



END OF YEAR REPORT

2018



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About Us

Green Sail supports actions that lead to the development of sustainable tourism, focusing on environmentally conscious practices which helps preserve the Adriatic sea and fragile marine ecosystems. GS role is to ensure that prevention is an integral part of the concept of sustainable tourism, by promoting recycling and awareness throughout the nautical community.

Green Sail Vision

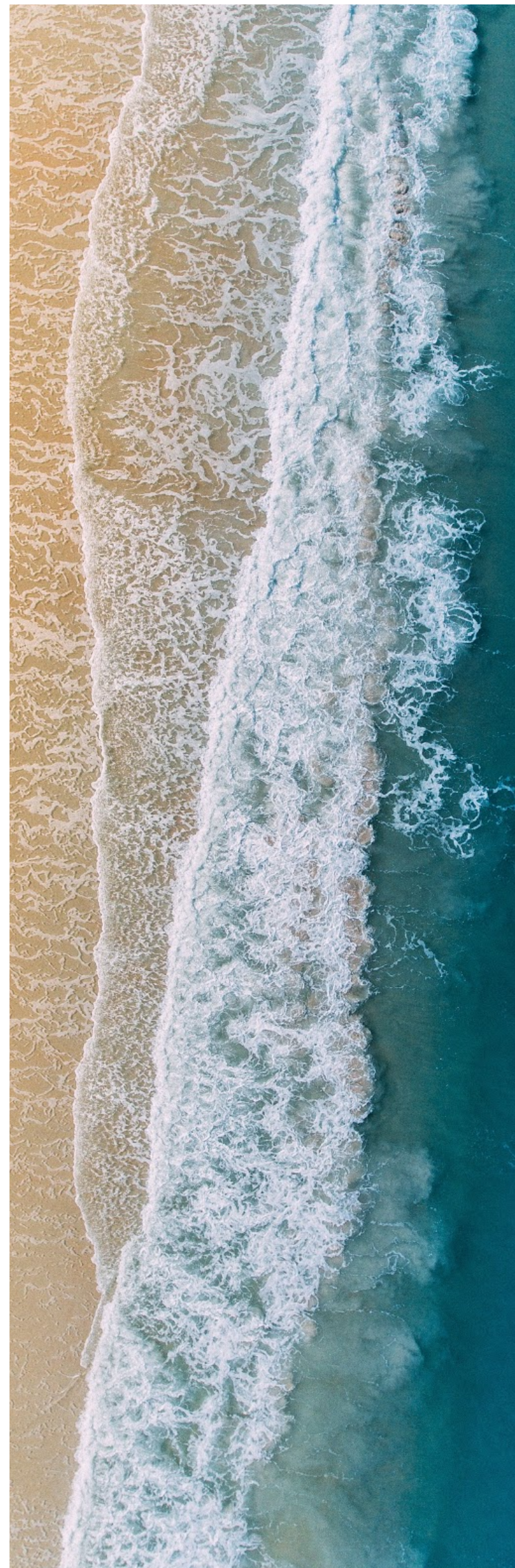
To educate, inspire and motivate the nautical community towards the protection of our seas and oceans through sustainable environmental practices.

Green Sail Mission

Green Sail aims to provide a focus on sustainable nautical practices by providing knowledge, experience, new ideas and direction through strong community partnerships with the nautical community.

Green Sail Core Values

1. Environmental protection
2. Sustainable development
3. Innovation
4. Education
5. Partnership empowerment
6. Teamwork
7. Personal accountability
8. Consistency
9. Responsibility
10. Integrity



Green Sail Organisational Details

Zelena Jedrenje/Registration Number: 53319424836

Contact Details:

Address: Hrvojeva 6, 21000, Split, Croatia

Email: info@green-sail.com

Phone: +385 21 610 953

Website: <https://www.green-sail.com>

Green Sail Resources

Corporate Vehicle: Sail Croatia Adventures Ltd (UK)

Subsidiary Support: Sail Croatia d.o.o (Croatia)

Directors: Grant and Helle Seuren

Sail Croatia is a family-owned and operated business, that has been specialising in cruises around the coastline of Croatia since 2003. The company began incorporating green initiatives into their business many years ago as a part of their corporate social responsibility program. Environmental sustainability and positive community influence have always been the company's leading values. With a desire to do more around sustainable tourism and the nautical industry, the not-for-profit initiative, Green Sail, was founded in 2016.

Green Sail Staff Members

Manager: Ornela Krezić

Marketing Assistant: Ivana Kaćunko

GS Ambassadors : Roman Fleischhackl, Cristian and Ioana Tetelea, Kuncho Shipkov and Lubena Gospodinova, Tom Gavazzi, Antonio Ivanišević

Green Sail has the following Sail Croatia resources at its disposal:

- Management Team: Direction - Marketing - Operations - Admin - IT
- Financial Support
- Marketing & PR support
- IT & Website support
- Office space



2017 Summary

In 2017 Green Sail started to cooperate with charter companies, marinas, institutions and environmentally friendly businesses/individuals by providing informative and educative activities and materials.

Overall Objectives/Goals

- Sign up 60% of fleet operators to Green Sail within a six month period (achieved)
- Sign up 30% of yacht charter companies within a six month period (achieved)
- Sign up 40% of total yachts in Split area to Green Sail within a six month period (achieved)
- Create an agreement with Booking Agents (MMK, NauSys, Boat Booker etc.) and sign at least 1 of them as a Green Sail partner (achieved)

Achievements

- Partnered with 22 organisations, including 18 charter companies & 4 tourism partners
- Green Sail expands to Romania and Austria with the first 2 Green Sail Ambassadors
- Education provided to 1 skipper group of 5 skippers
- Green Sail materials produced and delivered to 18 charter partners
- 2 Green Sail videos produced and promoted reaching over 25,000 people
- Every ACI and private marina with recycling facilities in Central Dalmatia was documented

Exposure

- Slobodna Dalmacija
- Total Croatia News
- MMK
- Marinebook
- Clean Cliff Project
- Five Senses



2018 Summary

In 2018 Green Sail expanded its activities as well as its number of partners and associates. Major changes in comparison to 2017 was the further development of the Marina Program, as well as other sustainable tourism activities, such as clean ups. 2018 has also been a year with progressive marketing and PR activities that contributed to well established image of Green Sail in Croatia and abroad.

Overall Objectives/Goals

- Partner with ACI Head Office (achieved)
- Partner with 40% of private marinas (achieved)
- Partner with at least 20 new charter companies in North & South Dalmatia (achieved)
- Complete 17 Green Sail Eco Walk Talks from 25 May to 15 September (partially achieved)
- Hit 10,000 reach per awareness video on Facebook (achieved)
- Hold 4 educational awareness sessions throughout the Summer (partially achieved)
- Achieve a 50% response rate for the partner survey (achieved)
- Acquire one Green Sail Assistant (achieved)

Partnerships & co-operations

- 23 charter companies became partners, totalling 1,004 yachts
- All 22 ACI Marinas in Croatia become partners
- 5 private Croatian marinas become partners
- The first international port (Porto Montenegro, Tivat) becomes a partner
- Green Sail expands to Greece with 1 new Ambassador
- Two local Ambassadors join Green Sail
- Cooperate with various agencies and organizations including:
 - Slovenian TV
 - BSE Agency
 - Traverse Journey
 - Municipality of Tivat, Montenegro
 - Elementary School Kaštela
 - AEGEE student organization



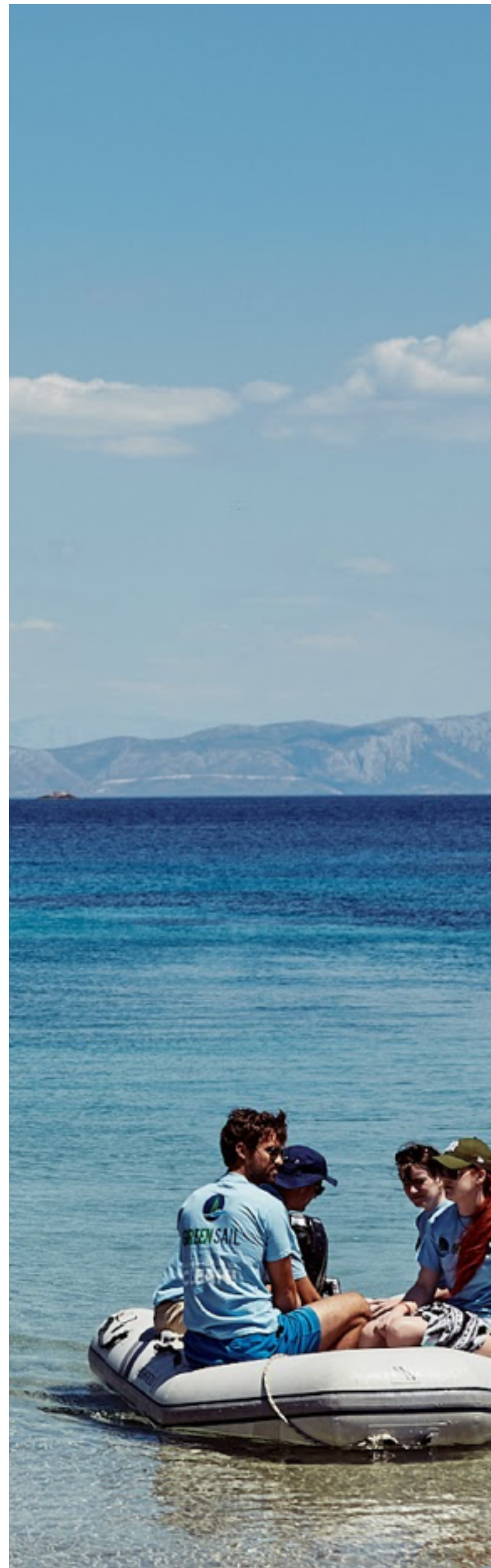
Achievements

- Educational sessions held in 11 different marinas and attended by approximately 155 employees
- Skipper education provided for 2 groups and attended by 22 skippers
- Green Sail materials produced and delivered to 40 charter partners
- Green Sail bin stickers & flags produced and delivered to 11 marinas
- Developed environmental policies for 9 charter companies
- Produced and promoted 6 videos - with Green Sail's Plastic Pollution video reaching over 70,000 people on Facebook
- Produced 5 infographics and made them available for download on Green Sail's website
- Increase of Facebook followers by over 166%
- Documented all marinas with recycling facilities in South and North Dalmatia (Islands and coast)
- Hold 10 volunteer tourist tours: Eco Walk Talk
- Organised 2 sea and underwater clean-ups
- Organised 1 Split Beach clean up
- Non for profit organisation, *Zelena Jedrenje* is established
- Green Sail expanded to include a Green Sail Assistant

Exposure

Green Sail achieved over 100 pieces of exposure as a result of Public Relations activities. Coverage from portals included:

- HRT
- Mreža Tv
- Slobodna Dalmacija
- Radio Dalmacija
- Večernji list
- Morski.hr
- Makarska-post.com
- Eko Vjesnik
- Dubrovnik Portal
- Dalmacija Danas
- Novi list
- Croatia Week
- The Dubrovnik Times



- Dalmacija Danas

Resources Utilized

Department	Hours Spent
Video Production	60.5
Website Support	50
Marketing	38.5
Design	18.6
SEO & PR	16
Total Resources Investment (Hours)	184.6

Budget Growth

2017			2018		
Item	Percentage	Amount	Item	Percentage	Amount
Charter Program	83.9 %	£17,257	Wages	77%	£26,700
Wages	16.1%	£3,304.89	Marina & charter programs	12.4%	£4,320
Total Budget £20,562.73			Activities	5.3%	£1,836
			Promotion	5.3%	£1,798
			Total Budget	£34,654.00	

2019 Forecast

Overall Objectives/Goals

- Partner with at least 20 new charter companies operating in Istria and Kvarner
- Partner with 40 % of private marinas in Croatia
- Educate employees of 17 ACI marinas and new private partner marinas
- Educate skipper schools in the region
- Promote Green Sail message globally through at least 10 published articles
- Organize 2019 Green Sail Event
- Organize at least 5 underwater and beach clean ups
- Organize at least 3 GS campaigns
- Realize at least 2 strategic partnerships
- Acquire two short term volunteers
- Develop at least 3 'How to' Guides
- Apply for at least 2 projects where possible
- Appoint Celebrity Ambassador
- Promote Green Sail among 5 nautical providers
- Achieve one crowd funded campaign
- Launch one Innovative green charter idea competition
- Have at least 10 charter participants in innovative green charter
- Publish one blog article per month
- Achieve a 50% response rate for the partner survey

2019 Budget Forecast

2019		
Item	Percentage	Amount
Wages	70.7%	£30,800
Activities	11%	£4,800
Marina and charter programs	10.2%	£4,460
Promotion	8.1%	£3,500
Total Budget	£43,560	

Growth Comparison

	2017	2018	2019 (Forecast)
Budget	£20,562.73	£34,654.00	£43,560.00
Employed Staff	1	2	2
Volunteers	2	37	50
Partners	22	52	70
Educations Held	2	13	17
Actions Performed	1	19	25
PR Campaigns	0	6	8

What the Media Has Said About Green Sail

['Green Sail and Leon Lucev raise awareness on importance of Adriatic protection'](#)

- Šibenik.In

['Green Sail organises clean up of Dalmatian coastline'](#)

- The Dubrovnik Times

['Green Sail initiative warns: Croatia doesn't have adequate blackwaters regulations'](#)

- Dalmacija danas

['Organisation warn us about important problem in the middle of the season'](#)

- Večernji list

['Creative infographic in the service of ecology'](#)

- Opština Tivat

['Green Sail encourages positive practices within nautical sector'](#)

- Dubrovnik portal

['Green Sail encourages positive practices'](#)

- Makarska Post

