

BLUE MINIMAL SURFING CAMP

SCHIERMONIKOOG



ISLAND & IDEA TITLE

SCHIERMONIKOOG

BLUE MINIMAL SURFING CAMP - UTILIZE INFLUENCERS AND SOCIAL MEDIA MARKETING TO PROMOTE SCHIERMONNIKOOG AS A SURFING DESTINATION, EMPHASIZING ITS NATURAL BEAUTY AND SUSTAINABLE TOURISM POTENTIAL



TARGET GROUP

YOUNG, ENVIRONMENTALLY CONSCIOUS TRAVELERS
ECO-TOURISTS
LOCAL YOUTH AND STUDENTS
ADVENTURE TOURISM SEEKERS
SUSTAINABLE TRAVEL INFLUENCERS



PROBLEM AND OPPORTUNITY

SCHIERMONNIKOOG AIMS TO ATTRACT YOUNGER, SUSTAINABILITY-MINDED VISITORS WHILE PRESERVING ITS FRAGILE NATURAL ECOSYSTEM
A MINIMAL-IMPACT SURF CAMP CAN OFFER EXCITING ECO-FRIENDLY EXPERIENCES, SUPPORT LOCAL BUSINESSES, & ESTABLISH SCHIERMONNIKOOG AS A DESTINATION FOR SUSTAINABLE ADVENTURE TOURISM



SOLUTION

DEVELOP A "BLUE MINIMAL SURFING CAMP" USING MOBILE, LOW-IMPACT INFRASTRUCTURE (TENTS, ECO-FRIENDLY SURFBOARDS, COMPOSTABLE MATERIALS)



WHAT ALREADY EXISTS?

WADDEN SEA UNESCO WORLD HERITAGE STATUS
YOUTH EDUCATION PROGRAMS - WADDEN SEA WORLD HERITAGE AWARENESS
PRIDE IN NATURAL PRESERVATION
BUSINESSES OFFERING LIMITED ADVENTURE ACTIVITIES
REGIONAL INTEREST IN SUSTAINABLE TOURISM INNOVATIONS



WHAT IS NEEDED?

APPROX. €25,000 STARTUP BUDGET
PARTNERSHIPS LOCAL BUSINESSES, SURF INSTRUCTORS, AND ENVIRONMENTAL EDUCATORS
PERMITS FOR TEMPORARY CAMPSITE AND BEACH USE
COLLABORATION WITH INFLUENCERS
DIGITAL PLATFORM FOR BOOKINGS, EDUCATION CONTENT, AND COMMUNITY ENGAGEMENT



WHO IMPLEMENTS IT?

FREIIA AND PARTNER UNIVERSITY STUDENTS
LOCAL SURF INSTRUCTORS AND ECO-GUIDES
MUNICIPALITY OF SCHIERMONNIKOOG
TOURISM BOARD AND LOCAL BUSINESSES
ENVIRONMENTAL NGOS



WHEN IS IT FEASIBLE?

PLANNING & PARTNERING: SEPTEMBER – DECEMBER 2025
PILOT SEASON: MAY – AUGUST 2026
EVALUATION & REFINEMENT: AUTUMN 2026
FULL LAUNCH: SPRING 2027



EXPECTED IMPACTS

DIVERSIFY TOURISM OFFER, SUPPORT BUSINESSES, CREATE JOBS
YOUTH ENGAGEMENT, SUSTAINABILITY EDUCATION, INFLUENCER-DRIVEN VISIBILITY
PROMOTE CONSERVATION, REDUCE TOURISM FOOTPRINT, INCREASE AWARENESS
NATURE-BASED LEARNING FOR PARTICIPANTS



RISK FACTORS AND MITIGATION

STRATEGIES

WEATHER DEPENDENCY → USE FLEXIBLE SCHEDULING, PROVIDE ALTERNATIVE ECO-ACTIVITIES
ENVIRONMENTAL IMPACT → STRICT GUIDELINES FOR WASTE, CAMPING, AND BEACH USAGE
LOW INITIAL PARTICIPATION → INFLUENCER MARKETING, EARLY ENGAGEMENT CAMPAIGNS
REGULATORY CHALLENGES → EARLY COLLABORATION WITH MUNICIPALITY AND CONSERVATION AUTHORITIES



POSSIBLE FUNDING OR BUSINESS

MODEL

EU INTERREG OR ERASMUS+ SUSTAINABILITY INNOVATION GRANTS
REGIONAL TOURISM DEVELOPMENT FUNDS
CORPORATE SPONSORSHIPS (SURF BRANDS, ECO-TOURISM COMPANIES)
BOOKING FEES FOR SURF CAMP PARTICIPANTS
MERCHANDISE SALES (SUSTAINABLE SURF GEAR, LOCAL PRODUCTS)



SUGGESTED NEXT

STEPS

PRESENT CONCEPT TO MUNICIPALITY AND TOURISM BOARD
HOST STAKEHOLDER CO-CREATION WORKSHOP (BUSINESSES, NGOS, INFLUENCERS)
DEVELOP INITIAL SURF CAMP DESIGN AND TRAINING MATERIALS
SECURE NECESSARY PERMITS AND LOCATIONS
LAUNCH TARGETED SOCIAL MEDIA CAMPAIGNS TO ATTRACT EARLY PARTICIPANTS
PILOT PROGRAM FOR SUMMER 2026

Island: Schiermonnikoog (Netherlands)

Title: **Blue Minimal Surfing Camp** - Utilize influencers and social media marketing to promote Schiermonnikoog as a surfing destination, emphasizing its natural beauty and sustainable tourism potential. By establishing a minimal-impact surf camp, visitors would be encouraged to engage in eco-friendly activities while supporting local businesses. This initiative would make the island more attractive to young, environmentally conscious travelers, fostering sustainable tourism growth while preserving the island's unique ecosystem.

1. Target group

Young, environmentally conscious travelers. Eco-tourists. Local youth and students. Adventure tourism seekers. Sustainable travel influencers.

2. Problem and opportunity

Schiermonnikoog aims to attract younger, sustainability-minded visitors while preserving its fragile natural ecosystem. Traditional tourism models risk overburdening limited island resources. A minimal-impact surf camp can offer exciting eco-friendly experiences, support local businesses, and establish Schiermonnikoog as a destination for sustainable adventure tourism.

3. Solution

Develop a "Blue Minimal Surfing Camp" using mobile, low-impact infrastructure (tents, eco-friendly surfboards, compostable materials). The camp will:

- Offer surf lessons, eco-awareness workshops, and coastal clean-up activities.
- Collaborate with influencers and social media marketing to promote the island.
- Provide nature education on marine ecology and sustainable surf practices.
- Partner with local businesses to source materials, accommodation, and food.

4. What already exists?

- Wadden Sea UNESCO World Heritage status supporting marine conservation.
- Existing youth education programs tied to Wadden Sea World Heritage awareness.
- Strong local community pride in natural preservation.
- Local businesses offering limited adventure activities (e.g., biking, bird watching, kayaking).
- Growing regional interest in sustainable tourism innovations.

5. What is needed?

Approx. €25,000 startup budget (equipment, marketing, training, infrastructure)
Partnerships with local businesses, surf instructors, and environmental educators
Permits for temporary campsite and beach use
Collaboration with influencers and social media agencies
Digital platform for bookings, education content, and community engagement

6. Who implements it?

FREIIA and partner university students (project coordination, social media, platform development)
Local surf instructors and eco-guides (program delivery)
Municipality of Schiermonnikoog (permits, facilitation)
Tourism board and local businesses (promotion, partnerships)
Environmental NGOs (content development, coastal preservation expertise)

7. When is it feasible?

Planning & Partnering: September – December 2025
Pilot Season: May – August 2026
Evaluation & Refinement: Autumn 2026
Full Launch: Spring 2027

8. Expected Impacts

Economic: Diversify tourism offer, support local businesses, create seasonal jobs
Social: Youth engagement, sustainability education, influencer-driven visibility
Environmental: Promote conservation, reduce tourism footprint, increase awareness
Educational: Real-world experience for students, nature-based learning for participants

9. Risk Factors and Mitigation Strategies

Weather dependency → Use flexible scheduling, provide alternative eco-activities
Environmental impact → Strict guidelines for waste, camping, and beach usage
Low initial participation → Influencer marketing, early engagement campaigns
Regulatory challenges → Early collaboration with municipality and conservation authorities

10. Possible Funding or Business Model

EU Interreg or Erasmus+ sustainability innovation grants
Regional tourism development funds
Corporate sponsorships (surf brands, eco-tourism companies)
Booking fees for surf camp participants
Merchandise sales (sustainable surf gear, local products)

11. Suggested Next Steps

Present concept to municipality and tourism board
Host stakeholder co-creation workshop (businesses, NGOs, influencers)
Develop initial surf camp design and training materials
Secure necessary permits and locations
Launch targeted social media campaigns to attract early participants
Pilot program for summer 2026

Municipality's Facilitating Role (RUDDER Framework)

Leadership: Appoint a municipal sustainability and youth tourism coordinator to ensure cross-stakeholder alignment.

Connector: Facilitate partnerships between students, surf instructors, businesses, and influencers.

Facilitator / Creator: Support design thinking workshops and influencer collaborations.

Provider: Offer in-kind support (permits, site access, small grants).

Ambassador: Promote Schiermonnikoog as a model for sustainable surf tourism.

Leverage / Capitalize: Use the surf camp to attract media attention and reinforce the island's sustainability brand.

Network Orbiting: Connect with other sustainable surf and island tourism networks.

Procurement Trendsetter: Encourage environmentally friendly procurement standards for public events and tourism services.

| Stakeholder | Role in project | Interest / Motivation |
|---|---|--|
| Students (FREIIA, partner universities) | Concept development, social media, delivery | Leadership, entrepreneurship, sustainability skills |
| Municipality of Schiermonnikoog | Strategic owner, facilitator, funding, permits | Sustainable development, youth tourism, conservation |
| Local surf instructors & eco-guides | Program delivery, safety, education | Income generation, surf promotion, environmental |
| Local businesses (accommodation, food, | Partners, suppliers | Economic growth, seasonal business stability |
| Tourism board and marketing agencies | Promotion, branding, outreach | Strengthening destination profile, influencer engagement |
| Environmental NGOs | Educational content, coastal preservation expertise | Conservation advocacy, public awareness |
| Influencers & social media partners | Promotion, content creation | Brand visibility, social media growth, sustainability branding |