



UNITED CONSERVATIONISTS



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## FIN FREE CHAPTER AGREEMENT

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### **WELCOME TO FIN FREE!**

Fin Free is a global campaign addressing a very real issue: the mass slaughter of sharks to supply a growing consumer demand for shark fin. We believe that to protect sharks and ensure their continued existence, governments must get involved and institute legislation that bans the sale and trade of shark fin.

Fin Free is a grassroots, action-oriented campaign to enable individuals to become Fin Free, and then, through our network of resources and support, respectfully encourage others to become Fin Free as well. Ultimately, Fin Free provides individuals the ability to organize locally, in a structured manner, to rally towards legislation in their communities, states, provinces and countries.

Fin Free was designed and is spearheaded by United Conservationists Inc (UC), a not-for-profit organization founded by *Sharkwater* filmmaker Rob Stewart and operated by Executive Director, Julie Andersen. It is an open-source campaign, supported by a variety of organizations.

### **CAMPAIGN PRINCIPLES**

Fin Free focuses on reducing demand for shark fin through supporting the ban of sale, trade and possession thereof; due to skyrocketing demand and lack of enforcement on the high seas, bans are the quickest and most effective way to save sharks from extinction

Fin Free does not target any specific culture, but rather, the issue itself. Shark finning is a global issue with global consequences.

Fin Free believes in collaboration and solidarity across organizations. We believe the cause is bigger than any one person or group. By contributing our respective strengths, we can save sharks worldwide.

### **FIN FREE AIMS TO:**

1. Address the issues from a positive, balanced perspective.
2. Ensure cultural sensitivities through a responsible and respectful approach - be conscious of messaging and public perceptions.
3. Be accurate, factual, thoughtful and reasonable.
4. Educate and build awareness. Work with – not against.
5. Unite the passion of many to make a difference with a common voice.
6. Present solutions and provide alternatives.
7. Provide very meaningful ways to make a difference.

## **FIN FREE CAMPAIGN GOALS**

1. Ban the sale and possession of shark fin in cities, provinces/states, regions and countries worldwide, focusing on areas with the greatest chance of success
2. Through education, reduce the demand for shark fin and shark products
3. Substantially increase awareness of shark fin issues and risks facing sharks
4. Through the reduction of demand, allow threatened shark populations the chance to recover

## **CODE OF ETHICS AND CONDUCT**

- Fin Free stands for shark conservation and ocean preservation. We are not anti-anything or anti-anyone. We are pro-ocean, pro-sharks and pro-conservation. We believe in thinking globally and acting locally.
- Fin Free campaigns focus on eliminating the trade, sale and possession of shark fin impacting dozens of countries worldwide. More than 100 countries are involved in the shark fin trading business. This is a global issue with global implications.
- Fin Free promotes the message that shark finning cannot be blamed on a single community, culture or country, but rather we are all responsible for its existence due to demand, supply, or inaction. We don't point fingers but rather recognize each other as allies in a global solution.
- Fin Free does not condone, endorse or tolerate any form of discrimination, threats, or any words or actions that relate negatively or are hateful to anyone regardless of race, ethnicity, creed, age, religion or gender or sexual preference. We believe communities everywhere can and should work together to affect positive change.
- Fin Free believes knowledge is power. Awareness of conservation issues including ecosystem preservation, social and political concerns and scientific evidence can help lawmakers and citizens make informed decisions on shark conservation legislation.
- Fin Free will not engage any negative or hateful comments, images, or videos posted on websites or social media. We will report and remove any such materials as within our capacity and encourage others to do the same. We believe misdirected and misguided comments and actions are a reflection of lack of awareness on the issues and will work to better inform, and to promote positive messages in response.

## **FIN FREE CHAPTER OVERVIEW**

As a grassroots movement that spans across organizations, the commitment of dedicated individuals is crucial to our collective successes. We are deeply grateful for the contributions your chapter will make as we move forward with campaigns to make Canada Fin Free. Ensuring solidarity and a consistent, unified front is critical to our collaborative achievements.

Being a chapter means being a part of global movement and working under the guiding principles set forth by the original campaign founders. As a Fin Free chapter, you can create and manage your own local campaigns while supporting other Fin Free chapters and the national campaign.

## **CHAPTER ROLES AND RESPONSIBILITIES**

1. Build awareness of shark conservation issues in your community
2. Give presentations to councilors, schools, and community groups
3. Host events including Sharkwater screenings and team meetings
4. Provide deputations, meet with legislators, support effective legislation
5. Help fundraise to cover local expenses and national efforts
6. Collaborate with and manage your local support team and volunteers
7. Perform other duties crucial to the success of the Fin Free initiative.
8. Share experiences and resources to support fellow campaigns

## **WHAT UC PROVIDES**

1. Infrastructure and an operating framework
2. Fin Free brand recognition with a proven record of success
3. Campaign guidelines and resources
4. Campaign and event materials at cost
5. Regulated use of Fin Free logo and graphics
6. Training and advice from experienced campaigners
7. Network of support and team collaboration
8. Access to exclusive Chapter pricing for merchandise

By joining the campaign as an official Fin Free Chapter you help ensure our collaborative success by mobilizing local support and facilitating cohesive campaigns across Canada. This keeps clarity in the public's mind and also unified support while eliminating redundant or duplicate efforts.

**As the founding member of your chapter, please review this document carefully, and sign the following pages to confirm your commitment to United Conservationists as a Fin Free chapter.**

***Welcome to FIN FREE!***

## **AS A FIN FREE CHAPTER, I PLEDGE TO:**

- ✓ Act under the Fin Free Campaign principles to further campaign goals and abide by the Fin Free code of ethics and conduct outlined in this document.
- ✓ Promote accurate, positive and cohesive messaging when communicating with media, legislators, authorities and members of the public. As a Fin Free representative, I understand that I am an ambassador for a cause and will be mindful of my actions and behavior.
- ✓ Support Fin Free Canada campaign efforts as outlined and will support fellow Fin Free chapters through sharing of resources and experience.
- ✓ Work to raise awareness in my community and region about shark conservation issues and Fin Free campaign efforts, including collecting signatures for the *Fin Free petition* (online and print).
- ✓ Following the *municipal guidelines* document, assess campaign opportunities and design a course of action with approval of my assigned Fin Free campaign advisor. I will not introduce legislation without approval.
- ✓ Be mindful that the actions of my chapter directly affect other chapters and campaigns. I will ensure our efforts are aligned with Fin Free allies and UC. My chapter will consult with my assigned campaign advisor before launching new actions or events.
- ✓ Refrain from engaging in risky or inappropriate behavior, actions, messaging or communications in any form. The chapter will not align with groups or advocates acting against Fin Free principles or code of conduct. I will alert the team to potentially damaging or inflammatory situations or people.
- ✓ Use Fin Free logos, designs and branding materials only for their intended use for chapter promotion on social media or printed materials. Altering, manipulating or editing of logos or branding assets are not permitted unless approved by my Fin Free campaign advisor.
- ✓ Use authorized Fin Free campaign materials and merchandise. Independently produced merchandise or campaign materials must be approved by my Fin Free campaign advisor.
- ✓ Act as a point of contact, or assign a dedicated chapter representative for local media, other chapters, local supporters and volunteers. I will refer questions concerning other chapters or national efforts to the appropriate chapter and my Fin Free campaign advisor.

- √ Work with, manage and maintain regular contact with local chapter volunteers and supporters. I will ensure they abide by the Fin Free campaign principles and code of ethics, and act under the chapter's approved course of action. Volunteers will be trained and also sign the volunteer agreement.
- √ Maintain regular contact with Fin Free campaign advisors, advise them of any developments in the campaign and alert them to updates regarding political or social issues concerning shark conservation in my region. I will also provide bi-weekly status reports and attend status meetings as necessary.
- √ Keep all campaign materials and strategy discussions confidential.
- √ Act in accordance with the campaign media guidelines.
- √ Develop an event strategy and fundraising agreement with United Conservationists prior to executing any Fin Free events including, but not limited to: screenings, fundraisers, parties, whether public or privately held.
- √ Remit net proceeds from merchandise sales to United Conservationists. These proceeds will be made available to the chapter as "Fin Free dollars" to support future chapter efforts as agreed to by campaign advisor.

I hereby pledge to abide by the terms outlined above and ask to join the Fin Free campaign as an official chapter. I acknowledge that improper or inappropriate use of the Fin Free logo, brand, materials, or resources is not permitted. Any violation of the terms of this agreement may result in suspension or dissolution of the chapter.

Chapter founder:

NAME: \_\_\_\_\_ CHAPTER: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

Fin Free Campaign Advisor:

NAME: \_\_\_\_\_ POSITION: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_