



## PRESS RELEASE

### *Leave flowers not trash*

## roadsurfer launches Europe-wide sustainability campaign for Earth Day 2022

**Munich, 22.04.2022** – For Earth Day 2022, the outdoor travel expert [roadsurfer](https://www.roadsurfer.com) is launching an extensive Europe-wide sustainability campaign "leave flowers not trash". This affirms the company's continued efforts and commitment towards sustainable travel and environmental protection.

### Leave flowers not trash

Compared to air and long-distance journeys, or even cruises, a vacation in a campervan is more sustainable. Nevertheless, roadsurfer, as an outdoor travel enterprise, feels responsible for setting an example for climate protection ever since the company founding. With the ever-continuing camping boom, environmental pollution, and particularly the waste left on campsites are becoming a growing problem for the industry. With its "leave flowers not trash" campaign, roadsurfer is campaigning for environmentally conscious camping.



Throughout the "leave flowers not trash" campaign, roadsurfer is symbolically giving away seed confetti to customers and prospective customers to draw attention to environmental pollution and appropriate waste disposal. The compostable confetti promotes biodiversity and contains seeds from up to 23 native wild plant species. It can be ordered easily for free of charge at [www.roadsurfer.com](https://www.roadsurfer.com). In addition, roadsurfer is giving away 22 road trips, each worth 500€, for a sustainable and climate-friendly vacation. The grand prize is a 6-month camper subscription. And finally, for every generated lead of the campaign, roadsurfer donates 1€ to a European bee organization.

As part of the campaign activation, roadsurfer has organized influencer road trips through Germany, Austria, Italy, France, and Spain with a special edition roadsurfer "Flower-Power-Camper". The road trip messaging focuses attention on sustainable travel and shares insightful tips on how to be more environmentally conscious while travelling and camping. One highlight of the trip will include various beach cleanups along the route.



### Cooperation with KlimaKarl

Raising sustainability awareness is also an internal focus at roadsurfer. For this reason, roadsurfer is cooperating with [KlimaKarl](#) this year. During a three-week CO2-saving competition, all employees of the roadsurfer family compete against each other in teams and collect points by completing tasks in the mobility, nutrition, and resources sectors. The employees' collected points are tracked in the KlimaKarl app, added up, and the CO2 savings are calculated. Participants also receive helpful tips and tricks for a more climate-friendly everyday life via the app to motivate each other. At the end of the competition period, roadsurfer donates to green projects for each challenge completed.

### About roadsurfer

roadsurfer was founded in 2016. With its colorfully wrapped campers for rental, subscription, sales , and the booking platform [roadsurfer spots](#), it has become the leading outdoor travel expert in Europe. The roadsurfer campervan promise: 24/7 service, a ready-to-go camping package, flexible cancellation or rebooking up to 48hrs upon departure, free unlimited kilometers, and always the latest camper models.

The Munich-based company is active in its core business - the rental and sale of campervans - at over 50 locations in Germany, France, Spain, Portugal, Austria, Italy, Belgium, the Netherlands, England, Scotland, Switzerland, and Sweden. In 2022 the roadsurfer camper fleet will grow to 5,000 campers with the VW, Mercedes Benz, Ford, Westfalia, Knaus, and Bürstner models. With the launch of roadsurfer spots, the company has become a digital lifestyle travel brand in the globally growing outdoor travel market. Learn more on <https://roadsurfer.com>.