



# SEASIDE

Sustainability

## ANNUAL REPORT

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2024

# Letters From our Executive Team

Dear friends,

In 2024, we witnessed challenges of environmental degradation and many encouraging strides made toward sustainable solutions around the world!

Across our country and internationally, communities, organizations, and governments espoused innovative practices to: address plastic pollution, banning PFAS and other forever chemicals, combat climate change, environmental education, and restore terrestrial and marine ecosystems.

Despite the complexity of these challenges, we witness a renewed sense of determination to protect the planet for future generations! Seaside Sustainability has remained an active participant in our collective environmental movement, contributing to progress through impactful education, advocacy, stewardship, and restoration initiatives. While obstacles remain, 2024 demonstrated that collective efforts will undoubtedly lead to significant advancements in environmental health and sustainability.

Looking forward, we remain committed to scaling our many programs, deepening our impact locally, regionally, nationally and internationally, and supporting our collective transition toward a more sustainable and equitable future for all living creatures and habitats! The progress made this year serves as a reminder of the power of unified action, inspiring us to approach the coming year with optimism, dedication, and an unwavering focus on our mission!

Thank you for your continued support in all that we do for our world, great and small!  
Sustainably yours,

Eric Magers



Founder and Executive Director



**Eric Magers**  
*Founder & Executive Director*

Dear Seaside Community,

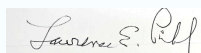
As we reflect on 2024, it is clear that our choices profoundly impact the health of our planet, the well-being of all living creatures and future generations. Across our nation and around the globe, the push for sustainable practices, equitable environmental policies, and a thriving green economy gained considerable momentum!

The connection between civic engagement and environmental protection has never been more apparent. By using your voting power to support leaders and legislation that prioritize a sustainable future, we protect our ecosystems and reinforce our commitment to innovation in renewable energy and creating jobs in the blue and green economies.

I am honored to serve as the Board Chair of Seaside Sustainability, an organization whose work embodies these values. By combining grassroots action with the drive for systemic change, Seaside Sustainability is helping to build a future rooted in hope and determination. As we move forward, let us remember that the future of our planet depends on the choices we make—not only in how we live but also in how we vote.

Sincerely,

Larry Pihl



Board Chair







**Larry Pihl**  
*Board Chair*

# 2024 Program Highlights

## Marine Science and Technology





MS&T executed significant initiatives to clean and preserve coastlines across multiple states

-  **Reinstated:** in-person internship and in-person volunteer programs since 2019, hosting dozens of in-person interns and volunteers, contributing to scientific research and community outreach
-  **Executed:** dozens of Community Coastal Cleanups and Company Community Service Cleanups with volunteers removing hundreds of pounds of marine debris collected and removed from North Shore beaches
-  **Hosted:** the Clean Coast Coalition's inaugural season in partnership with Keep Massachusetts Beautiful, using a PixieDrone device to combat marine debris
-  **Collected:** thousands of points of data were collected for several marine science projects we manage



## Green Scholars





Green Scholars has been evolving for several years to become the best of class award-winning sustainability STEM curriculum for middle and high schools around the world!

-  **Expanded:** the team from a small team of 4 to a comprehensive team of 18 Selected: new video production software after an extensive search, with the AI and digital curriculum team continuing production
-  **Designed:** a standardized lesson plan format, with the program management team drafting plans for all lessons in the curriculum
-  **Submitted & Received:** several grants to build the Green Scholars curriculum
-  **Investigated & Implemented:** several methods to improve community outreach opportunities



## Sustainability Consulting

Seaside's Sustainability Consulting program has worked with our client schools to identify challenge areas, improve environmental education efforts, and implement successful sustainability initiatives






-  **Completed:** work with 3 clients and look forward to helping them implement improvements to their sustainability efforts and goals
-  **Updated:** website to improve our marketing efforts
-  **Conducted:** market research across 50 states and four countries for new clients
-  **Published:** marketing collateral, materials and plan to gain more clientele



**SEASIDE CONSULTING**  
SUSTAINABILITY • EDUCATION • ACTION

## Climate Action and Advocacy

Our Climate Action program completed a broad range of projects

-  **Distributed:** our monthly C-Change newsletter to over 15,000 subscribers
-  **Published:** dozens of infographics and educational posters around climate advocacy
-  **Merged:** the former Climate Action and Legislation and Advocacy Departments in order to truly hone our mission making real changes
-  **Published:** white paper reports on plastics impact on climate change and how chambers of commerce change the local business perspectives
-  **Served on Panels:** in four webinars, expanding team reach and engaging new audiences



# 2024 Program Highlights

**Scientific Articles:** Climate-Change newsletter continues to educate our followers on climate issues impacting our earth

**1% For the Planet:** Helps Seaside reap benefits of our incredibly beneficial membership

**Blogs & Guest Blogs:** Publish monthly blogs and guest blogs with a wide range of environmental subjects

**Sponsorships:** Received sponsorships from four international companies last year

**Boat Shrink-Wrap Program:** Launching again this spring to several communities on the north shore

**Podcast:** Continues to rethink environmentalism one conversation at a time with various professionals and stakeholders

**Volunteer Program:** Multiplied by 10 this past year working with volunteers from around the globe

**Past Newsletters:** Our website has a new page to host all of our past Seaside newsletters and C-Change articles

**Nurdle Patrol:** Collected thousands of plastic nurdles, we witnessed a 4x increase in nurdles in Cape Ann

**Sunscreen Dispensers:** Program initiated in Gloucester this summer with [Seaside Graphics](#) as the major sponsor

**Presidential Volunteer Service Award (PVSA):** Awarded 27 interns/advisors 15,700+ hours recognizing outstanding volunteerism

**International Exposure:** Fun and informative christmas tree article has received dozens of mentions nationally and internationally



## International Internship Program

Our **International Internship Program** continues to unite passionate individuals from across the globe—students, professionals, and lifelong learners—who share a commitment to advancing environmental education and fostering sustainable communities.

Seaside interns benefit from meaningful, hands-on experiences, gaining valuable skills in **non-profit management, environmental stewardship, program development, and professional communication**. These roles not only contribute to their professional growth but also directly address **environmental challenges** and deliver **educational services to our communities**.

Our interns bring a wealth of perspectives, talents, and backgrounds, representing **750 colleges and universities in 35 countries**. With accreditation from over **1,750 colleges and universities worldwide**, the program underscores Seaside's commitment to fostering career readiness and inspiring innovation.

**90,000+**

Our interns worked 90,000+ hours collectively

**1750+**

Our internship is accredited in 1750+ colleges and universities internationally

**647+**

Seaside was host to 647+ different interns from over 35 different countries

# 2024 Program Highlights

## International Advisor Program

**International Advisor Program** plays a critical role in advancing Seaside's mission driving meaningful progress across the organization's objectives. These Advisors leverage their extensive **professional experience, leadership, and communication skills** to mentor teams, shape strategy, and support impactful projects.

Our global team of Advisors remains dedicated to protecting our oceans and communities, delivering their expertise to **inspire sustainable solutions**. Through their efforts, they provide invaluable **guidance** that enhances the effectiveness and reach of Seaside's initiatives.

Participants come from a wide range of countries, including Canada, Australia, England, Poland, Mexico, Italy, Japan, Netherlands, Pakistan, India, China, South Korea, Brazil, Spain, France, Hungary, Czech Republic, Ireland, Panama, Colombia, Egypt, the US and more!

**3300+**

Over 3300 students applied for internships

**238**

229 new interns and 9 new advisors hired

**3,000**

Our Advisors worked 3,000 hours collectively

### Social Media

### Engagement Growth in 2024



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

**+16 %**



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

**+13 %**



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

**+33 %**



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

**+29 %**



**Newsletter** [seasidesustainability.org/news](https://seasidesustainability.org/news)

**+21 %**



**Website Unique Visitors 92,000**

**+325 %**

# Staff Testimonials

*"It has been a great pleasure working with my wonderfully dedicated and skilled colleagues here at Seaside. Their commitment to sustainability and conservation is admirable and has significantly impacted our communities. Through various projects and initiatives, Seaside has successfully raised awareness about important environmental issues and inspired individuals to take action. Their educational programs and community engagement efforts have fostered a deeper understanding of the importance of protecting our natural resources. I wholeheartedly support Seaside's mission and encourage others to join in their efforts to protect our oceans and create a healthier planet."*

**Jill Littlejohn**  
Grant Writing Department Advisor



**Abbey Graham**  
Human Resources Department Manager

*"Working at Seaside has been a transformational experience! I am so grateful for all of the things I've learned throughout my time here. I have gained valuable experience in the field of HR and greatly appreciate the opportunity to work with an organization like Seaside that is helping to mitigate climate change and protect marine ecosystems ... I've appreciated the mentorship I've had throughout my time here, the opportunity to work with amazing colleagues and management, and the leadership skills I've gained since being promoted to Department Manager. I truly feel like the work I'm doing makes a positive impact on the world, and that is so rewarding! On top of that, I've gained skills that I can take with me into my future career, and I will be forever grateful to Seaside for providing me with this opportunity..."*

*"My experience with Seaside Sustainability has been incredibly rewarding and transformative. During my time with the organization, I had the opportunity to work alongside a diverse and passionate team, contributing to meaningful projects that align with my values and professional goals. The collaborative environment allowed me to hone my leadership, organizational, and problem-solving skills while making a tangible impact on environmental education and sustainability initiatives ... Overall, Seaside Sustainability offered a unique platform for professional growth, teamwork, and contributing to a cause that truly matters. I am grateful for the experience and proud to have been a part of such a dedicated and impactful organization."*

**Komal Shakil**  
Human Resources Director/Advisor

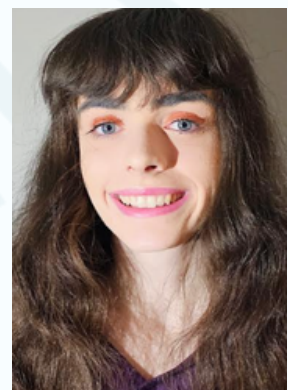


**Bella Levine**  
Marine Science and Technology Fellow

*"I started at Seaside as an in-person Marine Science and Technology intern. I was able to collaborate with many people from all over the world, travel to various places in Cape Ann to conduct projects, and outreach in a variety of different ways. I have learned to use new technologies such as a pH Electrode, FIFISH, and Pixie Drone and enhanced my public speaking during tabling events. In October, I was fortunate enough to be able to take on a leadership role as a Marine Science and Technology Fellow. This opportunity has opened my eyes to new areas of interest, as well as given me a chance to work with like-minded interns, fellows, and advisors. Overall, Seaside has given me a chance to advocate for a cause I deeply care about."*

*"I have been a part of the Marine Science and Technology Department for two years- I started out as an intern on both the Marine Science and Education subteam and the Grants and Sponsorships subteam and worked my way up to a Fellow position. I have been a part of the creation of several Seaside Sustainability programs, such as the Clean Coast Coalition, T.R.A.S.H Community Cleanup Program, and the relaunch of the in-person internships. While working at Seaside Sustainability, I have learned essential skills that have helped me become the team leader I am today. I look forward to continuing my work here, and I thank Eric for giving me this amazing opportunity."*

**Bridgid O'Connell**  
Marine Science and Technology Fellow



# THANK YOU to our:

**Sponsors** whose financial support of our programs are critical to our successes!

**Partners** whose collaborations are integral to what we do

**And to all of our 2024 Donors** whose financial contributions were essential to our success this year. We hope you will continue to support Seaside's mission in 2025 and beyond!

## Want to Get Involved?

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[Intern](#)



[Donate](#)



[Sponsor](#)



[Become an Advisor](#)



[Shop to Support](#)



## A 501(c)3 Nonprofit Charitable Organization

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