

Charter Yacht Brokers Association International (CYBA) announces its “Going Green to Save the Blue” campaign.

CYBA International is leading a collaborative effort in the charter yacht industry to reduce the use of plastic water bottles on charter yachts, worldwide.

CYBA formed a “Green Committee” earlier this year to undertake efforts to make the Charter Yacht Industry more environmentally friendly. The committee recognized that many pristine areas of the world where charter yachts operate have no means of recycling. All trash ends up in landfills. Plastic bottles are especially problematic as they can take over 400 years to decompose. The majority of Charter Yachts are capable of installing water makers which make pure, filtered water. If charter guests are willing to drink the yacht’s “tap water”, the industry can prevent millions of plastic bottles from going into landfills.

The CYBA Going Green Committee encourages yachts to offer charter guests on board, purified water made with the yacht’s water maker system. Several BVI yachts (and the numbers are growing) have installed systems that filter and chill desalinated water on board. They then give guests reusable water bottles as gifts. Yachts without water makers on board are making a difference by purchasing water in larger bottles and decanting it into pitchers or reusable bottles.

CYBA has also enrolled 90% of its members to take the “Green Pledge” by agreeing to implement five environmentally sound practices in their workplace. These include client education, modifying preference sheet forms to include offering a yacht’s purified water as an alternative, adopting an office recycling policy, going paperless whenever possible including the use of e-brochures and supporting those yachts that are “going green”.

An issue that has been raised is: What if a charter guest does not want to drink anything other than bottled water? “I have already encountered this question with a few of my clients”, says committee member, Sherry Yates of Yates Yachts. “Some say they cannot live without bottled water, and I let them know that’s their choice, 100%. Others think it’s great that the yachts are limiting plastic waste. We are simply offering it as an option, without pressure.”

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