



SURFRIDER FOUNDATION EUROPE

WASTE REDUCTION THROUGH CULTURAL EVENTS



ABOUT US

NON-PROFIT ORGANIZATION REPRESENTING A VOLUNTEERS' NETWORK
DEDICATED TO OCEAN AND WATER PROTECTION THROUGH LOBBYING
AND LOCAL ACTION.

OUR VISION IS TO FOSTER SOCIETAL CHANGE IN HARMONY WITH
NATURE

EUROPEAN PRESENCE & ACTIVITY

12 COUNTRIES

15 000 DONORS

49 CHAPTERS

150 000 SUPPORTERS

2000+ VOLUNTEERS

200 000 CITIZENS REACHED/YEAR

3 WORK PROGRAMS

WATER QUALITY PRESERVATION AND USERS' HEALTH

RAISING AWARENESS ON OCEAN AND CLIMATE ISSUES

FIGHTING AGAINST MARINE LITTER





4 STRATEGIC LEVERS

OCEAN, COASTLINE & USERS' PROTECTION

INFLUENCE

SCIENCE

**EVOLUTION OF THE REGULATION
AND INDUSTRIAL PRACTICES**

EDUCATION

MOBILIZATION

**INDIVIDUAL & COLLECTIVE
BEHAVIOURAL CHANGE**



CULTURAL EVENTS



- OPERATIONAL SUPPORT FROM NGOs
- CARRIED BY MUSIC INDUSTRY
- 50+ FRENCH FESTIVALS
- IDENTIFICATION OF WASTE PRODUCTION (OCCULTING CURTAINS, EAR PLUGS, RIBBON, TAPE, SIGNAGE...)
- SUPPORT AND BUILD-UP OF A PERSONALIZED STRATEGIC PLAN
- COACHING AND WEBINARS

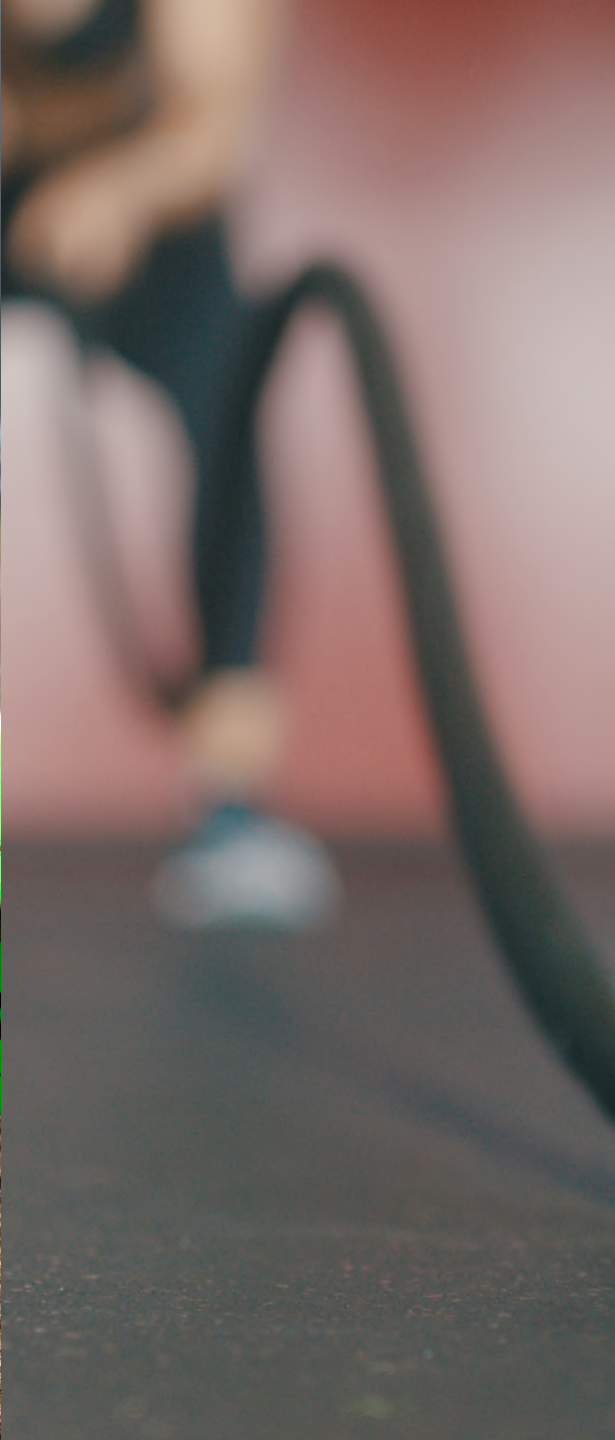
TARGET : MUSIC FESTIVALS

- CREATED BY SURFRIDER EUROPE
- GENERAL GUIDELINE AND 'THINK OF' TO SUPPORT EVENT ORGANIZERS
- ADAPTABLE TO ALL SIZES OF EVENTS

TARGET : CITIZEN OR EVENT ORGANIZERS

- INCUBATING PROJECT IN GERMANY
- INVOLVE ADDITIONAL ELEMENTS FROM THE MUSIC/CULTURAL INDUSTRY INTO THE PROCESS OF WASTE REDUCTION
- REPRESENT THE LARGEST PART OF ACTIVITIES WITHIN THE INDUSTRY

TARGET : TURNER/BOOKERS/PROD



SPORTS

Surfrider Foundation Europe
Steering and Social Impact

Strategic Level

- Orientations 2021-2023
- Defines leverages of actions

Marine Litter

Water Quality

PACC

Thematic Level

- The Land of Benefits
- Defining the framework for projects
- Project steering



Transversal



Campaigns/Programmes

Projects

Operational Level

- Delivers products

Vision 2030: Surfrider Foundation Europe as a leading environmental actor for the European
"Sports & Sustainability Movement"

Plan 2021-2023: Position Surfrider Foundation Europe as the leading environmental actor for
the European "Sports & Sustainability" Movement in Europe

OS1/ Implementing or
supporting strong level of
Environmental Sustainability
standards into Sports practice
across Europe

- Green Sports Hub Europe
- Beach Tennis FR
- Beach Volley FR
- Training ENVSN
- (Malta Surf)
- (Swim Ireland)
- Paris Without Plastics
- Olympic Games
- Project OSES

OS2/ Ensuring Healthy practice
for Sports users

- Bathing Water Quality Directive
- Mapping
- Report Sport & Nautical Activities
- Green Sports Hub Europe

OS3/ Ensure the capacity-
building and engagement of
European citizen through
innovative inclusive and
contextualized actions

- SFE Sport Educational Program
- Sport Cinema Plage
- Sport Com Campaign*
- Vendée Globe
- EcoArvik
- Plastic Origins
- CURL
- Impact 2024
- GWC 2024

OS4/ Engaging all stakeholders
in defining and strengthening
the 'Sports & Sustainability'
movement

- Green Sports Hub Europe
- Outreach
- Lobby Sport
- Ambassadors



FOCUS: ERASMUS+ GREEN SPORTS HUB EUROPE (GSHE)



ECOSYSTEM



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of the European Union



Federation of the European
Sporting Goods Industry



ESBD
ESPORT-BUND DEUTSCHLAND e.V.



EUROPEAN
OLYMPIC
COMMITTEES



Sustainability in and through golf



ABSOLUT ECO-CONSCIOUS



Special Olympics



GREEN
SPORTS
ALLIANCE



EUROPEAN UNIVERSITY SPORTS ASSOCIATION



CONFEDERAÇÃO DO DESPORTO DE PORTUGAL



BAIS



www.engso.eu



CENTRE FOR
SPORT AND
HUMAN RIGHTS



GREEN CYCLING
NORWAY



SLOVENIJA



2021
FIS Alpine
World Ski
Championships



SURFRIDER
FOUNDATION EUROPE



25 YEARS



TAFISA
The Association For International Sport For All



Dream.Believe.Become

PROJECT BRIEF

MAIN OBJECTIVE:

CREATE AN EU-LEVEL HUB ON SPORTS AND ENVIRONMENT TO HELP THE SPORT SECTOR IDENTIFY ITS NEEDS AND POTENTIAL ACTIONS FOR A GREENER AND MORE SUSTAINABLE FUTURE

FINAL PRODUCT:

THE HUB: A UP & RUNNING ORGANIZATION AIMING AT SUPPORTING THE SUSTAINABLE PRACTICE OF SPORT



SUB-OBJECTIVE 1:

A EUROPE-WIDE DIAGNOSTIC OF BRAKES AND LEVERS AS WELL AS ACTIVATOR OF A MORE ECO SUSTAINABLE SPORT SECTOR

SUB-OBJECTIVE 2:

THE CREATION AND TESTING OF A MATRIX FOR CHANGE FOR SPORT ORGANISATIONS AND EVENTS – BUILDING UPON CAPACITY BUILDING

SUB-OBJECTIVE 3:

THE DEVELOPMENT AND DELIVERY A COMMUNICATION CAMPAIGN TARGETING THE SPORT SECTOR IN EUROPE TO INCREASE ITS COMMITMENT TO SDGS (IN PARTICULAR SDGS 17) AND THE EUROPEAN GREEN DEAL



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HUB EXPECTED BENEFITS 1:

SPORT ORGANISATIONS ARE ABLE TO ENGAGE ON EU/INTERNATIONAL POLICIES

- **EUROPE 2020 STRATEGY FOR SMART, SUSTAINABLE AND INCLUSIVE GROWTH**
- **EU ENVIRONMENTAL POLICY PRIORITIES 2020-2024**
- **CIRCULAR ECONOMY ACTION PLAN - CEAP**
- **EUROPEAN GREEN DEAL**
- **SDGs**

HUB EXPECTED BENEFITS 2:

PROVIDES A SOLUTION TO CONNECT SPORTS ORGANISATIONS TO EXISTING EU INITIATIVES ADDRESSING SUSTAINABLE GROWTH SO THAT THEY CAN BE AN AMPLIFIER AND AN IMPLEMENTER

HUB EXPECTED BENEFITS 3:

ADDRESSES KEY OBJECTIVES OF THE ERASMUS + SPORT CHAPTER:

- **PROMOTION OF VOLUNTARY ACTIVITIES IN SPORT**
- **PROMOTION OF SOCIAL INCLUSION, EQUAL OPPORTUNITIES AND ACCESS TO SPORT**
- **PROMOTE EDUCATION IN AND THROUGH SPORT WITH SPECIAL FOCUS ON SKILLS DEVELOPMENT**



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KEY FIGURES

10 STRUCTURES

**14 ASSOCIATED
PARTNERS**

**3 EXTERNAL
EXPERTS**

3 YEARS

8 COUNTRIES

27 STAFF MEMBERS

400K€ PROJECT



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