

ADAM CROSS, GERALD ARBUCKLE, NOAH LANE

FOAM CAFE, BUNDORAN, DONEGAL

STAND



THE STORY

Meet Adam, Gerald and Noah, three pals who have set up shop in the surfing paradise of Bundoran. The trio do a canny job of effortlessly bringing sustainability to their cafe, combining their love for surf and coffee under an overarching ethos of:

"Keeping things simple and doing them right."

Foam doesn't boast or brag about its sustainability—it naturally embeds it into everyday decisions, from the ethical coffee it serves, the local artists it supports, to the seasonal food it serves up.

"We support Irish, sustainable, ethical produce that we believe in."

The lads have created a vibrant

and welcoming space for the community, and host regular events such as film screenings and BBQs.

"A big element of the cafe is to bring the community together."

Their Waste to Waves project is a collaboration with design company 'We Are Others' which upcycles plastic milk bottles from the cafe into handplanes for surfers and swimmers. The bottles are melted, moulded, clamped and then transformed into beautiful mottled handplanes which help swimmers and surfers ride waves faster and with more control.

Created in a backyard shed by the guys from Foam, the handplanes have been a big hit, but they aren't focused on measuring the project's success.

As with everything they do at Foam:

"The most important part is having fun."

THE WHY

"Our ethical mindset comes from having care for our environment. We don't have to think about it. We just do it."

THE HOPE

"Our hope comes from seeing people's will to change."

THE CHALLENGE

"Bring your own reusable cup for takeaways. It's a small but positive step, and it does make a difference."

THE RECOMMENDATION

BOOK - *Let My People Go Surfing* by Yvon Chouinard.
DOCUMENTARY - *We The Power* by Patagonia.

To find out more visit foambundoran.com or follow the lads on on Instagram [foam.bundoran](https://www.instagram.com/foam.bundoran)

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We try our best to do what we can, because why wouldn't we?

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CHANGE
PRODUCTION

Photo by Jacqui Devenney Reed

