



D5. 3 Sustainability Plan



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Introduction

The **Sail4Sustainability** project is dedicated to empowering young people through eco-friendly sailing sports while integrating sustainable practices and fostering respect for the environment. By introducing innovative educational tools and promoting eco-conscious behaviours, the project strives to instill a lifelong appreciation for sustainability in youth, encouraging them to exercise in nature and embrace environmentally friendly sailing techniques.

This Sustainability Plan outlines the strategies to ensure the project's outcomes are institutionalized, stakeholders remain actively engaged, and the project continues to inspire positive change well beyond the EU funding period. It serves as a roadmap to uphold the long-term impact of the project by fostering collaboration, leveraging resources, and embedding sustainability principles into the core of sailing education and practices.

The purpose of the Sustainability Plan is to secure a long-lasting impact by establishing structured communication and networking opportunities after the project's completion. Ensuring the sustainability and long-term success of the project is crucial to achieving its objectives. The following measures will be implemented to realize this vision:

1. **Institutionalization of Project Outcomes**
2. **Collaboration with Partners**
3. **Use of Social Media and Digital Platforms**
4. **Leveraging EU Funding**
5. **Financial Sustainability**

This document outlines the strategies necessary to achieve these goals and sustain the project's outcomes effectively.

The **Sail4Sustainability** project aspires to develop a comprehensive sailing-for-sustainability sports program, teaching the basics of eco-friendly sailing while encouraging outdoor activities and raising environmental consciousness. This plan ensures the momentum of these efforts is sustained, paving the way for a lasting legacy of environmentally conscious sailing practices.

1. Institutionalization of Project Outcomes

Project partners will work with partners to institutionalize the project outcomes in the local sailing clubs. Each partner organization will aspire to work with the Ministries of Education, Sports, and Youth Affairs in their respective country to include sustainable sailing practice materials as a part of extracurricular activities, ensuring that young people in target groups continue to learn about sustainable sailing practices and respect for the environment.

Strategies:

1. **Sustainability Agreement:** Develop formal Memorandums of Understanding (MOUs) with local sailing clubs, schools, and ministries to adopt project-developed materials and programs.
2. **Curriculum Integration:** Collaborate with the Ministry of Education to integrate sustainable sailing content into extracurricular activities and sports curriculums.
3. **Training and Support:** Organize "train-the-trainer" workshops for educators, sailing coaches, and youth leaders to ensure consistent and effective delivery of the project's sustainability practices.
4. **Monitoring and Evaluation:** Establish follow-up systems to evaluate the integration of project outcomes and gather feedback for continuous improvement.

1. 1 Sustainability Agreement Form

Aim: To formalize stakeholder commitments and maintain ongoing engagement with the project's outcomes, the Sail4Sustainability Sustainability Agreement Form will serve as a key tool.

How: The form will be shared via [Google Form](#) with local sailing clubs, schools, and ministries identified as key external stakeholders. Additionally, the form will be made available on the project website for broader accessibility and participation.

Website: <https://sail4sustainability.fiumanka.eu/>

1.2 Curriculum Integration

Curriculum integration involves embedding the knowledge and practices developed by the Sail4Sustainability project into formal and informal education systems. This could include integrating sustainable sailing modules into school curriculums, after-school programs, or local community educational activities. By working with ministries of education and local schools, the project's sustainable sailing practices can become part of the broader educational offerings, ensuring that young people continue to learn about eco-friendly sailing and environmental awareness even after the project ends. This approach guarantees that the project's impact is sustained over time through continuous exposure to sustainable sailing practices.

Stakeholders (i.e. public authorities, NGOs, sailing clubs): [!\[\]\(0aff635c4179ba9e710b00f4b01d3b20_img.jpg\) S4Sustainability_Stakeholder List](#)

1.3 Training and Support

Training and support are essential for ensuring that the knowledge gained from the Sail4Sustainability project is effectively passed on and utilized. This involves organizing "train-the-trainer" workshops and providing resources to sailing coaches, teachers, youth leaders, and other stakeholders. These training sessions can equip them with the skills and knowledge to teach sustainable sailing practices to young people. Ongoing support can be provided through online platforms, mentoring programs, and regular check-ins to address challenges and ensure the proper implementation of sustainable practices.

- [Train the trainer and Trainee Program](#) have been uploaded to the project website for easy access, and an online platform will facilitate communication and collaboration among participants.
- Participants will be introduced to digital tools, including [resources for teaching sustainable sailing practices](#) and using the project's online platforms.

1.4 Monitoring and Evaluation

Monitoring and evaluation (M&E) are key components in assessing the effectiveness of the sustainability plan and the project's outcomes over time. This involves regularly reviewing and

collecting data on how well the project's goals are being met, particularly regarding the integration of sustainable practices into local sailing clubs, schools, and ministries. Feedback loops will be established to gather insights from stakeholders, allowing for adjustments and improvements to the sustainability strategy. Regular reports will track progress, ensuring the project's impact continues even after the initial EU funding period. M&E provides valuable insights for the ongoing refinement of sustainability efforts and ensures that the project's objectives remain relevant and achievable in the long term.

D.5.2 Establishing Feedback Mechanism:

- **Partner Evaluation (periodic evaluations):** Evaluation conducted by project partners to assess the implementation and effectiveness of the project.
- **Partner Evaluation (meetings):** Gathering feedback from participants regarding the effectiveness and efficiency of partner meetings. The goal is to assess various aspects of the meetings, including their structure, content, delivery, and overall satisfaction.
- **External Stakeholder Evaluation (external evaluation):** Evaluation conducted by external stakeholders to gather feedback on the project's outcomes and sustainability.
- **Participant Evaluation (international & national pilot events):** Evaluation by participants who attended the training sessions to assess the quality and impact of the training.

2. Collaboration with Partners

Ongoing partnerships with stakeholders will be sought, including with the sailing industry, NGOs, and government bodies, to share resources and expertise, thereby amplifying the project's message and activities in future initiatives.

Strategies

Stakeholder Mapping: Identify and engage relevant stakeholders in the sailing industry, environmental NGOs, sports federations, and government bodies at local, national, and international levels.

Stakeholders (i.e. public authorities, NGOs, sailing clubs): [+ S4Sustainability_Stakeholder List](#)

Experts in the field: [+ Experts in the Field of Sailing-Sail4Sustainability](#)

3. Use of Social Media and Digital Platforms

Strategic use of digital tools, including social media campaigns and newsletters, to reach wider audiences and promote project outcomes, inspiring sustainable sailing practices globally.

Strategies



1. **Content Creation Plan:** Develop engaging content such as short videos, infographics, and testimonials to highlight project outcomes, success stories, and eco-friendly sailing tips.  [Sail4Sustainability_Dissemination_Calender.xlsx](#)
2. **Dedicated Website Section:** Maintain an active project webpage with downloadable resources, updates, and event announcements to engage visitors. (<https://sail4sustainability.fiumanka.eu/>)
3. **Newsletters:** Send newsletters to stakeholders and subscribers, featuring updates, best practices, and new initiatives inspired by the project.

4. Leveraging EU Funding & Financial Sustainability

Exploring opportunities to partner with other EU-funded projects in sports, environment, and youth fields to extend the reach and impact of Sail4Sustainability results. Developing a financial plan by identifying diverse funding sources, including sponsorships, donations, and crowdfunding, to ensure the project's continuation beyond the EU funding period.

Strategies

1. **Joint Proposals:** Collaborate with other projects to develop joint funding proposals for scaling up activities.
2. **Networking at EU Events:** Attend EU forums and conferences to build relationships with potential partners and showcase the project's success.
3. **Best Practice Sharing:** Contribute project outcomes to EU-funded platforms (e.g., Erasmus+ results platform) to enhance visibility and inspire similar initiatives.
4. **Policy Recommendations:** Advocate for policies supporting sustainable sailing practices through collaborative initiatives and policy papers shared with EU bodies.
5. **Sponsorships:** Partner with eco-conscious brands, sailing equipment manufacturers, and tourism organizations to secure financial support in exchange for brand visibility.
6. **Grant Applications:** Apply for grants from foundations and organizations focused on sports, environment, and education.
7. **Fee-Based Workshops:** Offer paid workshops and consulting services for institutions interested in implementing sustainable sailing programs.

Partners will share findings about future funding opportunities, including deadlines, platforms, and eligibility criteria. An **Excel tracking table** will be created to document and monitor these opportunities, ensuring transparency and coordinated efforts across the partnership.

Sail4Sustainability Funding Opportunities Tracker:

 [Sail4Sustainability_Financial Sustainability](#)