

# **Session 6D**



**Engaging the Community in Sail Training Projects**





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**SUOMEN PURJELAIIVASÄÄTIÖ**  
Sail Training Association Finland

**Supported By**

*Danfoss*



## SEATRIBE PASSAGE TO THE FUTURE

Sea tribe – passage to the future (2018-2020) is a joint project of Y-foundation and STAF, funded by Centre for Social Welfare and Health Organizations (STEA). It focuses on strengthening (working-) life- and social skills of 18-30-year-old young adults who are in risk of social exclusion and are starting their independent lives. Our aim is to develop a model which effectively reduces loneliness, social exclusion and helps people in our target group to get back on track and eventually move on to working life. This is done by combining methods of sail training, adventure education, peer-to-peer -support and social case management.



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# SEA TRIBE

WORKING WITH SOCIALLY EXCLUDED YOUTH

## WHAT YOU NEED

- MOTIVATED CREW AND A "WORKING" CURRICULUM
- FUNDING
- TARGET GROUP
- PRE-SAIL TRAINING PROGRAM
- SAIL TRAINING
- FOLLOW UP



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# SEA TRIBE

WORKING WITH SOCIALLY EXCLUDED YOUTH

## PRIOR TO SEATRIBE

### WHAT WE STRUGGLED WITH WAS;

- FUNDING
- TARGET GROUP
- PRE-SAIL TRAINING PROGRAM
- FOLLOW UP



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## SEATRIBE TRIALS

2014-2016

- 2\*11 DAYS / SEASON
- NO PRE-PROGRAM
- TARGET
  - Convince Y-foundation
- HOW
  - Result survey
  - Short period follow up



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## Y-FOUNDATION

### HOW THEY DEFINE THEMSELVES;

"Our mission is to enhance social justice. We do this by developing social housing to the largest Finnish cities lacking affordable housing. The foundation is one of the key national developers of the Housing First principal in Finland."



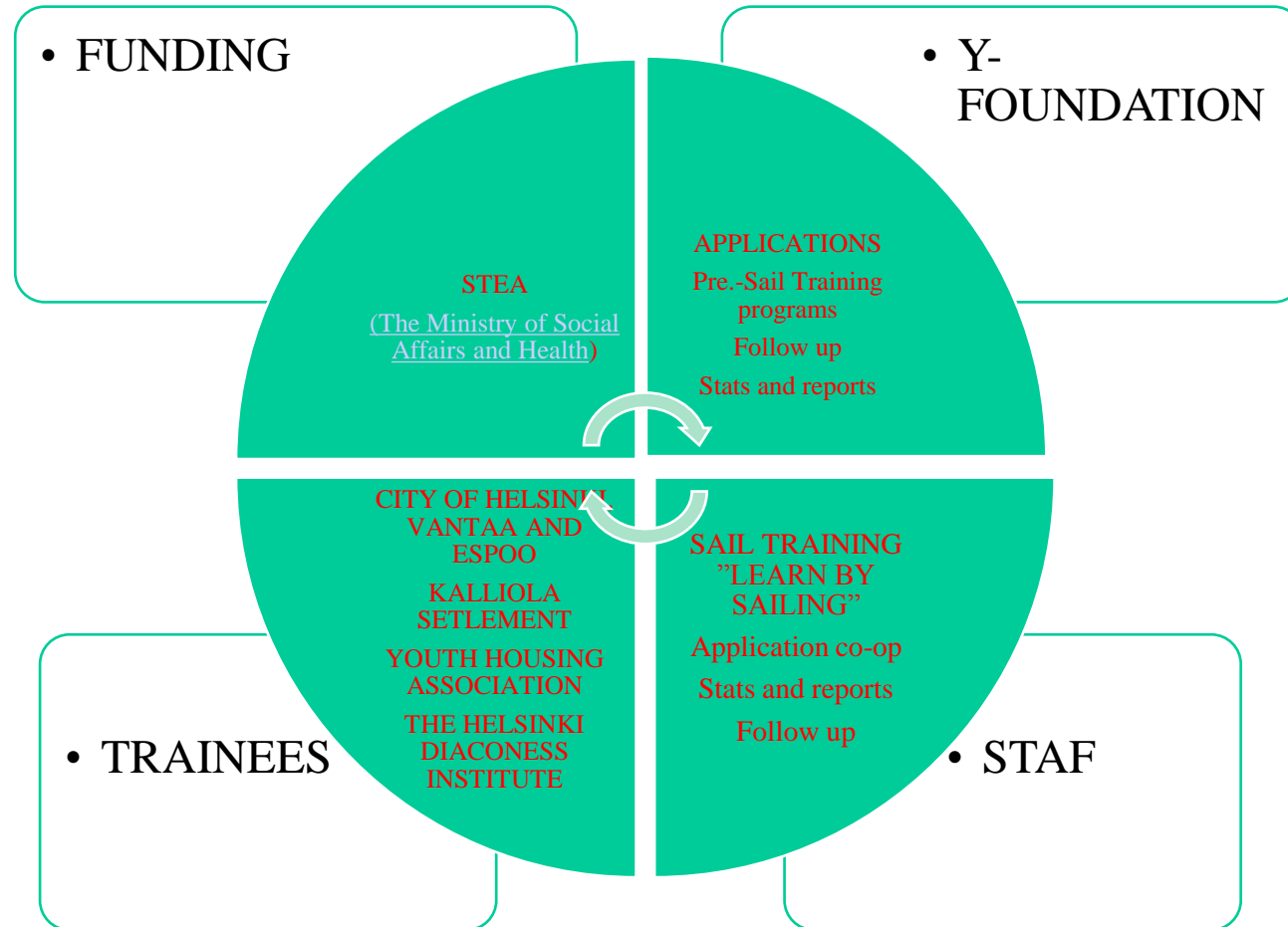
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# SEATRIBE SETUP







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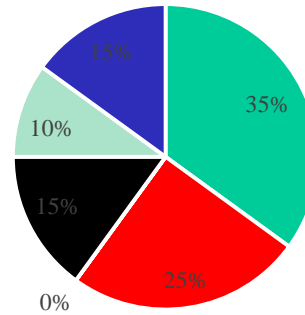
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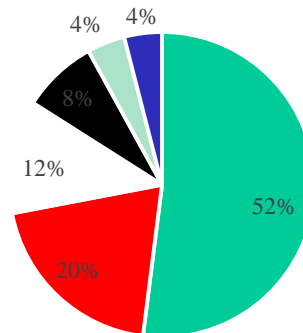
# SEATRIBE RESULTS

Status  
spring/summer 2018 follow up



■ in education ■ unemployed ■ working ■ work trial ■ rehab ■ other

Status  
spring 2019 follow up



■ in education ■ unemployed ■ working ■ workin trials etc ■ rehab ■ other



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# SEA TRIBE

WORKING WITH SOCIALLY EXCLUDED YOUTH

- FIRST PRO-GRADU STUDY
  - Hanna Skogström

"A Case Study on the Importance of Social Inclusion in the Meriheimo Project of Adventure Sailing"



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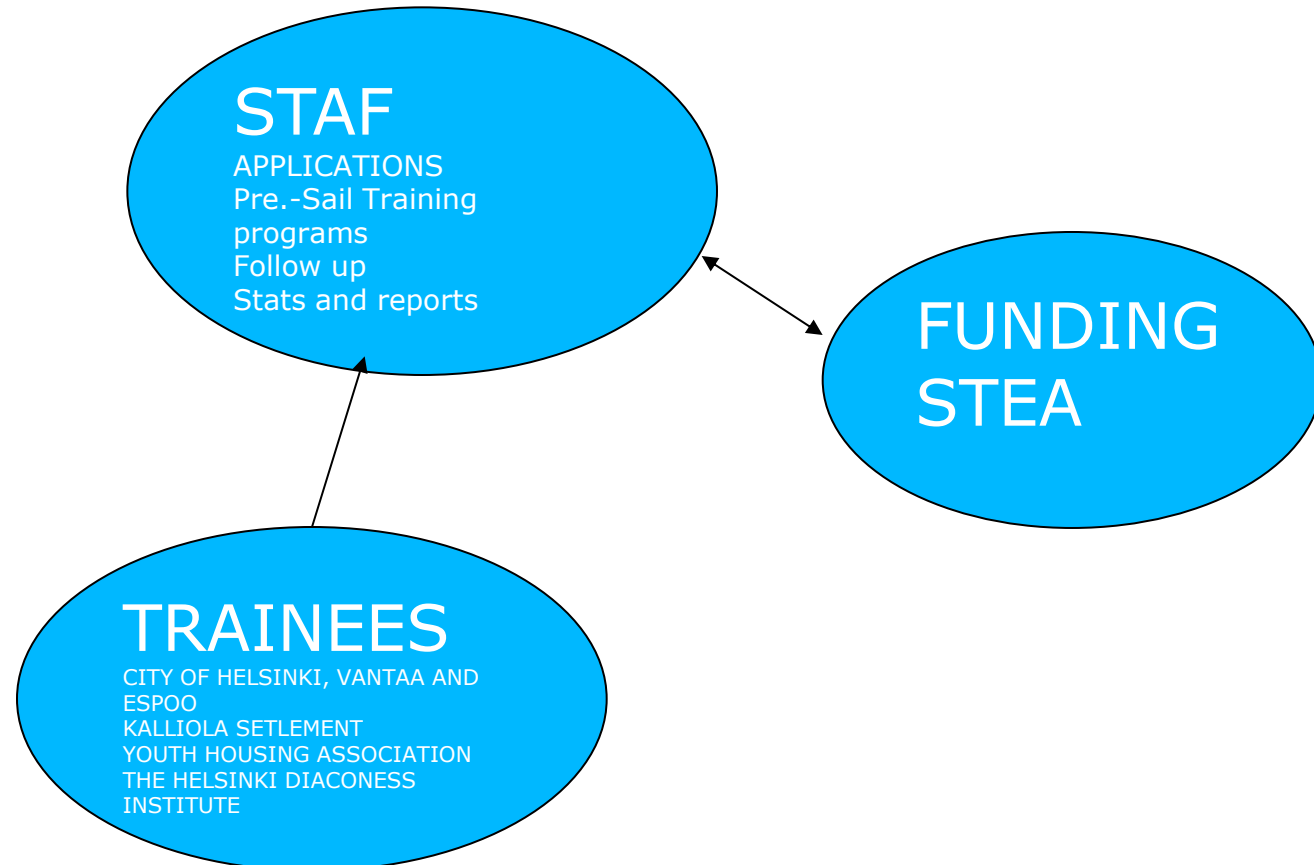
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FUTURE ... ?

GOAL..





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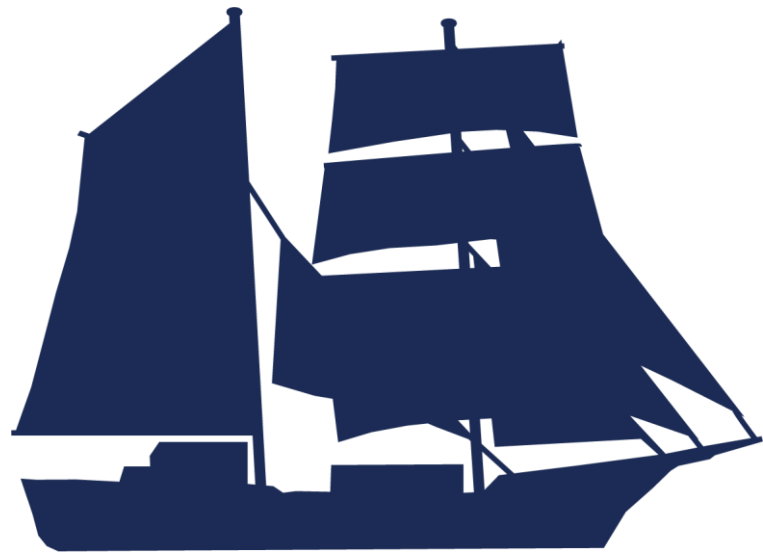
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THANK YOU



QUESTIONS...





# How to involve the local community in a Sail Training Event?

Learned lessons in Harlingen 2014 and 2018

Arjen Mintjes

STI conference Antwerp  
4/7th December 2019



2018



# 'NEW HORIZONS'

NEW ROUTES





- Good cooperation and friendship between ports
- Joint host port meetings
- We guaranteed a total of 1000 trainees to the fleet

**THE TALL SHIPS RACES 2018**  
organised by Sail Training International

**SUNDERLAND**  
UK

**STAVANGER**  
NORWAY

**ESBJERG**  
DENMARK

**HARLINGEN**  
NETHERLANDS

Host Port	Dates
<b>SUNDERLAND</b>	WEDNESDAY 11 JULY - SATURDAY 14 JULY
<b>ESBJERG</b>	WEDNESDAY 18 JULY - SATURDAY 21 JULY
<b>STAVANGER</b>	THURSDAY 28 JULY - SUNDAY 30 JULY
<b>HARLINGEN</b>	FRIDAY 3 AUGUST - MONDAY 6 AUGUST

**THE TALL SHIPS RACES**  
Harlingen





## Trainee recruitment

- Long term : Sail in Sight
- Mid term : start 2-3 years ahead
- Short term : Coaching trainees in finding money

**THE TALL SHIPS RACES 2018**  
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**SUNDERLAND**  
WEDNESDAY 11 JULY - SATURDAY 14 JULY

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**STAVANGER**  
THURSDAY 28 JULY - SUNDAY 31 JULY

**HARLINGEN**  
FRIDAY 3 AUGUST - MONDAY 6 AUGUST

**THE TALL SHIPS RACES**  
Harlingen



# Sail InSight 2 t/m 13 July

- Program for 1800 kids, the trainees of the future
- Sail InSight workshops and educational programme
- Sue Smeding





# Sail InSight 2 t/m 13 July



**Sail InSight** **Sail InZicht**  
Een maritiem programma voor iedereen!

- Two weeks from 2 – 13 July based in the harbour
- First week for Primary Schools in collaboration with the local museum
- Second week for Secondary Schools in collaboration with The Maritime Academy
- A Captain's Dinner for everyone
- Open Maritime weekend





# Sail InSight 2 t/m 13 July



Past and Present

By:  
Local sailor  
Local restaurant  
Hollandse helden

# Sail InSight 2 t/m 13 July



Activities for  
Preschool  
children



# Sail InSight 2 t/m 13 July

## Secondary school students prepare Captain's Dinner





# Sail InSight 2 t/m 13 July



# Sail InSight 2 t/m 13 July





# Sail InSight 2 t/m 13 July



# Sail InSight 2 t/m 13 July

THE TALL SHIPS RACES 2022

## Summary

Sail InZicht  
Een programma voor iedereen!

2 t/m 13 juli 2018  
Entrepotgebouw, Harlingen



- 7 primary schools with 1300 children
- 2 secondary schools with 500 children
- 4 care homes
- 2 museums
- 3 educational ships

In addition

- Anthem competition
- Organisations were offered promotional space on the event ground
- Open ship for care homes at a quiet time of day during the event
- Children invited to sing the Sailor's song on stage at the opening
- Collaboration to create through traffic from show ground to town centre



# Trainees

- Target 350 trainees Result 345 trainees
- Start campaign april 2017
- 1 Board member responsible
- Button website : I need help / I take care of everything
- Fixed price 1149 Euro/ 1650 Euro for sponsors
- Cooperation with Monique Touw Windseeker
- Selection and training days at the Maritime Academy







# Trainees

- Coaches via Volunteers program
- Funding by FTSC, companies and service clubs ( Lions and Rotary)
- Training Day on board Christian Radich
- Recruitment via Social Media





# Visiting Secondary and Vocational institutes







# Lions Rally 15 Maart





# Media attention







# Media attention Schiphol Airport







# Trainees Results 2018

- Total 345 trainees
- 150 trainees in funding program
- No costs for the organisation



# Trainees







# Trainees





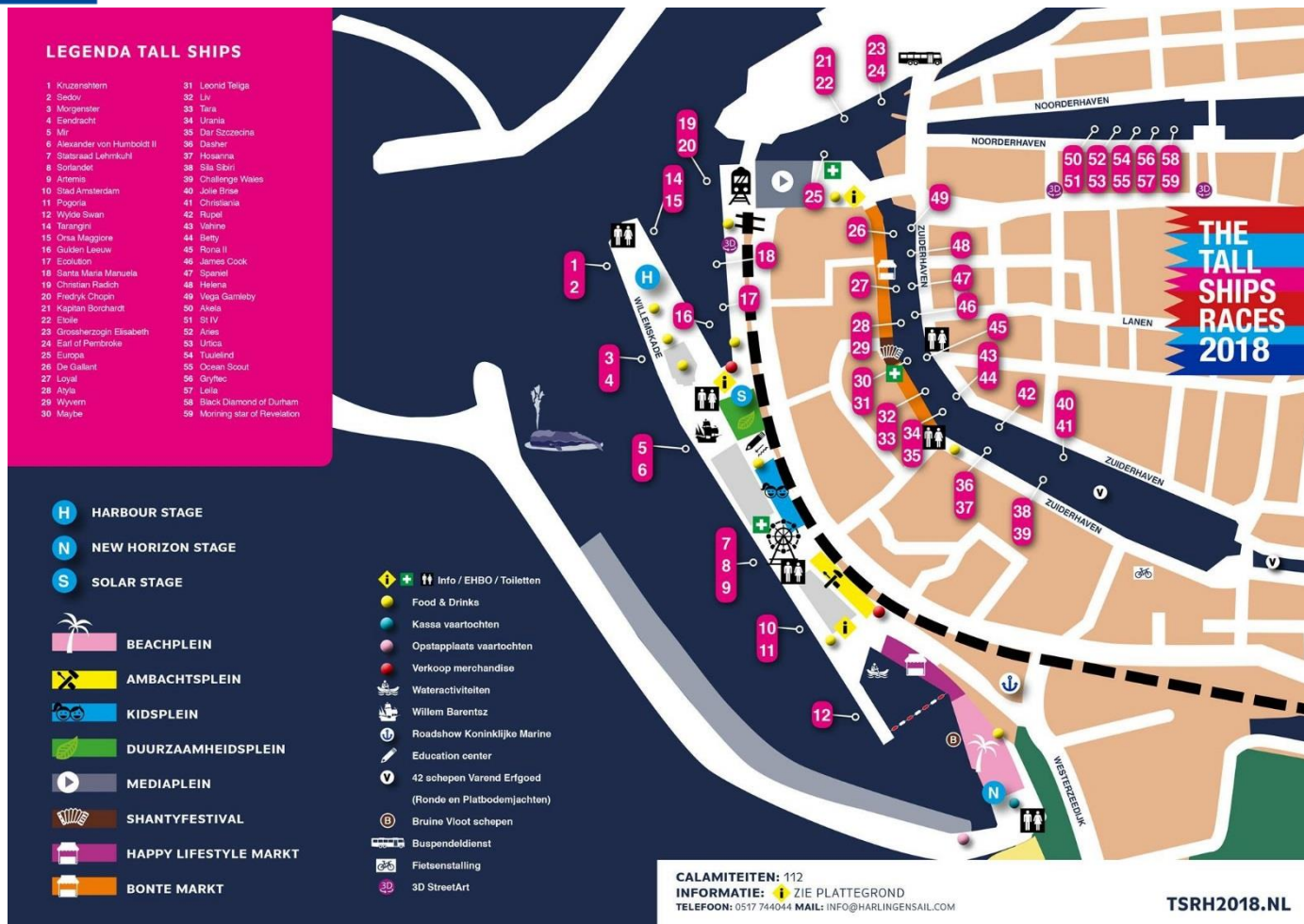


# Event area



THE TALL SHIPS RACES  
Harlingen

## Event area



CALAMITEITEN: 112  
 INFORMATIE: ZIE PLATTEGROND  
 TELEFOON: 0517 744044 MAIL: INFO@HARLINGENSAIL.COM

TSRH2018.NL



# Crew parade





# Crew parade



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# Crew dinner & party for 1500 people



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# Communication and media attention



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# Blessing of the Sails







# Our flag was very popular



© STI - Valery Vasilevskiy





# 4 Days perfect weather



© STI - Valery Vasilevskiy



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Harlingen





**THE  
TALL  
SHIPS  
RACES  
2022**

**SEE YOU IN 2022**





# THE TALL SHIPS RACES 2022



**THANK YOU**  
[INFO@HARLINGENSAIL.COM](mailto:INFO@HARLINGENSAIL.COM)



LEEWARDER COURANT  
*Fries*



provinsje fryslân  
provincie fryslân



