

# ***SDA Bocconi MBA's Conference & Regatta 2018***



**SDA Bocconi**  
School of Management

*In partnership with*



## **EVENT BOOKLET**

***Santa Margherita Ligure & Portofino - Italy  
September 27<sup>th</sup>– 30<sup>th</sup>, 2018***

*#SDABocconiMBARegatta18 #SDABocconiSailingClub #SDABocconi #OneOceanFoundation #ChartaSmerlada*

# ONE OCEAN FOUNDATION

*There is no Planet B*

As partner of One Ocean Foundation, the SDA Bocconi Sailing Club encourages you to take the sustainability issue extremely seriously

You will have the chance to support our good friend One Ocean Foundation through 3 initiatives:

- Following the 10 Sustainability tips for sailors
- Signing the Charta Smeralda
- Taking part to the sustainability contest

You will find further details in the next slides

# Contents

SECTION	DETAIL
1. Location Overview	Map and common ways to travel to Santa Margherita, logistics and parking
2. Event Program	Weekend overview, daily program of the events and dress codes
3. Participant Details	Deposit, check-in operations, checklists, provision and ethics/behavior
5. The Sustainable Regatta	Useful contact information & Social Media
5. Contact Info	Useful contact information & Social Media
6. FAQs	Frequently asked questions

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<https://instagram.com/sdabocconisailingclub/>



<http://www.linkedin.com/groups/8539725>





# 1. Location Overview

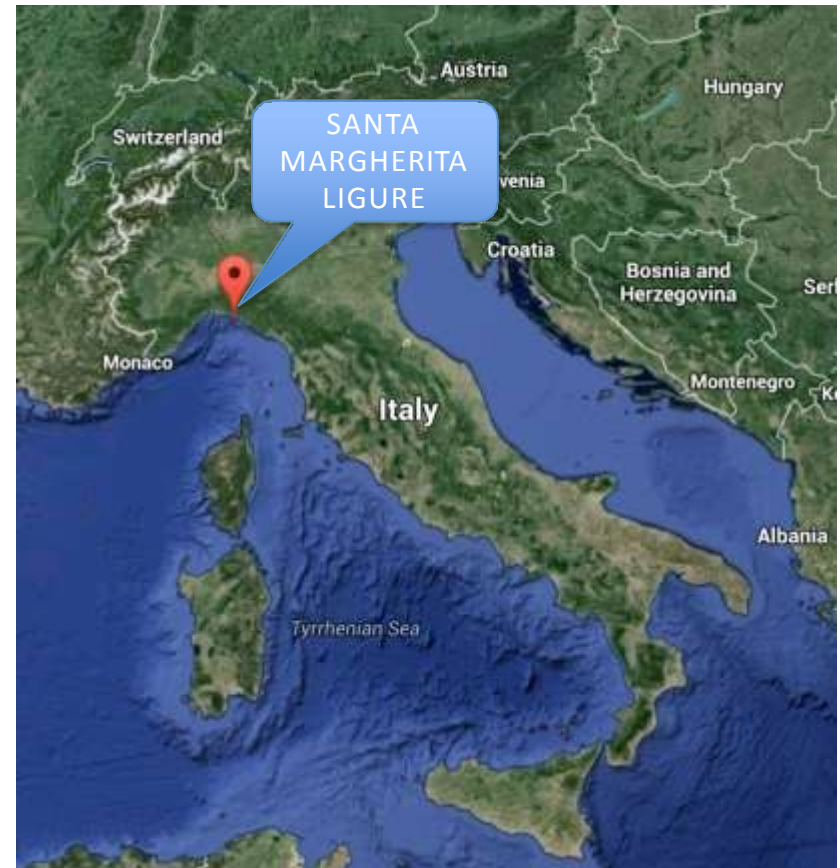
*Map and common ways to travel to Santa Margherita, logistics and parking*



# Traveling to Santa Margherita

Common ways to travel to Santa Margherita from...

DEPARTURE	DISTANCE	AVG TRAVEL TIME
City of Milan	165 Km	2 hrs
Milan Linate airport (LIN)	175 Km	2 hrs
Milan Malpensa airport (MXP)	205 Km	2 hrs 20 min
Genova airport (GOA)	40 Km	40 min
Santa Margherita train station	2 Km	5 min

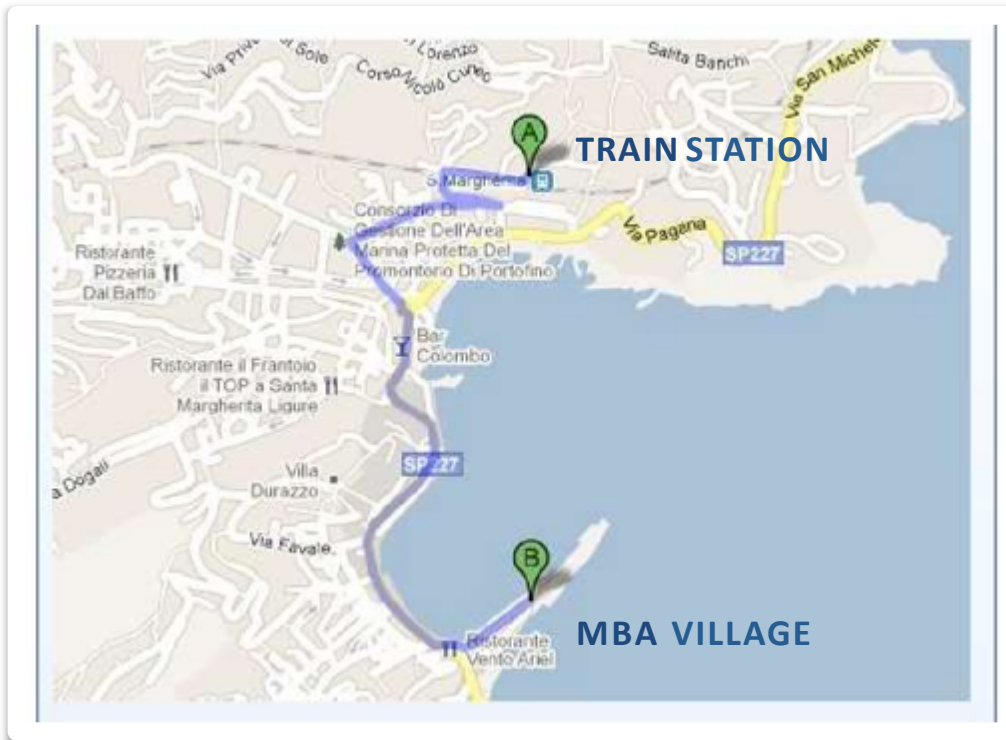


*Located in North West of Italy, in region Liguria, 35 Km South East of Genoa and 200 Km away from Malpensa airport.*

# Logistics:

## Santa Margherita to MBA Village/Harbor

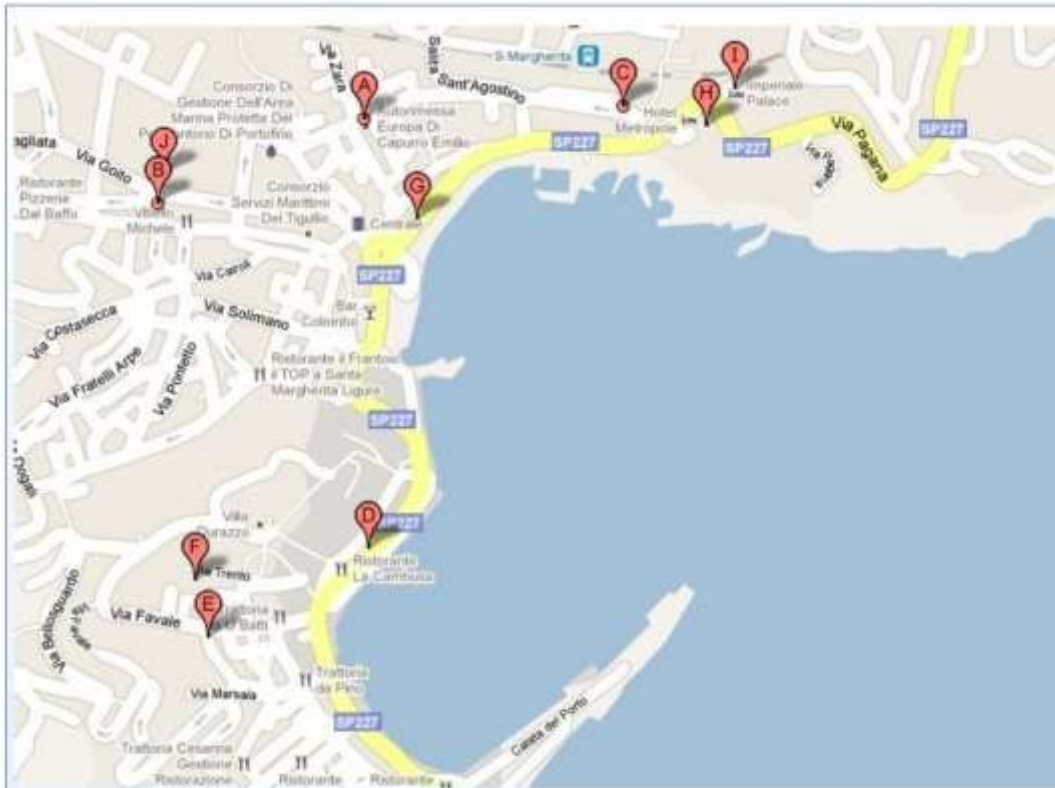
### FROM SANTA MARGHERITA TRAIN STATION TO MBA VILLAGE/HARBOR



1. Exit the Station on Via della Stazione
2. Turn right on Via Andrea Doria
3. At the roundabout, Piazza Vittorio Veneto take the 2<sup>nd</sup> exit
4. Continue along Via Garibaldi
5. Turn left on Calata del Porto
6. Continue along Calata del Porto until you reach the harbor

# Logistics: Parking

## PRIVATE PARKING AVAILABLE IN SANTA MARGHERITA



A. Autorimessa Europa  
B. Autorimessa Barbieri  
C. Autoparco Riviera  
D. Autoparco Borgo Fiorito  
E. Autorimessa Grand Hotel Miramare  
F. Autorimessa Lido Palace Hotel  
G. Autorimessa Grand Hotel Miramare

### Private parking:

- **Autoparco Borgo Fiorito**  
Via Favale - tel (+39) 0185.289571
- **Autorimessa Barbieri**  
Via L. Costa 5/A - tel. (+39) 0185.287101
- **Autorimessa Europa**  
Via Roma 38 - tel. (+39) 0185.287818
- **Autorimessa Grand Hotel Miramare**  
Via Milite Ignoto 30 - tel. (+39) 0185.287013
- **Autorimessa Lido Palace Hotel**  
Via alla Stazione 5



## 2. Event Program

*Weekend overview, daily program of the events and dress codes*



# Weekend Overview



## Thursday

- 10:00** MBA's Village Opening
- 10:30** Check-in \* and Boat Allocation
- 11:00** Free Sailing Time / Provisioning
- 19:00** Opening Aperitivo at Villa Durazzo
- 22:00** Drinks at Local Bar

## Friday

- 9:00** Skippers' Briefing
- 11:30** First Start for Open, Offshore and Cruise
- 15:00** Free Sailing Time
- 18:30** Visit to Portofino by private ferry
- 21:00** Crew Dinner at MBA's Village
- 23:00** Music & Drinks with DJ at MBA's Village

## Saturday

- 9:00** Skippers' Briefing
- 11:00** First Start for Open, Offshore and Cruise
- 15:00** Free Sailing time
- 19:00** Conference at La Cervara
- 21:00** Gala Dinner at Abbazia di San Gerolamo alla Cervara
- 22:30** Music & Drinks at Abbazia di San Gerolamo alla Cervara

## Sunday

- 15:30** Ending time for Check Out

\* Check in procedure is mandatory for everyone. You will receive a bracelet for taking part to the events and receiving your drinks. You will also have to sign the waiver and the Charta Smeralda. Failures in doing so will result in disciplinary actions ranging from a penalties to the exclusion of the boat



# Daily Program: 1

## Thursday, September 27th

TIME	EVENT
10:00	MBA's Village Opening
10:30 – 16:00	<b><u>Check-in * and Boat Allocation</u></b>
11:00	Free Sailing Time / Provisioning
19:00	Opening Aperitivo at <b>Villa Durazzo</b>
22:00	Drinks at Local Bar

### DRESS CODE FOR THE NIGHT:

- Smart casual (Cocktail dress for ladies, long pants and shirt for gentlemen).
- Gentleman: Please no flip flops or open shoes, and no sleeveless shirts.

### DIRECTIONS TO VILLA DURAZZO



*Villa Durazzo is 600 meters away from Santa Margherita harbor.  
Approximately an 8-minute walk*

\* Please be aware that check-in time must be respected. For any issue related to this please contact:  
**Alessandra Maestroni** ([alessandra.maestroni@gmail.com](mailto:alessandra.maestroni@gmail.com) / +39 3356484030 ).

Please note the following:

- ✓ Div A boats will be assigned randomly through a lottery system.
- ✓ Div B boats are pre-assigned and the boats will be communicated at the check-in only.

Check in procedure is mandatory for everyone. You will receive a bracelet for taking part to the events and receiving your drinks. You will also have to sign the waiver and the Charta Smeralda. Failures in doing so will result in disciplinary actions ranging from a penalties to the exclusion of the boat



# Daily Program: 1

## Thursday, September 27th

### History of Villa Durazzo

The structure consists of two villas (Durazzo-Centurione and San Giacomo), and a large park built in the 17<sup>th</sup> century which is an attractive garden with cobblestone paths in typical Ligurian style called '*risseu*'. Designed by architect Galeazzo Alessi, Villa Durazzo was built on a hill in 1678 by the Marquis Durazzo, who used the villa as a summer residence. In 1821 it then became a possession of the principles Centurione - hence the double name Durazzo-Centurione. During this time, the palace was greatly expanded and enriched with new neo-classical marble statues and exotic plants. Towards the end of the 19<sup>th</sup> century it became the temporary headquarters of the Grand Hotel and hosted several distinguished personalities of the time. In 1919 it was purchased by Commander Alfredo Chierichetti who renovated the entire complex by adding new plants (palms, magnolias and camellias) cobblestone paths and Ligurian '*risseu*'.

It eventually became a municipal property in 1973 and the villa and its park became home to major cultural events and international conferences.

In June of 1998, thanks to the conspicuous presence of tree species, the garden has been twinned with the famous Giardini Hanbury in Ventimiglia.



### Interiors

Inside the Villa Durazzo, you can visit the Art Museum "Vittorio Giovanni Rossi", dedicated to the well-known writer and journalist born in Santa Margherita, the apartments of the Prince, and the collection "Bellometti". There are paintings, frescoes and trompe-l'oeil of the 17<sup>th</sup> and 18<sup>th</sup> century Genovese painting school, including works by Domenico Piola, Giovanni Andrea De Ferrari, Luciano Borzone and Gio Enrico Vaymer.

# Daily Program: 2

## Friday, September 28th

TIME	EVENT
9:00	Skippers' Briefing
11:30	First Start for All Classes
15:00	Free Sailing Time
18:30	Visit to Portofino by private ferry
21:00	Crew Dinner at MBA's Village
23:00	Music & Drinks with DJ at MBA's Village

### DRESS CODE FOR THE NIGHT

- Smart casual (Cocktail dress for ladies, long pants and shirt for gentleman). Gentlemen: Please no flip flops or open shoes and no sleeveless shirts.





# Daily Program: 3

## Saturday, September 29th

### TIME EVENT

9:00	Skippers' Briefing
11:00	First Start for all classes
15:00	Free Sailing time
17:00	Minibuses begin departing for La Cervara
19:00	<b><u>Conference, awards, prize giving*</u></b>
21:00	Gala Dinner at La Cervara
22:30	Music & Drinks at La Cervara

### DRESS CODE FOR THE NIGHT

- GALA (Long dress for ladies, tuxedo or dark suit and dark tie for gentlemen)
- You are kindly invited to **respect the dress code**. Organizers reserve the right to deny entrance to those not properly dressed.

*\* NOTE: The gate will close at 6:50 pm. Those who arrive late will not be admitted to La Cervara*





# Daily Program: 3

## Saturday, September 29th

### Conference & Gala Dinner at 'La Cervara - Abbazia di San Girolamo al Monte di Portofino'



Abbazia La Cervara is secured between the rich and dense vegetation of the Mediterranean, just above the road along the beautiful "Bay of the Dolphins" between Portofino and Santa Margherita. Oaks, Aleppo pines, heather, strawberry trees and flowers of Citrus ... this unique vegetation, typical of Portofino, and the "bands" (the typical Ligurian terraces) full of olive trees surround the church, monastery and the garden of Cervara.

The origin of Abbazia Cervara dates back to the summer of 1361, when the first stone was laid for the construction of the new monastery dedicated to San Girolamo. Benedictine monks were the authors of the project and the first inhabitants of Cervara. The ages of greatest glory for Cervara were the 15<sup>th</sup> and 16<sup>th</sup> centuries: there is a clear indication of the traces of that historical period in the architecture of the church, in the splendid cloister quadrangle, and in some areas of the monastery.



At the end of the 18<sup>th</sup> century, the Benedictines abandoned the monastery, which at the beginning of the next century housed a colony of Trappist monks who came from France. After being abandoned again, it was acquired by the Diocese of Chiavari, who in 1859 decided to sell the whole complex. Then several changes of ownership followed (Somaschi in the late 19<sup>th</sup> century, the Carthusians at the beginning of the 20<sup>th</sup> century), until 1937, when the Cervara was finally set to private residence.

Declared a national monument in 1912, the complex of Cervara found renewed vigor thanks to the restoration project that protects the landscape, preserving the original structure and purpose. Since 1990, when it was acquired by the present owner, important work of recovery and restoration efforts were initiated and implemented.



# Daily Program: 4

## Sunday, September 30th

TIME	EVENT
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15.30:	Ending time for Check Out
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## 3. Participant Details

*Deposit, check-in operations, checklists,  
provisions and ethics/behavior*

# Getting settled...

## REFUNDABLE SECURITY DEPOSIT

- **Skippers** must arrive on Thursday, September 27<sup>th</sup>, **before 3:00 PM**, in order to complete the boat check-in (i.e.: receive the boat and inspect all its equipment with the boat owner).
- Go directly to SDA Bocconi welcome desk where Alessandra will be waiting for you to begin the check-in process and directing you to the following steps.
- **Upon check-in, a refundable cash deposit (€350/400 per person in accordance with the specific boat's contract) must be deposited to the boat owner. Thus, if any of your crew members are planning to arrive later than 3:00 p.m., please arrange with your skipper and/or crew so that ALL necessary deposits must be paid before 3:00 PM.**
- Checks issued by Italian banks as well as travelers' checks are also accepted as a valid way to pay your refundable deposit.
- If you fail to turn in your refundable deposit, you will not be allowed on boat.
- The refundable deposit will be returned to the crew upon successful checkout on Sunday afternoon.

## CHECK IN

During boat check-in, skippers will be required to perform standard checks on all boatequipment, fittings, and functionalities directly with the boat owner.

- Please remember that bed sheets are included in the fee.  
Sleeping bags are not provided but are strongly recommended.
- Small towels will be provided as well, but for showers it is strongly recommended that you bring a larger one along.



Skippers, to schedule your check-in,  
please contact:  
ALESSANDRA MAESTRONI  
[alessandra.maestroni@gmail.com](mailto:alessandra.maestroni@gmail.com)  
+39.335.6484030



Check in procedure is mandatory for everyone. You will receive a bracelet for taking part to the events and receiving your drinks. You will also have to sign the waiver and the Charta Smeralda. Failures in doing so will result in disciplinary actions ranging from a penalties to the exclusion of the boat

# Boat Information

## Organizing your boat...

All the crews will be provided with:

- 2 big identification numbers (either side of the bow)
- 2 Business School names (either side before the stern)
- 2 logos of the Regatta
- 1 One Ocean flag

You are kindly requested to affix those 6 stickers, on both sides of the boat and to raise the One Ocean flag

Please make sure to remove the stickers on Sunday before check out

## Boat Details

### OPEN

- J80
- Boats will be randomly assigned upon check in.
- All the boats are for 5 people, who will find accommodation for the night at the Hotel park Suisse. (one double room and one triple room per crew)

### OFFSHORE

- First 36.7'
- Boats will be randomly assigned upon check in.
- All the boats are for 8 people, who will find accommodation for the night on the boat itself.

### CRUISE

- Various types and lengths, including Jeanneaus, Bavarias and Beneteaus.
- Crews and boat allocation will be communicated in reasonable time before the event.
- Boats capacity varies from 7 to 12 people, who will find accommodation for the night on the boat itself.



# Packing Checklist

- ☐ Sunglasses
- ☐ Cap
- ☐ Sunscreen
- ☐ Swimming suit: if the weather is nice, swimming is definitely possible and recommended!
- ☐ Sailing gloves (if you want to enjoy fine sail trimming...)
- ☐ Shoes (even sneakers) with light-coloured soles that won't mark-up the boat. Flip flops are not the most appropriate gear on board, nor high heels, even though they may certainly come in handy for our fabulous evenings...
- ☐ **Sleeping bag / comforter:** onboard you will find comfortable beds with sheets but in case you wish to stay warm you may want to consider bringing your own sleeping bag or comforter
- ☐ Rain coat (ex: K-way, just in case).. umbrellas will be almost useless...
- ☐ Pullover: it is September, but on the sea at night it can be somewhat chilly...
- ☐ **NO rigid luggage**, such as Samsonite (no way to store it on board!). It is much better to bring soft bags that can be folded once empty.
- ☐ First aid drugs and medications
- ☐ Sea-sickness pills, if needed
- ☐ You can charge your phone other electronics only when the boat is docked in the harbor. Often boats have French plugs: if you have an adapter, it can be useful. Otherwise you can bring a portable charger.



## Important Note:

Consider bringing along with you, in addition to the **€350/400 refundable cash deposit**, some additional cash for some minor expenses, which are not included in the fee, e.g.: provisioning for daily lunches on-board, fuel for boat (€15/pax normally).

# Provisions for the Boat

## SHOPPING FOR PROVISIONS

- You will need to bring food on board for 3 lunches (Friday, Saturday and Sunday). You will enjoy lunches on board during your free sailing time.
- There are plenty of shops within walking distance from the boats, and our welcoming committee will provide details upon arrival.
- We strongly recommend that you arrive early afternoon on Thursday in order to have enough time to shop and enjoy as much sailing as possible!

### Draft Shopping Checklist:

- ☐ Deli meats
- ☐ Mozzarella
- ☐ Fruits and Veggies
- ☐ Snacks
- ☐ Plastic dishes
- ☐ Bread/breadsticks/crackers
- ☐ Tuna
- ☐ ~12 bottles of water (1.5L)
- ☐ Beer/wine



# Ethics & Behavior

- All participants in the **SDA BOCCONI MBA'S CONFERENCE & REGATTA** must be acknowledged and willing to accept the rules embodying the image of the event.
- You will join us in safeguarding the ocean. Pay attention to the 10 Sustainability tips for sailors.
- By registering you implicitly agree to demonstrate respectful behavior toward the Organizing Committee and all of its partners and service providers, along with the inhabitants of Santa Margherita Ligure as much inside as outside the Village during the entire event.
- Transgressors will be asked to leave the event and will not be accepted in future.





## 4. The Sustainable Regatta

*Protecting our ocean*



Sailing Club  
SDA Bocconi



# THE SUSTAINABILITY CONTEST

As you know, this year's regatta embraces the sustainability issues promoted by the One Ocean Foundation.

We have decided to reward the team that will demonstrate some of the good practices promoted by the Charta Smeralda.

You are all invited to take part in the contest following four simple steps:

- Follow One Ocean Foundation on social accounts (find us as @oneoceanfound on Instagram, Facebook and Twitter)
- Share a short video or a picture of your sustainable contribute
- Tag @oneoceandfound and use the hashtag #OneOceanFoundation #ChartaSmerlada #SDABocconiMBAREgatta18 #SDABocconiSailingClub #SDABocconi
- Share your content by Saturday the 29<sup>th</sup> of September at 1:00 pm
- A selection of contents will be published on One Ocean Foundation social accounts and the best one will be awarded during the conference @ La Cervara

Enjoy!!!



# 10 Sustainability tips for sailors

- **Don't use plastic straws, plates or cutlery:** use reusable or compostable items. For example, bring your own reusable water bottle wherever you go, including when racing.
- **Separate your waste for recycling:** separate waste on board correctly and put it in the bins at the port where it will be collected. Use as little plastic as possible and make sure it does not accidentally fall into the water.
- **Use environmentally friendly detergents and cleaning products:** for both personal hygiene and cleaning the boat. Make sure that they are 100% biodegradable.
- **Use eco-friendly sun creams:** chemical solar filters can contain ingredients that are not only harmful to our health but are also highly toxic to the marine ecosystem.
- **Do not waste water:** eliminate wastage and, when rinsing the boat, use flow restrictors to help reduce consumption.
- **Limit the use of fuel:** when you use the engine, don't have it on full power. Going more slowly will not only help you to save fuel (and money), but will also reduce the disturbance to marine fauna.
- **Prevent fuel loss:** remember that leaking pollutants such as gas, oil and petroleum into the water creates some of the worst damage to the marine environment. Refuel your boat when you are in port, not in the water, and check that there are no leaks from the tank or reserve tanks before setting off.
- **Protect the seabed:** dropping anchor and dragging it along the seabed can cause significant damage. *Posidonia*, for example, is a plant that protects beaches from erosion, is a major source of oxygen, contributes to fighting climate change, and provides a habitat for many Mediterranean species.
- **Respect marine protected areas:** marine protected areas are zones where human activities (such as sailing, fishing and tourism) are regulated to protect the natural environment. Each marine protected area has its own rules and regulations to be followed, be aware of them.
- **Become an ocean defender:** sign the Charta Smeralda and promote environmental sustainability by applying and advocating positive actions and reporting situations of potential environmental damage to the authorities. Each one of us through our choices can help to protect the environment!

**Take Action!**  
 #OneOceanFoundation #ChartaSmeralda



The Earth is made up of 70% water. All human activities have a significant impact on the well-being of the ocean and consequently of our entire planet. Each individual can contribute to saving the ocean by practicing simple but effective actions.

Founding member



## Safeguarding the ocean through simple steps everyone can take.

Become an Ocean Defender! Sign the Charta Smeralda online on the website

**locean.org**

*"Natural Paper manufactured with recycled fibres produced in compliance with the most demanding environmental certifications and in compliance with the most advanced sustainability standards."*

The One Ocean Foundation develops specific projects to raise awareness of the urgent need for concrete action on the part of individuals, organizations and companies. The first of these projects is the **Charta Smeralda**: a charter to safeguard the ocean.



The Charta Smeralda is an ethical code of conduct promoting principles and actions to protect the ocean. It was created to raise awareness among the general public, businesses and all stakeholders of the urgent need to address the most critical problems affecting the ocean and marine and coastal ecosystems. It aims to define concrete, immediate and solution-focused areas of intervention.

# Charta Smeralda

By signing the Charta Smeralda, you commit to protect the ocean by reducing the environmental impact of your recreational, sporting and professional activities and avoiding damage to marine and coastal environments.



## 1. COASTAL AND MARINE POLLUTION

Adopt the suggested best practices to reduce sources of pollution to a minimum starting with cleaning and maintenance of your boat: from avoiding fuel leaks while refilling your tanks to disposing of black water.



## 2. NATURAL RESOURCES, REUSE AND RECYCLE

Reduce use of natural resources and drinkable water to the minimum necessary. Recycle and dispose of waste correctly. If recycling is not available, take the initiative to promote good practices.



## 3. NO TO DISPOSABLE PLASTIC

Microplastic pollution insidiously enters the food chain. Eliminate disposable plastic. Use sustainable alternatives such as reusable bottles, biodegradable plates and cloth bags.



## 4. ENERGY CONSUMPTION AND RENEWABLE ENERGY

Reduce energy consumption both at sea and on land. Act responsibly and use ecological fuels such as biomass or electric or hybrid motors. Power on-board services with wind or hydro generators or solar panels.



## 5. PRESERVATION OF THE NATURAL AND MARINE HABITAT

Protect and preserve marine flora and fauna. Use biodegradable detergents, respect restrictions in place to protect the environment, do not throw garbage into the sea, including cigarette butts.



## 6. ETHICAL AND RESPONSIBLE BEHAVIOR

Follow the law and report any violations or accidents you see to the authorities. Act in a responsible manner both at sea and on land.



## 7. PROACTIVE PROTECTION

Become an active voice in promoting solutions to reduce negative impact on the ocean. Inform those around you of possible solutions and benefits.



## 8. COLLABORATE AND SHARE

Participate, share and commit to promoting programs and initiatives to safeguard marine habitats. Collaborate with ocean researchers working to find solutions. Each and every effort is important to minimize our carbon footprint.



## 9. INVOLVEMENT OF FUTURE GENERATIONS

Transmit the values and principles of protecting the ocean and coastal areas to future generations. Actively participate in educational initiatives for younger generations and be a positive inspiration to them through your responsible behavior.



## 10. PUBLICIZING THE CHARTA SMERALDA

By signing the Charta Smeralda you become an ambassador for the protection of the ocean and coastal areas. Publicize the Charta Smeralda's code of ethical conduct among friends, sailors and other organizations linked to the ocean.





## 5. Contact Info

*Useful contact information*

# Key People & Contacts

**Marco Baglione**

[marco.baglione@mba.sdabocconi.it](mailto:marco.baglione@mba.sdabocconi.it)

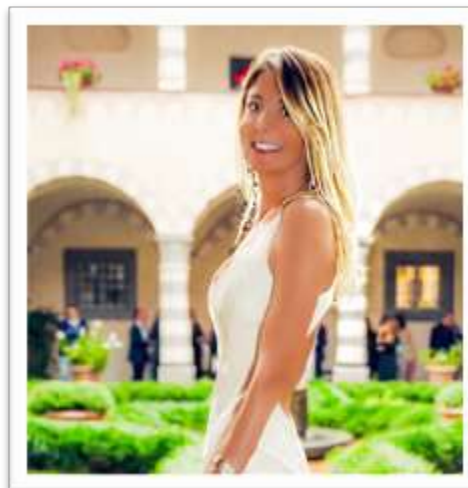
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**Alessandra Maestroni**

[alessandra.maestroni@gmail.com](mailto:alessandra.maestroni@gmail.com)

+39-335-648-4030



General Inquiries: [sailingclub@sdabocconi.it](mailto:sailingclub@sdabocconi.it)



# Social Media



Follow us:  
[@sdabocconisailingclub](https://www.instagram.com/sdabocconisailingclub)



<http://www.linkedin.com/groups/8539725>



Like us:  
[www.facebook.com/sailingclub.sdabocconi](http://www.facebook.com/sailingclub.sdabocconi)





## 6. FAQs

*Frequently asked questions*

# FAQs

***Q: Do we sleep onboard the boats?***

A: Yes. Boats are configured with double cabins, and two spots in the saloon/dinette area. You will be sleeping at port on both nights. Please bring warm clothes and a sleeping bag since it can get chilly at night.

***Q: What is the dress code of the evenings:***

A: Please check back to previous event pages.

***Q: Does my boat have a bathroom?***

A: Yes, all boats have at least one. The proper nautical term for a the toilet is *the head* (ask your skipper how to operate one properly to avoid clogging).

***Q: Where can I take a shower?***

A: You can shower on your boat (on deck or down below) or in the facilities onshore (bring flip flops!)

***Q: What happens if it rains during the weekend?***

A: All events are rain or shine, but we will not sail in case of thunderstorms. Bring a light raincoat and small umbrella for evenings

***Q: Why do I have to pay a deposit and how much is it?***

A: The deposit covers any damage that may occur to the boat during the weekend (Approx. 300-400€/person). You will get your deposit back during check-out contingent on the boat being in the same condition as when it was during check-in.

***Q: Will there be any SDA Bocconi Sailing Club gear for sale during the weekend?***

A: Yes, we will have a few select items and sizes for sale (jacket, fleece, & polo). Cash only.

***Q: Which meals are not included?***

A: You will need to shop or bring your food & drinks for lunch on board the boat (Friday, Saturday and Sunday)

