

The Superyacht Shipyards Report

Guillaume Plisson



How a yacht's operational profile influences its propulsion configuration.

Our annual analyses of the new-build and refit markets' performance.

The behemoth builders of Germany: the largest new builds on earth.

How the shore power demands of the largest superyachts are spiralling.



Why the superyacht industry needs a code of conduct

As the superyacht industry enters 2020, a period we have coined the 'Decade of Sustainability in Yachting', we're excited to launch the very first industry-wide Code of Conduct. If you're not already familiar, a code of conduct sets out the rules and responsibilities of an individual or an organisation. Our Code is made up of 10 commitments that, when implemented and adhered to in daily practice, will make a real difference in reducing the footprint of the superyacht industry. Those who sign our Code of Conduct know what will be expected from them, commit to these principles and know that fellow signers are doing the same and can be held accountable if they do not.

We're stronger together but, individually, we each have the power to make a difference. That's why our Code of Conduct confirms the collective approach but also sets out the influence and responsibility of individuals.

There will be opportunities to symbolically sign our Code of Conduct at various industry events throughout 2020. Otherwise, it can be signed digitally online.

The reasoning behind the 10 commitments that make up Water Revolution Foundation's Code of Conduct:

1. We recognise that, as the superyacht industry, we owe it to our strategic position to drive change.
The superyacht industry is in a unique strategic position. We are blessed with extraordinarily influential clients who have the ability to drive sustainability and make a truly positive impact. By co-creating cutting-edge innovations that find their way to other (maritime)

industries, the superyacht industry can function just as Formula 1 functions for the car industry. Each new-build project should be seen as an opportunity to develop and embrace technology that pushes the boundaries, reducing the otherwise long time-to-market of such inventions. New technologies can also be installed during maintenance and refit operations of the existing superyacht fleet to upgrade existing yachts. With clients who can make a real difference, we are in a strategic position to facilitate this.

2. We are determined to protect the oceans from degradation, to support ocean conservation and to leave the oceans in better shape than before.

The oceans are the most critical natural resource for the superyacht industry. They are irreplaceable and technology cannot provide a substitute. The statistics are sobering. Oceans absorb 30 per cent of the CO2 that is released into the atmosphere. However, as CO2 levels in the atmosphere rise so do the levels in the ocean, increasing their acidity and affecting many ocean species (National Oceanic and Atmospheric Administration). We must act now to ensure the future of not only our industry, but also that of life on planet Earth.

3. We respect the oceans because they are a crucial stakeholder of the superyacht industry.

We sail the world's oceans to enjoy the beauty of nature. Without a healthy ocean to enjoy, there's little reason for yachting. In this way, the superyacht industry is the only maritime sector that directly depends on the health of the oceans. The healthier the oceans, with flourishing marine life and colourful corals, the more attractive yachting

becomes. Oceans are therefore crucial stakeholders to our industry and it is time we treated them as such by becoming stewards of these life-supporting systems.

4. We commit to sustainable consumption of natural resources and impact-free production to meet the needs of present and future generations.

It goes without saying that harming nature or polluting oceans is directly in conflict with what drives our industry. It's our responsibility to ensure yachting is free from negative impact and nurtures its most important natural resource: the oceans.

As an industry, we should use natural resources that we need to manage responsibly. Luxury should not come at the cost of nature or add to the endangerment of species. At all times, we need to refrain from exploitation and negative impact on nature and local communities that could cause conflict.

5. Each person and organisation takes individual responsibility from their position to drive positive change.

Get started now. There's much that can be done, even from your own backyard. We all have the responsibility to continuously improve on what is within our direct reach. We each have more influence than you may think, not to mention how we can inspire or help others.

6. We actively propose sustainable solutions to our clients and demand sustainable solutions from our suppliers.

We are all part of the supply chain that makes up the life cycle of a yacht. We

are impacted by the person in the chain before us and our decisions impact those after us. It's important that we realise that the choices we offer, or decisions we take, will affect the rest of the supply chain. At the same time, we are all in a position to request a better product or service from our suppliers. This will have a snowball effect and result in a more sustainable superyacht industry.

7. We support the mission of Water Revolution Foundation and embrace its sustainable solutions and tools to drive sustainability in the superyacht industry.

To future-proof the superyacht industry, reducing our environmental footprint and preserving the world's oceans is vital. Water Revolution Foundation started from within the superyacht industry to provide the platform for collaboration and to develop the tools needed to drive sustainability. To succeed, the superyacht industry must collaborate and coordinate, setting standards and sharing solutions, working with the same set of tools and in the same direction.

8. We recognise that our future is relevant only when we conduct business in a sustainable way, sharing knowledge and information in order to reduce the superyacht industry's environmental footprint.

There's no Plan B for the planet nor a Plan B for the superyacht industry. While we cater to a very niche market, this is no excuse – nor is it a reason for exemption. In fact, it gives us even more responsibility to utilise our unique position. We need to overcome our reservations and realise the potential of sharing knowledge and information. Together, we can achieve more – and faster.

CODE OF CONDUCT

A new pact to nurturing ocean and human vitality by the global superyacht industry

1. We recognise that, as the superyacht industry, we owe it to our strategic position to drive change.
2. We are determined to protect the oceans from degradation, to support ocean conservation and to leave the oceans in better shape than before.
3. We respect the oceans because they are a crucial stakeholder of the superyacht industry.
4. We commit to sustainable consumption of natural resources and impact-free production to meet the needs of present and future generations.
5. Each person and organisation takes individual responsibility from their position to drive positive change.
6. We actively propose sustainable solutions to our clients and demand sustainable solutions from our suppliers.
7. We support the mission of Water Revolution Foundation and embrace its sustainable solutions and tools to drive sustainability in the superyacht industry.
8. We recognise that our future is relevant only when we conduct business in a sustainable way, sharing knowledge and information in order to reduce the superyacht industry's environmental footprint.
9. We embrace the UN 2030 Agenda for Sustainable Development as the foundation for our plan of action for people, planet and prosperity.
10. As we embark on this collective journey, we take the responsibility that everyone in this industry is empowered to join our Revolution.

9. We embrace the UN 2030 Agenda for Sustainable Development as the foundation for our plan of action for people, planet and prosperity.

The world is rapidly waking up to the consequences of unsustainable use of natural resources and pollution caused by human behaviour. The superyacht industry cannot be an exception to the internationally coordinated efforts and needs to align itself with the Sustainable Development Goals set by the UN so we can turn the tide before it's too late.

10. As we embark on this collective journey, we take the responsibility that everyone in this industry is empowered to join our Revolution.

In a sustainable world, no one is left behind because we need each other to make the necessary changes. The same can be said for our industry. To future-proof our industry, we must work together. Sustainability is not a competition; it's our responsibility to future generations. **RVT**

“We need to respect the oceans and take care of them as if our lives depended on it – because they do.”

MARINE BIOLOGIST DR SYLVIA EARLE