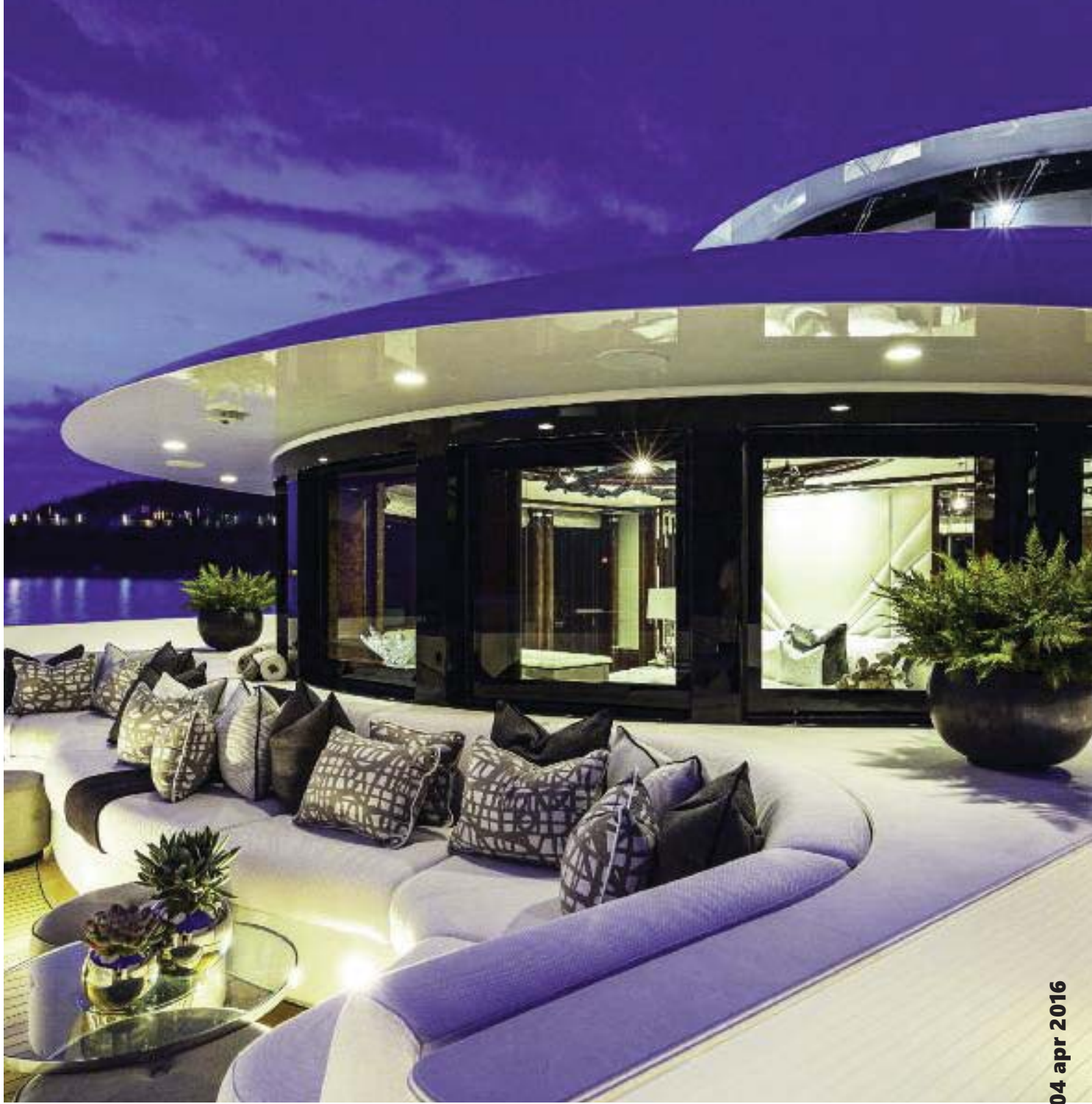


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BY INVITATION ONLY

BENETTI 206' MY 11-11 - MONDOMARINE SF40 138' SERENITY - SUNSEEKER 131 - ASTONDOA CENTURY 110'



04 apr 2016

"I am the master of my fate, I am the captain of my soul"

William Ernest Henley

Positive Sustainable Change

The Wave Makers

The ocean accounts for the world's seventh largest economy and global grant making by UHNWIs totals around \$120-billion, but how effective are your philanthropic dollars in protecting the marine environment and coastal populations? Dr. Rebecca Nicholson, an expert in Conflict Resolution, casts her eye over the yachting sector, highlighting some of the leading corporate, institutional and NGO contributors to sustainable change and suggests how you too may engage in an effective manner



In March 2015 as first responders following the devastation caused on Vanuatu by Cyclone Pam, MY Dragonfly created and pumped tens of thousands of gallons of fresh water to people in 10 villages, helped medical personnel treat more than 220 people, facilitated three medical evacuations, cleared numerous zones for helicopter landings, cleared access roads, removed fallen trees from buildings, and delivered or erected shelter in multiple villages. Yachting philanthropy at its best!



By Dr. Rebecca Nicholson



Led by Cristiana Longarini and Sustainability Manager Dr. Vienna Eleuteri, the VSY shipyard is launching Yachting 2.0, a program for sustainable change in the yachting sector.

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As readers of **INVICTUS**, the majority of you are probably philanthropically engaged at some level. There is certainly no shortage of causes, issues, locations, or solicitations upon which you could spend your philanthropic dollars. The purpose of this article is to highlight sustainable work being done in the global yachting industry, and to offer some suggestions (beyond writing a check) as to how you can be involved in these efforts, or others, that move and motivate you.

To begin, we should dispel two widely held myths about the charitable sector involving awareness and galas, (independently) the two biggest shams of the charitable world. Awareness campaigns are a widely-help myth. Just as words without deeds amount to nothing, awareness without a call to action also equals zero. People made aware of an issue should be informed of how to act on it. Any awareness campaign that is not tied to a direct be-

havior request demonstrates a deficiency in strategy and will likely amount in very little.

Galas, according the Indiana University School of Philanthropy, rank shockingly low on the scale of effective fundraising tools. When you factor in the number of hours required to plan a gala, these lavish events raise about the same amount of money as spending that time doing door-to-door sollicita-

tions. Yes, it is that bad. Once you tally the hours involved in planning a gala or big party, you might as well knock on random doors asking for money, because your end result will be comparable. Galas are not a fundraising tool, they are an organizational branding exercise. Party all you like, but know that the check you write is only purchasing admission to an event and is in all likelihood not contributing to the cause.

These points are important to mention due to the pervasiveness of the misperceptions that accompany each of them, specifically that neither is a particularly effective method of accomplishing anything meaningful. And since so many real problems exist, you may wish to direct your effort and resources where they are more likely to help accomplish something.

Any charitable effort requesting your money should have certain characteristics. One of these is the ability of the organization to explain from start

to finish how their efforts are situated in the larger context of a problem. A second is a clear explanation of how their work specifically moves the needle on that issue. To illustrate this point, we spoke with Viareggio Super Yachts, Global FinPrint, and Yacht Aid Global about their work.

VIAREGGIO SUPER YACHTS

What they are doing: VSY was the first super yacht shipyard to employ a sustainability manager in a full time capacity, Dr. Vienna Eleuteri, to build strategic partnerships, develop new technologies, and provide economic support to ocean conservation from other marine industry sectors. VSY's result is 'Yachting 2.0,' a holistic approach to super yacht building methodology that addresses each stage of the process, from design to construction, from operations through to the scrapping. Yachting 2.0 involves every level of the process, from employees to the supply chain. Already VSY's computational sustainability program has achieved important milestones:

- 20 percent reduction of Co2 and energy consumption in the production process
- 30 percent reduction over the lifecycle, including scrapping



- A significant reduction of the owner's operating and maintenance costs
- A measureable reduction in seabed impact and water pollution
- 10 percent reduction of the VSY shipyard's costs

What makes their work innovative: Dr. Eleuteri tells us, "Philanthropy can only go so far. At some point you have to implement your recommendations to see if they actually work. A business is the ideal setting to test something, see if it has real impact and is realistic to implement. We have not just paid lip service to the sustainability issue, but put our money where our mouth is and invested in new directions."

The bigger picture: Now that conservation is part of the international agenda, some form of public policy will be forthcoming. Many a failed policy results from legislation rushed into law in order to accommodate a sudden shift in public opinion. Dr. Eleuteri makes the solid point, "From the yachting industry's perspective it is better it sets up its own agenda, goals and timelines, created from within the industry itself, rather than having it pushed by political or public opinion. How to address the problems, critical points, and how to adopt changes in a sustainable way would best come from inside the industry." To this end, VSY plans to make the Yachting 2.0 model available to the entire yacht building industry.

GLOBAL FINPRINT

What they are doing: Global FinPrint is a Paul G. Allen initiative that brings together an international research team and collaborators around the world to fill a critical information gap. The organization conducts surveys of sharks, rays and other types of marine life on coral reef ecosystems using baited remote underwater video (BRUV). "First we need to understand how important animal life is for protecting reefs, and then provide that information as

Open source sharing, as VSY and Global FinPrint practice, is a good indicator of an organization's commitment to positive change.





Utilizing BRUV (Baited Remote Underwater Video), Global FinPrint is capturing data worldwide to assess importance of marine life in protecting reef habitats.

it evolves." Dr. Mike Heithaus, shark biologist and one of the lead researchers with FinPrint told us.

WHAT MAKES THEIR WORK INNOVATIVE:

Uniform Method: FinPrint Global works on a global scale, employing a uniformity of data collection and reporting that enables a direct comparison of areas around the world. (As a point of reference, the World Health Organization cannot boast of having uniform methods of data collection and reporting).

Timing: Simultaneously, Vulcan Philanthropies is developing technology to analyze and archive the data collected in the underwater videos, enabling the data to be available to a global community of researchers and conservationists. Typically such data must be collected, reported, analyzed, written, and published before being accessible to the public, a process which takes the better part of a year.

Availability: In addition to scientists being able to access the data about coral reefs, fish, turtle, and other marine life, access to the information collected will be available to scholars, foundations, governments, students, and citizens across the globe. Historically, such information has only been available through academic journals, most of which charge a fee per article, or by enrollment in an academic institution. Conversely, FinPrint Global and Vulcan philanthropies are making the information available to the public free of charge.

What would further their work: "The biggest expense we have at this point is the cost of getting to the locations we wish to study. We have trained salaried people to run the project, we have the equipment (cameras, tripods, bait), but we need the ability to get to more places. With our current level

of resources, we can observe 400 sites, if we had transportation and lodging available, the number of sites would be closer to 1000. Another area of focus is our desire to conduct more expansive outreach programs to encourage kids to get interested in health, oceans, and science."

YACHT AID GLOBAL

What they are doing: Yacht Aid Global is a worldwide network of logistical genius that coordinates unutilized resources like deck space, warehouse space, jets, yachts, sailboats and tangible items, in order to assist with humanitarian aid programs and disaster relief efforts. When Captain Mark Drewelow started his mega yacht management company, he was seeking a means by which he could be corporately and socially responsible, but couldn't find the right fit with existing organizations. Instead of forcing a connection, he opted for the organic approach of using his business networks and contacts for humanitarian purposes.

What makes their work innovative: Several things, like the fact that Yacht Aid Global operates solely on a volunteer basis. The only purpose of the organization is to determine where help is required, and then get there to help. "Yachts really are the perfect vessel for disaster relief," Captain Drewelow remarks. "They have one or two helicopters, medically trained crew, generators, and the ability to make water." In addition to humanitarian and disaster relief, Yacht Aid Global also organizes educational trips and philanthropic activities tailored to the client's request.

The bigger picture: Both decisions and indecision on the allocation and delivery of aid are politically mo-

tivated, resulting in needless human suffering; whereas with yachts, "You have a single decision maker who gives approval. They need nothing from the international or local community to operate." Supporting the expedient response Yacht Aid Global provides is the speed in securing an accurate needs assessment and then gaining support from yachts in the area to help, or arranging for yachts to travel to the disaster area. In the space of disaster relief, response time is an ongoing, unsolved issue. The expediency of Yacht Aid Global's assessment and response is a model that can be adopted in the philanthropic space, to mobilize the resources of additional donors, and for national and international relief organizations.

THERE IS NO WHITE HORSE

Although the ocean accounts for the seventh largest economy and covers two-thirds of the earth's surface, and ocean health directly impacts a myriad of global health concerns, there is no governing body, no regularity committee, and no international authority to manage or oversee the cumulative impacts of the use and depletion of its resources. The same is true for disaster relief. While operating guidelines are in place for state actors and NGOs, there exists no uniform system for disaster management, and the existing systems need continuous improvement. In the face of this magnificently complicated problem, how does one engage in a way that actually matters to the effort as a whole?

WAYS TO GET INVOLVED

Sustainability is a goal of conservation work, but it does not have to be your goal. You can choose your

Unable to find a suitable organization to contribute his philanthropic energies to, Cpt. Drewelow created YAG and mobilized his contacts and the yachting industry for humanitarian purposes.



YACHTING PHILANTHROPY



"Yachts are perfect vehicles for disaster relief. They have helicopters, medically trained crew, generators, and the ability to make water." Cpt. Drewelow of YAG



level of commitment and involvement, just as you can choose your mode of involvement. Beyond writing a check, you have numerous options for how to help advance philanthropic efforts around the world, if you are so inclined.

Your networks. Our friends, peer groups, philanthropic circles, professional connections, social clubs, academic networks and political associations can be advantageous to different types of efforts. People can make good choices for themselves, so simply passing on information where it is sought or needed can be helpful. With a brief phone call, a quick mention, or a personal introduction, you may advance somebody's work by years or decades.

Your resources. You can offer items that are tangible, like use of your jet or yachts, or certain products you have available. On the other hand, you can also offer your professional knowledge and capabilities—your business acumen—to an organization or cause. Large-scale, sustainable efforts have many complex components, the chances are strong that resources you have will fit with some-

Operating purely on a volunteer basis, YachtAid Global's sole objective is to determine where humanitarian help is required, and get it there. Around 30 yachts have already provided vital aid for remote communities.

body's need. Conduct a discreet inquiry, or have it done on your behalf, and you will find the right complement for what you want to give.

Your interests. Certain aspects of philanthropic work are interesting to us based on our individual identity. You may be interested in conservation, or the idea of being part of cutting-edge innovation may intrigue you more. Other interests could be the ability to have a unique philanthropic experience, traveling to locations which few have access to, or advancing your own education and that of others. Find your motivation and interests, regardless of how grandiose or humble, and select an activity that complements it.

Your family. Having a memorable family experience, promoting your family values, teaching your children about philanthropy, completing community service hours, and providing an unforgettable education are all objectives that can be met by engaging in philanthropic activity, and all while being helpful to larger causes. Decide what you want to do, then discover how to connect your family experience to a bigger cause.