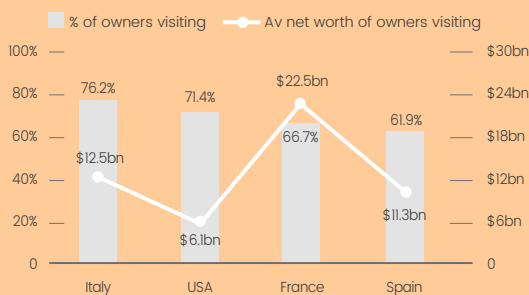


# The Pacific Superyacht Report

## FLEET

### The West Coast Ownership Report



## BUSINESS

*“It’s 4,500 miles from Florida to Monaco, but to go from Brisbane to Tokyo it’s only 4,000 miles. Yachts can also migrate through various destinations to get there as well – a luxury you don’t have between the Caribbean, America and Europe. Therefore, we need to get that perception over to captains and owners.”*

**Nigel Beatty, chairman,  
Asia Pacific Superyacht Association**

## DESIGN

*“Clients will always have a vision about what they want to achieve. Even the ones that go, ‘I don’t care’, they do care. They might relate it to a hotel or something else, but it is completely there.”*

**Tim Gosling**

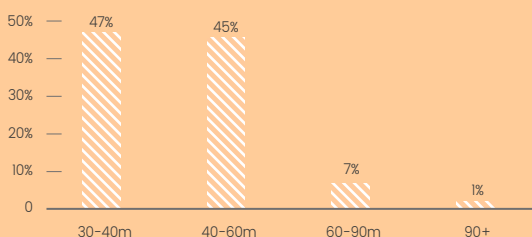
## TECHNOLOGY

### METSTRADE focus

The most innovative products, systems and services from the superyacht supply chain’s annual gathering.

## OPERATIONS

### Floridian superyacht cruising 2015-2018



## OWNER





# My children's influence on the next generation

## Martin Redmayne, Chairman of The Superyacht Group and board member of the Water Revolution Foundation, on what really inspires him to be more sustainable.

### ABOUT MARTIN H. REDMAYNE

**TSG**

MARTIN FOUNDED THE SUPERYACHT GROUP IN 1992 IN A SMALL OFFICE ABOVE THE RIVER CAFÉ WHERE EIDSGAARD NOW HAS ITS HQ

**22**

AGE AT WHICH HE FIRST WORKED ON A SUPERYACHT, THE 90FT PALMER JOHNSON NAZENIN III

**POLZEATH BEACH**

FAVOURITE PLACE IN THE WORLD TO WEAR HIS WETSUIT AND PLAY ON THE WAVES

**1,000+**

THE NUMBER OF SUPERYACHTS HE HAS STEPPED ON BOARD IN HIS 33-YEAR CAREER

## We have to consider our impact on the planet, not just the ocean, and build a perception from outside the industry that we are green, clean and 100 per cent responsible.

I haven't written for *The Superyacht Report* for some time but I feel I have to share my opinions on an issue that is very important to me. Over the past five years, as my three children have become young adults and developed very strong opinions, they have definitely started to influence the way I live. They are all very focused, as are many of the next generation, on the 'green agenda' – specifically in the arena of sustainability, the environment and long-term planetary impact because they will be the guardians of the planet long after I have floated over the horizon.

This summer, I managed to escape with the family to Costa Rica, Chamonix and my favourite place in the world, North Cornwall, while my middle son, Rex, experienced much of South East Asia as part of his pre-university gap year. So I was more aware of our impact on the planet than I had been for a while.

Everywhere I walked, sat, lay or swam, I observed examples of the 'green agenda', little things and big things: bamboo straws, refillable water stations, eco-sunscreens and cleaning products with less impact. I even spent my week in Cornwall wearing the same pair of shorts and t-shirt for four days to reduce the amount of laundry. As my daughter said, "You don't need to wear new clothes every day if they're not really dirty."

However, the biggest impact on my own 'green agenda' came from my time in Costa Rica, a country that prides itself on its environmental culture and credentials; it's embedded within the population, the businesses, the tourism and the country's brand messaging. Everyone from tour guide, taxi driver, hotel maid, barman, shopkeeper to local children on the beach is focused on reducing the need

for fossil fuels, cutting down on plastic and conserving energy. In fact, they have just enjoyed two years as a country that has had zero dependence on fossil fuels, with geothermal, solar and hydro power driving their economic output.

It's the eco-culture I witnessed in Costa Rica that made me consider how the superyacht industry can build a cultural shift and a strategy similar to that of such a small diverse country. Thousands of very wealthy tourists visit the country for its eco-values and they love to say they've experienced the wild and raw natural eco-system, the rainforest and been part of an eco-project in the jungle – part philanthropic, part experiential.

So in my humble opinion, and now in my role as a board member of the new Water Revolution Foundation, we have to develop an urgent industry-wide culture of sustainability rather than merely a campaign or PR machine. We can no longer use the argument that clients are not asking for it. We have to take responsibility to change the way we do things. We have to name and shame companies and products that don't fit with the culture. We have to consider our impact on the planet, not just the ocean, and build a perception from outside the industry that we are green, clean and 100 per cent responsible.

There will be those who say that sustainability and superyachts is incongruous but this is a typical attitude of the older generation or the cynics. When I look at other industries involved in luxury tourism – aviation, hospitality and automotive – everyone is essentially working hard to reduce their impact: lights that automatically turn off; air-flow systems to cool the air rather than air-conditioning that creates unnatural

temperatures; using multiple waste bins for a variety of recyclable materials; renewable energy sources; supply-chain management with local partners to reduce shipping costs and impact; bans on aerosols and non-eco-friendly cosmetics and sun blocks; and bath towels being reused rather than washed daily.

When I think of sustainability in superyachting, I'm not just talking about diesel engines and fuel consumption or the amount of energy required to operate a superyacht. We have to consider every possibility of reducing our impact at every level across the industry. How many brochures, plastic bottles, magazines, pallets of merchandise and other marketing elements will be used over a year at yacht shows? How many companies use inefficient lighting or heating systems? How many shipyards and refit facilities throw away and dump materials or a product that is not useable due to a quality-control process?

As part of my role at The Water Revolution Foundation, I want to build a cultural shift in superyachting so that everyone who works in our industry thinks about how we can reduce our impact and actually do something about it. Yes, we can build more sustainable superyachts, and there are many who are working towards this, but I'd like to ask everyone at all levels to seriously consider what they are personally doing in terms of sustainability.

This isn't just about sending money to support eco-charities or attending parties with green credentials but rather, like the small country of Costa Rica, adopting a strategic and clear culture of sustainability. I think we owe this to our children and the next generation. **MHR**