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Cámara
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DHOMA E TREGTISË DHE INDUSTRIË DURRES
DURRES CHAMBER OF COMMERCE AND INDUSTRY

IBLUE

MED Programme - Modular Project THEMATIC SEMINAR

Good Practices in the Yacht Sector

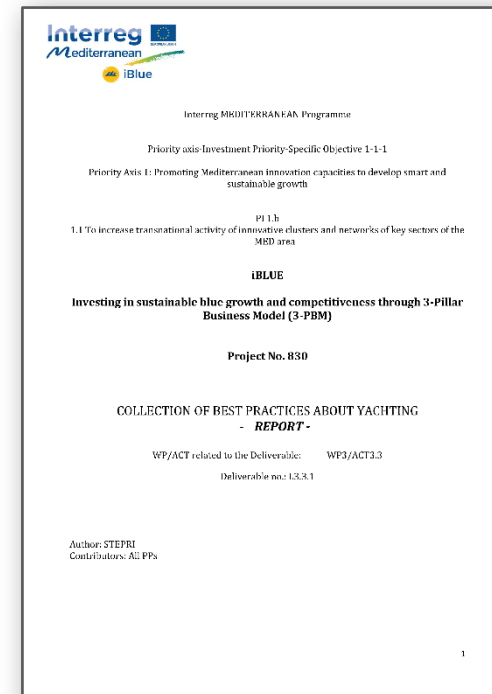
Nadia Preghenella, Scientific Staff

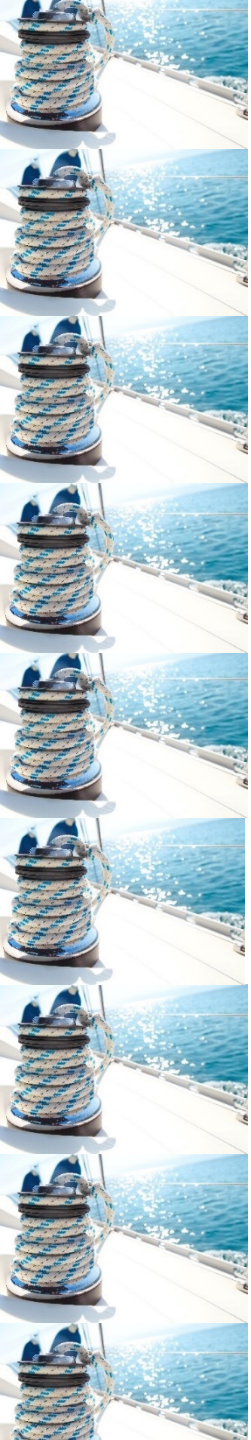
University of Udine

Lisbon, 18th September 2018

Collection of best practices about yachting

- 27 best practice cases from 9 countries
 - Manufacture 6
 - Service 10
 - Infrastructure 11





Sub-sectors of yachting sector

WP 3.2

| | | |
|-----------------|------------------------------------|---|
| MANUFACTURE | Ship design | |
| | Ship building | |
| | Ship components | Motors, sails, plants, navigation instruments |
| | Ship accessories | Furniture, tapestry, equipment |
| | Accessories for boat users | Nautical clothing, various accessories |
| SERVICES | Repair, refit & maintenance | |
| | Financial services | |
| | Brokers | |
| | Charters | |
| | Other marine and nautical agencies | |
| | Retailers of ship components | |
| | Retailers of ship accessories | Boat-oriented, user-oriented |
| INFRASTRUCTURES | Marinas and ports | |



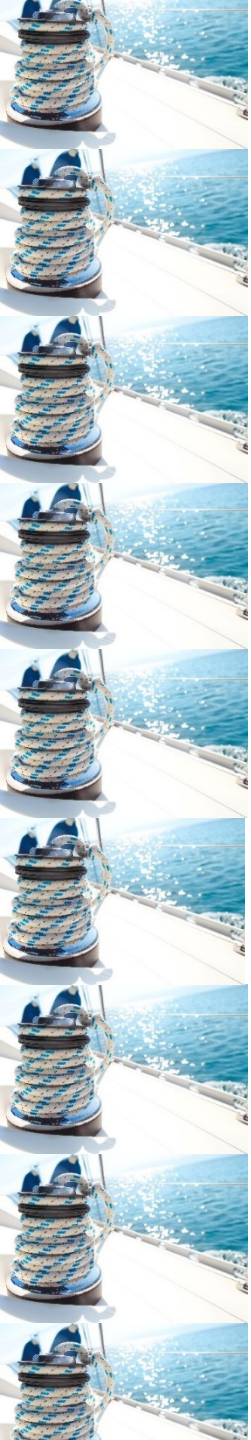
Best practices













- Based on three perspectives:
 - Economic
 - Social
 - Environmental
- To identify patterns of success and understand business model elements of existing companies from yachting sector.



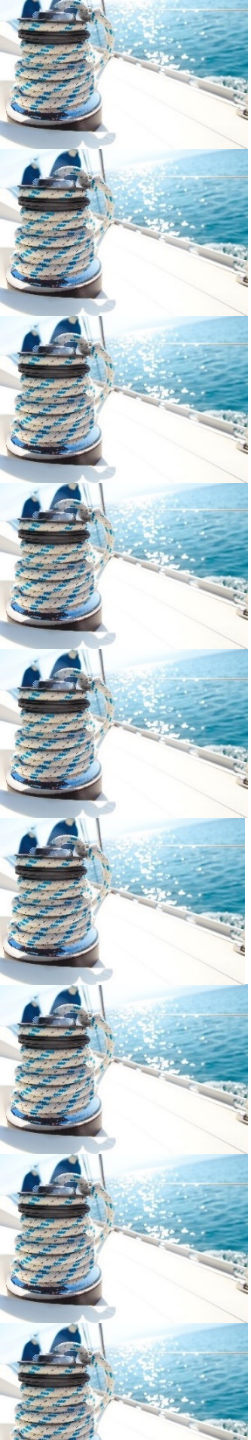
Definition of key criteria for selection

- Starting point:
- To identify yacht industry BMI case that enabled
 - achievement of **outstanding results in at least one** of the key perspective
- and
 - **above the average / average results in other two** key perspectives.



| | Economic | Society | Environment |
|----------------------|--|--|--|
| Company A |  |  |  |
| Company B |  |  |  |
| Company C |  |  |  |
| Company D |  |  |  |





Excellent  Average  Poor 

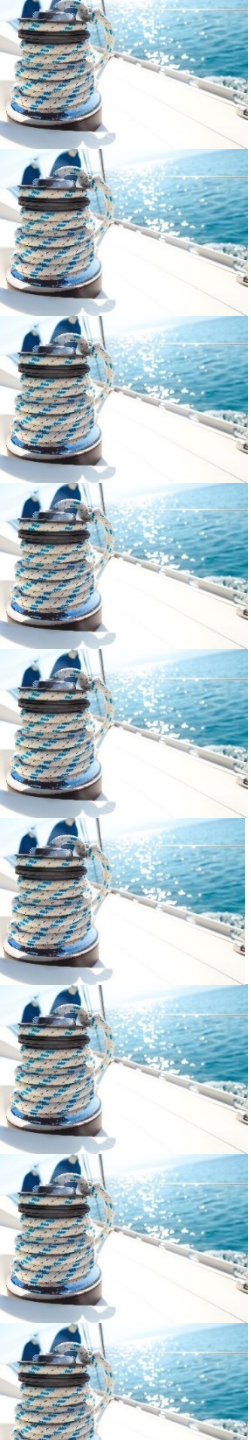


Italy

Marina Sant'Andrea

- The typology of the yachting sector -> **Infrastructure – Marina**
- Marina Sant'Andrea is a marina located in a strategic position, which offers about 250 berths. The company's strength lies in offering a complete service for the customer







| KEY PERSPECTIVES | RESULTS CLASSIFICATION  | INDICATORS/RATIONALE |
|------------------|---|--|
| Economic |  | Positive economic results, market development |
| Social |  | Blue Flag recognition, "Voce dell'Adriatico" award that rewards people involved in Adriatic Sea care |
| Environmental |  | UNI EN ISO 14001.2015 certification, use of the photovoltaic system, Blue Flag recognition, "green" management |

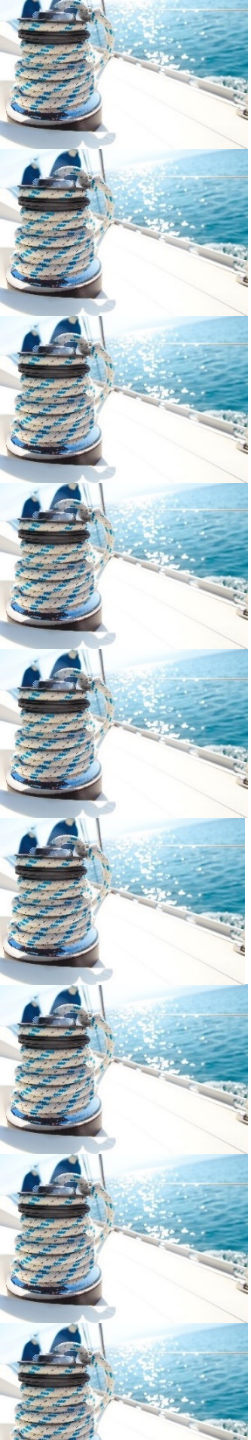


Croatia

Shipbuilding Pičuljan Ltd.

- The typology of the yachting sector -> **MANUFACTURE: Ship design, ship building**
- The company main activities are Building of ships and floating structures and Building of pleasure and sporting boats







| KEY PERSPECTIVES | RESULTS CLASSIFICATION    | INDICATORS/RATIONALE |
|------------------|---|---|
| Economic |  | Stabile and growing turnover in last three years (in 2016 it was 3.2 mil EUR); stabile profit in last three years; number of employees has grown in last three years. The company is planning investments in infrastructure and equipment (increase the capacity of the marina and services in the marina). |
| Social |  | In 2014 the company donated Psychiatric hospital Rab for Therapy garden for neurocognitive rehabilitation; still helps local events and associations; the company invests in employees' education. |
| Environmental |  | Compliance with environmental law, care of natural environment; use of natural materials (wood); special care and high standard and conditions for environment protection and work safety, a new and strong ventilation system (all fiberglass dust is "vacuumed" and the quality of air is high); planned investments in improved ecological standards in the production hall. |

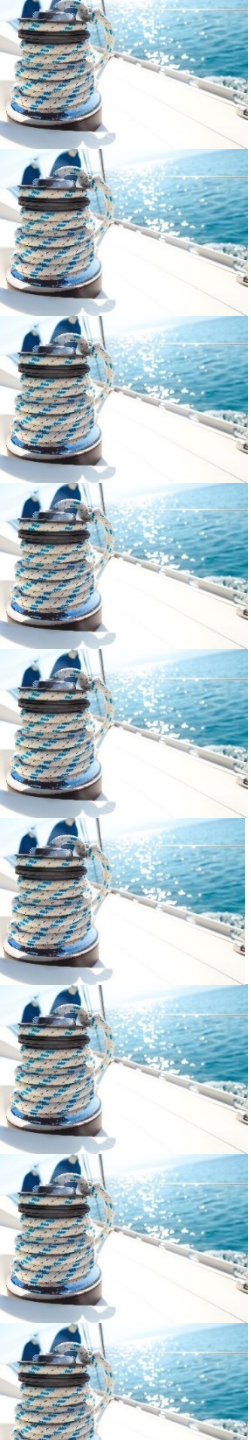


Croatia

Shipyard Punat Ltd.

- The typology of the yachting sector -> **SERVICE: Repair, refit and maintenance**
- Today the Shipyard offers a refit and repair for all kind of working boats and large yachts up to 50 m length.







| KEY PERSPECTIVES | RESULTS CLASSIFICATION    | INDICATORS/RATIONALE |
|------------------|---|--|
| Economic |  | Stabile and growing turnover in last five years (in 2016 it was 4.3 mil EUR); increasing profit in last three years; credit check A1; number of employees has grown in last six years. The management is planning investments in infrastructure, equipment, tools and education of employees. |
| Social |  | The Shipyard takes a good care of the employees. Education of employees is of a great importance for the shipyard management structure. The Shipyard employs local's directly or indirectly through shipyard subcontractors (total employed around 250 families). |
| Environmental |  | The Shipyard applies the highest ecological standards as well as waste management techniques to ensure that the sea and environment remain clean for future generations (collection centre for commercial waste and hazardous/special waste, waste sorting, separation of rain water and wastewater treatment). One of ecologically innovative approach is sandblasting – technical surface treatment using recycled glass and soda (the device uses recycled glass with the same standards and results for the treatment of a range of materials such as plastics, steel, aluminium, wood, stone). This treatment is more ecologically and environmentally acceptableThe Marina Punat Group Ltd. in 2010 have implemented environmental management system in accordance with the ISO 14001:2001 standard. |

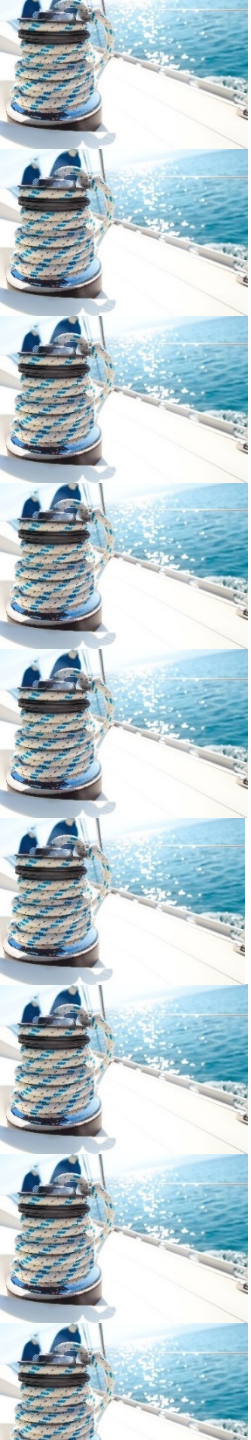


Croatia

Tehnomont Marina Veruda

- The typology of the yachting sector -> **INFRASTRUCTURE: Marina**
- MARINA VERUDA was founded in 1978, is a nautical port situated in Veruda channel on the south of the town of Pula.







| KEY PERSPECTIVES | RESULTS CLASSIFICATION    | INDICATORS/RATIONALE |
|------------------|---|--|
| Economic |  | Stabile and growing turnover in last four years (in 2016 it was 3.5 mil EUR); growing profit in last three years; credit check A2. The marina management is planning investments in infrastructure. |
| Social |  | The marina management has great relations with the community and the employees. Each employee has payed Supplemental Health Insurance and other wage supplements in accordance with national legislation. Marina Veruda had been sponsor of many sports and recreational events in the local community and wider. |
| Environmental |  | Marina Veruda takes the environment protection with special care, and except the satisfaction of our guests the proof for it is the Blue Flag fluttered for the 15th time in a row this year. In the Marina Veruda you can become the owner of the Individual Blue Flag! Tehnomont Jsc. had implemented environmental management system in accordance with the ISO 14001/1 and 14001/2 standard. |

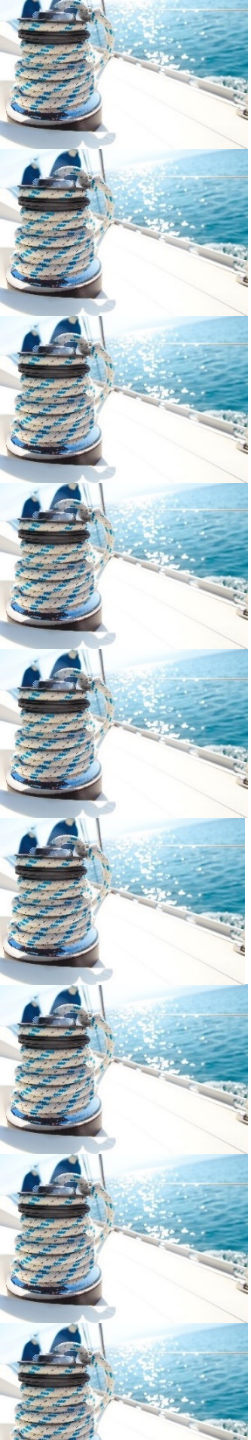


France

Compositeworks

- The typology of the yachting sector -> **SERVICE: Repair, refit, maintenance**
- Compositeworks, created in 1998, provides high-end solutions for every aspect of large yacht refits, from basic maintenance works and class visits to extremely complex major modifications for yachts over 30 metres in length







| KEY PERSPECTIVES | RESULTS CLASSIFICATION    | INDICATORS/RATIONALE |
|------------------|---|---|
| Economic |  | <ul style="list-style-type: none">• Turnover growing at 10% annually on a 5 years basis• Investing in up-to-date technologies with tailor-made solutions. |
| Social |  | <ul style="list-style-type: none">• Local employment directly (150 employees, 18 nationalities) and indirectly (200 jobs)• HSE policy for HR, crew and subcontractors.• Community charitable projects: sponsorship of the local kids' football team, fundraising for cancer across various cycling events (Cogs for Cancer, Mont-Ventoux Challenge) or through donations. |
| Environmental |  | <ul style="list-style-type: none">• ISO 14001• Rigorous selection of products, used and disposed of in an ecological manner.• Willingness to contribute to the protection of their location (near a national park island). |

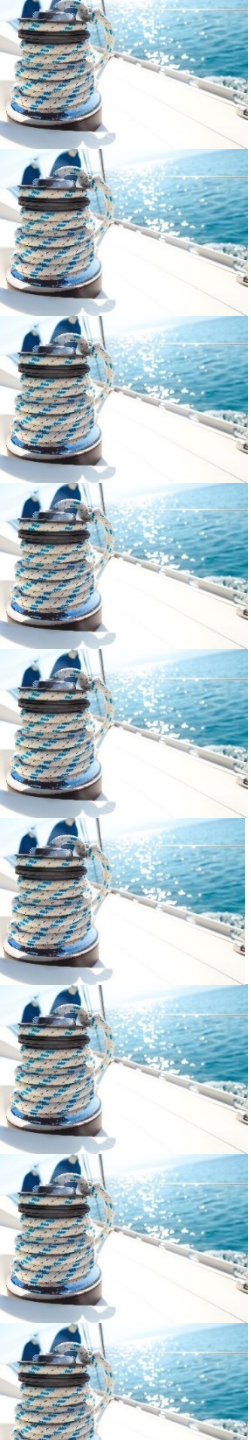


Spain

Club Náutico Sevilla

- The typology of the yachting sector -> **Infrastructure: Marinas and Ports**
- Founded in 1952, Club Náutico Sevilla is both a sports and cultural association. Services offered to seafarers include: general, weather and tourist information, up to 10 meters dry dock, security around the clock, repair shop, used and oils and garbage collection







| KEY PERSPECTIVES | RESULTS CLASSIFICATION    | INDICATORS/RATIONALE |
|------------------|---|---|
| Economic |  | Increasing account in the last three years. |
| Social |  | The Club's community and charitable activities are numerous: - Children with no means from various neighbourhoods in town are given the opportunity to practice sports under the supervision of Club's coaches and trainers. - Weekly, the Association of Autistic Children also uses the Club's facilities for sport practice of its members. - The Red Cross Seville chapter also uses the port facilities as its operational base. |
| Environmental |  | The Club's by-laws provide in Art.1 for the protection of the environment. Both the Club's marina and other facilities guarantee water and environmental quality, thus contributing to the recovery and upkeep of that area of the Guadalquivir river. The Club's marina maintains a very strict control on wastes originated in the facilities and by the boats in order to protect the area's water quality and cleanliness. The Club is actually working on obtaining ISO certificates. |



Greece





Municipal Marina Of Aghios Nikolaos City

- The typology of the yachting sector -> **MARINAS**
- The Marina of Agios Nikolaos is a well protected marina in all weather conditions, it is built to European standards and is capable of accommodating up to 255 boats all year round

| KEY PERSPECTIVES | RESULTS CLASSIFICATION    | INDICATORS/RATIONALE |
|------------------|---|---|
| Economic |  | GROWING PROFIT FOR THE PAST 3 YEARS |
| Social |  | CHARITY DONATIONS TO ELDER PEOPLE'S SOCIAL ENTITIES |
| Environmental |  | INSURANCE QUALITY CERTIFICATE |

SLOVENIA Seascope







- The typology of the yachting sector -> **Manufacture: Sailing boats; Additional: Events, Competitions, Digital services for boat users**
- Seascope is the Slovenian sailing boat manufacturer. They produce four different models of sailing boat.

| KEY PERSPECTIVES | RESULTS CLASSIFICATION  | INDICATORS/RATIONALE |
|------------------|---|--|
| Economic |  | Turnover is growing; swift from outsourcing business model to their boat production company. |
| Social |  | Hiring local experts, local suppliers, starting a movement of “new way” of sailing. |
| Environmental |  | Producing sailing boats, that are more environmental friendly mode of transportation then other boats. Testing new material for boat production that can be reused. |

Slovenia

Marina Portorož

- The typology of the yachting sector -> **Infrastructure: marina**
- Marina Portorož is the first marina built in Slovenia. Planning began in 1974, but the official opening was in May 1986. They have more than a thousand berths available in the sea, on shore and in two hangars as well as the Fazan canal

| KEY PERSPECTIVES | RESULTS CLASSIFICATION    | INDICATORS/RATIONALE |
|----------------------|---|---|
| Economic |  | Turnover in 2016: 5.152.007€ In the future: adding new products and attractions that will attract different classes of guests. |
| Social |  | Currently 43 employees. Helping families with financial issues, they bought a van for children with special needs, and they are sponsors of sport clubs, promoting sport events etc. |
| Environmental |  | Received Blue Flag (since 2008, every year), using solar panels making solar electricity etc. |



Findings: Good practice „motivators”

- Economic
 - Profit and growth
- Social
 - Strong workforce and local support
- Environmental
 - Resource protection and preservation of the key value proposition



Findings: Good practice „ingredients”

- Economic
 - Long term positive results
 - Stable and growing income/profit
 - Future investment plans



Findings: Good practice „ingredients”

- Social
 - Future workforce focus
 - Employee good care and education
 - Employment of disabled people
 - Local suppliers (jobs maintenance)
 - Part of local community
 - Donations / sponsorships of local initiatives
 - Public awards



Findings: Good practice „ingredients”

- Environmental
 - Compliance with law 😊
 - Local suppliers (low carbon footprint)
 - Use of natural materials
 - Recycle/reuse of materials
 - Eco friendly technologies
 - “Blue flag” certificates
 - Eco standards and active environmental management system in place

THANK YOU FOR YOUR ATTENTION

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