

Call: Diversifying the EU tourism offer and products – Promoting transnational thematic tourism products

Title of the project: Green Room – SURfiNg Routes In a Sustainable Europe

Acronym: *SUNRISE*

Project duration and start date: **Duration:** 18 months; **Start date:** April 1st, 2016

Short description of project

- The project is about:

The SUNRISE project will create an unforgettable surf experience on the best waves in Europe in a sustainable way.

We will create several surf routes like a “Grand Route” (North -South), “Northern Route” and a “Southern Route”.

Besides we create itineraries for the surf tourist. The itineraries take account of local particularities and provide the tourist a wide range of different experiences. The Green Room Surf Camps are understood as a facilitator of local tourism and will offer a range of complementary services, like yoga, hiking etc. and we will develop specific packages according to the regional specialities (city, mountain, desert, nature...) and different target groups (business men (deceleration and anti-burn out packages), students, families, backpackers...).

The Green Room Surf Alliance offers a complete product that is healthy (like “Anti Burn Out” or “Adios Back Pain” surf packages) and sustainable while improving local development and thereby creates touristic value.

Core of the project is the creation of Long term Public-Private Partnerships between the different actors in the supply chain, to maximize visibility and impact through transnational coordinated promotional strategies.

- Main objectives:
 - ✓ Design the first of its kind **real sustainable surf product & brand** (economic, socio-cultural and environmental tourism development) while providing customers with a high quality and unforgettable surf experience.
 - ✓ Create a **diverse offer of sustainable tourism packages** in and around Europe’s surf to create a unique mixture of sustainable experiences combining complementary dimensions of sport, wellness, health & culture in order reap the full benefits of its multiplier effects.
 - ✓ Create a **Platform for SME Participation** with a sustainable organizational structure that persists after the project to enhance local growth in sustainable tourism offers and networking & to create sustainable employment conditions: **The Green Room Surf Alliance**.
 - ✓ Create a **Partnership Hub Model** to facilitate PPP participation based on CSR criteria.
 - ✓ Design **comprehensive and transparent indicators and monitoring tools** for Surf Camps that are practical to use.
 - ✓ Provide **training and education services to all stakeholders** and integrate education into the product.

- ✓ Design **practical information for SMEs, Tourists & Public Authorities** on improving sustainability impact.
- ✓ Create a **USP for Europe as a surf destination** and **raise awareness on the uniqueness** of Europe as a Surf Destination.
- ✓ **Increase awareness and practical solutions to experience sustainability in a fun way** by reaching a high (social) media impact and increase visibility of attractive and sustainable European Tourism Offer.
- ✓ **Disseminate best practice examples** on sustainable destination management and the significance of SME and citizen participation in co-designing sustainable tourist destinations

Lead partner/coordinator:

UNIVERSIDAD DE LAS PALMAS DE GRAN CANARIA (Spain)

Partners:

UNIVERSITY SURF SCHOOL SCP (Spain)

RAPA NUI ALOHA SPORTS SL (Spain)

SCHERB ULRICH “Atlantic Surf Lodge” (France)

Mellowmove Lda (Portugal)

ANPE TRAVEL SL (Spain)

BORNHOLM SURF FARM IS (Denmark)

MARTIN RICHARD “Alive Surf School” (United Kingdom)

CERES INTERNATIONAL ALJEZUR LIMITED (United Kingdom)

COLICO COASTLINE COMMUNICATION GMBH (Germany)

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