

The Superyacht Business Report

TECHNOLOGY

“VR allows the next generation of clients to become genuine co-creators who are dynamically involved in the design of their future yacht rather than just passive viewers.”

**CEO and founder, Anchor VR,
Anastasia Yushkova**

FLEET

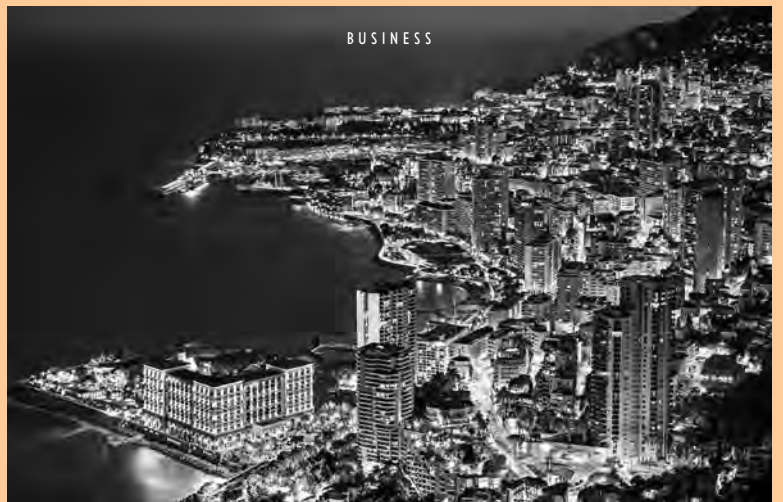
€440,424,140

Sum of four Burgess sales, accounting for 37% of all sales in the first half of 2019.

OPERATIONS

Is Genoa more than just a centre of shipbuilding? We explore the many ways that the region is developing its superyacht offering.

BUSINESS



OWNER

“The industry chases a slick, corporate professionalism with a superficial facade because that’s what’s expected. But our customers don’t want that; they actually really like interaction on a smaller scale, having a real conversation.”

Kiran Haslam, Princess Yachts

DESIGN

Let the new wave be[gin]

TSR returns to the pub, but this time it’s with the next generation of design talent.



What part will you play? Henk de Vries, CEO of Feadship and founding chairman of the Water Revolution Foundation, reflects upon the Foundation's first year and looks at what the future has in store for the organisation.

ABOUT HENK DE VRIES

1987

YEAR HE STARTED WORK
IN THE FEADSHIP-DE VRIES
FAMILY BUSINESS

**STARTED WITH
HULL NUMBER 636**

NOW AT HULL 708 IN AALSMEER AND
IN MAKKUM, WHERE THEY BUILD YACHTS
OVER 80M NOW AT HULL NUMBER 8,

GAUDEAMUS

6.8M 1933 SAIL BOAT, BUILT
BY HIS GRANDFATHER,
WHICH HE ENJOYS SAILING

**FOUNDING
CHAIRMAN**

OF WATER REVOLUTION
FOUNDATION

We have already started a number of smart initiatives including ways to offset yacht pollution and the development of an energy label for specific yachts.

The past year has been a very eventful one for Water Revolution Foundation. As I write this, the board is preparing for our second major presentation to our fellow professionals at November's Superyacht Forum in Amsterdam. In my decades with Feadship, I've seen how things can move quickly once decisions are taken for an innovative new path, but the speed at which Water Revolution Foundation has taken off since we first addressed our peers last November has amazed and delighted me in equal measure.

Today, Water Revolution Foundation is an established non-profit foundation under Dutch law, an independent science-driven body with an independent board that I chair. We are leading the way in encouraging everyone involved with building and operating large yachts to take responsibility for the impact they have on the environment – and we've come a long way in a very short time.

For me personally, I remember being inspired a couple of years ago when sustainability scientist Dr Vienna Eleuteri was given the role of sustainability manager at VSY shipyard, the first person to have that title in our business, I believe. Vienna is an idealistic scientist who was looking for a way to express her eco-friendly beliefs in the yachting world. She impressed me with her convictions at a time when I was also looking hard at how Feadship can play its own part by creating a yacht that is as clean as a sailboat and as practical as a motorboat. We are also convinced at Feadship that future-proofing our family business and the industry at large should be an important business driver in the coming years because the responsibility for future generations lies in our hands.

Vienna was one of the initiators of what became Water Revolution Foundation and today, as vice-chair, connects science to the impact that superyachts have on the

environment and our scarce resources. I was pleased to join forces with her at the inaugural stage along with designer Philippe Briand and Martin Redmayne from The Superyacht Group. Later, we welcomed on board executive director Robert van Tol and treasurer Louis van Beurden and, after several months of brainstorming, decided to go for an official launch at The Superyacht Forum last November. We booked the space and shared the news. But with METSTRADE and the other forum spin-offs as competition, would anyone turn up?

I am used to flying around the globe to meet the world's wealthy movers and shakers as prospective clients for Feadship. I've addressed many meetings over the years. But despite all that experience I don't mind admitting to a few nerves about how our audience might react on that Monday in Amsterdam. It was heartwarming then to see that the hall was filled to capacity. Better still, the hundreds of attendees were enthusiastic about finding new ways to act on the environment.

We made it clear that the objective of Water Revolution Foundation is not to supersede or take funds from other worthy organisations working on environmental issues – whether that be plastic in the oceans or the coral reef beneath. Our initiative is aimed specifically at the superyacht industry, funded by companies and individuals active in this sector. We explained our goal of becoming the collective conscience of the superyacht world, examining the polluting effects of our activities and the scarce resources we are using.

While this event was very promising, in November 2018 we had little to back up our enthusiasm. Water Revolution Foundation had no website – in fact we didn't even have a bank account, just a genuine conviction that this was an eco-

responsible idea that was worth pursuing within the industry, not only in terms of the environment, but also in future-proofing our industry and being an innovative sector that young talent would want to join.

Hard cash was needed which the four founding companies provided while we sought further funding from within the sector. Yards, architects and suppliers alike responded well – and I especially loved the way our friends at Lürssen laid down the gauntlet with a big 10-year commitment provided that we at Feadship did the same. We accepted the challenge of course! Rybovich also came on board for a decade, while Abeking & Rasmussen, Alexseal, Benetti, Damen/Amels, Heesen Yachts and MB92 are among those to have since made significant multi-year commitments. Others are in talks and we are now in business far faster than I had expected.

So what's next? We have already started a number of smart initiatives including ways to offset yacht pollution and the development of an energy label for specific yachts. This is based on the YETI project (Yacht Environmental Transparency Index) that was first started by Feadship De Voogt, which has shared its know-how and allowed Water Revolution Foundation to take things to the next level. Concrete results are already apparent as we consult experts at other leading superyacht companies.

On to this November then, when I hope we will again see a full house at our presentation in Amsterdam. We will be sharing our achievements and encouraging more of you to become involved in this essential venture. The past year has shown beyond doubt that when good people come together with sound intentions, great things can be achieved. So, taking this into consideration, we ask 'what part will you play?' **HdV**