



THE YACHT WEEK



SeaGoingGreen

Case Study

THE YACHT WEEK

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CONTEXT

The Yacht Week is one of the biggest yachting tourism operators in Europe with sailing experiences offered around the world.

In 2018, Sea Going Green teamed up with the Yacht Week-Croatia to **measure the yachting tourism operator's biggest environmental impacts via our “Green Transition Strategy”**. We performed a pilot Material Flow Analysis, assessing stock lists and incorporating operational considerations into a sustainability strategy aiming to lower the operator's impact.

As a followup, Sea Going Green collaborated with The Yacht Week-Croatia to create and disseminate a social media campaign. The campaign highlighted a cleanup event in which Croatian ex-navy divers, who participated in an underwater dive to recover 1 metric ton of trash including ghost fishing nets from the sea floor. A co-branded video was made for their social media platform, which went viral with over 100,000 views.

The clients' sustainability efforts were validated by their guests, whose comments excitedly supported their interest in sustainability and marine conservation.



THE YACHT WEEK

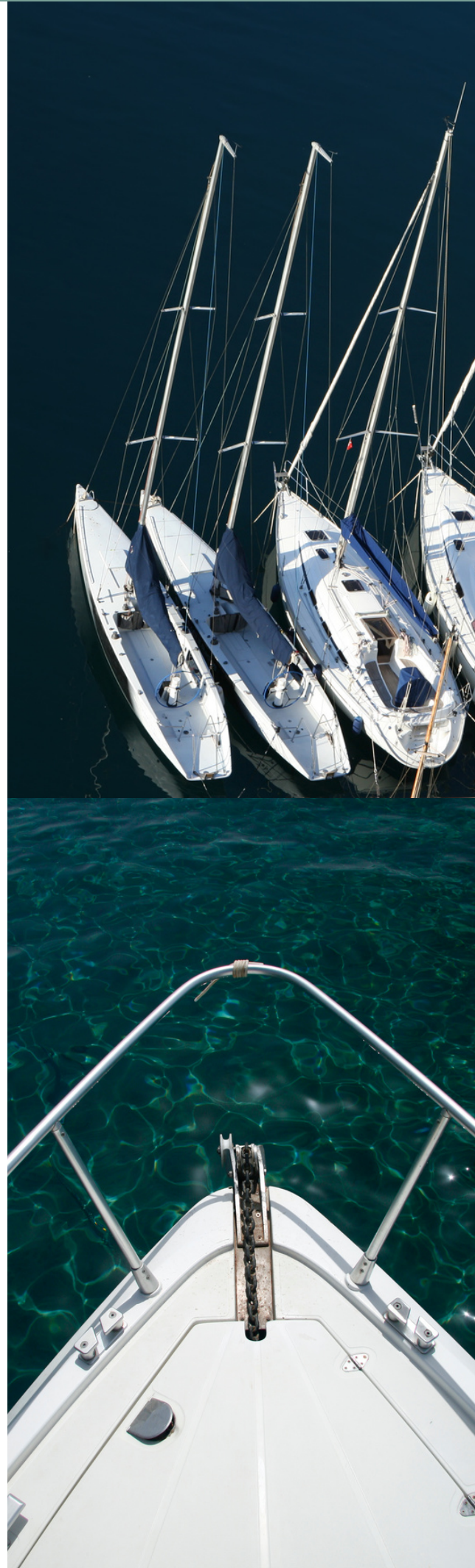
THE CHALLENGE

Each part of a yacht's operation has an environmental impact from its fuel source to the meals offered on board. These impacts include CO2 emissions, water, energy, and waste consumption and production.

Before impacts can be lowered or mitigated completely, it is important to have a baseline understanding of where impacts are coming from. Baseline assessments on carbon and consumption patterns are essential to predicting future impacts and methods to reduce carbon and material intensive emitters.

In order to obtain an accurate and informative baseline assessment, hiring experts, who specialize in the field of sustainable tourism can be vital to helping navigate the depth of calculations and contexts within your footprint.

Considering that negative environmental impacts can have consequences for tourism operators who do not make efforts to combat them, The Yacht Week-Croatia made the decision to work together with Sea Going Green to take initial first steps to understand and lower their impact.

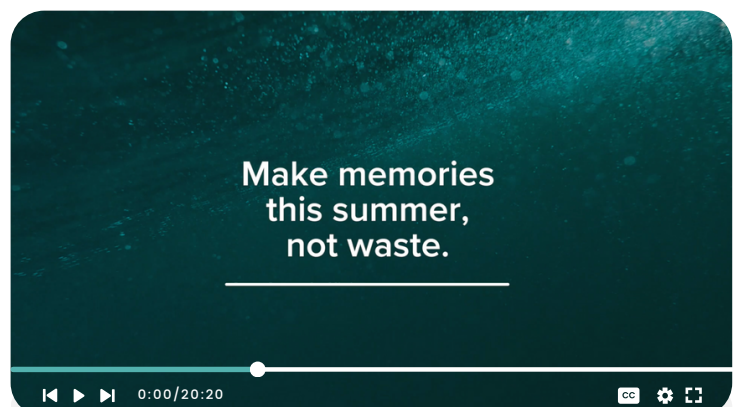




OUR SOLUTION

To improve the client's environmental sustainability, Sea Going Green conducted a Material Flow Analysis to measure the operator's plastic waste consumption patterns. On top of the MFA, Sea Going Green additionally generated a GIS mapping analysis by request of the client, on the state of the seabed and marine environment along the tourism route to inform the sustainability strategy.

From the analysis, it was determined that as much as 47% of materials used during TYW's season had become waste; providing the opportunity to reduce around half of the waste produced through strategy implementation.



WATCH NOW



OBJECTIVES MET



Waste reduction
analysis



Sustainable branding



Audience
engagement



Gap analysis on
Instilled individual
responsibility

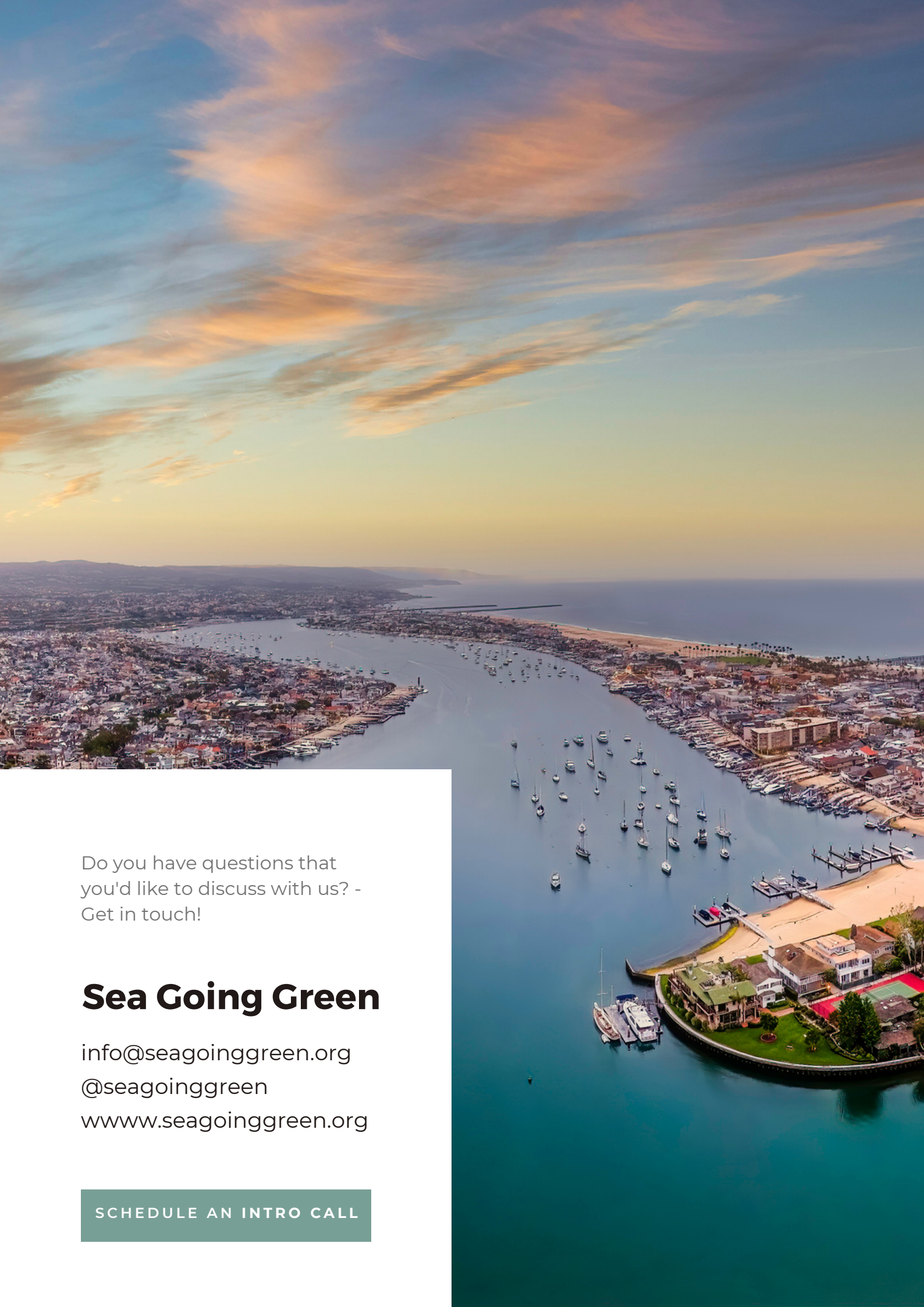


Awareness on
marine debris

& MORE

I WANT THIS FOR MY COMPANY





Do you have questions that you'd like to discuss with us? - Get in touch!

Sea Going Green

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