

FORCE ONE®

MAGAZINE

A WINDOW WITH A VIEW

MONACO & FRENCH RIVIERA





VSY : SAILING THE GREEN BLUE SEAS...

By Luca Marotta

When thinking about megayachts, the general public is often divided between a feeling of awe for the object, its power and strength or the owner, never daring to question those exaggerated huge vessels intended for a relatively limited use (thinking on the environmental impact that certain types of ships either possess or not). On the other hand, the marine industry plays a pivotal role for the economy and employment. Nowadays, issues on the environment are urging shipyard owners to increasingly pay attention to emissions, types of materials; supply chains, as well as the vulnerability of the social impact on producing countries. These are concerns close to the heart of the Managing Director of the Viareggio-based shipyard, who have taken up the challenge of new necessary business models able to substantiate an innovative vision of the yachting sector and re-launch its fundamental values. VSY sees their commitment to sustainability as a responsibility.

The construction of the Stella Maris, a masterpiece designed by Espen Oeino, marked a very important step in the direction of more sustainable design and construction. On September 19, 2012, VSY became the first European shipyard to sign the Wood Forever Pact launched by the Prince Albert II of Monaco Foundation, subscribing to transparency and qualification in the timber industry to guarantee maximum quality and ethical respect. VSY is today the avant-garde protagonist in this field.

Helping us to take a new view on the subject is Vienna Eleuteri, Sustainability Manager of VSY.

F.1.M. : VSY's "Politic" of paying attention to the environment is rather intriguing...

V.E. : Well put; "Politic" is the right term. Our shipyard goes far beyond just being sensitive to environmental issues; we apply real Green Corporate Governance. Moreover, compared to Monaco, we are absolutely in line with both the vision of the Sovereign Prince so attentive to the policies of the sea, and that of the Monaco Yacht Show, which, with its director Gaelle Tallarida, adheres accordingly.

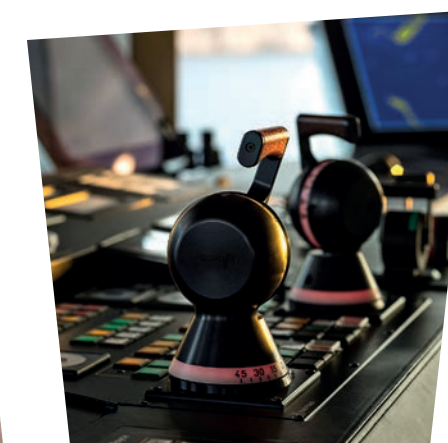
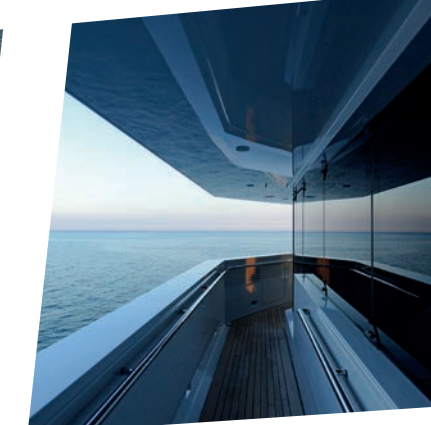
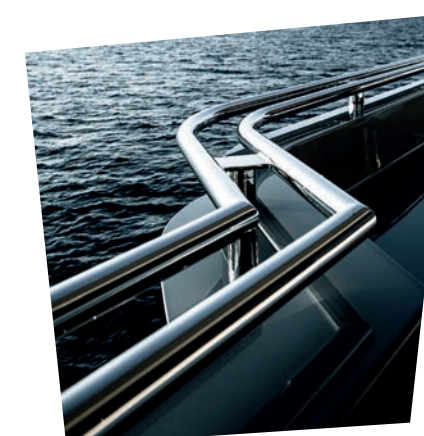
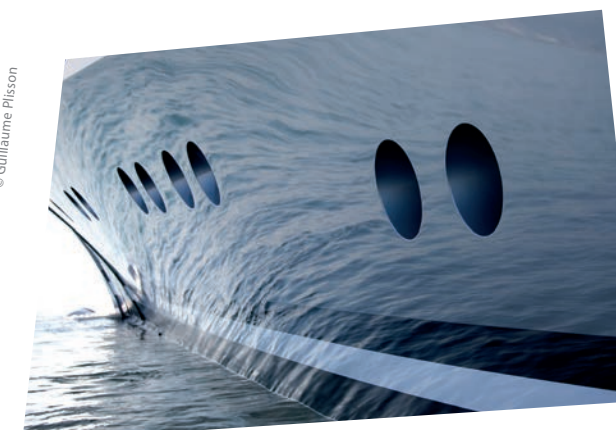
F.1.M. : Let's get to the point: how can a yacht that has very high fuel consumption be "green"?

V.E. : This is a great opportunity to explain the various aspects of a topic that is not only important, but is extremely strategic for this sector. First, nautical green technology is fully in use throughout our production chain: from the pipeline to the final product once it leaves the yard. When

it comes to the green certification of a VSY yacht, we can declare that everything has been designed, studied and built for the optimization and reduction of the impact to the environment; not only concerning fuel consumption, but from top to bottom. For example, the gas output and water system, everything that comes from the boat has a very low impact. Also when working on an eco-productive maintenance systems for continuous integrated monitoring of the eco-systems and appliances installed, providing also a dedicated ergonomic training software platform for the manning of the yacht, the results is in a simple but effective formula: Maximum Efficiency on Minimum Energy. But the significant fact that interests the world's "yachting system" is the transfer of knowledge that benefits even smaller yards. Take for example the Formula 1, where the innovations that are being developed are found in cars for the mass market.



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F.1.M. : *But, Formula 1 teams are industrial groups that produce their own cars. The information remains within the companies who have contributed financially to the research. VSY for example, does not produce motorboats ...*

V.E. : Obviously we can't demand this kind of effort from the production chain that has limited resources such as small yards. Our strength lies in the commitment of transferring acquired information to the scientific community and industry, where other companies can take advantage of this information. We have just joined SYBass (Superyacht Builders Association) because our superyachts shipyard is relatively small; we can thus respond faster to these needs, in order to avail it to the entire community.

In addition, our policy is much broader, for example, a pilot project that is actively committed to nautical principles. If one is still unable to mitigate the environmental impact of technology, then we implement an active program of support for excellent policies in areas that otherwise could not support certain types of procedures.

This triggers an excellent cycle related to the stakeholders in this business. In the case where there are no resources for protected marine areas, we try to intervene. It's what we call "proactive sustainability."

F.1.M. : *This is all wonderful and conveys true positive energy. Let me ask you something that might seem trite, but in reality is much more serious than it might seem. The strong presence of female management in VSY (starting with the Managing Director) is very evident, especially when viewed in a world of yachting which remains quite traditional. Thus, does VSY's great attention to the environment stem from this feminine sensitivity?*

V.E. : I wouldn't say that gender plays such a drastic role, but definitely we are sensitive to both the aesthetic and environmental conditions totally indispensable for the survival of our yard. This obviously is what each of us, man or woman, brings to the construction site when working on our projects. The world of sailing can often be conservative, but it knows how to open to new innovations and original points of view.



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