

A Sustainable Sailing Federation

Situation analysis and strategy
development



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The Swedish Sailing
Federation colleagues

From idea to action (in 4 steps)

1. Sustainability as a part of our strategy
2. Analysing our current state
3. Developing a strategy and areas of focus
4. Implementing

+ Example of action: Providing and sharing equipment



Our first inspiration

Project: Optimist for the ocean

- 2018-2020
- Collaboration between *Keep Sweden Clean* and the *Swedish Sea Rescue organization*
- Raising awareness about ocean pollution and plastic waste
- Call for action among sailors and education within our sailing schools

The project on YouTube:

<https://youtu.be/27bT2UxTALI?si=Cg7Coka9MjLouymM>



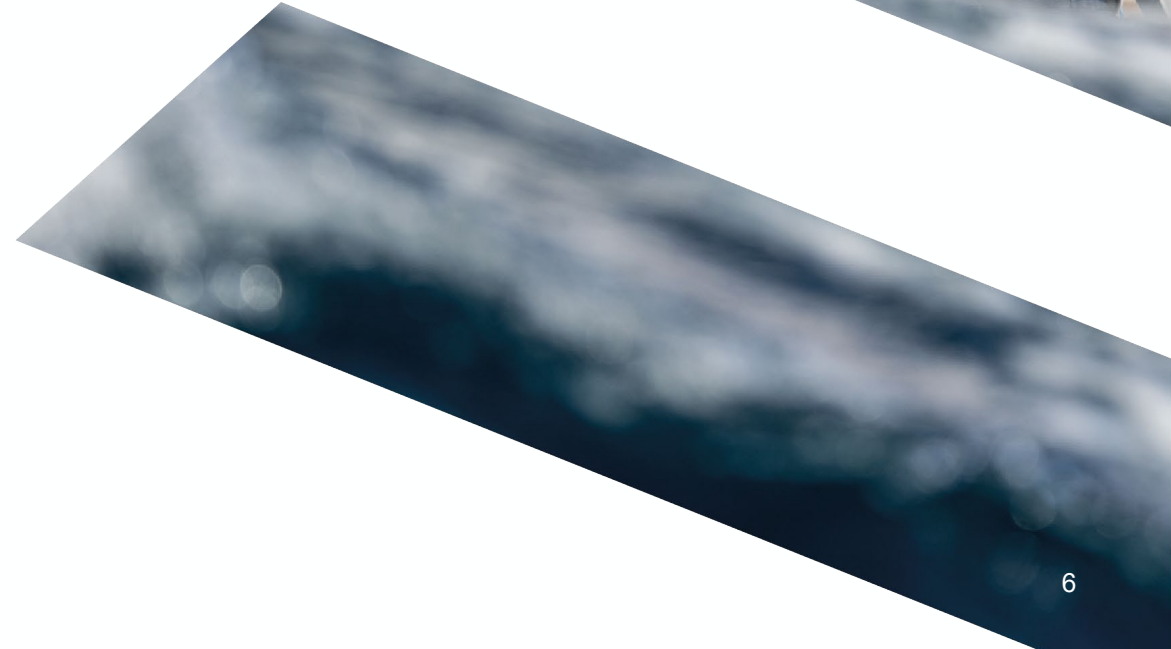


Who are The Swedish Sailing Federation?

- 100 000 sailors
- 325 clubs
- 62 class associations
- approx. 400 regattas / year

- National team for olympic classes

+ *Strong presence in swedish sports and boating communities*

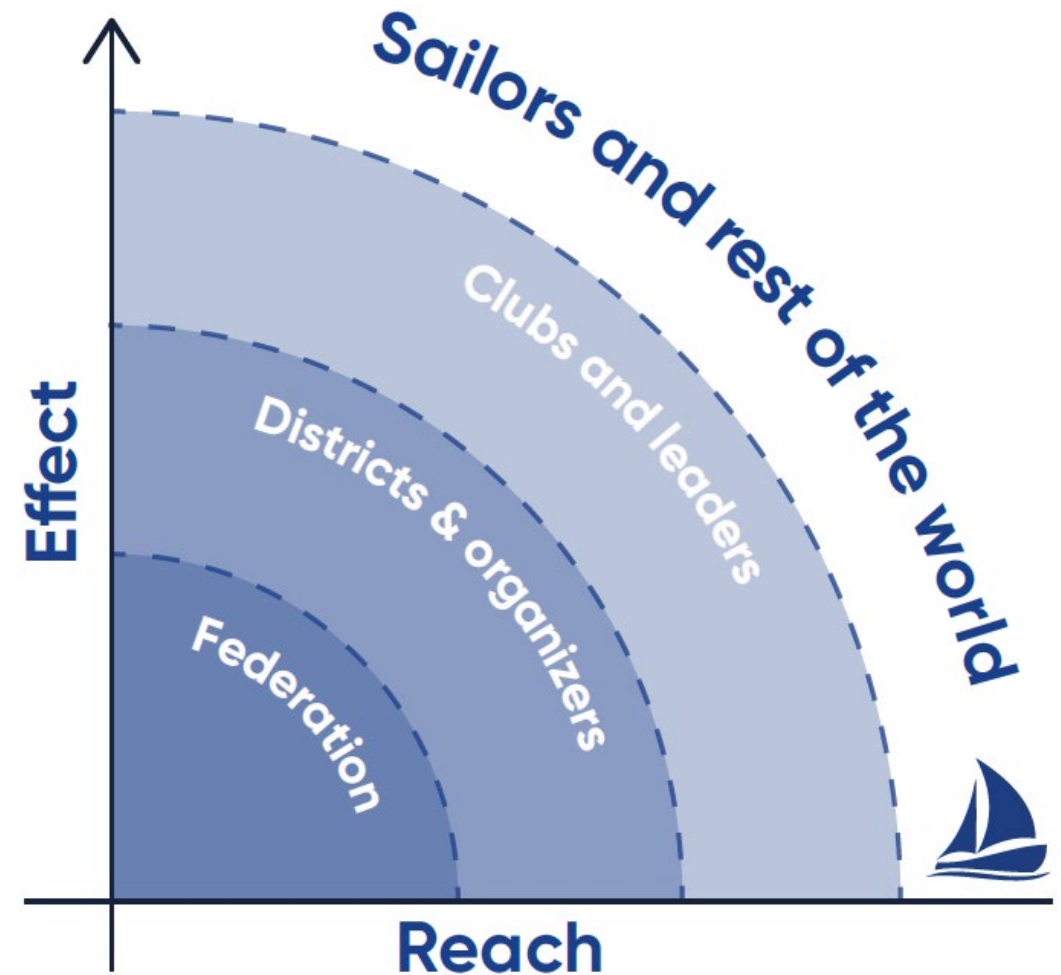




Our role

- Guide and inspire clubs, organizers and sailors
- Democratic and inclusive processes
- Host some larger regattas

Indirect influence can inspire a much large change →



Step 1: Sustainability as part of our strategy



Our vision:

Sailing accessible for everyone

Strategic areas:

1. Clubs in focus
2. Education and knowledge
3. Sailing, sustainability and society
4. World class elite sailors



Strategic area (3/4)

#3 Sailing, sustainability and society

- Good relations to society and the world
- Clean water and air is a requirement for our sport
- Sustainability and environment it natural and important
- We contribute to an active sport and outdoor life
- Be an important partner in crucial decisions



Step 2: Analysing our current state

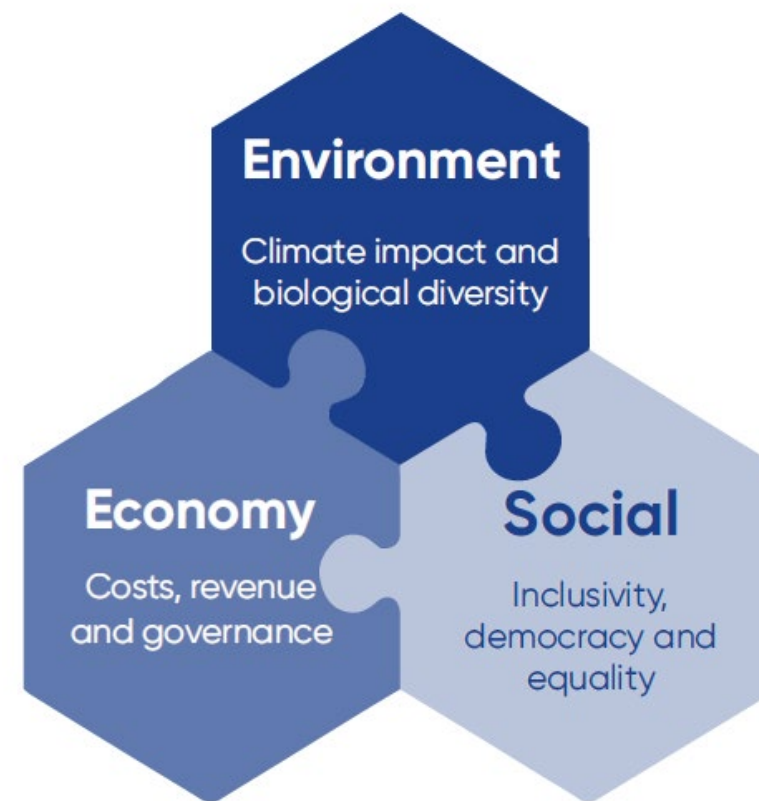


[Link to report](#)



More than the environment

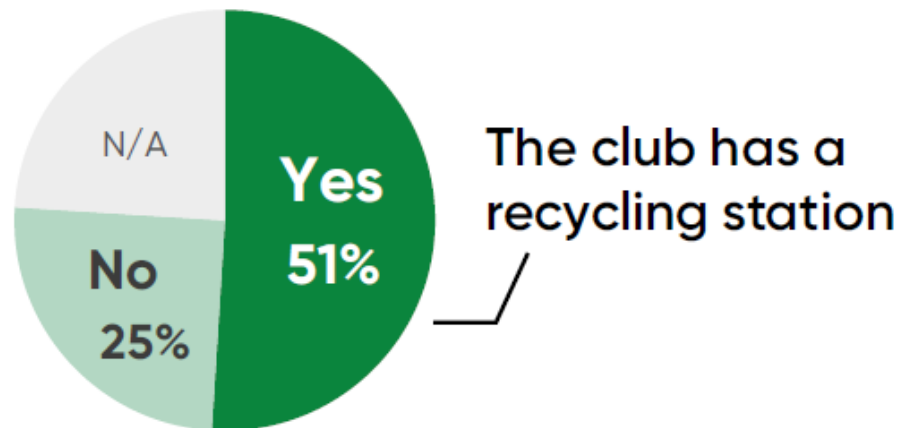
- Inspired by Agenda 2030 and the Global Goals





Methods: Surveys, interviews and research

Excerpt from survey:



Survey question for sailing clubs (2022) shows that just over half have an environmental station for waste at the club's facility.



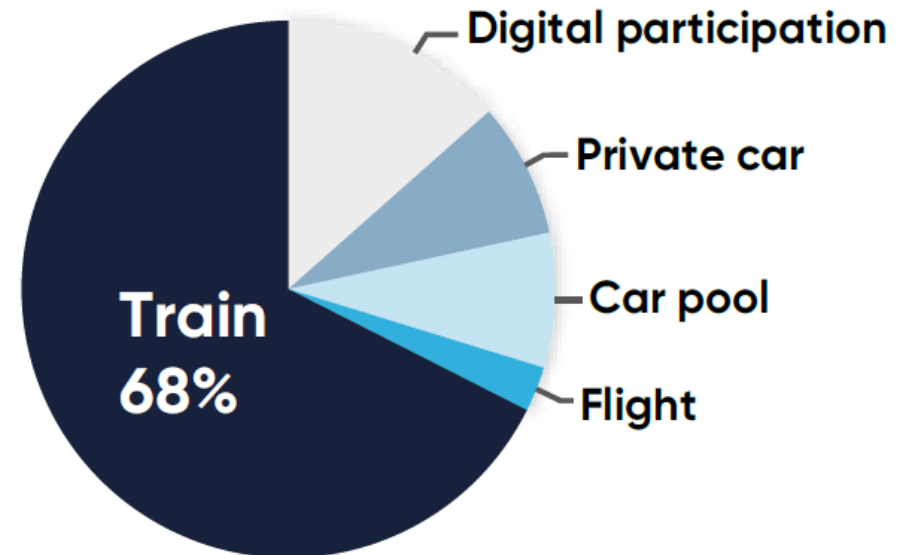


Recurring surveys



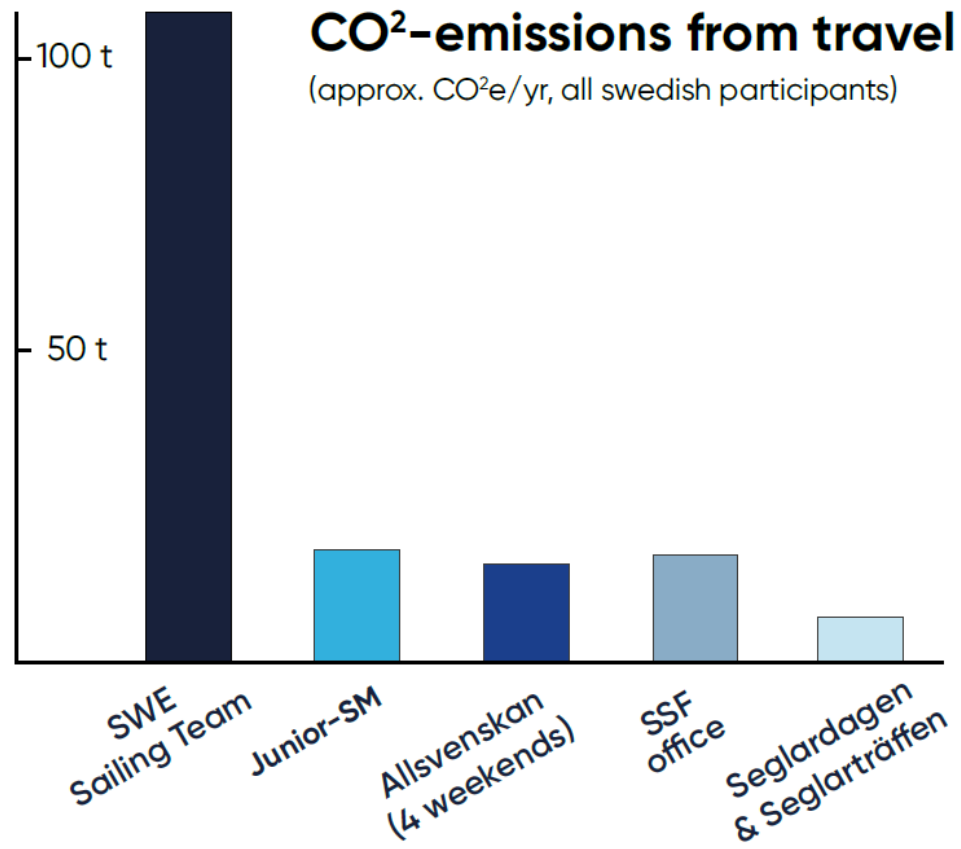
Participant travel to annual meeting

Participants with at least 100 km journey



Seglardagen (annual meeting) 2023 in Gothenburg, we asked participants with longer journeys than 100 km which means of transport they chose. More than a third had taken the train.

Travel...

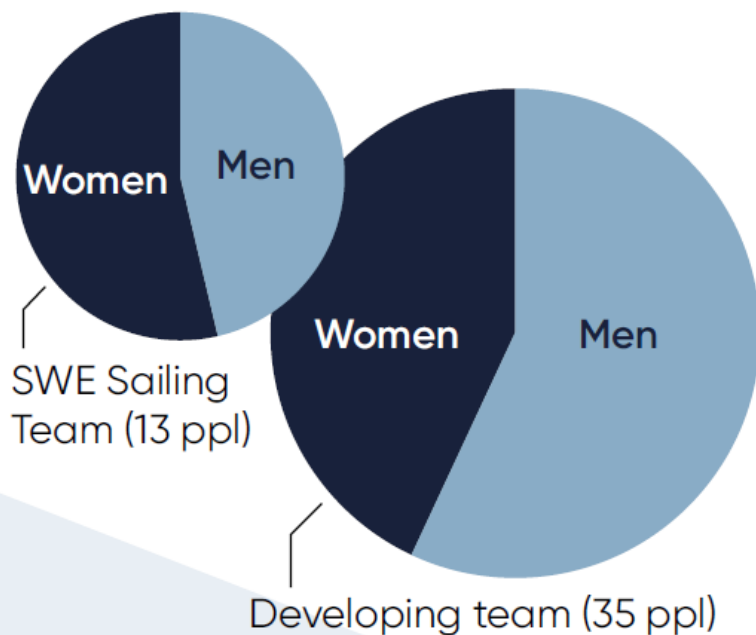


"Air travel accounts for a large portion of SSF's climate impact, but it is difficult to influence for international competitions"



National Team

Female/male athletes in each group (2023)



The national team sailors today have an equal distribution of men and women in both the SWE Sailing Team and the new Development National Team. This is largely thanks to conscious decisions and work done over time.

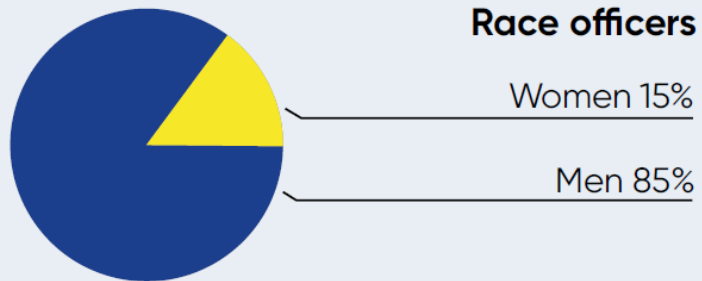




Boards and officials

Equal power and influence requires representation

Officials (licensed)

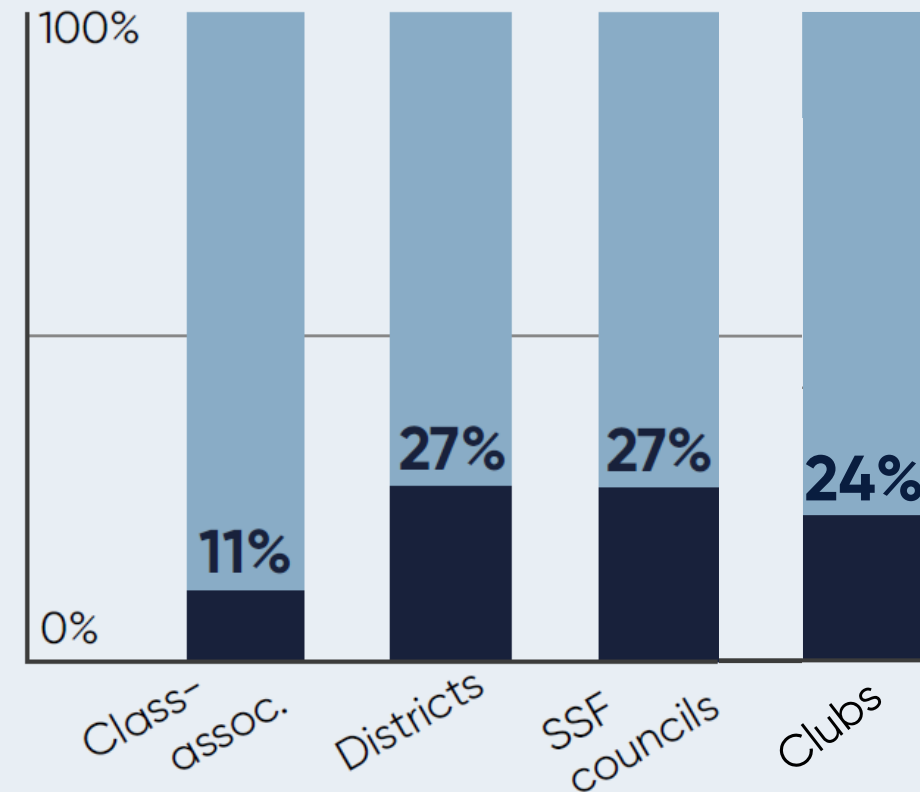


Umpires (licensed)



Share of female board members

Among all kinds of boards





Step 3: Developing a strategy and areas of focus

Developing a strategy grounded in our community



Steal with pride!

We are many who face similar challenges in sustainability – you don't have to invent everything yourself.



THE IKEA EFFECT

WE LOVE IT MORE IF WE MADE IT



sketchplanations

Be specific!

Where exactly?

When? Who?

With what resources?

And WHY?



We identified four areas to focus on:



Economic thresholds



Climate impact from travel and transport



Facilities and club environments



Equality in boards and organisers

Ambitions and KPI's:

Economic thresholds

KPI 1

- Öka den sökbara potten finansiellt stöd till klubbägda båtar med 30% jämfört med nivån 2024.

KPI 2

- Etablera ett system eller ett stöd på nationell nivå för delning av tillhandahållna redskap i klubbverksamhet och på tävling.

KPI 3

- Se till att alla seglare i SWE Sailing Team får ekonomiskt stöd som täcker deras satsning och ger motsvarande skyddsnät som arbetstagare har.

KPI 4

- Samtliga av SSF arrangerade kappseglingar ska erbjuda möjlighet att använda tillhandahållna redskap (för JSM gäller målet minst en av klasserna)

Climate impact from travel and transport

KPI 5

- Öka antal tävlingar med tillhandahållna båtar med 25% jämfört med genomsnitt för 2023-2024

KPI 6

- Öka andel deltagare som reser kollektivt till Seglardagen & Seglarträffen till 80%, samt Seglingens Mästare till 50%

KPI 7

- Öka antalet tävlingar för seglare under 16 år som riktar sig till främst den lokala målgruppen, med 20% jämfört med snitt för 2023-2024

Facilities and club environments

KPI 8

- Samtliga SSF egna arrangemang ska ha en miljöstation med möjlighet till sortering av deltagares avfall

KPI 9

- Hålla minst ett SSF-seminarium eller motsvarande om miljömässig hållbarhet för klubbar och arrangörer varje år.

KPI 10

- Öka antalet seglarklubbar som har en personlift för paraseglare på bryggan eller kajen med 20%.

KPI 11

- Öka antalet föreningar som uppnått grön nivå i SSF arbetsmaterial "Moderna föreningen" med 20%

Equality in boards and organisers

KPI 12

- Samtliga klassförbund & distrikt ska ange att styrelsen ska bestå av både kvinnor och män i sina stadgar, samt uppfylla detta krav.

KPI 13

- Öka andel klassförbund och distrikt med jämställd styrelse till 40% av förbunden i respektive kategori.

KPI 14

- Öka andelen kvinnliga licensierade funktionärer (mätpersoner, domare och seglingsledare) till 30% inom respektive fält.

KPI 15

- Öka andelen kvinnliga ombud på Seglardagens årsmöte till 30%

Reach out with our message

För att förankra processen och skapa hållbar utveckling tillsammans med seglingssverige krävs att vi kontinuerligt jobbar med attitydpåverkan och att sprida kunskap på alla nivåer.

En förutsättning för detta är att vi når ut till målgrupperna och kan tillhandahålla forum för dialog och kunskap.

Insatser för att nå ut:

- Nå fler kvinnor och unga personer genom exempelvis ökad kommunikation gentemot dessa målgrupper i sociala medier
- Erbjud minst ett seminarium, en workshop eller utbildning inom hållbar segling varje år.

KPI = Key Performance Indicator
(mätbara delmål)

Step 4: Implementing

- Creating new habits
- Give our members agency in the process.
- Communication is key.

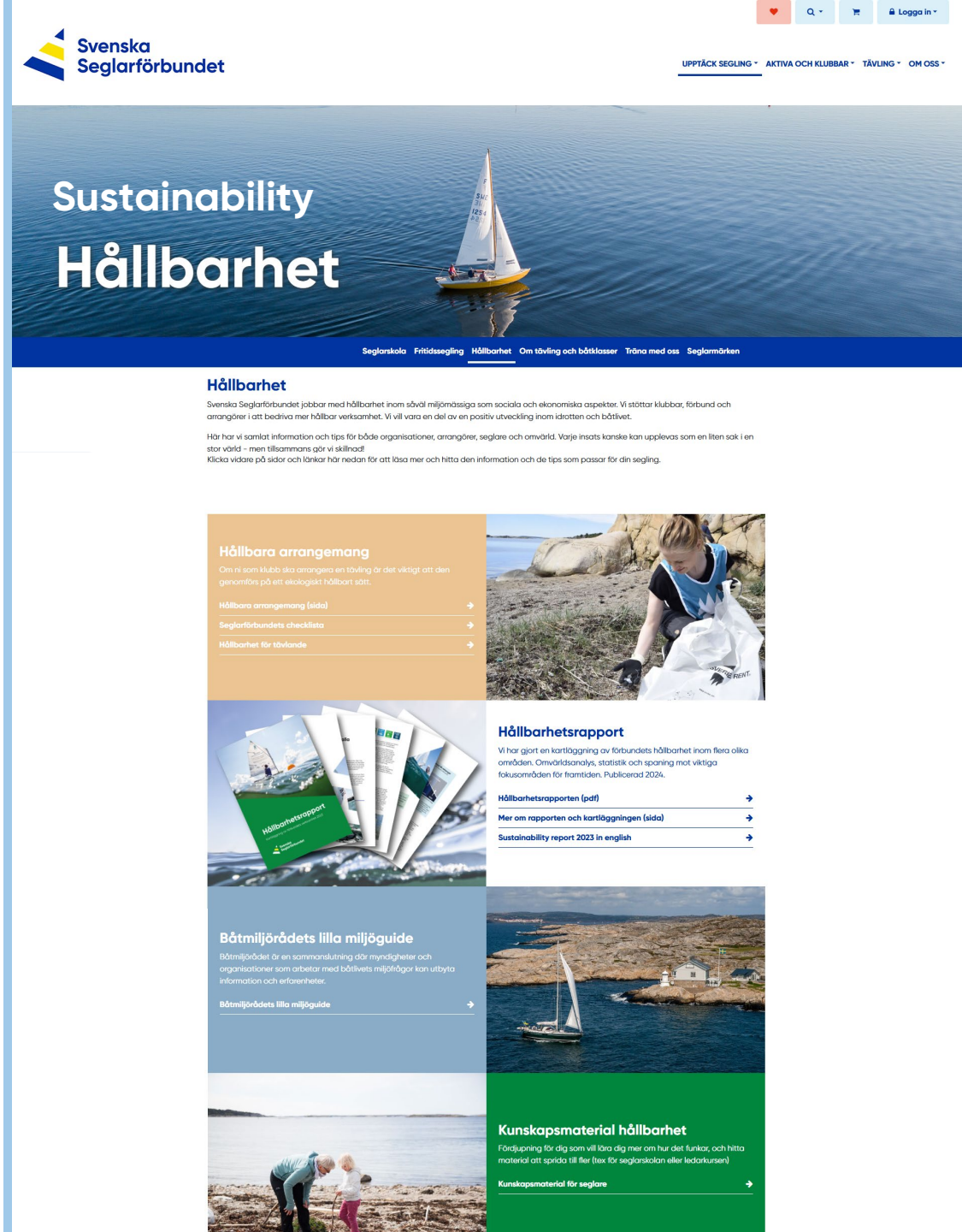




Talk about every step of the way

Don't be afraid to let your weaknesses show!

- That's what makes people trust you.



Example of action: encourage providing and sharing equipment



Provided equipment

- Summertime sailing camps always provide equipment for kids – every child can try it!
- Regattas sailed with provided boats enable participants to take the train or travel together
- "Boat pools" or sharing in clubs makes it easier to take care of the equipment together. Everything can be used more efficiently. Fewer "dead parking spaces".

Benefits:

- *Kids can participate without their parents*
- *More environmentally friendly travel*
- *Equal conditions (money doesn't buy success)*
- *Easier to change class*
- *You don't have to buy everything yourself*





Allsvenskan Segling

National Sailing League Sweden

- **Four weekends / year**
 - Different parts of the country
- **18 club teams (4-5 ppl/race team)**
 - Each team must consist of least two ppl of each gender or an all female team
 - Each team must have at least one person under the age of 25
- **J70 sprint races**
 - Boats provided by the federation
 - Same 6 boats is every race (teams switch by RIB-boats on the water)

- Equal opportunity to win regardless of club economy
- Women and youth are more valued in clubs
- Participants can car pool or take the train
- Less work for participants



**REDUCE
REUSE
RECYCLE**



- ✓ Less consumption
- ✓ Increased second hand market
- ✓ Less cars and transports



Demand for new ways to sail

Renting and sharing is more flexible, and it is easier to try something new.

Swedish Boating Survey 2020: *"The interest in "sharing-economy" – that is renting, sharing och borrowing things instead of owning them – is increasing overall in society."*

"26% of those who have not been on a boat in the last year say that it is because they do not have access to any boats."



Provided equipment helps us reach our ambitions:



Economic thresholds



Climate impact from travel and transport



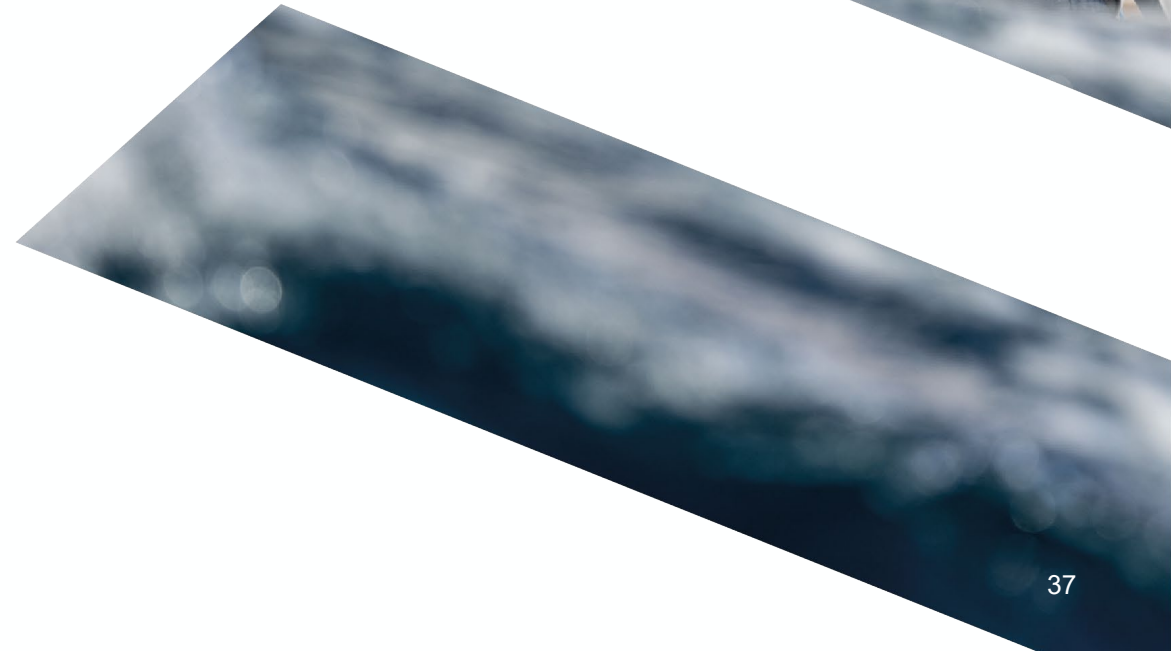
Facilities and club environments



Equality in boards and organisers

What we do (more)

- Provided equipment
- Equality among race officials
- Equality in club teams
- Encouraging sustainable travel
- Strengthen youth participation
- Spreading knowledge



Summary:

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