



WATER
REVOLUTION
FOUNDATION

HIGHLIGHTS FROM THE THIRD YEAR

ANNUAL REPORT

2021/2022

waterrevolutionfoundation.org



**WATER
REVOLUTION
FOUNDATION**

Driving sustainability in
the superyacht industry

ANNUAL REPORT

2021/2022

Water Revolution Foundation is a registered non-profit operating under Dutch law. It is a 'stichting', which is 'an institution aiming to achieve a certain goal'.

Water Revolution Foundation has been granted the status of 'Algemeen Nut Beogende Instelling', or 'Public Benefit Organisation'. This is a non-profit tax designation in the Netherlands issued by the Tax Office in accordance with the general tax laws. Strict criteria have to be met, including that at least 90% of the organisation's efforts are focused on the greater general good, beyond the interest of the sector it is operating in or that of its partners.

This annual report is digital-only to ensure that the foundation is doing what it can to reduce its own footprint.

Note that this report covers both the third financial year and the third activities year of the foundation. This report covers 12 months and informs about the results by the foundation between 1 July 2021 and 30 June 2022.

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CHAIRMAN'S REPORT



Dear Water Revolutionaries,

When we started our Water Revolution Foundation three years ago with the goal of making the Superyacht world more sustainable for the near future, little could we expect our modern world to be at old-fashioned dirty war in 2022, with catastrophic consequences for nature, people and the business supply chain. Our Foundation was grounded in science, and responsible science transcends borders, believing in the good of all mankind, and helps society in providing direction to create a better future for all.

We coined the term “Revolution” to emphasise urgency, in a light-hearted tone of voice. And the Superyacht community has responded, overwhelmingly. Our industry is small and tightly knit, most key players know each other personally, and our clients are supportive of change towards a cleaner industry. Contrary to heavy industry, we can afford to strive for clean seas and a small footprint.

“For shipping the ocean is the highway, for yachting it is our garden”

In the world of today, even more urgently with the looming fossil energy crisis, our Foundation has the obligation to find sustainable direction to inspire all in our luxury market. Together, we have the opportunity to show the world that luxury can be developed in harmony with the planet and its people. As we embark on our second three-year plan, we look forward to work together with you on furthering our ambitions.

The past year has been excellent, with the following highlights of stepping stones towards our collective mission. Renowned members of the yacht design community have

taken the bold move for a Sustainable Yacht Design Taskforce, utilising the collaborative platform our foundation provides, to take a more coordinated approach for their influential role so early in the process to steer towards more environmental friendly new projects. Environmental credentials of new designs need to be proven however, therefore the Yacht Environmental Transparency Index (YETI) will play a vital role. In the upcoming months the YETI 1.0 becomes available as an objective measuring tool, able to compare new and existing yachts on their environmental credentials. While reducing our environmental footprint is vital, looking after the very reason yachting exists, the oceans, is equally vital for our industry to have a sustainable future. I was particularly pleased with the group of colleague yacht builders embracing the GT-based contribution to the effective IMMAs project to map the natural habitats for marine mammals, vital for a healthy ocean. We hope more actors in the industry are willing to make such a commitment and make ocean conservation a structural positive impact by our unique sector.

Even more than when we started, our small Superyacht industry can show Revolution and lead the way. We owe this to the next generations. Let us build not only the best but also the cleanest boats!

Henk de Vries III
Chairman

EXECUTIVE DIRECTOR'S REPORT



This year concluded our first three-year plan. Starting up a new organisation is a challenge, but to keep it going in challenging times is something else. To keep showing progress and output we relied on collaboration with partners, primarily inside the yachting sector and those that support our foundation. Despite supply shortages, increased costs and adapting to the new normal with Covid amongst workforces, our partners continued to support us and we were able to welcome new ones.

The sustainability topic and to a certain extend its urgency seems finally becoming well-established in yachting. And although we have been covered fairly well by the yachting media, still quite some professionals or entire groups in the sector are not really aware of what we are doing. So we need to be even more present and loud. Especially as now we have the answer to many questions and needs.

What started as a promise to the partners considering supporting us from the early days in 2019, became in fact reality. We developed the tools that the industry needs to make the transformations to become a sustainable sector. It is now “just” about implementation and utilisation of these tools.

This annual report shows you the highlights from this past year. We completed some interesting researches, including a marina study, where we looked at port entries of yachts based on AIS data, to know which are the most frequently visited marinas, to subsequently look at the local energy grids and the impact of those to integrate that impact as shore power inside YETI. Another study we completed was that of main engines onboard of yachts, for which we received data on the superyacht fleet by SuperYacht Times. We also expanded the team with an experienced naval architect, who complements our environmental expert and junior engineer.

One of my personal highlights was the collaboration with Thomas Kolster, a sustainability communication guru. Together we developed a set of 10 sustainability communication guidelines for the yachting sector, ensuring constructive messages and avoiding (unintended) greenwashing. When checking messages with these 10 points, the chance on boomerang effects are significantly reduced.

Apart from the direct environmental pressure, the pressure in society to justify resources used for which purpose is (or should be!) a big wake-up call for yachting to change its course. We should want to be on the right side of history in a few decades from now and maintain our license to operate. What needs to happen to do so is partly laid out in our new three-year plan. This requires a coordinated plan with more broader commitment from the industry than the companies supporting our foundation at the moment. Therefore it is time to encourage your peers to truly collaborate to progress together.

It starts with properly measuring impact and subsequently developing and embracing solutions. Yachting needs to adapt and has an opportunity to lead, given the fact it works with the most affluent clientele. Such opportunities turn at some point into responsibilities, and when opportunities remain unutilised, other forces will come in to enforce progress. Yachting's corporate social responsibility is to utilise the resources available. At the foundation we are super keen to continue to deliver on our plans, and as such, continue to guide the yachting community towards a sustainable future.

Robert van Tol
Executive Director

AT A GLANCE

WATER REVOLUTION FOUNDATION IS TAKING THE LEAD TO REDUCE THE SUPERYACHT INDUSTRY'S ECOLOGICAL FOOTPRINT AND PRESERVE THE WORLD'S PRECIOUS OCEANS.

The superyacht industry is in a unique strategic position. Our extraordinarily influential clients with a passion for the ocean have the ability to drive sustainable solutions and, as such, be a true force for positive change. In order to drive this sustainable revolution, Water Revolution Foundation serves as collaborative industry platform for like-minded companies and professionals to work together.

Water Revolution's mission is to drive sustainability in the superyacht industry through collaboration and innovation, leading the way towards significantly reducing its ecological footprint by while also preserving the world's precious oceans. Healthy oceans are not just vital for the future of the superyacht industry, they are crucial for the planet's wellbeing.

The foundation is action-driven and output focused. Defining realistic goals that ensure progress and show that real action is taken. The 2030 international agenda defines the minimum goals. As yachting sector we are able to accomplish and even exceed these goals through collaboration and the ambition to be at the forefront and as such future-proof. Since Water Revolution Foundation started its activities in June 2019, we accomplished the following.

9 SUSTAINABILITY IN PRACTICE MANAGEMENT COURSES HELD

130 TRAINED INDUSTRY PROFESSIONALS

1ST ONBOARDING WORKSHOP FOR YACHT ASSESSMENT TOOL HELD

17 DESIGNERS JOINED THE NEW SUSTAINABLE YACHT DESIGN TASKFORCE

13 ANCHOR PARTNERS

+ CORPORATE PARTNERS

26

60 YACHTS IN YETI FLEET REVIEW

40% OF TARGET CROWDFUNDING GOAL FOR IMMAS NORTH ATLANTIC PROJECT COLLECTED

3

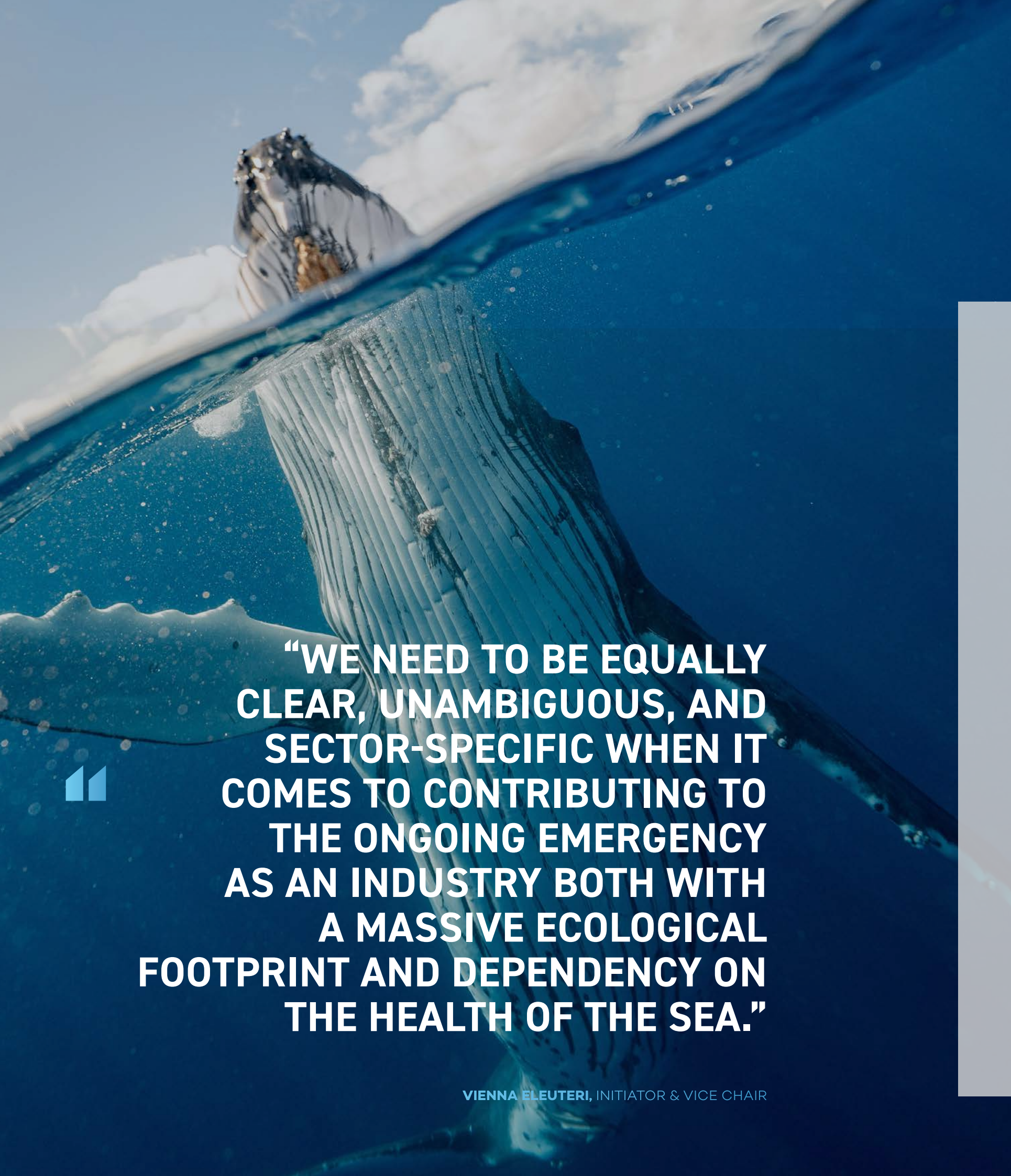
3 STRATEGIC PARTNERSHIPS WITH LEADING INDUSTRY EVENTS

3

SOLUTIONS VERIFIED FOR DATABASE OF SUSTAINABLE SOLUTIONS

73

SIGNATORIES OF OUR CODE OF CONDUCT



“WE NEED TO BE EQUALLY
CLEAR, UNAMBIGUOUS, AND
SECTOR-SPECIFIC WHEN IT
COMES TO CONTRIBUTING TO
THE ONGOING EMERGENCY
AS AN INDUSTRY BOTH WITH
A MASSIVE ECOLOGICAL
FOOTPRINT AND DEPENDENCY ON
THE HEALTH OF THE SEA.”

VIENNA ELEUTERI, INITIATOR & VICE CHAIR

OCEAN CONSERVATION

A LETTER FROM VIENNA ELEUTERI

‘We have taken the ocean for granted and today we face an ocean emergency, we must turn the tide’

United Nations’ Secretary General António Guterres at the Lisbon UN Ocean Conference last June.

In August this year countries once again failed to conclude negotiations on a new treaty for the governance of the High Seas. While the institutional roadmap to a concrete and effective agreement moves through the ongoing negotiations, the private sector urges to embrace solutions and to act ‘with one strong voice’.

Our chance

We need to be equally clear, unambiguous, and sector-specific when it comes to contributing to the ongoing emergency as an industry both with a massive ecological footprint and dependency on the health of the sea. Yet, human impact on marine ecosystems is a two-pronged stick. While we are responsible for significant damage, we also have agency over potential outcomes. Therefore, there is no bigger opportunity for the yachting community to step up the plate now and take on the strategic role it can have.

Water Revolution Foundation’s mission is set to accomplish the reduction of environmental impact and the conservation of our precious oceans together. We are thankful to

see more and more how this two-fold approach is making its way into our sector. With special gratitude to our partners at all levels.

There are still large gaps in what we know about the ocean, yet it’s a fact that we have all the reasons why we need to manage it sustainably, addressed under the Sustainable Development Goal (SDG) 14 (life below water), as a central rather than isolated component of the 2030 Agenda for Sustainable Development.

Science is clear: anthropogenic threats including deoxygenation, ocean acidification, oil spills, plastic pollution, overfishing, and our unsustainable use of its resources, mean that the ocean’s survival is in jeopardy. The ocean is responsible for 50% of the oxygen we breathe, provides food, livelihoods, and mineral and energy resources to billions of people around the world, is a home to a multitude of flora and fauna, and the world’s oceanic ecosystems acts as our blue planet’s best “carbon sink”.

Assisting the ocean

In addition to taking responsibility for our sector’s ecological footprint, at Water Revolution Foundation we’ve paved the way for our Ocean Assist program by launching our first endorsed marine conservation project supporting the implementation of an Important Marine Mammals Area in the North Atlantic, a common route

Our role as a foundation is, on one side, about collecting support and funding the significant implementation of a program widely recognized for the management of marine habitats to protect their biodiversity by the international scientific community. On the other side, it's about - in its unique and strategic aspect - being one of the stakeholders in a partnership between public and private actors, the scientific, institutional, and business communities, all working together to adopt an approach identified by marine science to be the best solution.

Together we can avoid damage and restore ocean ecosystems, removing carbon from the atmosphere and moving our sector towards net zero emissions, as envisaged in the Paris Agreement on Climate Change.

Ocean Assist, fully implemented, would represent a 'whole-ocean' approach to marine conservation and sustainable use - the only way to effectively tackle the biodiversity and climate crisis currently afflicting our planet's life support system and at the same time to proactively respond to the opportunities offered by the blue carbon and blue finance.

Blue carbon

The term "blue carbon", coined in 2009, refers to the carbon stored in coastal and marine ecosystems thanks to which, according to the latest Intergovernmental Panel on Climate Change (IPCC) report, oceans have sequestered more than 60% of the carbon dioxide emitted by humans over the last 150 years.

The blue carbon ecosystems are particularly important for their capacity to store carbon within the plants, in the sediments below, and marine fauna. Scientific assessments show that they are more efficient in sequestering carbon than terrestrial forests and are thereby considered a key component of nature-based solutions to climate change.

Actually, the so-called established blue-carbon solutions - focused on mangroves, salt marshes, and seagrass meadows - offer

abatement of 0.4 to 1.2 metric gigatons of carbon dioxide (GtCO₂) per year. Emerging solutions - powerful group of options mainly focused on protecting and restoring marine fauna, from oysters to whales - add up to about 1.8 GtCO₂ per year for a total of approximately 3 GtCO₂ per year. To put these numbers into context, anthropogenic CO₂ emissions are currently about 40 GtCO₂.

Alongside the climate case for blue-carbon solutions, these approaches have potentially significant benefits for ecosystems multiplying their effects. For example, another impact of an abundant marine-fauna biomass would be the potential increase in fertilization of photosynthetic carbon-capturing plankton, which could increase the amount of carbon moved each year from the surface layer into the deep ocean. Sometimes referred to as "ecosystem engineers," whales that feed in the deep may be particularly significant in this respect because they migrate long distances across otherwise low-nutrient ocean areas, surfacing nutrients in the process. Fully recovered global populations of whales would bump up phytoplankton growth and sequestration by 1 percent, which would grow phytoplankton to sequester one to two GtCO₂ more per year.

Despite varying levels of practicality and options, solid arguments suggest that blue-carbon solutions present an unrivaled opportunity for our industry. Indeed, companies are starting to leverage blue-carbon solutions as part of their portfolio of options to get to net-zero emissions.

Apple, e.g., is working with the nonprofit Conservation International in Colombia to preserve a 27,000-acre mangrove forest. The first fully accounted climatic contribution (moving beyond carbon offset credit) for a mangrove habitat, the forest is expected to sequester

Calculating positive impact

The ongoing development of methodologies to report and quantify the impact of projects is of paramount interest to blue finance - financial institutions providing financing, investment and insurance to power ocean-related sectors - and its guiding principles.

In 2020, standards-setter Verra, a USA based non-profit, released the first blue-carbon conservation methodology approved among all major GreenHouse Gas (GHG) programs. Their Verified Carbon Standard REDD+ Methodology Framework makes blue-carbon conservation and restoration activities eligible for inclusion in the GHG program, unlocking new sources of financing for marine ecosystems conservation and restoration.

A recent report published by McKinsey shows that, with the publication of more methodologies, established blue carbon solutions that may already have access to Voluntary Carbon Market (VCM), or compliance carbon markets could offer up to 1.2 GtCO₂ of annual abatement potential. That means about 1.5 times the amount of carbon emitted by the aviation industry.

The science behind blue-carbon sequestration is sound and there is a clear opportunity to extend sequestration

activities. With their beneficial impact on biodiversity and marine ecosystems, blue-carbon solutions are particularly rich in co-benefits beyond their abatement profiles. In a world where pathways to a temperature cap of 1.5° are limited, blue-carbon solutions are particularly rich in multiplying benefits and it is, therefore, especially for the yachting community, the appropriate means to act ecologically and financially successfully together.

We all know that reaching net-zero emissions is going to mean transforming our industries and large part of our economy. It's already happening in the world of investments and blue finance.

By working closely together, and with systemic adoption of the tools made available by science and finance, everyone can get fruitfully on board of the blue revolution, and we can go far enough to secure a transformative path.

This is the goal of our Water Revolution Foundation's Ocean Assist program and it will ensure that our entire community could act together to make a difference. Among many challenges, one thing is certain: turning the tide is going to take all of us!

Kind regards,

Dr Vienna Eleuteri

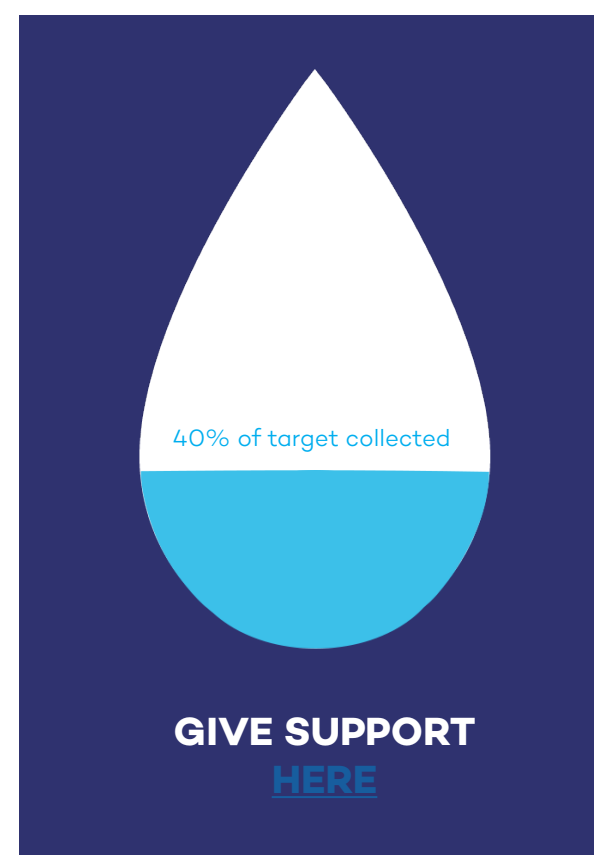


IMPORTANT MARINE MAMMAL AREAS

OCEAN DECADE: STRUCTURAL SUPPORT FOR YACHTING'S MAJOR STAKEHOLDER

The 'Ocean Decade' has officially begun, a ten-year period defined by the United Nations to catalyse transformative ocean science solutions for sustainable development. Not only are the oceans a major stakeholder for the superyacht industry, they are crucial allies in the fight against the climate crisis - by absorbing more than 90% of the excess heat generated by global warming and taking in 31% of carbon dioxide from the atmosphere, they are the largest carbon sinks.

The yachting community is increasingly committed to give back to our precious oceans. Yet, this is mostly seen as philanthropy instead of re-investment, partly because the impacts of supported projects remain vague and unknown. To find the right project, due diligence is required - hence why Water Revolution Foundation has endorsed the Important Marine Mammal Areas (IMMAs) programme on behalf of the yachting community. The programme, which is directly under the International Union for Conservation of Nature (IUCN) at the highest scientific level possible, is both a safe choice to support and among the most effective. Each euro spent has a duplicator effect, setting IMMAs apart from other conservation projects.



Superyacht builders are well-aware that without healthy oceans, there is no sustainable future for the yachting industry, making it logical for the entire yachting sector to take on the role of ocean stewards. That is precisely why a group of prominent shipyards, through Water Revolution Foundation, have launched a reinvestment programme for ocean conservation based on the Gross Tonnage (GT) they deliver.

The first builders who have agreed upon this GT-based commitment to regenerate and conserve our precious oceans are Abeking & Rasmussen, Baglietto, Feadship, Gruppo Permare, Gulf Craft, Heesen Yachts, Horizon Yacht, Lürssen Yachts, Oceanco, Royal Huisman, Sanlorenzo, Silveryachts, Southern Wind, Tankoa, Turquoise Yachts, and Vitters.

Taking real action means simultaneously reducing our environmental impact while regenerating the oceans' capacity to recover from negative impacts. This innovative group of builders have taken the lead in setting

up structural reinvestment to conserve our oceans, for which 100% of collected funds go to Important Marine Mammal Areas (IMMAs). The premise of this programme is simple: when seeking to protect the ocean, we need to know where to start. By highlighting the places that matter the most to marine mammals, the IMMA programme addresses the challenge of where to direct conservation resources. Through the identification of these critical areas, all marine human activity, superyachting included, can operate much more consciously and support this nature-based solution.

For each new yacht delivered, the involved shipyards have committed to contribute €1.- per gross ton delivered and reinvest this into IMMAs, specifically for its North Atlantic project. We call on more shipyards to join this structural commitment, as well as other players in the sector who are crucial allies to protect what is critical to our common future: the health of the ocean.

“

BOTH THE OWNERS AND SHIPYARDS MUST TAKE RESPONSIBILITY - WE NEED TO TALK TO OUR CLIENTS AND ENCOURAGE THEM TO INVEST IN MORE SUSTAINABLE TECHNOLOGIES. CAN WE AS INDIVIDUAL COMPANIES COME UP WITH A CLEAR SOLUTION? NO - WE WILL DISCOVER THESE NEW TECHNOLOGIES MORE QUICKLY & INTRODUCE THEM TO CLIENTS MORE EASILY IF WE WORK TOGETHER.”

PETER LÜRSSEN, LÜRSSEN YACHTS



DATABASE OF SUSTAINABLE SOLUTIONS

REWARDING
VERIFIED
SOLUTIONS

Reducing the superyacht industry's environmental impact is primarily accomplished by implementing more sustainable solutions. But how does a buyer know if a solution promoted as sustainable is indeed an improvement from the status quo and not simply a shift of impact from one stage in the life cycle to another? Sustainability claims need to be proven, ideally through third-party verification using a Life Cycle Assessment (LCA) methodology.

To help both customers and suppliers of sustainable solutions, Water Revolution Foundation offers an LCA-based verification procedure to confirm the environmental credentials of a product and feature those verified in our Database of Sustainable Solutions. Once published, this database will offer a space for suppliers to promote alternative solutions and inspire buyers to shift away from conventional practices in preference of sustainable systems. Solutions will include all stages of the yacht's life cycle: alternative materials, the build process, operational phase and refit/end of life.



As the first verified solutions in our database, Hull Vane, Explore E8 & E9, and Hempaguard X7 exemplify the aim of showcasing sustainable alternatives to conventional systems. Hull Vane is an energy-saving solution that improves a yacht's hydrodynamics, Explore E8 & E9 are underwater lights providing maximum lighting effect with minimised power usage, and Hempaguard X7 is a more eco-friendly alternative to standard antifouling products.

Due to their proven role in reducing environmental impact, these products can now be promoted by Water Revolution Foundation and will benefit from extra visibility and well-deserved spotlight. They are also automatically eligible to exhibit in the new Sustainability Hub at this year's Monaco Yacht Show and be featured in the Superyacht Sustainability Route at METSTRADE, both events for which we are strategic partners.

VERIFICATION
PROCESS**1. PRODUCT SUBMISSION**

Understand the solution

2. DEFINITION OF THE SCOPE

Determine the main variables

3. DETAILED INPUT DATA

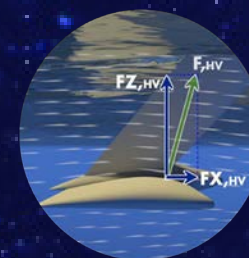
Collect the information

4. ASSESSMENT

Calculate the impact

5. VERIFICATION

Compare the impact

VERIFIED
SOLUTIONS

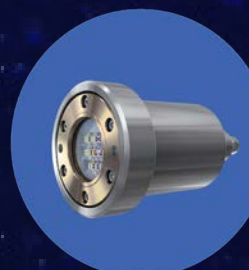
"THERE ARE SO MANY SOLUTIONS CLAIMING TO BE SUSTAINABLE. HAVING ONE INDEPENDENT PARTY VERIFYING PRODUCTS IS ESSENTIAL TO PUT ACCURATE NUMBERS ON THE TABLE."

BRUNO BOUCKAERT, HULL VANE B.V.



"GETTING OUR PRODUCT VERIFIED HAS OPENED DOORS FOR US - WITH A THIRD-PARTY CLAIMING THAT OUR PRODUCT IS SUSTAINABLE, WE HAVE GOOD OPPORTUNITIES TO SELL."

THOMAS OLSEN, HEMPEL



"VERIFICATION ALLOWED US TO GAIN INDEPENDENT STATUS FROM AN UNBIASED SOURCE. THIS IS A SCIENTIFIC REPORT BACKED UP BY SCIENCE & DATA."

DANIELE TODARO, OCEAN LED

YACHT ENVIRONMENTAL TRANSPARENCY INDEX (YETI)

AN INTERVIEW WITH HANNA DĄBROWSKA: PREPARING FOR YETI 1.0 & INDUSTRY COLLABORATION

The Water Revolution team has recently been joined by Hanna Dąbrowska, a Marine Engineer and Senior Naval Architect with 16 years of experience in the industry. Her passion for the arts coupled by a fascination with physics fueled her interest in yacht design, where aesthetics merge with engineering. Having taken on a variety of projects throughout her career in collaboration with foremen, crew members, managers, research institutions, classification societies, and sales teams, Hanna is well-aware of the crucial need for sustainability in the industry and eager to be at the forefront of change - hence why she has joined us as a sustainable design specialist. Her in-depth experience with marine engineering and naval architecture have been formative in the development of the Yacht Environmental Transparency Index (YETI) tool.

What environmental challenges have you seen in your career, and how could YETI be a solution for such issues?

There is a general lack of expert knowledge and skills related to sustainability in the industry - builders are often highly occupied with many demanding tasks while busy with new projects, making it difficult to devote time to focus on a yacht's overall sustainability. With that being said, there are also no readily-available tools for the industry to measure its environmental footprint, which is where YETI comes in. The value of YETI is that it builds upon what we naval architects and engineers are working

toward everyday: to optimise the propulsion and entire design of a project.

Looking back at your multi-shipyard career & experience with several types of yachts, what is the value of being able to compare different vessels with each other?

In order to create a standard measurement tool and have an impact on the entire yachting market, you cannot only look at one type of yacht. You need to compare a variety of projects across the entire spectrum - only then will you be able to define what is acceptable or better versus not. There is power in comparison, the focus comes through optimisation and learning from the innovations of other projects. It is extremely stimulating for companies to see that some of the biggest players in the industry are collaborating and exchanging knowledge.

On that note, how has collaboration played a role in YETI's development?

We are working within a highly competitive market, but the joint industry participants behind YETI have proven that a sustainable future requires collective effort. Collaboration has made it possible to have calculations from more than 20 shipyards with many different types of yachts featured in one graph. The group's willingness to share data with the Water Revolution Team, coupled with their accumulated brainpower, have been formative in our successful (and continuing) development of YETI 1.0.



“YETI IS NOT JUST A CALCULATION TOOL - IT IS A VITAL PLATFORM TO START UP THE BIGGER CONVERSATIONS SURROUNDING SUSTAINABILITY. MY DREAM IS TO SEE A REGENERATIVE YACHTING INDUSTRY, AND I AM CONFIDENT THAT THIS TOOL WILL REACH THE IMPACTFUL PARTIES WHO CAN DRIVE REAL CHANGE IN THE SECTOR.”

HANNA DĄBROWSKA, SUSTAINABLE DESIGN SPECIALIST

Speaking of YETI 1.0, what is your role?

A technical person with a neutral perspective was needed to take on the YETI project and expand its scope beyond what the volunteers had already managed to accomplish. The joint industry group has a huge brain power - they are always eager to take on the next challenge - yet milestones are needed, otherwise such brain power and great ideas never see the light of day. My role is to collect all the loose ends, feed back the analyses of the combined data sets, and cross the critical T's for YETI 1.0. That is the privilege of working at Water Revolution Foundation: having the central helicopter view and the possibility to lead the tool's progress. That is not to say it has been without challenges - I have had to learn to accept the process of developing YETI 1.0, which will be launched this upcoming November, rather than always searching for an immediate solution.

What do you foresee regarding the future of YETI?

YETI is not just a calculation tool - it is a pivotal platform to start up the bigger conversations surrounding sustainability. My dream is to see a regenerative yachting industry, and I am confident that this tool will reach the impactful parties who can drive real change in the sector. In the near future, I am eager to merge more elements of the Life Cycle Assessment (LCA) methodology with YETI, so that we can analyse the entire lifecycle of a yacht beyond its operational phase. However, not everybody is ready to be assessed or has trust in transparency. That's why I am open to the idea of having workshops to show exactly how we calculate a YETI score. More than anything, we need to expand on the current fleet, so I urge all members of the sector to submit data for their yacht.

FIND OUT MORE ABOUT YETI BY CLICKING [HERE](#).

SUSTAINABILITY COMMUNICATION GUIDELINES

COMMUNICATION
A PIVOTAL DRIVER
FOR CHANGE IN THE
INDUSTRY

“Sustainability and super yachting might sound like an oxymoron, but no sector is free from impact. The change is driven by societal pressure, increased regulation and scrutiny - especially in a European context. And the clients themselves are changing. Every time one industry player communicates wrongly, it hurts all of us. We’ve seen the same in the car industry where #Dieselgate and VW sparked extra oversight and consumer mistrust. How can communication play its part?



THOMAS KOLSTER,
SUSTAINABILITY COMMUNICATION GURU
GOODVERTISING AGENCY

As an industry, the license to operate can be on the line. It’s not a given that superyachts will have access to the prominent locations of Saint Tropez or Cannes. As we’re seeing cities like Venice banning cruise ships, why wouldn’t we see the same pressure on city officials for getting superyachts out? There might also be new regulations, and a start-up like the Environmental Port Index is aiming to measure the maritime carbon footprint, which might be the first step for city officials to set targets and limit the carbon footprint. Might not be smooth sailing for superyachts unless the industry does what it does best: embrace innovation and a strive for more sustainable solutions.

Communication plays a pivotal role in involving all stakeholders from civil society to its clients in this journey. As a Foundation we set out with diverse players from the industry to create shared communication guidelines - 10 steps towards a better yachting industry - together with sustainable communication specialists from the Goodvertising Agency. This guideline is a first step in educating and raising awareness of the role of communication in driving change internally and externally. Across the industry we’re witnessing the guidelines being applied from ship yards to charter companies. A rising tide lifts all boats.”



These 10 steps have been carefully compiled with sustainability communication experts and experienced yachting industry marketeers. In addition to optimising the messages showcasing your sustainability efforts, they should also prevent (unintended) greenwashing. This is a common but counterproductive phenomenon in sectors that embark on the sustainability journey. When you have more intentions than efforts to report, it is particularly important to show how each effort is part of a larger and more ambitious plan.

DID YOU KNOW?

LEARNINGS

ENGINE STUDY

- 1** For motor yachts over 30m in length and delivered since 2005, engines from MTU are clearly dominating the market with 58.8% share, followed by Caterpillar Inc with 32.3% and MAN 6.2%.
- 2** For sailing yachts of the same length and age, the variety of engines is bigger, after Cummins Inc with 26.1%, MTU and Caterpillar Inc. have similar shares as 14.5%.
- 3** The MTU 16V 2000 M94 was the overall most common engine, partly due to the large share of motor yachts between 30 and 40 meters in the overall superyacht fleet over 30 meters.

MARINA STUDY

- 4** The 50 most visited ports out of 1300 account for 60% of all globally registered yacht entries.
- 5** The 7 most visited ports account for 22% of the entries among the total of 1300 ports, and 36% of all entries in the top 50.
- 6** Palma de Mallorca is the most frequently visited port by sailing yachts and Monaco that for motor yachts.
(note: both locations host well-attended shows, which is not corrected for)
- 7** In Monaco, Fort Lauderdale, and Palma de Mallorca, yachts stay with an average of 38 days the longest, compared to the average of 20 days for the top 50.
(note: not corrected for yachts with these ports as homeports)

Note: these are key findings from studies primarily used for the YAT and YETI projects.

OUR PARTNERS

COLLABORATION IS KEY TO DRIVE AND ACCELERATE CHANGE.

Water Revolution Foundation was initiated by a group of superyacht industry leaders who shared the belief that we must change course in order to better look after our planet and guarantee the future of our industry.

The strong and continuously growing partner base of our foundation makes it possible to develop the tools the yachting community needs in order to reduce its environmental footprint and better look after the health of the oceans. We appreciate the collaborative spirit of these companies and individuals, leading the much needed transition.



BECOME A PARTNER
WATERREVOLUTIONFOUNDATION.ORG/JOIN

INDIVIDUAL PARTNERS

Individual partners endorse the mission and personally support the foundation.

Andrea Armas
Christopher Rothe
Daniele Mongiardini
Eldin Basic
Gert Jan Brons
Hans Greve

Julia Riedmeier
Maik van Zoggel
Marcela de Kern
Marieke Derks
Moritz Schmidinger
Ralitsa Mihaylova

ANCHOR PARTNERS

Anchor partners recognise the urgency to reduce our ecological footprint and share a desire to establish a collective to accelerate the shift towards sustainability.



CORPORATE PARTNERS

Corporate partners support change and improved sustainability of the industry.



STRATEGIC PARTNERS

Strategic partners support us in accomplishing our goals.



PROJECT PARTNERS

Project partners are companies that support a specific project of the foundation.



TREASURER'S REPORT



Despite the challenges 2022 brought to the yachting sector, as board we made the decision to not slow down nor wait and see, but to continue and in fact accelerate to push sustainability higher up the industry's agenda. We were pleased to maintain the commitment of the partners and their financial support to the foundation. We appreciate the continued support and trust in our organisation and tools during the execution of our board's first three-year plan.

This year we nearly matched the financials of the previous annual report, which reported on 18 months. So we can conclude to have realised continuous growth, albeit somewhat lower than we had budgeted for. We had expected more continued uptake of our popular sustainability-in-practice course. However, we remain a lean and mean organisation and were therefore able to adjust our expenses to be in line with our actual income.

As said, we accelerated the development of our tools and output of our organisation through team expansion. This expansion partly reduced the external expenses, but also increased the management fee. Primarily the additional efforts went into the finalisation of the Database of Sustainable Solutions. We expected it to have had a bigger interest from suppliers, but they seemed hesitant to submit their sustainable solution for verification. Being a non-profit, we offer this verification assessment at cost price, but it seems that the market needs to clearer request this kind of third-party proof of suppliers. We decided to skip the cost-price fee for a verification assessment and made it complementary in the partnership fee. We prefer a real collaboration and no transactional relationship.

This year we welcomed a strong group of yacht designers and architects as a result of the launched Sustainable Yacht Design

Taskforce, which increased the number of corporate partners. It is exciting to see more and more diverse players in the yachting sector joining the collaborative approach and understanding the value of exchanging knowledge and progress.

To conclude, the year 2021-2022 added again some funds to our reserve, which we build up for difficult times, but also for allocation of projects that require significant investment.

For 2022-2023 we kept the same expected income as the previous year. Yet we significantly increased the expected expenses for the Yacht Environmental Transparency Index (YETI) Joint Industry Project. The work done by the volunteering professionals and their unique industry collaboration has been truly impressive and fruitful. In order to appreciate this effort and help bringing YETI to the finish line, the board decided to allocate a significant budget to this highly anticipated tool. Not only did we hire an experienced naval architect to manage the YETI project and support the volunteers, also budget will be allocated for programming the tool in a professional and user friendly way.

Another project with increased budget this year is the Ocean Assist programme, to make ocean conservation a more structural part of yachting. The increased awareness campaign is partly for advocating this necessity in the yachting community, and partly to engage many more actors in the industry with the tools that we will have ready this 4th year of activities. I am excited about the new [three-year plan](#), and hope you continue to or will join the Revolution!

Louis van Beurden
Treasurer & Secretary

FINANCIAL STATEMENTS

FINANCIAL POSITION

The financial position as at 30 June 2022

Long term funds	
Equity	€ 346,111
<i>This amount is applied as follows:</i>	
Receivables, prepayments and accrued income	€ 17,269
Cash and cash equivalents	€ 330,036
	€ 347,305
Short term debt	€ 1,194
Working capital	€ 346,111

BALANCE SHEET

The balance sheet as at 30 June 2022

30-06-2022		
ASSETS		
Current assets		
Outstanding partnership fees	€ 3,742	
VAT	€ 13,527	
Other receivables, deferred assets	-	
Receivables, prepayments and accrued income		€ 17,269
Cash and cash equivalents		€ 330,036
TOTAL ASSETS		€ 347,305

EQUITY AND LIABILITIES		
Equity	Working capital	€ 346,111
	Trade creditors	€ 408
	Accruals and deferred income	€ 786
Current liabilities		€ 1,194
TOTAL OF EQUITY AND LIABILITIES		€ 347,305

PROFIT/LOSS STATEMENT

For the year ending 30 June 2022

2020/2021	
Net income	€ 483,345
Management expenses	€ 234,048
Projects expenses and miscellaneous	€ 154,260
	€ 388,308
Result	€95,037
Taxes	-
Interest	-28
Result	€ 95,009

INCOME

Income projections vs. actual for the year ending 30 June 2022

Income - Partnerships	Projected	Actual
Anchor partners	€425,000	€400,000
Corporate partners	€92,500	€76,200
Individual partners	€2,500	€500
Total	€520,000	€476,700
Income - Activities		
Sustainability-in-practice course	€30,000	€6,645
Database of sustaianble solutions	€50,000	0
Total income	€600,000	€483,345

PROJECTED EXPENSES 2021/2022

For the year ending 30 June 2022 (12 months)

Item / activities	Database of sustainable solutions	Yacht Assessment Tool	Educational program	YETI project	New joint industry projects	Research & conservation projects	Awareness campaign	Total
Project management/in-house execution	€ 45,000	€ 50,000	€ 20,000	€ 50,000	€ 20,000	€ 20,000	€ 15,000	€ 220,000
External expertise/services	€ 75,000	€ 75,000	€ 45,000	€ 75,000	€ 20,000	€ 22,000	€ 15,000	€ 327,000
Communication	€ 5,000	€ 4,000	€ 3,000	€ 5,000	€ 500	€ 2,500	€ 5,000	€ 25,000
Project meetings & travel	€ 1,500	€ 1,500	€ 1,750	€ 2,500	€ 750	€ 5,000	€ 2,000	€ 15,000
Admin & advisory	€ 500	€ 1,000	€ 500	€ 1,500	€ 1,000	€ 2,500	€ 1,000	€ 8,000
Overhead	€ 1,000	€ 1,000	€ 750	€ 500	€ 500	€ 1,000	€ 250	€ 5,000
Total	€ 128,000	€ 132,500	€ 71,000	€ 134,500	€ 42,750	€ 53,000	€ 38,250	€ 600,000

ACTUAL EXPENSES 2021/2022

For the year ending 30 June 2022 (12 months)

Item / activities	Database of sustainable solutions	Yacht Assessment Tool	Educational program	YETI project	New joint industry projects	Research & conservation projects	Awareness campaign	Total
Project management/in-house execution	€ 45,000	€ 35,000	€ 20,000	€ 67,159	€ 10,000	€ 15,000	€ 25,000	€ 217,159
External expertise/services	€ 56,383	€ 56,197	€ 8,360	€ 11,766	€ 2,849	€ 3,250	€ 8,000	€ 146,805
Communication	€ 247	€ -	€ 250	€ 250	€ -	€ 823	€ 4,203	€ 5,772
Project meetings & travel	€ 1,500	€ 1,500	€ 1,750	€ 2,604	€ 750	€ 5,000	€ 2,000	€ 15,104
Admin & advisory	€ 525	€ 275	€ 575	€ 375	€ -	€ 350	€ 150	€ 2,250
Overhead	€ 60	€ 140	€ 252	€ 120	€ -	€ 445	€ 200	€ 1,217
Total	€ 103,715	€ 93,112	€ 31,187	€ 82,274	€ 13,599	€ 24,868	€ 39,553	€ 388,308

PROJECTED EXPENSES 2022/2023

For the year ending 30 June 2023 (12 months)

Item / activities	Database of sustainable solutions	Yacht Assessment Tool	Educational program	YETI project	Other joint industry projects	Research & conservation projects	Awareness campaign	Total
Project management/in-house execution	€ 60,000	€ 75,000	€ 20,000	€ 95,000	€ 5,000	€ 40,000	€ 25,000	€ 320,000
External expertise/services	€ 25,000	€ 30,000	€ 40,000	€ 75,000	€ 20,000	€ 20,000	€ 10,000	€ 220,000
Communication	€ 5,000	€ 4,000	€ 3,000	€ 5,000	€ 500	€ 5,000	€ 7,500	€ 30,000
Project meetings & travel	€ 1,500	€ 1,000	€ 1,500	€ 4,500	€ 500	€ 4,000	€ 2,000	€ 15,000
Admin & advisory	€ 1,000	€ 1,000	€ 1,000	€ 2,500	€ 1,000	€ 2,500	€ 1,000	€ 10,000
Overhead	€ 1,000	€ 1,000	€ 750	€ 500	€ 500	€ 1,000	€ 250	€ 5,000
Total	€ 93,500	€ 112,000	€ 66,250	€ 182,500	€ 27,500	€ 72,500	€ 45,750	€ 600,000

“IT HELPS THAT WE ARE DEALING WITH THE MOST POWERFUL PEOPLE ON THE PLANET - WE ARE IN A UNIQUE POSITION WHERE CLIENTS CAN AFFORD SUSTAINABILITY. YES, WE BUILD CUSTOM BOATS - BUT WE MUST BUILD THEM AS THE CLEANEST BOATS.”

HENK DE VRIES, CHAIRMAN OF WATER REVOLUTION FOUNDATION

NEXT 3 YEARS PLAN

GENERATING CONCRETE OUTPUT EACH YEAR

The board of directors has defined the planned activities for the second period of three years of our foundation. These continue to exist of realistic and achievable goals to generate concrete output each year, in order to deliver value and make progress towards the foundation's goals. These deliverables also serve as KPIs towards partners funding the foundation and activities.



BOARD OF DIRECTORS

In 2022 Carlos Vidueria of Safe Harbor Superyacht Marina stepped down from the board as he started a new business outside of yachting. Carolina Corral succeeded Carlos Vidueria on the board of Water Revolution Foundation and will continue to bring in the important US perspective as well as marina and refit activities.

The board positions are voluntary, and no directors receive attendance fees or other forms of compensation with the exception of travel expenses for Louis van Beurden, secretary & treasurer and on a case-by-case for Dr. Vienna Eleuteri, initiator & vice-chair, as both directors provide a specific expertise and have no direct involvement in the superyacht industry.

The board of directors decided to introduce, and commit itself to, a board term of two times three years, in total six consecutive years. As such the board of directors aligned their terms to the three-year plans that Water Revolution Foundation works accordingly. Board members may step down earlier. Board members are installed upon appointment and are registered as director with the Dutch chamber of commerce. The board may decide to expand its team at any time by appointing new board members to a maximum of 10.



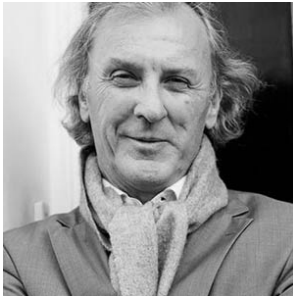
HENK DE VRIES III
CHAIR
FEADSHIP - DE VRIES

Henk studied business economics, after which he worked as a business consultant in various sectors. He joined Koninklijke De Vries Scheepsbouw and Feadship in 1987 as sales manager and became director and shareholder in 1996. Together with cousin Tom de Vries and later joined by Rob and Roderick de Vries, they expanded the family business to its current size with seven operating companies and 1200 employees. De Vries still is completely family-owned and owns 50% of Feadship.



VIENNA ELEUTERI
INITIATOR
& VICE CHAIR

Vienna has coordinated several international projects in sustainable development, human health and the environment. She works with governments and communities to introduce sustainable practices and adaptive technologies that reduce vulnerability to climate change and promote sustainable development. She is working on Yachting 4.0, a computational sustainability programme which supports decision making in production processes. She also coordinated the development of the WaterRevolution model, a strategic partnership platform, recognized by the United Nations (UN) as a best practice, then taking this a step further by initiating Water Revolution Foundation.



PHILIPPE BRIAND
PHILIPPE BRIAND
DESIGN

Early insights into naval architecture and advanced hydrodynamics during an internship with Swedish designer Pelle Petterson armed Philippe with the skills to create dozens of successful production yacht models, of which over 12,000 have been built. Philippe's first foray into superyachts came in 1995 with a winning submission for the design of the ground-breaking, award-winning 44.7m S/Y Mari Cha III, and then Mari Cha IV. The success of these lightweight, high-performance cruising racers propelled him into the world of superyachts, where he has enjoyed considerable success. His studio produces yacht designs and naval architecture oriented around use of new technologies – ranging from 6 to over 100 metres, both for sailing and motor yachts.



MARTIN REDMAYNE
THE SUPERYACHT
GROUP

Following his love of sailing, Martin joined a 90-foot sailing yacht for a year which served as his introduction to the world of superyachts. After a swift return to London, an interest in the media was fulfilled when a senior position became available at Boat International. Five years later, in 1992, a rash decision was made to fly solo and develop a brand new magazine. The Superyacht Report has now established itself as the authority in the market, with intelligent and informed reporting on all aspects of the superyacht world. Martin has spent time on over 1,500 yachts around the globe, interviewed hundreds of owners, CEOs and designers, providing a rare insight and unrivalled knowledge of the superyacht market.



PETER LÜRSSSEN
LÜRSSSEN
YACHTS

With an educational background in shipbuilding and industrial engineering in Germany and business administration in the United States, as well as considerable professional experience from previous positions, Peter Lürssen joined the family company as fifth generation in 1987. He had already familiarized himself with various Lürssen departments and spent a year as a construction inspector at different Japanese shipyards. Under the leadership of Peter and his cousin Friedrich, the company further expands with eight shipyards across northern Germany and 2,700 employees. Lürssen is 100% family-owned with all shareholders being members of the family.



CAROLINA CORRAL
SAFE HARBOR
SUPERYACHT DIVISION

Carolina studied in Villanova University in Pennsylvania graduating with a B.A. in Sociology with minors in Business, Italian and Psychology. In 2013, she began working for Putnam Bridge where she has held several senior positions. Shortly thereafter, she was promoted to Marina Puerto Del Rey, later juggling both the Chief Executive Officer position of Marina Puerto Del Rey and Chief Operating Officer of Putnam Bridge managing two additional properties in the San Juan Area. Safe Harbor Marinas acquired Puerto Del Rey in September 2020 and promoted Carolina to Regional Vice President of the Caribbean.



LOUIS VAN BEURDEN
TREASURER & SECRETARY

Louis was educated as a tax lawyer before he started to work at the Big Four, then moving in-house at international companies such as Compaq HP and Lyondell. In 2014, he helped set up Ultra Capital, a private investment vehicle focused on improving infrastructure projects to help alleviate constraints of the world's most critical resources such as agriculture, energy, waste, and water in a more affordable, reliable and sustainable way. In 2017 Louis co-founded TIMII International, an initiative to develop sustainable housing in East Africa while generating high social impact with a fair financial return.



WATER REVOLUTION FOUNDATION

Driving sustainability in
the superyacht industry

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