



## SFC JEDI Plan Overview

### 1. VISION STATEMENT

The Surfrider Foundation Canada is committed to fostering a just, equitable, diverse, and inclusive (“JEDI”) organization for all people. Our success and impact depends on learning and being responsive to our communities, standing in solidarity with our allies and working towards a more just future.

### 2. CORE VALUES:

- We will ensure that our work to protect and enjoy the ocean, waves and beaches is for all people by building a broad network of people with different interests and positionalities, including those directly impacted by coastal and ocean issues.
- We will develop an [intersectional](#) perspective throughout our organization that helps address systemic oppression and marginalization. Please note, intersectionality is a term to describe overlapping systems of oppression, coined by [Kimberle Crenshaw in 1989](#).
- We will educate as well as learn from our networks in regards to learning and implementing ways to decolonize, and work towards , justice, diversity, equity, and inclusion.
- We will include our learnings into our primary aim of trainings and investing in coastal activists who seek to win coastal victories for the betterment of all people.
- We will incorporate environmental justice into our environmental campaigns, and focus on victories that meaningfully involve and benefit all people, prioritizing specifically those that face disproportionate harm from industrial and extractive activities.

### 3. FOCUS AREAS

#### TRAINING & LEARNING:

*Training is providing the exchange of knowledge and information through a diversity of communication methods, including both oral and written. Learning is a process of acquiring knowledge and information to increase skills and abilities. We aim to be porous as an organization; remaining open to a diverse ways of thinking and being, of learning and doing in an intercultural context.*

- Generate awareness of environmental racism, patriarchy, colonialism, capitalism and white supremacy to share with our chapter network and staff. This can also be woven into work achieved by the chapter and club development committee.
- Address implicit and unconscious biases in our staff and incorporate decolonization and JEDI training for our board, staff, and our chapter and club network.



- Encouraging chapters to learn the Indigenous protocols where they live, learn elements of the language and embrace Indigenous knowledge of their location.

### **ENGAGEMENT & PARTNERSHIPS:**

*Engagement involves collaboration between parties and is motivated to build trust and work towards a common goal. Engagement can lead to partnerships, which are formal longer term collaborations between parties.*

- We will engage with individuals, groups, and communities experiencing marginalization and environmental experts representing marginalized communities so that our activities meet the needs of all communities and speak to a variety of cultural needs.
- Encourage all new partners to implement JEDI practices in their business.
- Continue effort to lift up youth and identify and support equitable and meaningful opportunities for marginalized youth in Chapters, Clubs and youth programming. For example working with Indigenous communities towards Indigenous specific programming and/or BIPOC youth.

### **COMMUNICATIONS:**

*Communication is the transfer of information across any written, visual, or spoken medium to convey meaning. At an organizational level, communications can occur internally as well as externally with the public, stakeholders and partners.*

- We will leverage our external communication platforms, including social media to amplify the experience and efforts of our diverse volunteers, staff, members working on environmental and social justice issues.
- We will leverage our external communication platforms, including social media to amplify the messages of our diverse allies working on environmental and social justice issues.
- We recognize the power of language in the environmental movement, and are dedicated to

### **STRUCTURE:**

*An organizational structure is a system that outlines how certain activities are directed in order to achieve the goals of an organization. These activities can include rules, roles, and responsibilities.*



- We are committed to incorporating Decolonization, Justice, Equity Diversity and Inclusion into the structure of the Surfrider Foundation Canada. As an organization, we strive to continually evolve our JEDI practices and we welcome feedback on our JEDI strategy.
- To implement an equitable recruitment approach
- To ensure an inclusive onboarding and an inclusive organizational environment/culture that is reflective of our ongoing dedication to justice and decolonization. In annual work plans, in individual plans, in budgets, in team and personal evaluations, JEDI work is named as a line item..of reflecting and learning, sharing and learning how to do things differently.
- From Nature United: disrupt terminologies. Look at what terminology we use and the value we place, so for example, humanizing policy vs. Personnel policy. Sierra Club bc has moved to humanizing policy.. to intentionally move towards recognizing all relatives (human/'non-human') we 'wish' to be in relationships with.

#### **FINANCES:**

*Finances involve the strategic planning, organising, directing, and controlling of financial undertakings in an organisation.*

- We will ensure JEDI is prioritized in the SFC budget and will evaluate all budget items through a JEDI lens.
- We will ensure JEDI is prioritized in SFC's financial management
- We will ensure JEDI is prioritized in SFC's fundraising strategy

#### **INITIATIVES:**

*A plan or process to achieve a desired outcome and/or solve a problem. Within Surfrider Foundation Canada, initiatives fall into two categories: programs and campaigns.*

- We will engage Indigenous and marginalized communities and elevate their feedback in designing Surfrider initiatives

To read our JEDI strategy, provide feedback and/or join our JEDI team, contact [lwoodbury@canada.surfrider.org](mailto:lwoodbury@canada.surfrider.org)