



# The Drive toward Sustainability: Impacts, Opportunities & Resources for the Superyacht Industry

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# CHARTING SUSTAINABILITY

*“Our only shareholder now is the planet”*

Yvon Chouinard (Mr. Patagonia )

Water Revolution Foundation

The 2 pillars systemic approach:

- Ecological footprint
- Ocean conservation



# 14 LIFE BELOW WATER



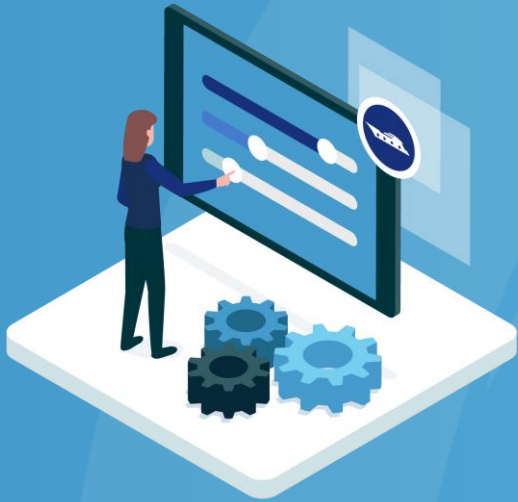
## SUSTAINABLE DEVELOPMENT GOAL 14

the Blue Economy call to action

Impacts, Opportunities & Resources for the  
Superyacht industry

*“Conserve and sustainably use the  
oceans, seas and marine resources for  
sustainable development” (SDG 14)*

# ECOLOGICAL FOOTPRINT OVERVIEW OF ACTIVITIES



YACHT  
**ASSESSMEN**  
T



YACHT ENVIRONMENTAL  
TRANSPARENCY  
**INDEX**



**DATABASE**  
OF SUSTAINABLE  
SOLUTIONS



**EDUCATIONAL**  
PROGRAMME



# YAT

## It starts with measuring

<https://www.youtube.com/watch?v=SEi3NxZg6Ck>

- WRF developed a specific tool to scientifically assess the environmental impact of superyachts
- YAT is based on Life Cycle Assessment (LCA)
- It can assess an entire yacht or a particular part of it
- Ultimately this tool is aimed as decision support system
- It is being fine-tuned with partners through joint case studies





# YETI

## Rating superyachts

Tool to benchmark  
yachts on their  
environmental  
credentials

Stimulating &  
rewarding choices  
for innovative

technology that  
reduces  
environmental  
impact

Under  
development  
through a joint  
industry project

YETI 1.0 launched  
in Novembre 2021



# Verified solutions

- Providing key decision makers with the solutions to reduce environmental footprint for build, operation and refit
- Verification assessments are conducted by Water Revolution, providing a valuable assessment report
- Only verified solutions are promoted through our database



# Blue finance emerging opportunities

Stepping up  
**biodiversity,**  
**climate change resilience**  
**and finance stability**





# OCEAN ASSIST Superyacht industry Blue Carbon programm

Important  
Marine Mammals  
Area (IMMA)  
The Blue Carbon  
revolution

# THANK YOU

## Find out more

[waterrevolutionfoundation.org](http://waterrevolutionfoundation.org)