

Sustainability Policy



As **stewards** of Scotland's beautiful West Coast, Stravaigin Sailing is committed to charting a course towards a **sustainable future**. Join us on this voyage towards positive change!



About Stravaigin Sailing

Stravaigin is a 44ft, 8-berth sailing yacht that sails from Oban, Scotland. As a small, family-run business, we provide sailing holidays, private yacht charters, and multi-activity adventures along the breathtaking West Coast of Scotland, exploring its idyllic coastline, islands, secluded sea lochs, and sheltered coves.

The name "*Stravaigin*" is derived from an old Scots word meaning "*to wander with no particular intent*", perfectly reflecting our ethos of immersive, slow adventures. Our approach is centred around exploring and discovering new landscapes, experiences, foods, and cultures, fostering meaningful experiences and memories that endure.

As an adventure provider offering high-quality sailing experiences, we are dedicated to facilitating immersive explorations of the breathtaking beauty of Scotland's West Coast.

Therefore, central to our operations is ensuring that the natural environments and local communities we visit thrive for future generations. This sustainability policy outlines our commitment to minimising our environmental impact while maximising the positive contributions we make to both the environment and local communities.

John Ormiston

JOHN ORMISTON
Founder and Skipper

Our Values



- **Sustainable Decision-Making:**
We prioritise choices that benefit the long-term health of the planet in every aspect of life and business.
- **Respect for Nature:**
We recognise nature as a vital and irreplaceable resource that requires careful and responsible management.
- **Enhancing Local Communities:**
We emphasise the importance of positively impacting and contributing to the sustainability of the local community.
- **Sustainable Enjoyment:**
We believe that a fulfilling visitor experience can and should align with environmental and social sustainability. We therefore aim to ensure that enjoyment is achieved without exploiting or harming the environment.
- **Wellbeing Through Nature:**
We value nature's role in enhancing human wellbeing and strive to make natural spaces accessible to everyone. This belief drives us to ensure equitable access to the marine and coastal environments.
- **Sustainability Advocacy:**
We recognise the importance of promoting our sustainability efforts and journey to inspire and engage others in addressing similar issues and encourage broader participation in sustainability.
- **Sustainability Legacy:**
We are committed to passing on knowledge about sustainability, our environment, our culture, and our history to future generations, fostering a legacy of sustainability.



Our Sustainability Journey

Our Sustainability

Sustainability has always been at the core of Stravaigin Sailing's operations, extending beyond our onboard practices. **We strive to ensure that our sustainability efforts influence our daily lives** and inspire others to make similar commitments. As part of our ongoing journey, we are **committed to continuous improvement**, regularly reviewing and enhancing our practices to adapt to new sustainability challenges and opportunities. **Our goal is to lead by example, fostering a broader culture of sustainability within the industry.** We are transparent about what we aim to achieve and remain open about the steps we are taking to meet our sustainability objectives.

Giant Strides

Giant Strides, the National Marine Tourism Strategy has significantly shaped our sustainability journey. Throughout our business operations, we have embedded its four key strategic themes: **Our Oceans: Clean and Blue, Our Experiences: Authentic and Seamless, Our People and Communities: Valued and Healthy, and Our Businesses: Profitable and Sustainable.** Our efforts are aligned with supporting and advancing the sustainability of Scottish marine tourism by adhering to best practices that protect the environment and promote responsible tourism.

Our Team

At Stravaigin, we are **dedicated to providing an exceptional experience for our guests** through adventurous sailing, breathtaking scenery, relaxing opportunities, safe enjoyment, and a strong commitment to sustainability. To deliver this, we employ staff with not only the necessary sailing qualifications but also those with **expertise in delivering outstanding service and promoting sustainable practices.** We actively encourage our staff to continually enhance their professional skills through additional training and personal development, **ensuring a high standard of service and ongoing contributions to our sustainability goals.**

Our Sustainability Commitments

Throughout our sustainability journey, we have established five key commitments that are embedded into our practices and operations: **Emissions Reduction, Resource Management, Community Support, Sustainability Advocacy, and Social Responsibility.** Through these commitments, we aim to create a positive impact on local communities and environments, while **contributing to broader social and environmental progress.** These commitments will be explored further in the following sections.

Emissions Reduction

Tourism operations **contribute significantly to climate change**, affecting local communities and vulnerable environments. Therefore, to **protect these precious resources**, we are committed to **minimising Stravaigin Sailing's carbon footprint** throughout all operations.

Renewable Energy

We offer sailing adventures to some of the most beautifully remote areas along the west coast of Scotland, yet **these valuable environments face increasing threats from climate change**, primarily driven by emissions from non-renewable energy sources. In response, we take great pride in minimising our environmental footprint by embracing renewable energy solutions.

Since our inception, **we have been committed to transitioning to 100% renewable energy** for all onboard electrical needs. To achieve this, **we have installed wind and solar energy generators**, which, combined with significant upgrades to our battery storage systems, allow us to operate independently of fossil fuels. **This ensures that all electrical demands onboard**, including lighting, cooking, water heating, appliance charging, navigation equipment, and communications systems, **are met exclusively through renewable energy sources**. Our continued focus on renewable energy reflects our responsibility to protect the fragile environments we explore, ensuring they remain pristine for future generations.

Sustainable Transport

We recognise that **our impact extends beyond direct emissions** to include indirect emissions (Scope 3), such as those from customer travel to our starting ports. Our sailing adventures have been designed so that they start and end in Oban or Mallaig, both **well-connected by public transport**, including direct trains from Glasgow and regular buses. To promote more sustainable travel, we highlight these options on our website and in guest welcome packs, and provide information on local EV charging stations for electric vehicle users.

Additionally, we strive to source as much of our produce and supplies locally to **reduce transportation emissions**. We often collect directly from local sources like fishing boats, mussel farms, and oyster farms. By doing so, we reduce the environmental impact associated with **long-distance transportation**. We remain committed to continuously finding ways to further reduce our indirect emissions and support the local economy.



Resource Management

Natural resources are finite and deserve our respect to safeguard the natural environment and ensure local needs are recognised. At Stravaigin Sailing we are committed to **minimising our consumption**, and focus on **reducing, reusing and recycling** in all our operations.

Energy and Water Use

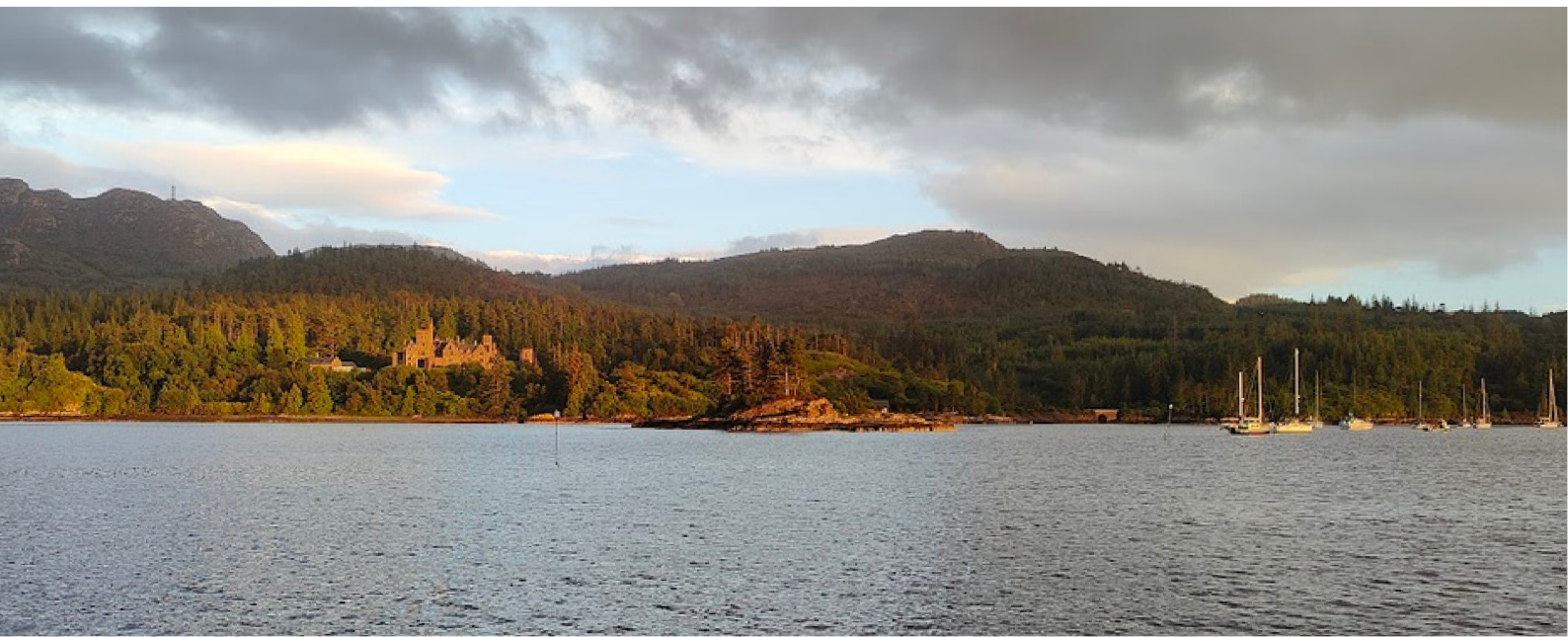
We are committed to **reducing our reliance on non-renewable energy** sources. We have introduced electric appliances like kettles, hobs, and air fryers, minimising our need for gas. As a result, **100% of our onboard appliances**, including essential safety equipment like chart-plotters and radios, **are powered by renewable wind and solar energy**. We also encourage guests to practise energy-saving habits, such as turning off lights and appliances when not in use, with the **hope these behaviours will extend to their everyday lives**.

Water is a precious resource, especially aboard a vessel with limited supply. We efficiently manage water use by employing **seawater for toilet flushing**, integrated into our waste recovery system, and **encouraging guests to turn off taps** when not actively using them. We also **promote sea bathing** with biodegradable soaps to reduce freshwater use while protecting the marine environment. These practices reflect our strong commitment to sustainable resource management.

Reduce, Reuse and Recycle

We are committed to **minimising the use of single-use plastics** in all our operations. This includes sourcing refillable cleaning products and soap dispensers, which are replenished at their source, reducing packaging waste. Onboard, we actively manage waste by **separating recyclables** and encourage our guests to participate in this effort. All recyclable materials are **responsibly disposed of at designated recycling points** in port.

Beyond onboard waste management, we strive to make a positive environmental impact when ashore. We frequently **conduct impromptu beach clean-ups**, inviting guests to join us in removing litter and plastic from coastal areas. Any waste collected during these clean-ups is brought back to port for appropriate recycling, ensuring it is handled in an environmentally responsible way.



Community Support

We **operate where we live**, making Stravaigin Sailing **deeply connected to the local community**. Therefore, we are committed to ensuring the practices of Stravaigin Sailing help the **community thrive**, ensuring they are **respected and valued**.

Local Suppliers

We are committed to supporting local suppliers and reducing our environmental impact by minimising the transportation of goods. This approach ensures the local economy benefits from tourism, rather than bearing its costs, and helps prevent economic leakage.

Our meat comes from **Forest Field & Glen**, with venison responsibly culled from nearby forests, as well as lamb and beef from **Jackson Butchers in Oban**. We source sustainably caught fish along with hand-dived scallops, creel-caught langoustine from **Iain Stewart in Mallaig**, and oysters from **Judith Vajk of Caledonian Oysters**. Mussels from Inverlussa and seafood collected directly from **local boats** also feature. We also offer baked goods from the Skipper's family or **Solace Bakery** and fresh vegetables and vegan options.

In addition to sourcing local food, we prioritise local businesses for other aspects of our operations. Crew clothing is procured from a local supplier, and we get new sails from **Owen Sails Ltd** in Oban among other local businesses. We also support small ports throughout the Western Isles, encouraging our guests to engage with local shops, crafts, and the community. We are continuously looking for opportunities to partner with local business to enhance the positive impact we have on the local community and minimise our environmental impact.

Local Charities

We are proud to support local charities such as the Hebridean Whale and Dolphin Trust, to which we **donate a percentage of our profits annually**. We also actively promote local groups like CAOLAS (Community Association of Lochs And Sounds), which play a crucial role in biodiversity restoration and community outreach. As part of our ongoing commitment to sustainability, we are **developing strategies to further strengthen our contributions to local charities and communities**, ensuring long-term positive impact.



Sustainability Advocacy

As an adventure tourism provider **immersed in local nature and communities**, at Stravaigin Sailing we are committed to **sharing sustainable practices** with our guests, **empowering** them to make a positive impact and **inspire broader change** beyond their experience with us.

Education and Interpretation

Our sailing adventures offer guests the chance to explore the stunning marine and terrestrial environments of Scotland's West Coast. Along with showcasing this beauty, **we feel a responsibility to educate our guests** about the region's rich culture, history, natural environment, and the sustainability challenges faced by local communities. By **drawing on our crew's extensive local and sustainability knowledge**, we provide engaging, relevant, and enjoyable educational experiences. Studies have shown that these interpretive experiences can **positively influence guests' behaviours after their visit** and they will therefore play an integral role within each and every trip we offer.

Social Media Advocacy

Social media is a **powerful tool for raising awareness** and advocating for sustainable tourism practices. By leveraging these platforms, we aim to **inspire our guests**, and the wider tourism industry **to embrace sustainability**. We will actively share content that showcases our ongoing commitment to sustainability, ensuring transparency in our actions. Through thoughtful, engaging, and informative posts, we aim to build a community that not only **holds us accountable** but also supports continuous improvement. Additionally, we will promote responsible travel behaviours among our guests, and celebrate success stories within the industry. By doing so, we aim to make sustainability an **integral part of the conversation**, driving long-term change towards a genuinely sustainable future.

Sustainable and Green Certification

We recognise the importance of being **transparent** about our sustainability practices, allowing potential guests to make **informed decisions** that contribute to a positive impact. That's why we are actively pursuing certifications such as the Green Tourism award. Additionally, we are accredited with WiSe training and hold Leave No Trace Instructor qualifications. To ensure our guests are aware of these credentials and are **inspired to make sustainable choices**, we will **prominently feature them** on our website, within guest welcome packs, and across our social media platforms to **maximise visibility**.



Stravaigin Sailing's Responsible Tourism Charter

As a responsible tourism provider, we invite our guests to explore how they can help enhance our positive impact on the local community while reducing our environmental footprint. We provide a Responsible Tourism Charter, included in their welcome pack, and accessible on our website and onboard the boat. The key elements of this charter are as follows:



Reduce Emissions: We encourage our visitors to use public transport, EVs, or cycle whenever possible. Oban and Mallaig have convenient train connections and EV charging points.



Support Local: Whenever possible, we encourage visitors to buy local products, supporting the vibrant communities and culture of the West Coast of Scotland.



Respect Nature: Please help us protect the environment by not littering, keeping a respectful distance from wildlife, and following the Leave No Trace principles and Scottish Outdoor Access Code.



Reduce, Reuse, Recycle: We encourage minimising waste by avoiding unnecessary packaging, using reusable bottles, and helping us recycle. Please be mindful of electricity use by turning off unneeded lights and appliances.



Conserve Water: We ask guests to conserve water by turning off taps when not in use, both onboard and ashore, as it is a precious resource.



Champion Sustainable Businesses: Whenever possible, choose accommodation and activities that are Green Tourism certified to support sustainable and eco-friendly businesses.

The charter that is provided to our guests includes web links, offering them the opportunity to explore additional resources and discover more ways to make a positive impact both during their adventure with us and beyond.



Social Responsibility

Sailing provides a **unique chance to explore** and experience the breathtaking beauty of Scotland's west coast. At Stravaigin Sailing we are committed to making this opportunity **accessible to everyone**, ensuring a **safe and enriching** experience that **promotes wellbeing**.

Accessible and Inclusive Experiences

Through our commitment to accessibility and inclusivity, we strive to ensure that our sailing adventures are available to a diverse range of participants, **regardless of background or financial circumstances**. We recognise that the marine environment holds significant value as a place of personal rejuvenation, yet **many communities remain underrepresented within the industry**. To address this, we have engaged with organisations like Black Scottish Adventures to promote greater access to marine experiences, **helping to inspire a broader demographic to connect with the natural world**.

We are also actively working towards **offering fully funded places on our sailing trips** to individuals from economically disadvantaged backgrounds, where financial barriers would otherwise prevent participation. By removing these obstacles, **we aim to make our tourism experiences more inclusive**, ensuring that everyone has the opportunity to benefit from the physical, mental, and emotional well-being that our trips provide.

Improved Wellbeing

As part of our social responsibility, we are committed to enhancing the well-being of our **guests and crew**. Studies show that being in or near water offers significant physical and mental health benefits, known as **Blue Health**. Our sailing adventures provide opportunities that **promote physical activity**, improved circulation from swimming, and the calming effects of natural surroundings, which boost dopamine and serotonin levels, enhancing mood, reducing stress and enabling a disconnect from urban environments. In addition to physical benefits, the Blue Health effect nurtures **mental well-being** by encouraging relaxation, reducing stress, and enabling meaningful social connections.

As part of our commitment to social responsibility, **we actively highlight these benefits** during our sailing adventures, **encouraging guests to fully engage** with their surroundings and take advantage of the opportunity **to enhance their well-being**.



Sustainable Credentials

Stravaigin Sailing is **committed to sustainable practices**, as such we hold memberships with sustainability centred organisations, **reflecting our dedication** to meeting industry standards and **ensuring accountability**.



Green Tourism:

Stravaigin Sailing is pursuing **Green Tourism certification**, which involves an in-depth assessment of our practices against 15 criteria in the categories of **People, Places, and Planet**. This certification will offer third-party verification that we meet **globally recognised sustainability standards**, whilst providing guidance to further improve our operations for greater sustainability



The WiSe Scheme:

We are fortunate to operate in waters rich with marine wildlife. As members of the WiSe Scheme, with completed training, Stravaigin Sailing is committed to **wildlife conservation** and **disturbance avoidance**, strictly following national and local laws as well as the WiSe Codes of Conduct, to help **enhance the marine habitat**.



Wild Scotland Membership:

As members of Wild Scotland, Stravaigin Sailing has pledged to align our practices with the Wild Scotland Codes of Conduct and Best Practice Guidelines. We are committed to upholding the four key principles of **sustainability, responsibility, care** and **excellence** in everything we do.



Leave No Trace:

Stravaigin Sailing carefully adheres to the seven principles of Leave No Trace, ensuring the **beautiful environments** that we visit are left **unchanged or preferably improved**. Our Skipper, a certified Leave No Trace instructor, takes great pleasure in **educating others** on these low-impact practices.





Our Outlook

This Sustainability Policy identifies key areas where we are actively focusing our efforts to improve and elevate our sustainability practices. We believe that what has been outlined here is both **realistic and achievable**. It is essential to emphasise that we are fully dedicated to implementing the outlined practices and achieving the commitments in this policy. Our aim is to create a **genuinely positive impact** on both the natural environment and the local community.

We recognise that sustainability is not a fixed destination but an evolving journey that requires continual adaptation and improvement. In our operations, we are **committed to constantly** seeking new ways to **innovate, refine, and enhance our practices** to uphold the highest standards of sustainability. By staying closely aligned with industry policies, guidelines, and third-party advice, we ensure that we are always up-to-date with the latest regulations, initiatives, and developments shaping the future of sustainable practices.

This policy will be **reviewed regularly** to evaluate its continued relevance and to monitor our progress.

Signed	<i>John Demiston</i>
Date	10/09/2024
Next Review	10/09/2025



STRAVAIGIN

If you have any questions about our current sustainability practices, our sustainability policy or have any suggestions for improvements, please contact us at [*stravaiginsailing@gmail.com*](mailto:stravaiginsailing@gmail.com).