



# Soneva Surf

*The world's first fully sustainable surfing programme*



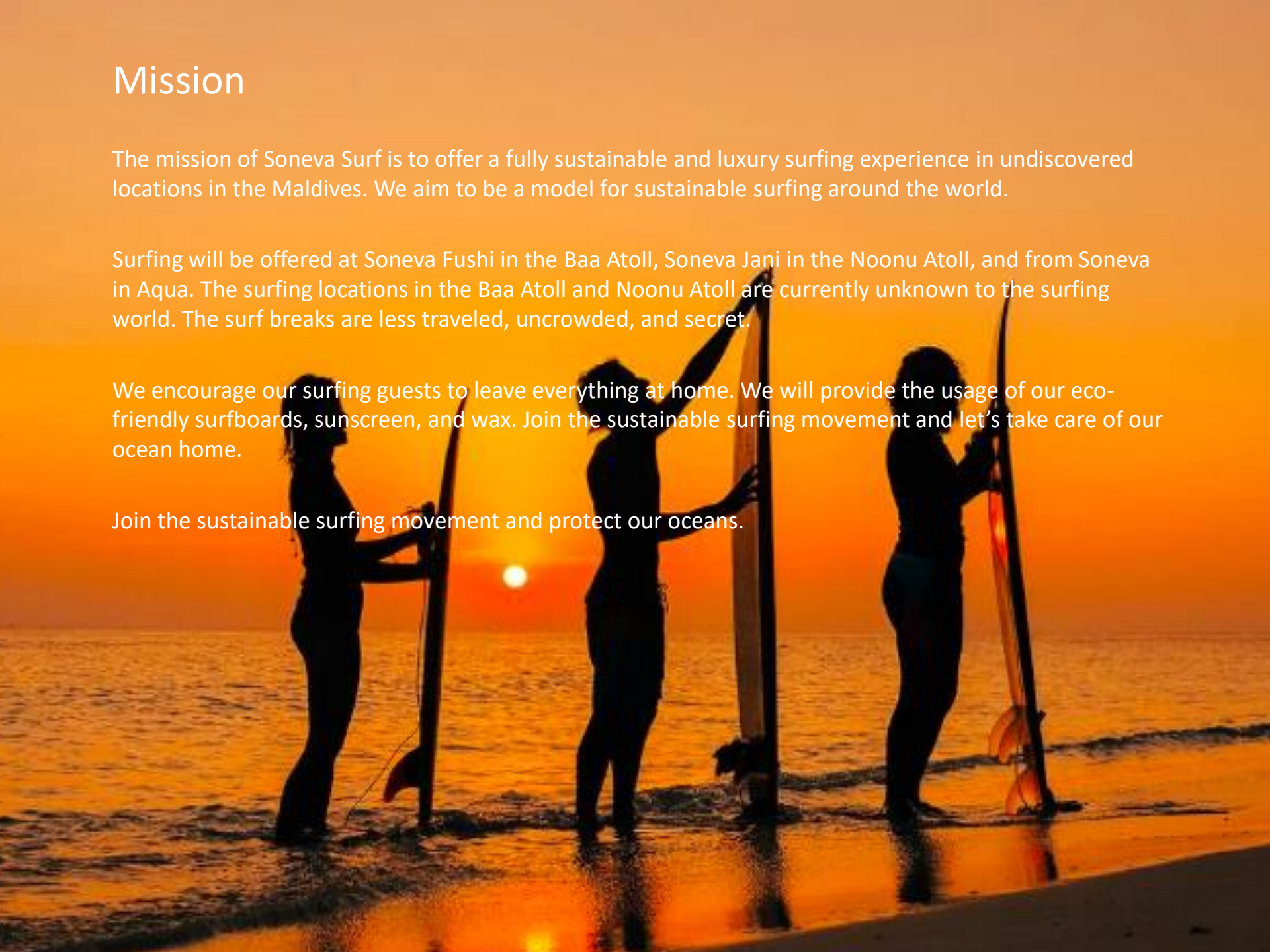
# Mission

The mission of Soneva Surf is to offer a fully sustainable and luxury surfing experience in undiscovered locations in the Maldives. We aim to be a model for sustainable surfing around the world.

Surfing will be offered at Soneva Fushi in the Baa Atoll, Soneva Jani in the Noonu Atoll, and from Soneva in Aqua. The surfing locations in the Baa Atoll and Noonu Atoll are currently unknown to the surfing world. The surf breaks are less traveled, uncrowded, and secret.

We encourage our surfing guests to leave everything at home. We will provide the usage of our eco-friendly surfboards, sunscreen, and wax. Join the sustainable surfing movement and let's take care of our ocean home.

Join the sustainable surfing movement and protect our oceans.





# Surfing Experiences (Soneva Jani & Soneva Fushi)

There are 13 surfing locations in the Baa Atoll and 11 in the Noonu Atoll; however, there are still more to be discovered.

Surf season is dependent on Mother Nature's mood, though it does peak from May - October. Waves range from waist to head high.

We don't like to reveal where our surf locations are, as we hope to keep them pristine, rare, and secret.

Introduction to Surfing (Theory & Lagoon Lesson)	Baa Atoll/Noonu Atoll Surf Trip at various surf breaks in the Atoll		Soneva in Aqua Surf Charter within the Baa & Noonu Atoll
<p>USD 100++ per guest One hour (at the resort)</p> <p>USD 150++ per guest One hour (at the sandbank)</p> <p>For first time surfers to learn about the waves, conditions, safety skills, and basic surfing techniques in the safe and shallow waters of our lagoon.</p>	<p>USD 250++ per guest Per day</p> <p>Includes: Surf Instructor/Guide, water, snacks and usage of surfboard, sunscreen, and wax</p>	<p>USD 1000++ for a private boat Three hours Maximum four guests</p> <p>Includes: Surf Instructor/Guide, water, snacks, and usage of surfboard, sunscreen, and wax</p>	<p>Starting at USD 4,200++ One night Maximum four adults &amp; two children All meals (excluding alcohol and soft drinks)</p> <p>Includes: Personal Surf Instructor/Guide, Mr. Friday, Spa Therapist, Chef, and Captain</p>



# Soneva in Aqua Surf Charters

Soneva in Aqua is ultra-luxurious and highly refined yacht that offers spacious decks with daybeds and dining areas, an outdoor Jacuzzi, and a glass-bottomed spa tub in the master bedroom. Our highly skilled crew includes a Captain, a Sous Chef, a Mr. Friday, a Massage Therapist and an Astronomer (on request). The boat can be chartered for one, two, three and seven night adventures to explore the untouched beauty of the Maldives, both in the Baa Atoll and beyond.

Soneva in Aqua offers guests the freedom to explore the most exceptional reefs, waves and breathtaking locations in the Maldives, providing unforgettable and unique experiences for both surfers and non-surfers alike.





# Community Engagement

Soneva Surf's mission and sustainable surfing extend beyond our resorts. It starts with the local community and its surfers who have lived and breathed the Indian Ocean much longer than we have.

During the first year, we are focusing on supporting five local islands.





Realising that their biggest challenge is obtaining adequate equipment, our partners and collaborators have contributed generous donations. It is important that the donations are eco-friendly, to expose local surfers to the available sustainable and recycled products. Soneva is also encouraging more women to surf. The ultimate goal is to encourage the local community to spend more time in the ocean, learn to love it and want to protect it.

We offer guests the opportunity to visit local islands, to meet and surf with the local people and experience true Maldivian culture.



# Equipment & Products

We are committed to solely using eco-friendly and recycled equipment and products: surfboard, fins, traction pads, leashes, surf wax, sunscreen, and rash guards.

Mother Earth has given us the beauty of the ocean and coral reefs are one of the main elements that create excellent waves. The least we can do is be mindful and respectful of the ocean, and be aware of what we bring into it and ensure we do not leave any harmful traces.

We also want to be part of the global mission to protect our oceans. Through our partners and collaborators we want to support those who are affecting positive change, and work together for the longevity of our ocean for future generations.

“The mission of Soneva Surf is to demonstrate that sustainable surfing is possible without sacrificing the quality of the experience” – Sunny Yang.

We are currently exploring ways to reuse waste plastic with our Waste to Wealth team by experimenting with creating our own wax combs and fins by melting and molding plastic bottle caps that have been collected from other local islands.



# Surfboards

## Firewire Surfboards

Part of the ECO Board project by Sustainable Surf. These surfboards have a reduced environmental and toxic impact through using sustainable materials and manufacturing processes. They are made with plant-based low volatile organic compound (VOC) resin qualified by Sustainable Surf.

## Rock-it Surfboards

These are foam boards made from recycled EPS foam sourced from manufacturing waste. The factory recycles their own waste stream products, those being the additional EPS and IXPE (the soft top material) shreds.

2% of net profits go towards charity initiatives (Waves for Water, Wave Warriors Surf Camp, Save the Waves).







## Body Boards

### **Hot Buttered Epic Cork Body Boards**

The world's first sustainable body board. Made from nature's finest waterproof and sustainable raw material: cork.

### **Bodyboard Fins**

Made from 100% natural rubber.

# Fins



## Bureo X Futures

These fins combine Bureo's recycled fishing nets with Futures' Compound 6 carbon and air infusion technology. All recycled materials are sourced from Bureo's fishnet recycling programmes in Chile. They are aligned with the 'Fin4Fin' campaign, a movement founded by The Lost Explorer and supported by Bureo, to bring awareness to protecting our finned friends in the sea. A dedicated portion of proceeds from the campaign benefit anti shark finning activism.



## Futures

Made from Reclaimed Wood Composite (RWC) that would have ended up in local landfills. RWC is an environmentally conscious product that requires no new trees be cut down.



# Leashes

## Revolve

The world's most sustainable surfing leash is made from two materials.

First, YULEX® which is an all natural rubber that reduces the CO<sub>2</sub> emitted in the polymer manufacturing process by up to ~80% compared to conventional neoprene.

Second, recycled PET-bottles. Polyester is made from certified post-consumer PET bottles in these products. Every 500 grams of recycled polyester yarn used in our products reduces raw material usage and energy consumption by 61000 BTU's. This is equivalent to 2 litres of gasoline.



# Traction Pads

## Kelly Slater Design Traction Pads

The most eco-friendly traction pads on the market. BLOOM foam is a high-performance flexible foam made from algae biomass harvested from freshwater sources around the world.

The BLOOM process helps improve the quality of waterways by removing excess algae that harms plants, animals, and people who rely on the ecosystem for survival, recirculates fresh water back into the habitat and aids in CO2 capture and sequestration.

The packaging is made with post-consumer backing, soy-based inks and a biodegradable wrapping.





# Rash Guards and Swimwear

## Fourth Element OceanPositive

Fourth Element OceanPositive products are made with recycled ghost nets – which are turned into Econyl to use in swimwear and rash guards.

The swimwear range is made from 78% recycled materials, expanding the range to include more Hydroskins, Hydro Leggings and a Core Range available year upon year.

Each piece of swimwear comes packaged in our new non-plastic bags. Made from cassava starch and other renewable resources, it biodegrades in months and can be recycled with paper or on a compost heap.



# Wax

## Matunas Organic Surf Wax

Matunas organic surf wax is the only non-toxic, biodegradable, petroleum-free, synthetic chemical free, eco-friendly surf wax, made using local ingredients from California.

They strive for environmental quality and ethics in their business by making ecologically-friendly surf products.

The surf wax is 100% natural. The packaging is made of recycled paper and soy ink.





# Sunscreen

## **MANDA Organic Sun Paste**

Ingredients: Thanaka, Organic Coconut Oil, Organic Beeswax, Organic Shea Butter, Organic Cocoa Butter, Organic Cacao Butter, Organic Cinnamon Oil, Non-Nano Zinc Oxide

Thanaka is made from the wood of a small tree in Myanmar. Thanaka has been used for over 2,000 years by Burmese people to protect the skin. This natural sunblock is pulverized on a stone slab and mixed with water to form a paste.

Thanaka is the most ecological solution due to its regenerative nature and can be grown locally through sustainable farming techniques.



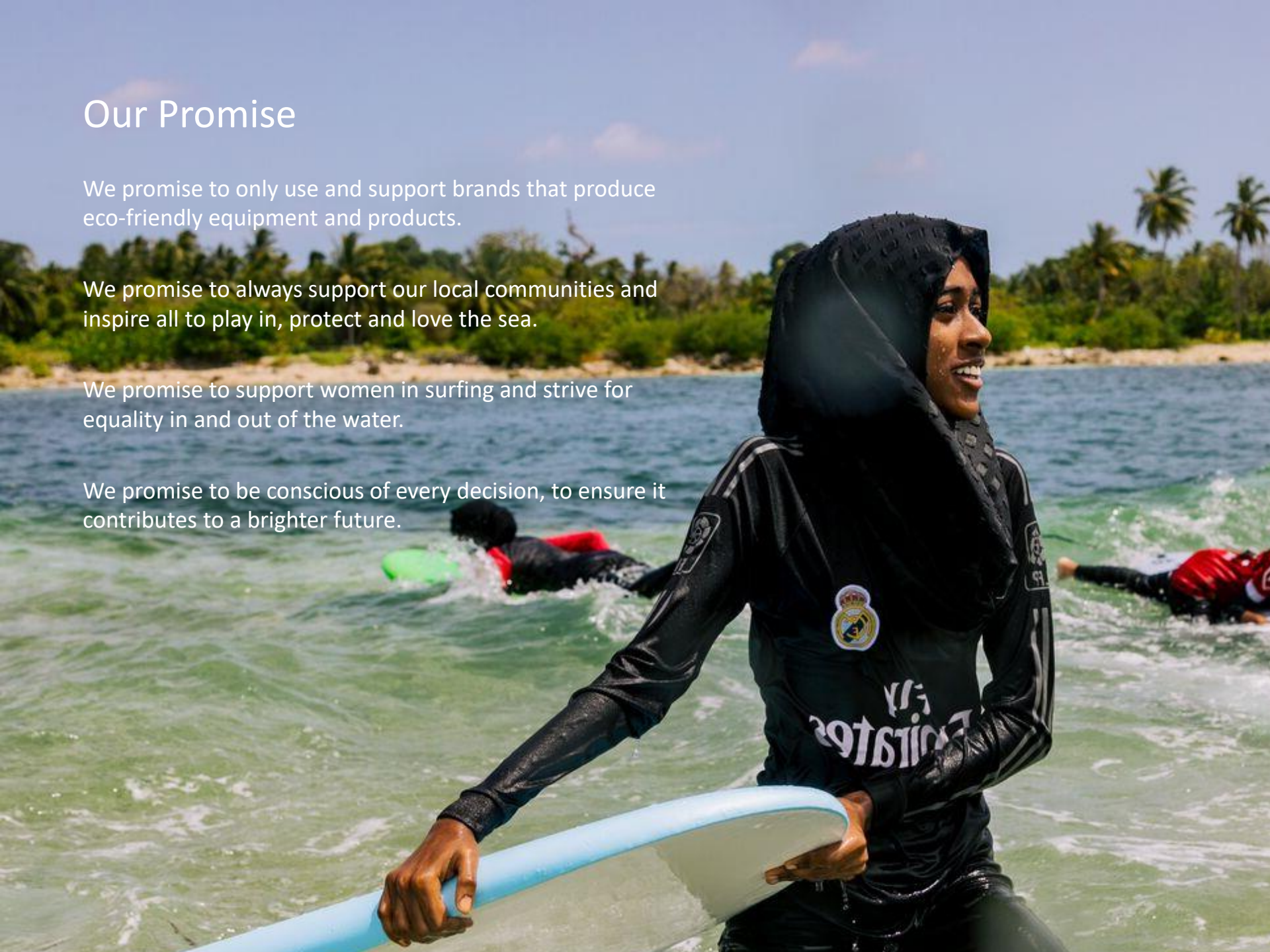
# Our Promise

We promise to only use and support brands that produce eco-friendly equipment and products.

We promise to always support our local communities and inspire all to play in, protect and love the sea.

We promise to support women in surfing and strive for equality in and out of the water.

We promise to be conscious of every decision, to ensure it contributes to a brighter future.





[www.soneva.com](http://www.soneva.com)

    @discoversonewa

For further information or questions, contact us:

**Azhoora Ahmed (Surf Experience Manager)**

Surf Experience Manager, Maldives

[E: surfmgr-fushi@soneva.com](mailto:surfmgr-fushi@soneva.com)