

Target groups

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The target groups for yacht recycling?

If a business were to market yacht recycling, possible target groups for such marketing would include

- Owners of sailing yachts who can't use their ships any longer because their yacht has reached its end of life.
- Marina managers who have to deal with abandoned and rotting sailing yachts inside their marina areas.
- Companies and other instances or people which are interested to buy the materials resulting from yacht recycling, as well as remaining components for re-fitting.
- Any related business (e.g. transportation, recycling, component selling firms) interested in cooperating.
- (Nautical) education institutes interested in best practice knowledge transfer at a later project stage.
- Shipyards willing to consider sustainable sailyacht disposal already at design stage, as integrating part of their producer responsibility.

Yacht recycling

<http://yachtrecycling.org>

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