

THE INTERNATIONAL SAIL TRAINING & TALL SHIPS CONFERENCE 2023

7C: Organising Sustainable Events



**THE TALL SHIPS RACES
A FINANCIALLY
SUSTAINABLE EVENT**



FINANCIAL SUSTAINABILITY

- **TSR Events to be financially sustainable for all the stakeholders**
 - **Host Ports**
 - **Ship**
 - **Trainees**
 - **Sail Training International**



FINANCIAL SUSTAINABILITY FOR HOST PORTS

- **POST EVENT ECONOMIC IMPACT STUDIES**
 - **Host Port investment**
 - **Small regatta min 500,000 Euros**
 - **Tall Ships Race 2,000,000-3,000,000 Euros**
 - **Return on Investment x8 - x15**
 - **Impact on local businesses (hotels; restaurants; bars; shops, event area traders, merchandising suppliers, etc.)**



Examples of Economic Sustainability for Host Ports

- **Different funding models**
 - **Through sponsorship**
 - **Business community**
- **Trainee Funding**
 - **Trainees can be funded through sponsors with minimum cost to Municipality**
- **Sponsorship of parts of the Event**
 - **Stage**
 - **Crew party**
 - **Captains' dinner**
 - **Etc.**



Economic Sustainability for Ships

- **The Events need to be financially viable for the fleet**
 - **Class As/Bs**
 - **Trainees**
 - **corporate hospitality & facilitating commercial activities for them**
 - **Port Services**
 - **In-port programme for crew**
 - **Class Cs/Ds**
 - **Trainees**
 - **Port Services**
 - **Port facilities (toilets/showers/laundry)**
 - **Berthing**
 - **In-port programme for crew**



Economic Sustainability for Trainees

- **Sail Training Voyages need to be accessible to young people**
 - **Funding**
 - **Fundraising support**
 - **Fairly priced**
- **Sail Training Voyages need to be attractive propositions for holidays (what are we competing with?)**
- **The benefits of Sail Training to be made clear and promoted**



Economic Sustainability for Sail Training International

- ports bidding to host the TSR
- ships to take part in the TSR
- Ports bidding to host the annual conference
- Attracting sponsors
- Attracting philanthropic donations

So that we can offer as many young people as possibly the opportunity of a sail training experience



How The Tall Ships Races in Fredrikstad as a major city event contributes to social sustainability

Blue ocean
green event

BORG  HAVN

 FREDRIKSTAD
KOMMUNE





Responsible
for
programming
the
Cultural
events
and
crew
activities

City of Fredrikstad



THE TALL SHIPS RACES
Fredrikstad 2023
organised by Sail Training International

Sustainability

Environmental

Social

Economic



The Tall Ships Races Fredrikstad

Several initiatives - specific focus on the following goals

10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



14 LIFE BELOW WATER



15 LIFE ON LAND



17 PARTNERSHIPS FOR THE GOALS



Background



Approx. 20% OF THE CHILDREN
IN FREDRIKSTAD GROW UP IN LOW-
INCOME FAMILIES

National average in Norway is 11,7%

Make the city
extremely accessible
– *cultural diversity*

All cultural program
events were free

Open to participation
for everyone
regardless of their
financial situation



10 REDUCED
INEQUALITIES





Dare to do other
than just stage
productions

Program that
invites
and involves –
excitement
for young
and old



Art project “Island of Foam version
XXVI” with the German artist Stephanie
Lüning

Maritime
themepark
for kids
40 different
activities and
shows

Our identity
and heritage

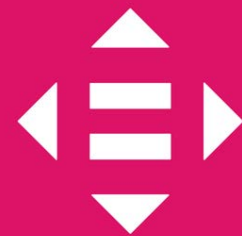




11 SUSTAINABLE CITIES
AND COMMUNITIES



10 REDUCED
INEQUALITIES



THE TALL SHIPS RACES
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Collaboration for cultural diversity



- **Network and competence**
- **Active collaboration with local cultural institutions and partners – inviting international, regional and national artists**
- **Local partners were invited to contribute their activities and offerings**

17 PARTNERSHIPS
FOR THE GOALS



Østfold University College

3 Bachelor students

Problem
definition

Focusing on
the social
aspects in
events

THE
PEOPLE



10 REDUCED
INEQUALITIES



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The students recruited local youth to assist in the planning and operation of the Crew Centre



Trainees

18 trainees from Fredrikstad with varying financial backgrounds had their participation fees covered (in total 164 trainees)

2 social prep gatherings for the trainees with teambuilding and training in meeting other cultures

Variety of activities

18 crew activities

From morning run to yoga, costume workshops, social and including crew competition organized by the local scouts

Gaming paradiso for both visitors & crew



Green mobility

Bicycles available for free loan to crew and STI



11 SUSTAINABLE CITIES AND COMMUNITIES



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CREW PARTY



CREW AFTER PARTY



Just get in
touch if
you have
any knots



Åshild van Nuys
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City of Fredrikstad

Jonas Willems



• SUSTAINABILITY ON THE SPIRIT

A Class A tall ship in New Zealand



SPIRIT OF
ADVENTURE
TRUST

TE WAKA HIRINGA TANGATA



KAITIAKITANGA

1. (noun) guardianship, stewardship, trusteeship: of the land, sea, and sky

‘Environmental stewardship’ - a fundamental part of our youth development programmes

So what does this look like for the Spirit of Adventure Trust?

To empower young New Zealanders to reach their full potential through the challenge of the sea



NEW SEWAGE TREATMENT PLANT!

Thanks to the Joyce Fisher Charitable Trust and Pub Charity

Taiko SBH/C series



Custom fit onboard



- Freshwater discharge every 30 days vs chlorine-treated discharge every day

BEACH CLEAN

During the 2022 financial year, over 275 days at sea, **3849** pieces of rubbish were collected, including:

- **1282** pieces of hard plastic
- **1069** pieces of rope
- **693** pieces of glass
- **243** pieces of fishing equipment

Sorting rubbish



ELECTRIC VEHICLES IN PORT

Thanks to TransNet NZ and Hyundai NZ

EV charging station



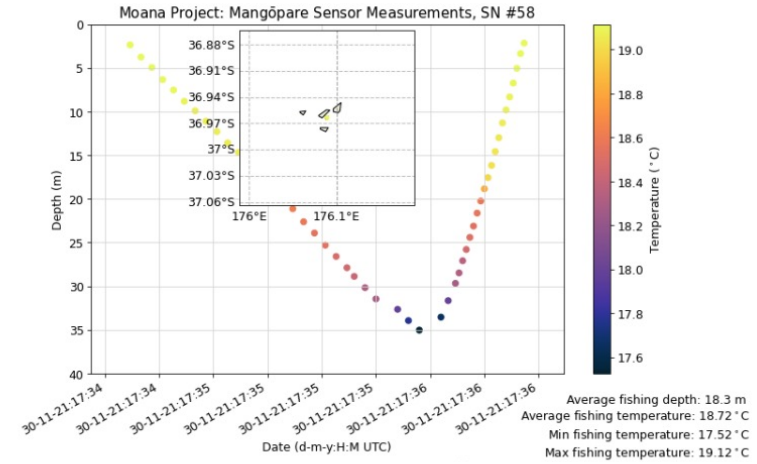
Trust's electric and hybrid vehicle fleet



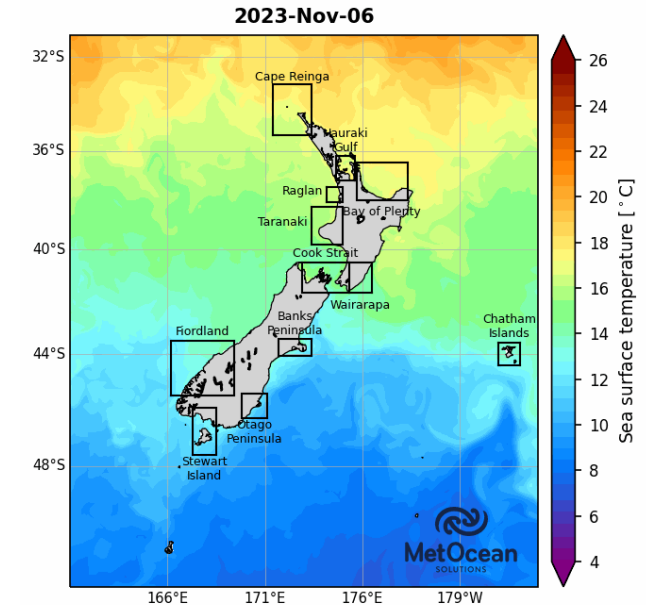
SCIENCE PROGRAMME ONBOARD



The Mangōpare sensor being deployed



Sea surface temperature forecast



LOCAL INITIATIVES

Releasing kiwi with DOC



Dune conservation with CoastCare Waikato



With a TSR event in mind, brainstorm ideas as to how we can make them more sustainable for:

Ships, Trainees, Operators, Ports, Other Stakeholders

Try to develop a set of initiatives for each type of sustainability (e.g., economic, social, environmental) for at least one of these stakeholder groups.

Select and develop your top three initiatives (ideally for different areas of sustainability) and prepare to share with the wider group

Paul Van Ommen

(Finally)

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**Thank you for joining us.
Please complete the conference evaluation at
<https://www.surveymonkey.co.uk/r/STID23>**

