-dioxide than terrestrial forests and they provide crucial ocean ecosystems.

Mangrove forests account for 50% of the carbon stored in ocean sediments. Unfortunately, Mangrove forests are being cleared at an alarming rate. Over 50% of mangroves have been lost in the last 50 years, and currently account for 10% of world’s CO2 emissions from deforestation.
SeaTrees: Supporting scalable, best-practice blue-carbon projects

The first project that is being supported through SeaTrees is the Thor Heyerdahl Climate Park (THCP). Located in Myanmar, a nation which has almost 4000 miles of coastline in the Indian Ocean, studded with inlets, coral reefs, rocky cliffs, and hundreds of tropical islands (and yes, there’s even surf, SUP and kiteboarding!).

THCP has recently been certified under the Verified Carbon Standard (VCS), making it the largest mangrove reforestation project to receive this certification and produce Verified Carbon Units (VCUs) for international carbon markets. It will restore more than 2,000 hectares of degraded mangrove forest, and has already planted 3.5 million mangroves trees to date. The Park also provides 300 jobs to local villages, and supports 2000 local families with living and educational resources.

THCP is also the most high-tech enabled Blue Carbon carbon project in the world; pioneering mangrove planting by aerial DRONES, which is 10x faster and at 15% of the cost of traditional planting. The project also uses real-time mapping and forest sensors, and digital blockchain financing (in the form of TREE coins) to help unlock financial support for forest conservation at the level of the individual.

In February 2018, the UN Environmental Programme also recognised THCP as a potential world-changing, scalable model for rapid mangrove restoration throughout South East Asia and all around the globe.
Now is the time to go #climatepositive

Given what’s at stake, being “Climate Neutral” is just not up to the task of regenerating and protecting the health of our oceans.

SeaTrees will operate as a platform to allow everyone on the planet - starting first with the 120 Million global fans of the sport of surfing - to easily support the development of coastal wetland conservation Blue Carbon around the world.

What’s our first audacious goal for project SeaTrees? Planting 1 million mangrove trees in the sea within the next year

With that aim in mind - we are initially designing our SeaTrees platform as an online digital portal/website where individuals, brands and organizations can go to quickly calculate their current climate impact; and then become “Climate Positive”, by paying to plant & protect mangrove trees in a qualified Blue Carbon project.

Blue Carbon projects selected to be supported on the SeaTrees platform, will be chosen based on appropriate industry best practices for impact validation/certification, and for their ability to scale up their impact to meet the challenge ahead.
SeaTrees leverages the surfing community and its inherent desire to protect the ocean to become the perfect onramp for coastal communities all around the globe, to support rapid, effective and scalable Blue Carbon wetland reforestation projects globally.