



Groupe Beneteau commits to ocean health at the UNOC in Nice and publishes the 2024 results of its B-Sustainable program

Saint-Gilles-Croix-de-vie, June 20, 2025

The Beneteau Group is continuing its transformation towards a sustainable, accessible boating experience. The publication of its **2024 Activity Report** confirms the progress of its B Sustainable CSR program and its ambition to support the boating experience so that it responds to environmental, societal and generational challenges.



Signature at UNOC 2025: a global course for the ocean

« Sailing today means protecting tomorrow » says Bruno Thivoyon, Groupe Beneteau's CEO. On June 8, 2025, at the 3^e United Nations Ocean Conference (UNOC) in Nice, Groupe Beneteau signed the Business Call to Action, joining 70 international companies mobilized to:

- integrate the ocean into climate and biodiversity policies,
- finance ocean science,
- support blue innovation.

B-Sustainable 2024 results: concrete progress for customer experience

Launched in 2022, the B-Sustainable program is based on three pillars: growing up ethically, acting as a crew and preserving the oceans. The main results for 2024 illustrate the momentum of continuous transformation driven by the Group's teams: reducing carbon emissions, increasing the use of sustainable materials, innovating to serve customer needs, raising employee awareness and promoting diversity.

They testify to Groupe Beneteau's ambition to be a benchmark player in **sustainable and accessible yachting**, even in a more demanding economic context.

"The pleasure of sailing can no longer ignore environmental issues. We need to combine emotion, innovation and responsibility." says Gianguido Girotti, boat division's general manager.

PILLAR	KEY INDICATOR 2024	CHANGE VS. 2023
Preserving the oceans	-24% CO ₂ emissions (intensity, scopes 1 & 2)	-24 %
	10 models with alternative propulsion	+3 models
	67% of non-hazardous waste recycled	+6 points
	61 t of recyclable or biobased resins used	+35 t
	2 LCAs carried out (Lagoon 46, Prestige F4.9) 61 t of recyclable or biobased resins used	+1 LCA
	Deployment of a harmonized sectoral Life Cycle Assessment method (European level)	New 2024 action
	Creation of an industrial alliance for circular boating	New 2025 action
	Business Call to Action signed at UNOC	New 2025 action
Acting as a Crew / HR	88,000 hours of training	+4 000 hours
	Accident rate: 14.6%	-10,4 points
	32.4% women in the workforce	+1,5 point
	>800 employees made aware of the ecological transition	New 2024 action
	Deployment of the B-EQUAL parity program	Prevention of harassment and sexist comments
		Diversity on the pontoons
		Women's discussion groups
Reinventing uses	814 Wiziboat subscribers / 32 bases	+94% subscribers
	40 YBC bases in the USA / 300 boats	In growth
	42,000 sailing days rented (Wiziboat + YBC)	+18 %
	Island Cruising Concept: hybrid propulsion, 2 d range, <40 dB	Prototype launched
	10,500 boats connected via Seanapps	+2 000 boats

Illustration of the year 2024 - The Island Cruising Concept: a rethought on-board experience: comfort, silence and durability

This new cruising model reinvents coastal cruising. Conceived as a true floating poolhouse, it combines open design, modularity of use, energy autonomy and low environmental impact

- o Hybrid propulsion and integrated solar panels,
- o Zero local emissions during slow sailing,
- o Optimized on-board silence (<40 dB),
- o Foredeck convertible into lounge area, open galley and circular cockpit,
- o 2-day autonomy in 100% electric use,



- o Developed in co-construction with a panel of customers and tested during a pilot program on the Atlantic coast.

Download the 2024 Activity Report :

[Groupe Beneteau's commitments](#)

Business Call to Action – UNOC :

<https://www.businessfornature.org/news/joint-business-article-oceans>

ABOUT GROUPE BENETEAU

Founded in the Vendée region of France 140 years ago by Benjamin Bénéteau, the Beneteau Group is now a leading global player in the yachting industry. With an international industrial presence, 16 production sites and a worldwide sales network, the Group generated sales of €1 billion in 2024 and employs over 6,500 people, mainly in France, the United States, Poland, Italy, Portugal and Tunisia.

True to its mission - Bringing dreams to water - Groupe Beneteau imagines and designs boats and services offering a unique sailing experience. Through its nine brands, its Boating division offers more than 135 pleasure-boating models, responding to the diverse uses and sailing projects of its customers, whether sailing or motoring, monohull or catamaran.

Through its Boating Solutions division, the Group is also active in daily and weekly rental services, marinas, digital and financing.

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