

WAVES for Development

Creating life-enriching experiences in coastal communities through educational surf programmes

WAVES for Development believes that surf travel should benefit the people and communities where it happens.



Location	Lobitos & Piura (Peru)
Organisation	WAVES for Development
Start-end date	February 2008 – ongoing
Target group age	10-30 years old
Reach	Approx. 270 volunteers and 200 participants since 2008
Partners	Peruvian Surfing Federation, Peruvian Sports Institute, Surf companies and Foundations
Key facts	Since its launch in 2008, 269 volunteers have served in Lobitos and over 180 youths have benefited from education, 7 consistent jobs for community members have been created, a surf photography business has started, a surf shop created, and a young female who learned to surf through WAVES has participated in international and national surf contests.
For inspiration	www.wavesfordevelopment.org

Summary

WAVES creates life-enriching experiences through education programmes, which develop youth into healthy and empowered adults, and surf volunteerism programmes, engage travellers and transform their views of the world and themselves. The idea originated in late 2004, when a group of local and international surfers shared a desire to help local youth who had few resources and enjoyed surfing.

Keys to success

Dual objective

WAVES is based on a dual mission: help the coastal community members, youth in particular, and engage and provide a lifetime experience to surf travellers who would like to volunteer. This allows a great cultural exchange and mutual understanding contributing to the success of the programme.

Engaging volunteers

Since the launch of the programme in 2008, around 270 volunteers have served in Lobitos for in excess of 702 weeks, contributing roughly 7,592 volunteer hours. Their presence, work and contribution are necessary for the programme's success.

Local mission and focus

WAVES for Development believes that surf travel should benefit the people and communities where it happens. In Lobitos, roughly a third of the local youth finish high school. Those who drop out of school generally undertake a traditional local job. WAVES specifically works at empowering community members, youth in particular, to pursue educational activities including setting career goals and living healthy lives.





Sport for All objectives

Improve public health and well-being

One of the key reasons behind the creation of WAVES is to help the coastal community members, youth in particular, and empower community members to pursue education activities. WAVES funds English classes for local youth in the school and adults in the community. It also funds an environmental education teacher for local youth in coordination with the local school.

Provide equal access to sport

A pillar of WAVES is to provide equipment, swim and surf lessons to local youth. Swimming and surfing programmes foster a healthy young community and provide a creative outlet for self-expression.

How is the programme communicated?

The dedicated website, social media and word of mouth are their biggest marketing tools.

How is the programme evaluated?

The programmes are evaluated on whether or not they are helping to enrich lives. The evaluation for volunteers is undertaken by comparing responses on the volunteer's original applications to those in feedback forms after their service. For the participants and community members, the organisation conducts a regular community consultation which entails going from house to house, in addition to tracking individual class participation and progress.

“WAVES offers the perfect combination of volunteering, surfing, learning and fun!”

Participant





Join the sporting society!

Globally, 1 in 4 adults is not active enough and more than 80% of the world's adolescent population is insufficiently physically active (World Health Organization). Let's reverse the trend and get moving.



Promote sport and physical activity

Recent changes in leisure and work practices, diet and a host of other trends has led to an increasingly sedentary lifestyle amongst the world's population. Sport for all programmes aim to promote sport and physical activity to mitigate the negative effects associated with these developments.



Improve public health and well-being

Sport and physical activity plays an important role in making societies healthier, happier and safer into the future. Successful sport for all projects help to stimulate these common benefits across entire communities.



Support active societies

Active societies involve many stakeholders such as parents, coaches, schools, local clubs, sports organisations, event organisers and grassroots activities, to name but a few. They can all be hugely influential in promoting healthier lifestyles within a community. Programmes that support and reinforce their efforts are vital for the encouragement and promotion of active societies around the world.



Provide equal access to sport

Every member within a community should have equal opportunity to live an active and healthy lifestyle. Effective grassroots programmes place a heavy emphasis on ensuring that all of their participants can enjoy this opportunity regardless of physical condition, race, gender, social conditions, geographical location or otherwise.



Foster Olympic legacy

The Olympic Games provide a source of inspiration and a vibrant expression of the Olympic values of excellence, friendship and respect. This unique power can energise communities to develop projects enabling and inspiring people to become and stay physically active into the future.

Become a key player in your community

A useful platform has been designed for organisations across the Olympic Movement that are managing Sport for All programmes, providing them with the knowledge, understanding and tools needed to improve existing programmes worldwide, as well as to create new ones.

Get inspired by more than 45 projects around the world

Learn more about best practices with our toolkit

Create your project based on proven academic research and experience of organisations

Share your experience and lead the way to inspire more projects

Connect with a vast network fueled by inspired partners

Find more information

- Sports and Active Society Programmes
- A Guide to Implementation
- www.olympic.org
- activesociety@olympic.org