



SAIL FOR THE FUTURE 2021 - SCHOTLAND

WHY SAIL FOR THE FUTURE?

Together with companies, we accelerate the transition to a sustainable economy. By linking a movement of driven young people to experts and the business community, we kickstart change. Many companies want to become sustainable, but think this is difficult or expensive. And many individuals want to contribute, but don't know how. We bring these two together. Together we will work on the business case of the sustainable economy. We unlock the innovative potential of a large group of people to collectively contribute to a better planet.

WHAT IS SAIL FOR THE FUTURE?

Sail for the Future consists of a group of students and young professionals, affiliated with various universities and companies, who believe that a rapid transition to a sustainable economy is possible and essential for a clean and better future. We do not want to protest, but to contribute constructively to enable real change. That is why we are organizing an innovation program to accelerate the transition at established Dutch companies. Six months later, a delegation will board sailing boats to Scotland to present the results at the international climate summit (COP26).

WHY JOIN US ON THIS JOURNEY?

- 1. A vision and concrete approach for sustainability within your company** Use the innovative capacity and the unique combination of passionate young leaders, scientists, and other experts to make the strategy of your company or product future-proof. Together we take concrete steps to accelerate the sustainable transition.
- 2. Allow young people to make a difference** Participating in Sail for the Future is an attractive opportunity for young employees to be meaningful through their work and to have an impact. Thanks to Sail for the Future, the participating employees become ambassadors of sustainable change and take this energy with them into the rest of the organization.
- 3. All hands on deck** Take the lead!

WHAT DOES THE INNOVATION PROGRAM LOOK LIKE?

During the innovation program, we will work on a challenge formulated by the company in the context of the climate crisis. Teams consist of young professionals from the participating companies mixed with students, scientists, and other experts. We believe that the contribution of young people who want to commit to a better world is something not to be underestimated. The participants take the experience and inspiration they gain here, back to the workplace, where they become ambassadors of change.



Photo by You X Ventures on Unsplash

PREPARATION

- Formulate challenge
- Form teams
- Train thinkers
- Endorsements

7 days

Sailing

Teambuilding

Innovation program

INNOVATION

IMPLEMENTATION

- Meet-ups
- Coaching
- Buddy system
- Inspiration sessions

8 days

Crossing with Tall ships

Presentations @ COP26

Result competition

COP26 PRESENTATION

3 MONTHS → **SPRING 2021** → **6 MONTHS** → **NOVEMBER 2021**

PROFESSIONAL GUIDANCE

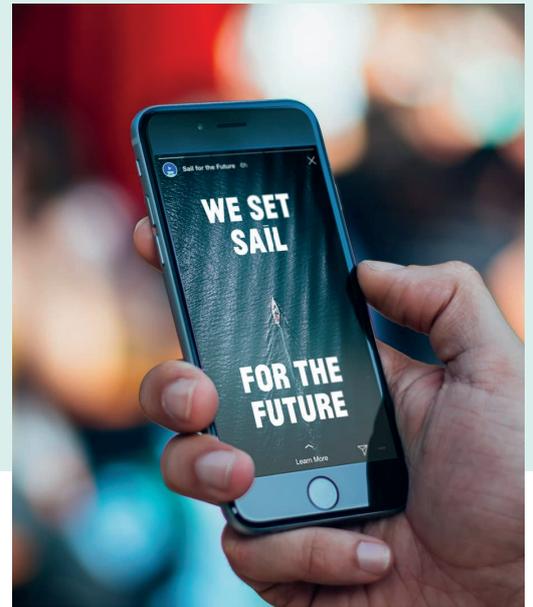
Sail for the Future partners such as Bolster and Suit-case help companies with their expertise in innovation and change management. Different approaches can be taken depending on the issue at hand. We evaluate business cases for climate impact or develop concrete new products/services. We may even look at what policy young people would implement in the shoes of the management. We shape this program together with the companies so that optimal co-creation arises between the young creative brainpower, and the group of companies that go along.



WHY THE CLIMATE SUMMIT?

We are part of something bigger

The climate summit is organized by the UN to allow world leaders to discuss global climate policy. At the same time, we will sail there with companies to present which concrete steps have been taken, showing politicians that there is support for a transition to a sustainable economy. In this way, government and market reinforce each other. We choose to sail because flying to the climate summit is outdated. Traveling in other ways may not be as fast, but it does bring another value: the experience of the journey itself.



THE COSTS

The program costs **€21,000 per team**, all-inclusive. The exact costs can vary by 5% depending on the number of participating companies. These costs include the innovation program, the sailing trip, overnight stays, organization costs, and professional supervision of the teams. The appointed team will consist of **3 representatives from the company, supplemented by 2 external thinkers**. It is recommended to use three teams per challenge for optimal results.



HOW WILL THE CROSSING TAKE PLACE?

We will sail from Scheveningen to Edinburgh with the primary focus on a fleet of different Tall Ships (large sailing ships with a professional crew and approx. 30 places per ship). These larger vessels are seaworthy and able to make the crossing in November.

This fleet can be expanded into a full-fledged armada by adding a race between PR ships (for example the Volvo Ocean Race ships). As soon as the first tall ships have been booked by companies, we can further expand our armada together with the Watersportverbond

WE ARE:



SAİL FOR THE FUTURE

- 10** in the core team
- 10 partners:** from Watersport Verbond to Jonge Klimaat Beweging
- 30** volunteers
- 200** in community

and we continue to grow!
Will you sail with us?

HOW DO WE DEAL WITH COVID-19?

COP26 has been postponed by a year due to the Covid-19 pandemic. The new date has been set on November 1, 2021. However, the urgency of the climate crisis does not allow postponement. This is why we have chosen to organize the innovation program in the spring and present the results of the implemented innovations at the COP.

Also, many companies are busy mapping the consequences of this crisis and may not be able pay enough attention to the green transition. Contrarily, the Covid crisis also challenges many companies to think about sustainable solutions within our society right now. We set out with these companies that feel the urgency right now.