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## Water Revolution Foundation announces nine anchor partners

*Each of the nine anchor partners has committed a substantial multi-year financial contribution to the non-profit organisation...*



Water Revolution Foundation, the sustainability focussed non-profit organisation, has announced the support of nine anchor partners. Recognising the need to act against the superyacht market's ecological footprint, Abeking&Rasmussen, Alexseal, Amels/Damen, Benetti, Feadship, Heesen, Lürssen, MB92 Group and Rybovich have all committed to a substantial multi-year financial contribution.

“This leadership is exactly what the superyacht industry urgently needs to accelerate sustainability efforts”, said Robert van Tol, executive director of Water Revolution Foundation. “Reducing our footprint is a collective challenge and requires real cooperation. I’d like to thank our first anchor partners for sharing this vision, making it possible to start this ambitious programme and call on other companies to join this revolution too.”

With the International Maritime Organisation directing the maritime industry to reduce greenhouse gas emissions by 50 per cent by 2050, when compared to 2008’s emission levels, as well as the continued growth of in marine protected areas, few would argue that now is not the time for action.

“Sustainability is something we can no longer view as optional. But, more importantly, our industry is well positioned to take the lead with a smart and affluent clientele and our unique connection with the ocean,” continues van Tol. “Our foundation is open to all industry companies. Sustainability is not a competitive advantage; it is a responsibility, a minimum standard that we need to continuously improve upon collectively.”

Water Revolution Foundation’s activities will revolve around three areas of focus: promoting new technology and empowering innovation; pro-actively creating the industry’s own sustainability agenda, going beyond legislative requirements; and reinvesting in ocean conservation.

According to the foundation, in its first year it will develop an assessment tool that can measure the impact of design and build choices along with the footprint of existing yachts and effectiveness of technical solutions, as well as launching the first industry-tailored sustainability management course as part of an industry educational programme.

Water Revolution’s first joint industry project will seek to determine a yacht’s operational profile and, thereby, compare yachts with one another. In addition to this, the foundation will create a database for sustainable solutions that will furnish designers, builders, refit yards and various other interested parties with the necessary data to make informed sustainable decisions for their projects and, therefore, accelerate the market’s shift towards a sustainable future.

Companies who operate in the superyacht industry are invited to become partners to support this much-needed revolution. Individuals can sign up for the Water Revolution Foundation newsletter to stay updated on future developments.