



2019

SUSTAINABILITY IN ACTION

Dive under the surface of the professional sports team's actions for positive impact in the build up towards The Ocean Race 2022-23.

11TH HOUR RACING TEAM

2019 SUSTAINABILITY EXECUTIVE SUMMARY



11TH HOUR RACING TEAM IS A PROFESSIONAL OFFSHORE SAILING TEAM, BASED OUT OF NEWPORT, RHODE ISLAND, USA. EXPLORE THE HIGHLIGHTS OF THE TEAM'S FIRST SUSTAINABILITY REPORT.

Read the full report [here](#).

Our mission is to win The Ocean Race 2022-23 with sustainability at the core of all team operations, inspiring positive action amongst the sailing and coastal communities, and with global sports fans to create long-lasting change for ocean health. We will accelerate change by combining sporting excellence in sailing, ocean advocacy, and sustainable innovation.

The initial Team management structure was created in February 2019. The first year of the campaign has been focused on building a team, engaging our key stakeholders, and putting sustainability plans and operational strategies in place which will guide our plans for the next three years of the campaign.

To create the 11th Hour Racing Team sustainability strategy, we established an internal Sustainability Department featuring a three-person team that consists of a Sustainability Program Manager, Sustainability Officer and Sustainability Intern.

The sustainability team's ongoing work also includes a transfer of knowledge, passion, learnings and data to our entire sailing team, from onboard crew to shore team and support staff.

As CEO and Skipper of 11th Hour Racing Team, the responsibility ultimately falls on us to run a campaign embedding sustainable operations, while also committing to our four 'Guiding Principles' aligned with the UN Sustainable Development Goals:

- Leadership
- Innovation
- Collaboration
- Legacy

The team's Sustainability Program contributes towards the achievement of 13 of the UN Sustainable Development Goals, the nine objectives of the World Sailing Agenda 2030 and the five principles of the UNFCCC Sports for Climate Action Framework.



The challenge now for the Team is to find scalable solutions within the marine and sporting industries. Looking forward, we need to transfer our expertise and knowledge so solutions become embedded within the industry, both at an operational and policy level.

In early 2020 we are faced with the added challenge of COVID-19 restrictions, which has slowed down our collaboration at multiple levels, but also presents an opportunity to build a new form of business resilience.

We couldn't do it without a great team of supporters around us, in particular our title sponsor, 11th Hour Racing.

Charlie Enright, Skipper
Co-founders, 11th Hour Racing Team

Mark Towill, CEO

WHY DOES OCEAN HEALTH MATTER?

The health of the ocean is important for our own personal health and well-being as well as the health of our planet, whether you live on the coast, or miles from the sea.

Over half of the oxygen we breathe comes from the ocean and the plant life in it absorbs 50 times more carbon dioxide than our atmosphere. Covering 70% of the Earth's surface, the ocean transports heat from the equator to the poles, regulating our climate and weather patterns. A healthy ocean equals a healthy planet.

Human impact — from the climate crisis to plastic pollution to the decline in biodiversity — has driven the planet to a critical moment in time. The clock is ticking. This is the #OceanHour.

ABOUT 11TH HOUR RACING

Our title sponsor, 11th Hour Racing, works to mobilize sailing, maritime and coastal communities with an innovative approach to inspire solutions for the ocean.

Driven by a philosophy of 'local solutions to global problems,' the organization connects international sailing teams with global events and utilizes these platforms to spotlight a broad portfolio of community grant projects.



Photo by Yen-Yi Lee / Coral Reef Image Bank

WHO WE ARE

AN INTERNATIONAL OFFSHORE SAILING TEAM
BASED OUT OF NEWPORT, RHODE ISLAND, USA

Supported by 11th Hour Racing, our mission is to successfully compete at the highest levels of the sport while positively impacting the environment. We don't want to just be 'less bad' for our natural world, we want to do more good.

Ocean health is of particular importance to us all at 11th Hour Racing Team - our sailors, our shore crew, our back office team, our sponsors and partners. The ocean is where we go to work, it's often where we can be found when we have down time and we enjoy sharing our experiences of the ocean with our fans, friends and families as we race around the world. We have the good fortune to see sights that will remain with us forever - Mother Nature in all her incredible, powerful, awe-inspiring self.

Our goal is to work collaboratively within the marine industry to create a paradigm shift amongst businesses, sailing teams, events, and race organizers, as well as with sailors, sailing fans and ocean enthusiasts - to collectively come together and create impact for positive ocean health. Our work off the water is as important to us as our determination for success on the water.



GUIDING PRINCIPLES

“ALL MEMBERS OF 11TH HOUR RACING TEAM ARE COMMITTED TO BEING ADVOCATES FOR THE OCEAN AND LEAD BY EXAMPLE IN ALL ASPECTS OF OUR CAMPAIGN.”

- CHARLIE ENRIGHT, SKIPPER -



LEADERSHIP

Be leaders, advocating for ocean health, climate action and sustainability within the industry, communities and fan base.



INNOVATION

Develop innovative solutions to responsibly manage resources, applying circular economy principles to material needs, as well as reducing water and climate footprints, and becoming water neutral and climate positive.



COLLABORATION

Collaborate with partners to create sustainable solutions, minimizing the environmental footprint across spheres of influence, including going zero waste and implementing a ban on single-use plastics.



LEGACY

Leave a lasting legacy by inspiring others to make changes -- one degree at a time -- including a community outreach program, internships and grant-giving.

SUSTAINABILITY TEAM

FOR THE OCEAN



DAMIAN FOXALL
SUSTAINABILITY PROGRAM
MANAGER

Damian is a record-breaking former professional sailor who has raced around the world seven times and sailed over 400,000 miles. Ocean athlete turned ocean conservation advocate, he has worked within the sport of sailing as a sustainability consultant and as an education manager with the Canadian Wildlife Federation.



AMY MUNRO
SUSTAINABILITY
OFFICER

Amy studied oceanography at the University of Southampton before embarking on a career in the sports industry specializing in sustainability. Prior to working at 11th Hour Racing Team, Amy was the Sustainability Manager for MarineShift360 and the Sustainability Officer for the British Challenger for the 35th America's Cup.



JAMES HARWOOD
SUSTAINABILITY
INTERN

James, a Masters student at Université Sophia Antipolis is studying composites and the environment. James joined the Team in the fall of 2019 to focus on sustainable build practices in the marine industry. He has led the sustainability study with CDK Technologies, which is responsible for the build of our new IMOCA 60.



**OUR VISION:
A VIBRANT, HEALTHY
OCEAN, AND COMMUNITIES
SUPPORTED AND INSPIRED
BY THE SPORT OF
SAILING.**

2019 TEAM ACTIVITIES

The major activities in 2019 that required particular focus from a sustainability point of view included:

- The purchase of a second-hand, first generation foiling IMOCA 60 training boat (known as 11.1) and a chase boat.
- The design of a new IMOCA 60 race boat (known as 11.2).
- Official Team announcement declaring intentions to compete in The Ocean Race 2022-23 with 11th Hour Racing as the Team's title sponsor.
- Training for and competing in the Défi Azimut and Transat Jacques Vabre race events as a part of the IMOCA Globe Series.
- Set up of the team's temporary operational base in Port-la-Forêt, France.
- Staff travel to and from France, conferences, and other team events.
- Crewed delivery from Brazil to France following the finish of the Transat Jacques Vabre.
- The refit of IMOCA 60 11.1 at Multiplast in France.



Photo top left

Team co-founders Mark Towill and Charlie Enright sign the Team's Sustainability Policy in October 2019.

Photo bottom left

CEO Mark Towill speaks at The Ocean Race Summit - Genoa, Italy in September 2019. Photo by Ainhoa Sanchez / The Ocean Race.

Photo right

Charlie Enright and Pascal Bidégorry arrive in Salvador de Bahia, Brazil, finishing in 4th place in the 2019 Transat Jacques Vabre.



LEADERSHIP MISSION

The first principle, *Leadership*, describes how we advocate for ocean health and climate action within our industry, our communities and amongst our fan base.

We develop leadership through:

- Creation of ambassadors within our Team
- Sharing our story through speaking engagements
- Supporting peers within the industry
- Engaging with our fans and followers

HIGHLIGHTS:

- Showcased how sustainability can work hand in hand with high-level sporting achievements by finishing **3rd place** in the Défi Azimut Challenge and **4th place** in the Transat Jacques Vabre.
- Created our **Sustainability Policy** published on October 24, 2019, which outlines our vision, mission, strategy and target areas.
- Unveiled a set of **4** principles, **12** goals, and **73** targets that are mapped to the UN Sustainable Development Goals and World Sailing Agenda 2030.
- Engaged internally within the Team through the creation of **The Hub**, a dashboard site to host our sustainability inductions, latest sustainability news, interactive learning opportunities, sustainable stopover guides, and quick links to tracking documents and templates.
- Hosted **18** sustainability onboarding sessions with new staff, which identified 100 'first action' pledges detailing ways we will go about embedding sustainability within our roles.
- Reached a global audience through our social media, digital and PR output with **1.23m** social media impressions, **141k** social media engagements and **1,089** articles published with a **591m** aggregate reach.
- Shared our experience by participating in **five** speaking engagements reaching **655** people.



Photo Transat Jacques Vabre race village attendees refill their water cups at the Bluewater refill station in Le Havre, France.

COLLABORATION MISSION

During 2019, we sought partnerships to help elevate the platform of our sustainability program, and increase our chances of success - both on and off the water. With targets to identify partners and official suppliers that are aligned with our ambitions, and can provide resources to collaborate on sustainability goals, we believe we will be strongly positioned to have a positive influence on the systematic adoption of sustainable standards within our industry.

We collaborate by:

- Working with our sponsor, supplies, and partners on sustainability initiatives
- Influencing supply chains
- Implementing sustainable operations and design and build processes

HIGHLIGHTS:

- Worked with our sponsor and **six** official suppliers and partners on various sustainability initiatives, from mono-material clothing to recycled eyewear, ropes and refillables, to supply chain mapping and grantee identification.
- Diverted **63% (327 kg)** of waste from landfills through our waste management program.
- Calculated the carbon footprint of the Team's operations, which totalled **537 Metric Tons Carbon Dioxide equivalent (tCO2e)**.
- Calculated the water footprint of the Team's operations, totalling **35 million** liters of water.
- Engaged with **14** suppliers through our stakeholder discovery and engagement process, with **100%** of them expressing a willingness to collaborate on our sustainability agenda.
- Implemented key **planning protocols** for team operations including: Sustainable Sourcing Code, Good Food Guide, and sustainability clauses for supplier and staff contracts.

INNOVATION MISSION

Over the course of the build of 11.2 - our new IMOCA 60 - we have committed to finding innovative and sustainable solutions to reduce our impact on the environment, while also complying with the IMOCA Class rules.

We are innovating through:

- Embedding circular economy principles
- Transforming manufacturing within the marine industry
- Implementing life cycle assessments

HIGHLIGHTS:

Held **three** Sustainable Design and Build workshops in France and Italy with MerConcept, Guillaume Verdier Design, Kairos and CDK Technologies, with the purpose of bringing all stakeholders together to share vision, create common goals, and plan next steps.



Conducted a **sustainability audit** at CDK Technologies' facilities where the new IMOCA 60 is being built to analyze impacts of the design and build process, focusing on: materials, production methods, waste, energy, water, and travel.



Commissioned a study on the use of **biocomposites and alternative materials** for the build of our new IMOCA 60 - 11.2, and future performance yacht builds, to help better understand the potential and limitations of eco-design.



Completed a **life cycle assessment** of the deck mock-up for the new IMOCA 60 to determine the footprint of the build, use and deconstruction of the structure.

LEGACY MISSION

While our campaign has a limited period of operation (July 2019 - July 2023) we want to ensure that we create a legacy long after we have finished our race.

How will we leave a legacy?

- Investment in community outreach
- A legacy grantee program
- A training program to develop skills within the industry
- Inspiring communications and reporting strategy to help guide future policy within the industry

HIGHLIGHTS:

- Selected **two grantee organizations** based in Concarneau, France, who will receive both financial and in-person support to promote ocean literacy and stewardship through youth education programs.
- Created a 12-month long **internship program** in France focused on sustainable build practices in the marine industry.
- Participated in a community **beach cleanup** hosted by Surfrider Foundation Europe, before the start of the Transat Jacques Vabre.
- Installed a **composting box** at our temporary team base in Port-la-Forêt, France and engaged with local businesses to adopt composting practices.



Photo Team legacy grantee Marine Station de Concarneau.



Photo Team legacy grantee Explore.



Photo Community beach cleanup before the start of the Transat Jacques Vabre.



WHAT'S NEXT?

2019 was our opportunity to put the foundations of our Team sustainability program in place and begin the measurement process. 2020 will be the year that we build on these foundations with a particular focus on sustainable innovations through the build of our new IMOCA 60 - 11.2.





To keep up to date with our latest sustainability news please visit 11thhourracingteam.org/for-the-ocean

Our full 2019 Annual Sustainability Report can be downloaded [here](#)

For more information please contact sustainability@1degree.us