

## Surf + Social Good Summit :: For Immediate Release

Wednesday 18 February, 2015

### Let's Make Waves ::

*Using the unifying power of surfing to connect and bring about positive impact globally.*

**15 - 18th May 2015 :: Bali, Indonesia**



Debuting a new form of action-focused conferencing, we invite you to join and support the first global Surf & Social Good Summit, 15-18th May, held in Bali, Indonesia. Our vision is to create a global surfing community and social network across sectors: from business, non-profit, academia and civil society. This collaborative, cross-sectoral approach allows us to find meaningful, effective solutions and strategies applying surfing as a tool for sustainable social impact.

Participate in keynote talks and forum sessions with internationally renowned surfing entrepreneurs, researchers, practitioners, social innovators and leaders in their field, invigorating workshops and inspiring conversations that help build connections and create solutions for sustainable surfing futures.

### A three-stage event :: Connection - Action - Impact

#### *Connection*

The event opens on the evening of Friday 15th May with an address from the Summit team and offers the opportunity for participants to connect. On the 16th, we will share knowledge, ideas, practices and experiences, develop beneficial partnerships and new ways of effecting change through collaboration and collective action. A series of forum sessions with guest speakers and facilitated small group workshops centred around core aspects of 'social good' such as: empowerment, community development, conflict resolution, and sustainability, will enable participants to explore and address how we innovate to leverage surfing as a tool for positive impact.

#### *Action*

A special part of the Surf & Social Good Summit is our Action Day. In celebration of Women's International Surfing Month and recognition of the positive impact surfing and the ocean can give to women, this year we will address gender engagement and women's empowerment through surfing with our 'Girls Make Waves' day on Sunday 17th May.

#### *Impact*

Delivering breakthrough impact is our goal. On the 18th the Summit hosts a research networking workshop with the aim to develop and deliver transdisciplinary research projects that are directly relevant to the needs and priorities identified at the Summit.

*"Once you get in the water, the rules and norms of society dissolve and the power of the ocean to connect and spread happiness is huge."*

*~ Easkey Britton, Pro Surfer, Activist, Oxfam Hero, Co-founder of Waves of Freedom.*

**VISIT :: [www.surfsocialgood.splashthat.com](http://www.surfsocialgood.splashthat.com)**

**CONTACT FOR MORE INFO :: [surfsocialgood@gmail.com](mailto:surfsocialgood@gmail.com)**

**CLICK HERE TO REGISTER :: Sign up now as places are limited**

#### WHO WE ARE

The Summit is led by a small but passionate group of surfing change-makers: **Dr Easkey Britton**, professional surfer, scientist and co-founder of Waves of Freedom, using surfing as a tool to empower young women and their communities; **Lizzie Murray**, founder of A Liquid Future, a non-profit empowering local communities in Mentawais through collaboration and education; **Emi Koch**, founder of Beyond the Surface International, a network of surf industry actors supporting the growth of surfers from conflict-prone environments; **Danny Clayton**, founder of Salt Gypsy, an independent surf lifestyle brand for women that offers products, surf experiences and curated indie surf design news; **Roslyn Dekker**, founder of Little Seeds Surf Coaching, promoting community capacity building and youth development for marginalised groups.



## **Our Core Principles**

*The core principles for the Surf + Social Good Summit are **connection** and **collaboration**.*

Lack of connection to self and to others is one of the biggest issues in the world today. Now more than ever the major challenges of the world we live in from climate change to sustainability cannot be solved in isolation. The lofty goals of big global summits, corporations or development agencies often fail to connect with the day-to-day experiences and lives of activists and professionals all around the world. There is great need to connect our actions and collaborate.

How can we better understand each other's needs, inspire action, develop and deliver cross-sectoral solutions and communicate impact? We can achieve this by reaching out to civil society, by bridging the gaps between sectors, and creating space to listen to new perspectives and challenge our assumptions. Through connecting the streets with the boardroom, or in our case, connecting the beaches to the boardrooms, to the research labs, and to the community halls, we can communicate and connect our goals with beneficiaries and partners on the ground to deliver breakthrough positive impact.

Collaboration is an integral part of how we function as businesses, non-profits, institutes and individuals. We believe that by coming together, through connection and collective leadership, we can make waves optimising the use of surfing as a force for social good.

"From connection there is knowing and understanding, the letting go of fear. From connection arises passion and without it, passion is an empty vessel. To me that's the essence of what we do. Sharing a passion across cultures, and allowing communication to develop that transcends culture and language."

~ Easkey Britton, co-founder of Waves of Freedom and Sustain the Stoke.



**Let's Make Waves ::**  
*Weekend Agenda*

**15 - 18th May 2015 :: Bali, Indonesia**

*\*Please note this schedule is tentative and times are subject to change*

**DAY 1 ~ WELCOME**

*Friday 15 May, 2015*

Evening Session

- Registration - time TBC
- Opening address from Summit Team
- Welcome Dinner
- Movie screening and informal discussion

**DAY 2 ~ INSPIRE :: CREATE :: SHARE :: CELEBRATE**

*Saturday 16th May, 2015*

INSPIRE + CONNECT :: Morning Session - Broadening our perspectives on surf and social good.

- 8.00 - 8.30am Tea/coffee/fruit & Networking
- 8.30 - 8.45am Opening circle with eye-opening and presence-building exercises
- 8.45 - 9.00am Opening remarks
- 9.00 - 9.30am Keynote Address (Speaker TBC)
- 9.30 - 10.30am Forum session with guest speakers - leaders in their field representing a diversity of perspectives from the surf + social good sector (Speakers TBC)
- 10.30 - 12.00pm Participant-driven mini workshop series that inspires new ways of doing and using Open Space Technology. Small group workshops with leading innovators and wave-makers to promote knowledge-sharing. Showcase a mix of innovative, proven ways and models for success with space to facilitate new innovations and holistic free-thinking.
- 12.00 - 1.00pm Mapping the current state of play in the surf + social good sector - identifying the key issues, challenges and opportunities.
- **1.00 - 2.00pm Break for lunch**

CREATE + COLLABORATE :: Afternoon Session - Identifying opportunities and co-creating solutions to biggest challenges.

- 2.00 - 2.15pm Opening message - an integral approach to cross-sectoral solutions
- 2.15 - 2.30pm Orientation to break-out Sessions - Recap of Core Challenges and Topics
- 2.30 - 3.30pm Small group break-out sessions
- **3.30 - 4.00pm Coffee break**

SHARE :: Late Afternoon Session

- 4.00 - 4.30pm Solution Prioritization
- 4.00 - 5.00pm Challenge / Solution group presentations and feedback
- 5.00 - 5.30pm ACTION and IMPACT day announcements (Girls Make Waves Day and Research Network Workshop)
- 5.30 - 6.00pm Closing circle with guided meditation

CELEBRATE :: Evening Session

- 6.00 - 9.00pm Dinner at Cashew Tree - following the Summit, please join us for drinks, live music and celebrating new connections. Drink special and signature cocktails will accompany laidback networking and reflection.



**Let's Make Waves ::**  
*Weekend Agenda Continued*

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**DAY 3 ~ ACTION DAY *Girls Make Waves***

*Sunday 17th May, 2015*

A series of engaging workshops and surf lessons led by a diverse mix of inspiring local and international female leaders and surf-stars. We explore how we stay connected, share experiences, learn from each other and grow a community of surfing for positive change.

Guest speakers, facilitators and times TBC.

**DAY 4 ~ IMPACT *Research network workshop***

*Monday 18th May, 2015*

Participants committed to deepening our understanding of surfing as a tool for social change and delivering breakthrough change are invited join this workshop session. This workshop aims to foster research networks and collaboration to develop and deliver transdisciplinary research projects that bridge knowledge gaps and are directly relevant to the needs and priorities identified at the Summit.

As places are limited, if you wish to participate please submit your expression of interest to Dr. Easkey Britton: [easkey@wavesoffreedom.org](mailto:easkey@wavesoffreedom.org) no later than 31st March.

**TICKETS & REGISTRATION**

*Ticket Options*

- |                          |  |                           |
|--------------------------|--|---------------------------|
| 1. LET'S MAKE WAVES Pass | :: All-in Summit Pass 15-18th          | \$125 USD                 |
| 2. CONNECTION Pass       | :: 2 Day Summit Pass 15-16th           | \$75 USD                  |
| 3. ACTION Pass           | :: Girls Make Waves 17th Only          | \$25 USD Minimum Donation |
| 4. IMPACT Pass           | :: Research Network Workshop 18th Only | \$50 USD                  |

Reduced rate available for students and/or participants from developing nations only:

- |                       |  |
|-----------------------|--|
| 1. All-in Summit Pass | \$75 USD   |
| 2. 2 Day Summit Pass  | \$50 USD   |
| 3. Girls Make Waves   | A \$25 USD minimum donation is recommended to support the Girls Make Waves Action Day. Please provide details to support your selection of this ticket option eg. student card, nationality. |

**SAVE THE DATE!** *Registration opens early March 2015.*

*Spaces are limited so please email your RSVP to: [surfsocialgood@gmail.com](mailto:surfsocialgood@gmail.com)*



**Let's Make Waves ::**

*Travel*

**15 - 18th May 2015 :: Bali, Indonesia**

## **SUMMIT LOCATION**

The Cashew Tree

Jalan Pantai Bingin, South Kuta/Pecatu, Bukit Peninsula, Bali 80361, Indonesia

Ph: +62 813 5321 8157

[CLICK HERE TO CHECK OUT THE CASHEW TREE ONLINE](#)



## **AIRPORT**

Ngurah Rai International Airport (Denpasar, DPS)

Bali, Indonesia

Transport from Airport to Venue is available with Bluebird Taxis direct from the Airport or pre-arranged private transport via your accommodation of choice.

It takes approx. 40 minutes from Airport to Bingin area.



**Let's Make Waves ::**  
*Accommodation*

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## **ACCOMODATION**

Recommended places to stay at Bingin Beach or Cliff Top Areas:

BUDGET \$20 - \$40 USD

- Kelly's Warung
- Nyoman & Nyoman Cafe & Accomodation
- Leggies Bungalow
- Rocky's Bingin
- Chocky's Place
- Bingin Inn

BUDGET \$50 - \$70 USD

- Kembang Kuning Bungalow

BUDGET \$100+ USD

- Hurry Slowly Bali
- The Temple Lodge
- Bingin Accomodation
- Villa Retreat

ALTERNATIVE OPTION [www.airbnb.com](http://www.airbnb.com)

Team up with fellow participants to share a house on Air BnB. We can help facilitate this by linking you with other participants who want to share accomodation.

SEVERAL OTHER OPTIONS CAN BE FOUND HERE: [www.baliretreats.com.au](http://www.baliretreats.com.au)

ACCOMODATION PARTNERS TO BE ANNOUNCED IN THE COMING WEEKS.

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