



# CLEAN REGATTAS

## Sailors for the Sea, Clean Regatta Sustainability Report

### Prepared by:

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& Sustainability, Oman Sail

**Oman Kite Festival**  
**15 July to 24 July 2025**  
Sultanate of Oman



# WHO WE ARE



## Our Vision

Create monumental experiences powered by the sea, so that together we inspire excellence and contribute to the sustainable prosperity of the nation.

## Our Mission

Deliver the assigned mission to rekindle Oman's maritime eminence, promote the Sultanate around the world through sailing and provide long-term learning opportunities for the youth.

Total Employees: **167 (38 Female / 129 Male)**

## Our Values



روح الفريق  
TEAM SPIRIT



التميز  
EXCELLENCE



الثقة  
TRUST



الالتزام  
COMMITMENT

**The Sultanate of Oman's beautiful natural landscape is the foundation on which all Oman Sail activities take place.**

Oman Sail and its brand SeaOman works closely with stakeholders in order to minimise where possible its carbon footprint and ensure the environmental health of the nation is embedded in daily operations and every event we deliver.

**For the delivery of Oman Kite Festival, Oman Sail can showcase how it is contributing to:**

**1**

**World Sailing  
Sustainability Agenda  
2030**

**2**

**International  
Olympic Committee's  
Sustainability Strategy**

**3**

**United Nations (UN) 2030  
Agenda for Sustainable  
Development**

**4**

**ISO 20121 guidelines:  
A specification for  
sustainable events**

**5**

**Oman's Vision 2040 -  
environmental national  
priority (1 of 12)**

# OVERVIEW OF 2025 OMAN KITE FESTIVAL



**Dates:** 15 – 24 July 2025

**Edition 1:** Oman Kite Festival 2025



**Participants:** 107



**Nationalities:** 10

(Omani , Brazile , Saudi , Egyptian, British, Emirati, German, Dutch, Kuwiti, Polish)



**Boat Classes:**

- Downwinder • Kite course
- Coastal race • Slalom



**Event Locations:**

- Barr Al-Hikman • Masirah Island • Ras Ruwais • Ras Al Hadd • Pink Lagoon & Al Ashkharah • Ras Al Jinz / Ras Al Hadd
- Sur (Closing ceremony only)



An event showcasing the beauty of Oman using a **160km costal journey** in the sea from **Bar al Hikman** all the way up to **Ras al Haad**, using kitesurfing as mode of transport.

# ELIMINATION OF SINGLE USE ITEMS



**1**

**Eliminate Single-Use Water Bottles and Provide Water Refill Stations**

**2**

**Eliminate Plastic Straws**

**3**

**Serve Food with Plastic-Free Dinnerware**

**4**

**Skip Bags or Go Reusable**

**5**

**Award Practical Items or Use a Perpetual or Upcycled Trophy**



# 1

## Eliminate Single-Use Water Bottles and Provide Water Refill Stations

**Partly Achieved:** During Oman Kite Festival registration, all sailors and coaches were issued a branded Oman Kite Festival reusable drinking water bottle. We also gave free reusable water bottles to the public engaged in the festival a total of **300 reusable bottles** distributed

- A 5-gallon water bottle with water dispenser was available at all locations and on the Safety Boats (x3), operational 4x4 cars, so sailors and staff could refill their bottles whilst out on the water or traveling between sites, if needed.

**Not Fully Achieved:** Due to logistical challenges, reusable water bottles and 5-gallon water containers were not always available at each site. To ensure the kite surfers stayed hydrated, we had to purchase plastic bottled water. In some cases, such as during the Downwinder event, the kite surfers reached the end location before the support vehicles carrying the water arrived. This is a lesson learned for the next edition.



2

## Eliminate Plastic Straws

**Achieved:** Oman Sail did not purchase plastic straws for the event.

3

## Serve Food with Plastic-Free Dinnerware

**Not Fully Achieved:** This event was unique as it was delivered in remote locations across **160km coastline**. Wherever possible, reusable dinnerware was used, however, in some areas, i.e. in Masirah Island, we dined with and supported local SMEs, where often local restaurants provided plastic cutlery for the sailors' meals. In most cases, local food was eaten by hand in line with cultural practice, but this was not always the case. For future editions, we should request that SMEs use eco-friendly alternatives such as cardboard or bamboo and the event should cover this additional cost to help encourage positive cultural change.

4

## Skip Bags or Go Reusable

**Achieved:** No bags were used in the event. Sailors brought their own.



5

## Award Practical Items or Use a Perpetual or Upcycled Trophy

**Achieved:** Only cardboard cheques were presented and reused per race.



# COMMUNITY INVOLVEMENT



6

**Publicize Your Sustainability Efforts**

7

**Involve Local Organizations**

8

**Post Educational and Reusable Signage**

9

**Serve Local Food or Source Seafood Sustainability**

## 6

### Publicize Your Sustainability Efforts

**Achieved:** Mainly through:

**A. Oman Kite Festival Website:** Dedicated page on sustainability and registration link for public to register and join in the environmental activities. [https://omankitefestival.om/marine\\_life/](https://omankitefestival.om/marine_life/)

**B. Various Social media posts (photos and videos):** Beach, marina and underwater cleans, ESO engagement with the communities.

**C. Environmental Impact Summary Video:** Created and issued on UN World Clean Up Day (September 2025)  
<https://www.instagram.com/omankitefestival/reel/DO3kR4hjN8r/>

**D. Digital Communication:** WhatsApp groups to remind participants/coaches on where to refill their water bottles, the beach cleans and training times etc.

**E. Clean Regatta:** Logo displayed and tagged on some social media posts and at the closing ceremony - encouraging “green” conversations with all stakeholders.

## 6

## Publicize Your Sustainability Efforts Continued...

**F. Closing Ceremony, CEO, Oman Sail Speech (24<sup>th</sup> July 2025):**

*“The Oman Kite Festival was more than a celebration, it united our communities through **5** beach cleans, **2** underwater dives, and creative educational activities with our partner, the Environment Society of Oman, and artist Emerson Sumaoang, that included turning plastic waste into powerful messages for sea turtles’ protection.*

***300 Sea Turtles of Oman** educational activity booklets were gifted to children, just under **300 reusable bottles** distributed, and **21 dangerous ghost nets removed**, showing how small actions create real impact.*

*In total, over **195 bags** of rubbish were cleared from the beaches, with **172 volunteers** making a tangible difference for both the environment and the local communities.*

*In the same week, the Environment Authority reported\* the return of an endangered green sea turtle to Oman after 15 years, right here in Al Sharqiyah, on Saih Al Marai Beach in Ras Al Hadd, a powerful reminder of the life we are helping to protect.*

***Together we protect our marine life**, planting seeds for change to safeguard our nation’s unique biodiversity”.*

**Reference\*:** <https://www.omanobserver.om/article/1173812/oman/sea-turtle-returns-to-oman-after-15-years>

# 6

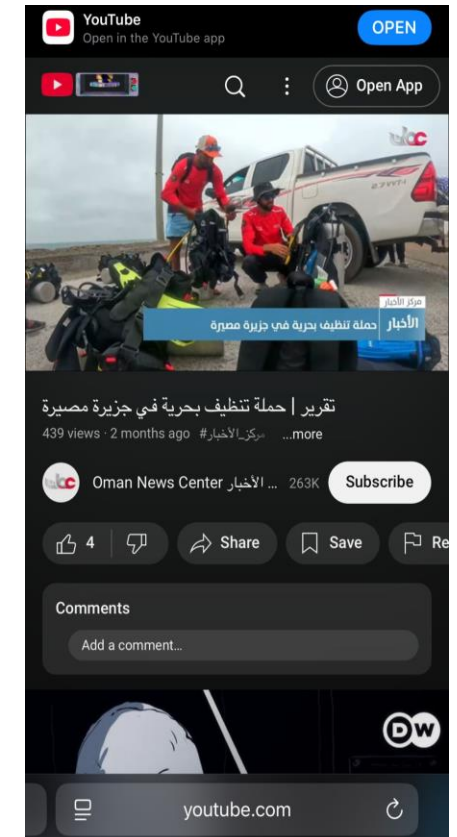
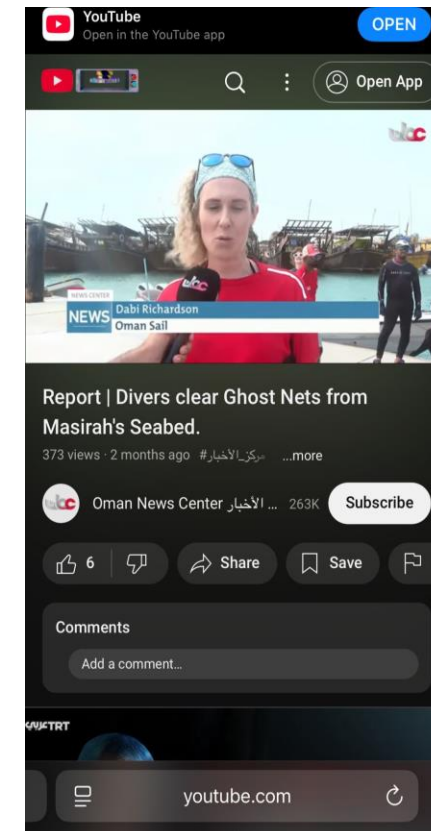
## Publicize Your Sustainability Efforts Continued...

### G. Interviewed by Oman TV in Masirah Island (19<sup>th</sup> July 2025):

Examples from Oman TV, broadcasted in English and Arabic:

<https://www.youtube.com/watch?v=O2QkgqkAT8I>

<https://www.youtube.com/watch?v=O2QkgqkAT8I>





## 6

### Publicize Your Sustainability Efforts Continued...

Examples of social media posts:

<https://www.instagram.com/reel/DMcxN8sMUPZ/?igsh=cHV0YjRxbXJhZHQw>

<https://www.instagram.com/reel/DMPHwKfMTJ6/?igsh=MW5hMWx3NmtlZmZlcw==>

<https://www.instagram.com/reel/DMKFEh5tlgW/?igsh=c2VhdW44cDd6YWx6>

<https://www.instagram.com/reel/DMYXR4vszYk/?igsh=MXZ4NDdlM2wxengyZw==>

Environment Society of Oma...  
@eso\_oman\_

As part of the Oman Kite Festival on Masirah Island, ESO proudly engaged local youth in fun, hands-on activities aimed at raising awareness about sea turtle conservation.

#ESO #MasirahIsland #OmanKiteFestival  
#Youth #Turtles

ترجمة المنشور





# 7

## Involve Local Organizations

**Achieved:** This event directly supported **Omani entrepreneurs, family businesses, and rural economies** in remote areas of Oman (Al Ashkharah and Masirah Island). More than **OMR 80,000** was spent directly on local SMEs, including:

- Local accommodations (guesthouses, eco-lodges)
- Food & beverage vendors
- Transport providers (car rentals, boats, local taxis)
- Activity providers (kite instructors, guides, rentals)
- Souvenirs, crafts, and local products at SME exhibitions

When factoring in the economic multiplier (1.5x–2.0x, standard in tourism), the total local impact is estimated at **OMR 106,500 to 142,000**

**This includes knock-on effects for:**

- Supply chains (fishermen, food producers, equipment suppliers)
- Festival staff and event operations
- Local tourism promotion

# 7

## Involve Local Organizations Continued...

### Prominent Local Partners Included:

- **Salty Riders: Local SME specializing in adventure and water sports.**
  - Expertise in kitesurfing and community engagement.
  - Highlighted local talent and promoted the role of Omani SMEs in sports and lifestyle initiatives.
  - Inspired youth to explore Oman's unique coastal and adventure opportunities.
- **Environment Society of Oman (ESO):** Oman Sail is a member of this only environmental charity in Oman. Together we collaborate on various initiatives, including this year's Oman Kite Festival. Further information under **Section 16: Increase Awareness of Wildlife and Habitat Protection**



## 8

## Post Educational and Reusable Signage

**Achieved:** All marketing materials were reused across each site and **in principle** can be reused for future events as not date specific. Oman Sail is in dialogue with the sponsor OMRAN Group (Oman Tourism Development Company) for 2026. Educational sustainability signage was in digital format via our website, social media posts and WhatsApp messages.





9

## Serve Local Food or Source Seafood Sustainability

**Achieved:** All food and drinks sourced locally as per Oman Sail procurement policy, with the prioritisation of local SMEs. This included:

- Meat, fish, vegetables, bread and fruit.
- Vegetarian and vegan alternatives were available daily.
- Refreshments for the Closing Ceremony.



# RESPONSIBLE WASTE MANAGEMENT



**10**

**Organize a Green Team**

**11**

**Ensure Proper Waste Bin Placement and Signage**

**12**

**Divert Food Waste from the Landfill**

**13**

**Use Paperless Event Management**

## 10

## Organize a Green Team

**Achieved:** In 2021, Oman Sail launched its Green Committee, led by Corporate Affairs, to drive sustainability initiatives and engage staff through various projects and events throughout the year. In December 2021, eight staff members were trained by the Environment Society of Oman (ESO) through a "Train the Trainer" program, enabling them to deliver environmental awareness training in both English and Arabic to Oman Sail staff and sailors across our three Sailing Schools. Annually, with sponsor support, environmental awareness training and sustainable activities have been integrated into our community-led sailing and team-building programmes.

In addition, SeaOman, a brand under Oman Sail, offers recreational diving, yacht charters, and watersports. It is a PADI 5\* Instructor Development Centre at Mussanah and Al Mouj, Muscat, a Green Fins Digital member and continues to progress towards PADI Eco Centre status.

Oman Sail's Green Committee, led by Debbie and supported by Wahida from Corporate Affairs, tries to align with the global focus on Environmental, Social, and Governance, Circular Economy, and In-Country Value. Oman Sail is committed to driving positive environmental change, both internally and externally, with a strong social license to operate.



لجنة عُمان للإبحار الخضراء  
Oman Sail Green Committee



# 10

## Organize a Green Team Continued...

### Oman Kite Festival Key Green Members Included:



**Abdullah Al Farsi  
& Nawaf Al Ghadani:**  
Operationally led on all  
races, Race Management &  
Green Boating initiatives.



**Dawood Al Adoubi:**  
Led on all event  
photography including at  
sea, beach cleans & social  
media posts.



**Paola El Achkar:**  
Creative mastermind, designed the  
"green" based social media posts and  
website page, added Clean Regatta  
logo to event artwork and pushed for  
reusable branding at events where  
feasible with sponsors.



**Debbie Richardson  
& Wahida Al Zadjali:** Reminding  
staff to think "green" for this event.  
Together organised and gained  
approvals for beach and  
underwater cleans, ESO activation  
within the local communities.



**Shaima A Asmi:**  
Project Manager for Oman  
Kite Festival, with a tight  
budget and demands of  
stakeholders including to  
embed "green".



**Badar Al Abri:**  
Managed communications,  
press and closing ceremony.



**Fatma Jamal  
& Safa Al Wahaibi :**  
Procurement leads, managing  
being green vs keeping costs  
minimum.

# 11

## Ensure Proper Waste Bin Placement and Signage

**Not Achieved/Not Possible:** In practice, this was not achievable as the event took place across multiple remote locations, including camping areas, with sailors choosing their own accommodation, ranging from tents, rented chalets to basic hotels. Within each activation, staff ensured rubbish collection and disposal. Due to the remoteness of the sites, local waste segregation and recycling facilities were unavailable to the participants but most importantly locals too.

# 12

## Divert Food Waste from Landfill

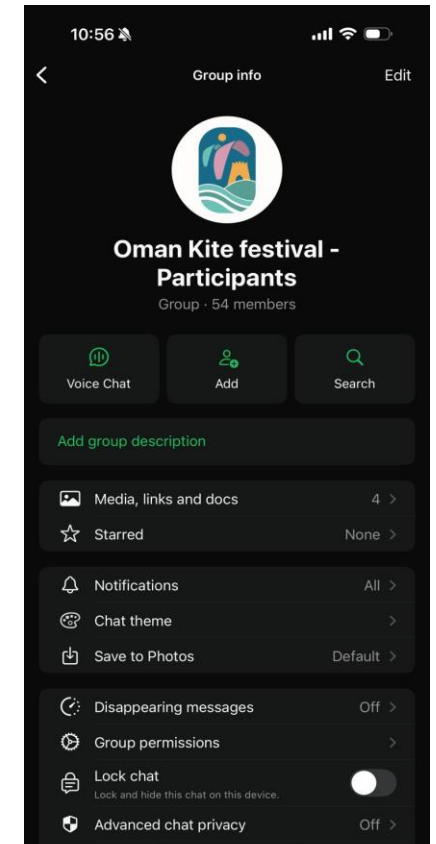
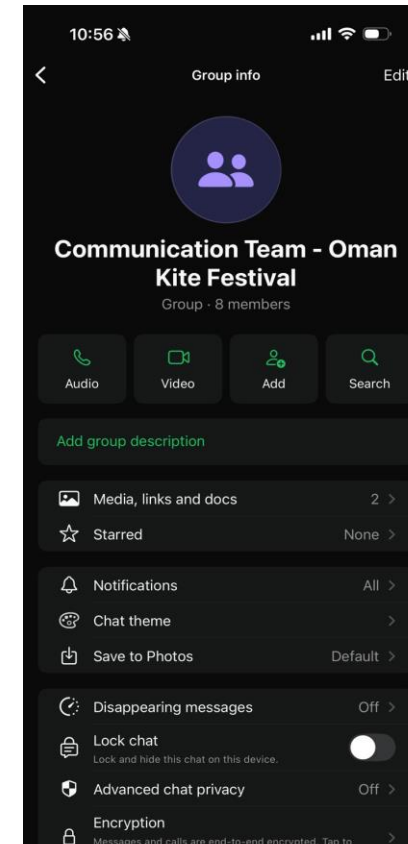
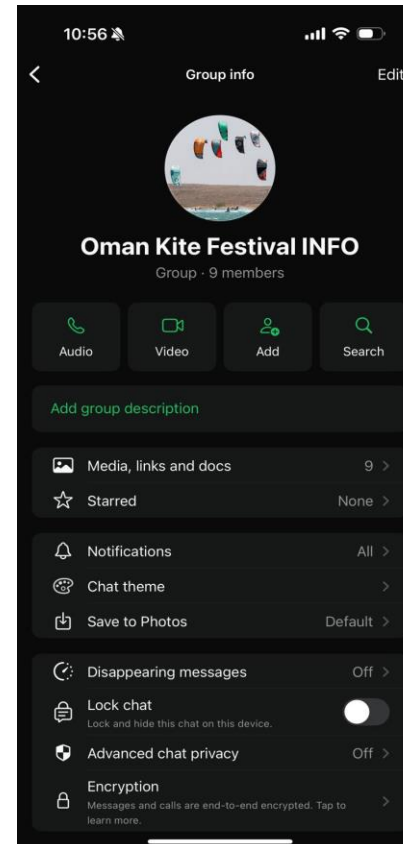
**Not Achieved/Not Possible:** This was not possible as composting facilities were not available in the multiple locations. However, in line with local traditions, food waste is often given to goats rather than discarded. When dining out, we were mindful not to overorder, and as sailors and staff often ate at different times or in small groups, meals were ordered as needed from local restaurants to minimise food waste.



## 13

## Use Paperless Event Management

**Achieved:** Oman Sail did not print instructions, all information was digitally available via the event website or WhatsApp groups (Oman Kite Festival INFO, Communications Team – Oman Kite Festival & Oman Kite Festival - Participants) that were used for regular communication to the sailors and staff.





# ENVIRONMENTAL STEWARDSHIP



14

**Host a Beach or Marina Clean-up**

15

**Prevent Toxins from Entering the Water**

16

**Increase Awareness of Wildlife and Habitat Protection**

17

**Offer Vegetarian or Vegan Alternatives**

# 14

## Host a Beach or Marina Clean-up

### Achieved: Executive Summary

#### Beach Cleans:

- 5 beach cleans across 4 locations
- 195 bags of rubbish removed
- 172 incredible volunteers



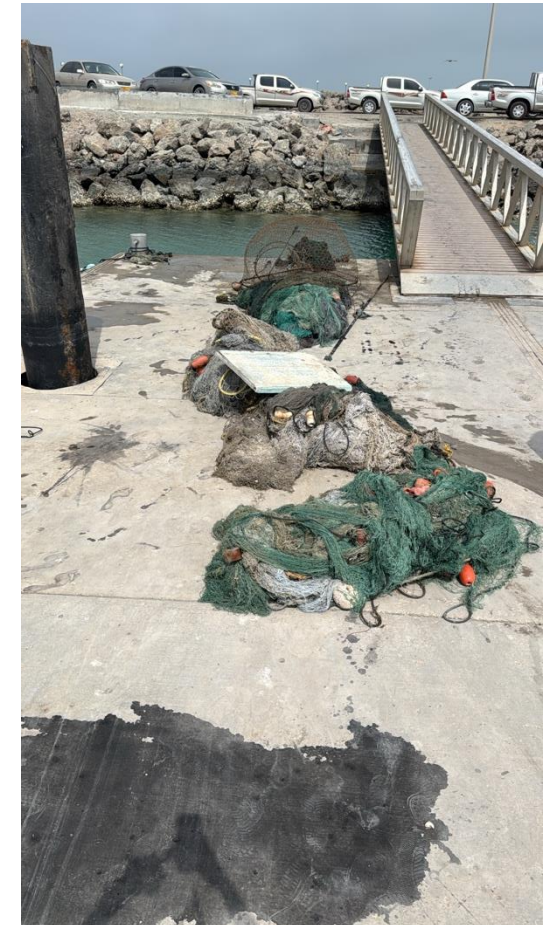
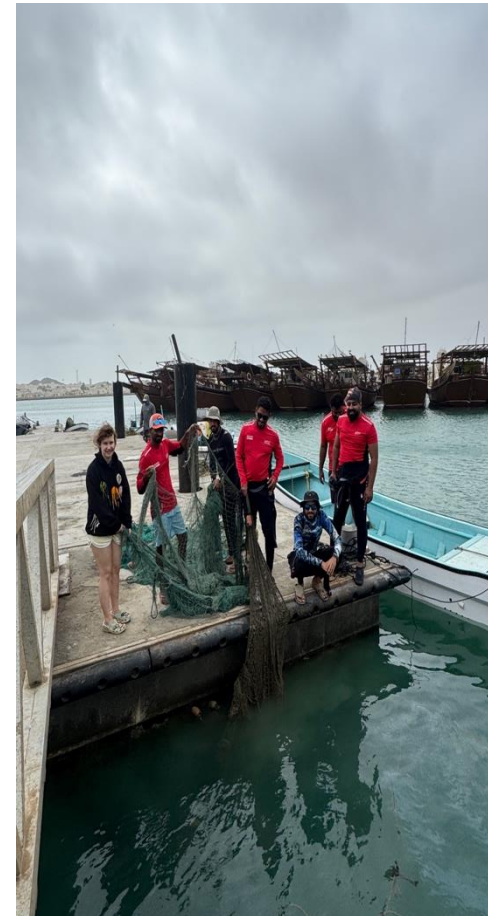


# 14

## Host a Beach or Marina Clean-up Continued...

### Underwater Cleans:

- **2 days** of underwater cleans at **2 vital sea turtle nesting sites** (Marisah and Ras Al Hadd) in collaboration with the Environment Authority and local fishermen
- Oman TV interviewed staff and volunteers in Masirah Island (aired in both English & Arabic)
- **21 deadly ghost fishing nets cleared** and **1 small net** returned.
- Led by 6 divers from SeaOman & 3 volunteers



# 15

## Prevent Toxins from Entering the Water

### Achieved:

- Oman Sail used destination water, not fresh water, for washing down kites.
- Confirmed that there were no oil or fuel spillages during this event.





## 16

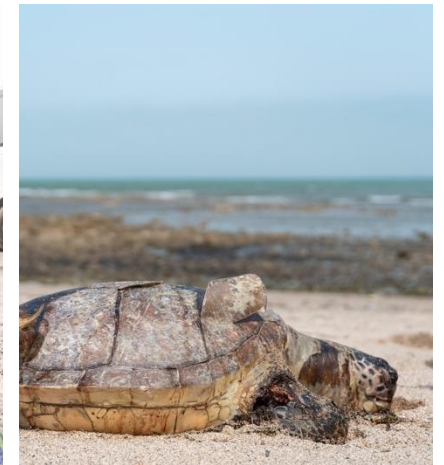
## Increase Awareness of Wildlife and Habitat Protection

**Achieved:** Partnered with the Environment Society of Oman (ESO) and activated engagement with sailors and the local community focussed around educating on Oman's five turtle species: Green, Loggerhead, Olive Ridley, Hawksbill, and Leatherback.

### ESO Activation Community Engagement Summary:

- 2 days Misirah Island
- 1 day Al Ashkharah
- 85 children engaged in environmental awareness activities
- 300 Sea Turtles of Oman activity educational booklets gifted (English & Arabic), confirmed largest order for ESO to date.

**Note:** dead sea turtles were discovered on Masirah Island - notably found during the 2 beach clean-ups conducted there.



## 16

## Increase Awareness of Wildlife and Habitat Protection Continued....

ESO had a **designated beach tent** for a turtle awareness interactive and educational station, designed to introduce sailors and children to the turtle species found in Oman and the challenges they face from nesting to ocean survival. This took advantage of the natural setting of the event and to reach local families. Activities included:

**1 Nest Rescue – Turtle Egg Dig & Count:** Children dig through a sandbox to find and sort hidden “eggs” (ping pong balls) as intact or broken. **Learning:** Highlights nest vulnerability and nesting success.

**2 Save the Hatchlings – Marine Debris Rescue:** Children rescued toy hatchlings entangled in fishing nets (string) and litter, then clean up the debris. **Learning:** Raises awareness of ghost nets and plastic pollution.

**3 You vs. the Turtles – Turtle Size Comparison:** Children compare their height to life-size turtle cutouts of Oman’s four species. **Learning:** Visualises turtle species’ sizes and features.

**4 Turtle Stories & Activity Booklets:** Storytime on turtle journeys and conservation, plus activity booklets with colouring and games. **Learning:** Uses storytelling to reinforce turtle knowledge.

**5 Turtles of Oman – Map Matching Activity:** Children matched turtle species to nesting beaches on a large Oman map. Display included plastic bag examples. **Learning:** Connects turtle habitats with coastal pollution.





16

## Increase Awareness of Wildlife and Habitat Protection Continued...

**Achieved:** Partnered also with local Artist, **Emerson Sumaoang** in Al Ashkharah:

- 30 artwork participants.
- 2,025 Plastic Caps turned into sea turtle powerful art.



17

## Offer Vegetarian or Vegan Alternatives

**Achieved:** Vegetarian and vegan alternatives were available daily.



# GREEN BOATING



18

Promote Alternative Transportation

19

Reduce Day of Event Emissions

20

Inspire Future Action

## 18

## Promote Alternative Transportation

**Partly Achieved:** Participants and staff travelled mainly by 4x4 vehicles (car sharing where possible), by the event bus, or in the case of the Downwinder participants travelled by kite. Bicycles and public transport options were not feasible, apart from the ferry used to access Masirah Island.

- No requirement for a VIP spectator boat.
- Sailors were reminded about World Sailing Racing Rule 47 of Sailing re Trash Disposal: *“Competitors and support persons shall not intentionally put trash in the water. This rule applies at all times while afloat. The penalty for a breach of this rule may be less than disqualification”*.



# 19

## Reduce Day of Event Emissions Continued...

**Transparency:** Carbon footprint of event not calculated, due to lack of resources, this needs to be incorporated into future events with a clear aim of **reduction of carbon emissions or/and a potential offset programme**.

**Note:** *As Oman advances its green mobility agenda, we will continue engaging with Mwasalat (Oman National Transport Company), which is introducing hydrogen-fueled buses as part of the nation's efforts to decarbonize the transport sector. This includes the recent launch of Oman's first green hydrogen refuelling station near Muscat International Airport, supporting the national Net Zero 2050 goal. We aim to explore transport solutions for future events as the technology becomes available.*

20

## Inspire Future Action Continued...

### Achieved:

- **Tackling Ghost Fishing Nets and Marine Pollution:** During underwater dives at Masirah Island, abandoned fishing nets were removed as requested by the local fisherman from the marina. Some nets had been entangled for over a year, half in and half out of the sea. Local fishermen expressed appreciation and surprise at the efforts, and usable nets were returned to them, strengthening community relations.
- **Supporting Marine Research and Conservation:** Omani divers (from Muscat) discovered young coral reefs (approximately 15 years old) and previously unidentified fish species in Omani waters. This valuable information was shared with the local Governor, who commended the initiative and invited Oman Sail to participate in future environmental activities i.e. in the Masirah Island Festival.
- **Community and Sailor Engagement:** Oman Sail's operational and offshore performance teams (supported delivery) actively participated in all the beach cleanups, inspiring kite surfers and local participants to all join in. Their enthusiasm demonstrated the collective responsibility of the sailing community in protecting marine environments.
- **Protecting Endangered Species:** The festival achieved the largest order to date of ESO "Sea Turtles of Oman" children activity booklet (English/Arabic), reinforcing the importance of safeguarding Oman's Sea Turtles and highlighting the link between a clean ocean and marine biodiversity.
- **Sharing Regional Impact:** Visiting sailors from Saudi Arabia were deeply impressed by the environmental and community engagement efforts. They plan to incorporate these sustainability lessons into future sailing events in Saudi Arabia, extending the legacy beyond Oman.
- **Raising Awareness and Encouraging Change:** Through creative initiatives such as artwork made from plastic bottle lids and the distribution of reusable water bottles, the festival promoted the elimination of single-use plastics and inspired hopefully lasting behavioural change among participants and the public.



## 20

### Inspire Future Action Continued...

#### Strategic Potential Future Focus Areas with Stakeholders:

- While the event achieved strong engagement, future editions should where possible expand efforts on waste segregation, recycling and composting initiatives, aligning with Oman Vision 2040 and the UN Sustainable Development Goals to further reduce waste and promote sustainability.
- **Opportunity for Circular Economy Development:** Currently, Oman lacks facilities to recycle including discarded fishing nets. This presents a significant investment opportunity to establish local recycling capabilities, support SMEs, and create products from recovered marine plastics — advancing a truly traceable and circular economy within the Sultanate.

20

## Inspire Future Action Continued...

Through OMRAN Group sponsorship Oman Sail was able to purchase new assets that can be used to inspire future action within our regattas:

50



Litter pickers for future use within Oman Sail cleaning events (previously borrowed from ESO)

50



Pairs of reusables (washable) gloves (no single use plastic gloves)

1



Underwater go pro that can be used within future underwater ocean programmes to capture our impact

1



Transportable dive compressor that can be used for future ocean programmes

1



Robust professional lift bags & scissors for future ghost net removals

# Thank You

