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Superyacht industry business leaders become Water Revolution Foundation’s first anchor partners – all joining the mission of “driving sustainability in superyachting”.

Water Revolution Foundation, the non-profit on a mission to drive and accelerate sustainability in the superyacht industry, has announced the support of nine anchor partners: Abeking&Rasmussen, Alexseal, Amels | Damen, Benetti, Feadship, Heesen, Lürssen, MB92 Group and Rybovich. These forward-thinking companies have not only recognised the urgency to reduce the industry’s ecological footprint, but have pledged substantial multi-year commitment and financial contributions. Together, these nine leading companies have made a bold statement on what the future of superyachting will look like.

“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 Organization directing the maritime industry to reduce greenhouse gas emissions by 50% by 2050 from 2008’s levels, as well as the continued increase in marine protected areas, the time for the superyacht industry to act is now. “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”, said 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.

The inaugural year will see the foundation 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. The first industry-tailored sustainability management course, part of an industry educational programme, will also be launched. Water Revolution’s first joint industry project will be to determine a yacht’s operational profile and how to compare yachts with one another. A database for verified sustainable solutions will also be initiated, facilitating designers, builders and refitters with the knowledge needed to accelerate the shift towards sustainability.

Water Revolution Foundation started from within the superyacht industry and is led by a board of directors comprised of key industry figures, including Henk de Vries (Feadship), Philippe Briand (Philippe Briand Design), Vienna Eleuteri (sustainability scientist), Martin Redmayne (The Superyacht Group). At the latest board meeting two new board members were appointed: Peter Lürssen (Lürssen Yachts) and Wayne Huizenga III (Rybovich).

A scientific board will provide Water Revolution Foundation with insights and guidance, along with assessing which ocean conservation and research projects are worthy of the industry’s investment.

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. Visit www.waterrevolutionfoundation.org to view all the ways individuals and organisations can get involved.

About Water Revolution Foundation

Water Revolution Foundation is a non-profit organization, established in November 2018 to drive sustainability in the superyacht industry through collaboration and innovation. The foundation will lead the way for the industry to reduce its ecological footprint and preserve yachting's most crucial natural resource – the oceans.

Contact Robert van Tol at info@waterrevolutionfoundation.org or via +31202900063 for further questions or interview requests with the board.