



OUR JOURNEY

« In Sustainability »



52 SUPER SERIES

HOW ONE SAILING EVENT HAS GONE FROM SUSTAINABILITY ZERO TO HERO.

2015

SUSTAINABILITY PARTNERSHIP & COMMITMENT ANNOUNCED
OFFICIAL COMMUNICATION WITH COMPETING TEAMS
SUSTAINABILITY CHECKLISTS SENT TO HOST VENUES
ROBUST SUSTAINABILITY ACTION PLANNING
JOINING OF THE GREEN SPORTS ALLIANCE
CREATIVE FAN ENGAGEMENT CAMPAIGN LAUNCHED



2016

NEW AND EXCITING INITIATIVES LAUNCHED
ADAPTATION OF THE NOTICE OF RACE
THE WAR ON PLASTIC BEGINS
SUSTAINABILITY PLAN GETS A REFRESH
CARBON FOOTPRINT TRACKING & OFFSETTING
UNABASHED PROMOTION OF POSITIVE ACHIEVEMENTS



2017

TOTAL ELIMINATION OF PLASTIC FROM EVENTS
GREATER TEAM PARTICIPATION IN ALL ASPECTS
350KG OF RUBBISH CLEARED VIA BEACH CLEANUPS
TEAM CHARTER GETS SIGNED BY ALL TEAMS
SUSTAINABILITY FEATURES HEAVILY IN LIVE TV BROADCASTS
CARBON FOOTPRINT TRACKING & OFFSETTING
ISO CERTIFICATION FOR SUSTAINABILITY GETS AWARDED



2018

THE ROAD TO BETTER MUST NEVER STOP.

SUPPORTED BY:

