

# 52 SUPER SERIES



## SUSTAINABILITY REPORT

2015-2017

SUSTAINABILITY PARTNER:



AN ELITE SPORTS EVENT THAT CARES

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# INTRODUCTION

- The 52 SUPER SERIES is globally recognised as the world's leading grand-prix monohull racing circuit.
- 52 SUPER SERIES brings together 400 people at every regatta.
- Started partnership with 11th Hour Racing in 2015 and introduced new initiatives to change the way that staff, sailors, marinas and yacht clubs interact with the environment.
- 2016: Aggressively targeted core elements of the event: the water supply, waste policies, food provision, fuel usage, materials and transport.
- 2017: ISO 20121 certification awarded and ongoing refinement of procedures

**Our goal has been and still is, to become one of the most sustainable racing circuits in the world.**



# SUSTAINABILITY



Influenced by 52 SUPER SERIES

Impact within 52 SUPER SERIES Organisation

# THE THREE PILLARS OF SUSTAINABILITY

## SOCIAL

- Always employing local race committee
- Local race office, where feasible
- Education of local children
- Beach clean-ups



## ECONOMICAL

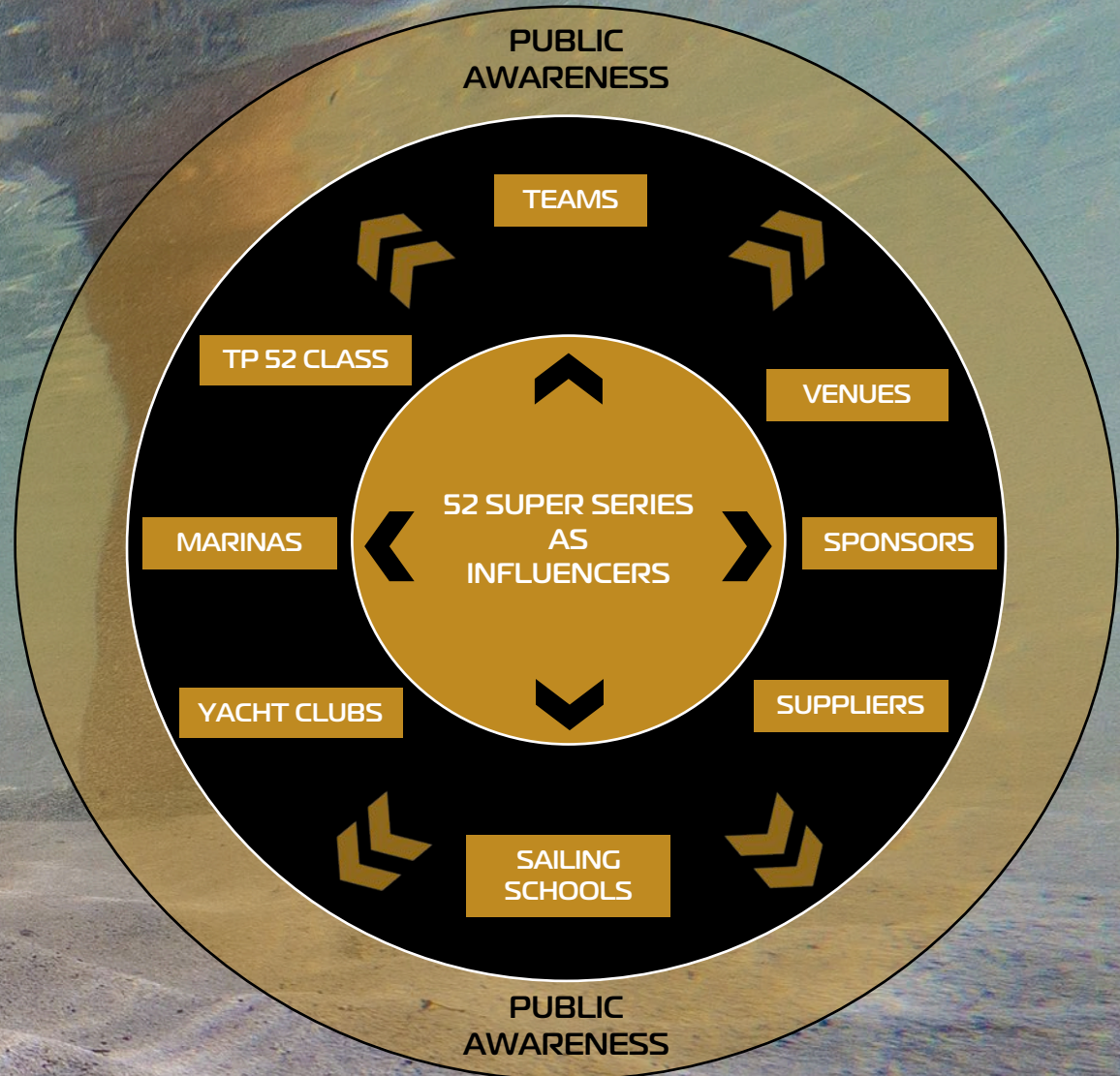
- Local caterer
- Food sourced locally
- RIBs hired locally, if possible
- Local race committee
- Local race office
- Local event support, where feasible
- Shuttle service



## ECOLOGICAL

- Recycling
- Removal of single-use plastics
- Fuel reduction of support boats
- Reusable branding
- Alternative transportation/  
group transportation
- Oil/Fuel Spill kits
- Eco-friendly cleaning products

# STAKEHOLDER APPROACH



**WATER  
FILTRATION  
SYSTEM**

**SHUTTLE  
SERVICES**

**ALUMINIUM  
BOTTLES**

**RECYCLING  
BINS**

**FUEL  
REDUCTION**

**OIL  
SPILL  
KITS**

**REUSABLE  
BRANDING**

**ECO  
FRIENDLY  
PRODUCTS**

**OUR INITIATIVES FROM THE BEGINNING**

**BIKE RIDES**

**SINGLE-USE  
PLASTIC  
REMOVAL**

**SOURCING  
LOCAL  
SUPPLIERS**

**REGULAR  
BEACH  
CLEAN-UPS**

**YOUTH  
EDUCATION**

**AMBASSADOR  
PROGRAMME**

**TEAM  
CHARTER**

**ONLINE AND  
OFFLINE  
PROMOTION**

# HEADLINE RESULTS OVERALL

Over **60.000** single-use plastic bottles (0.5 l) removed from circulation.

More than **350kg of rubbish** have been collected at local beaches.

**3,900** shares on Facebook for a single post about decomposition rates. This reached 300k people.

More than **2.000 lunches** without an plastic packaging and utensils.

**7 teams** are now committed to using the water filtration system. This is 5 more than in 2015.

More than **300 local school children** have been invited to discuss sustainability topics and help collect trash at our beach clean-ups.

**12 Sustainability** Ambassadors nominated from the 52 SUPER SERIES fleet.

UNE-ISO 20121 awarded in October 2017.

Team Charter has been drafted and signed by all competing teams.

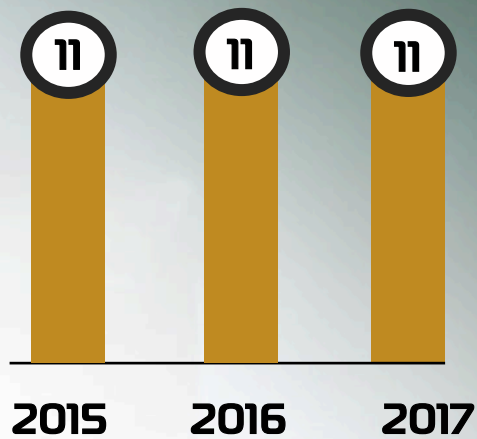
A **complete transformation** of the Puerto Portals recycling policy, along with legislative support from the local council.

**Only 1.000 pieces of paper** have been used by the Race Office throughout 2016 and 2017 season also.

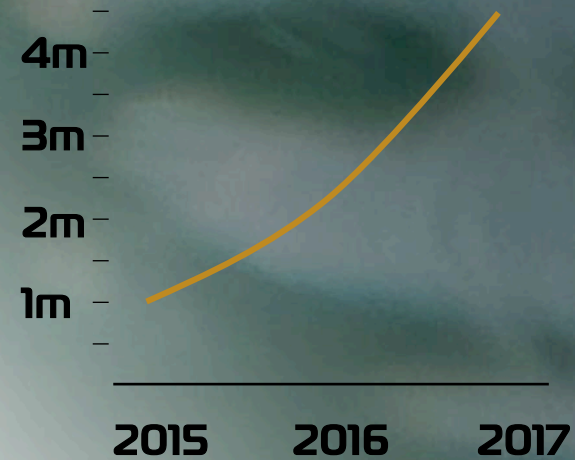


# FACTS & FIGURES

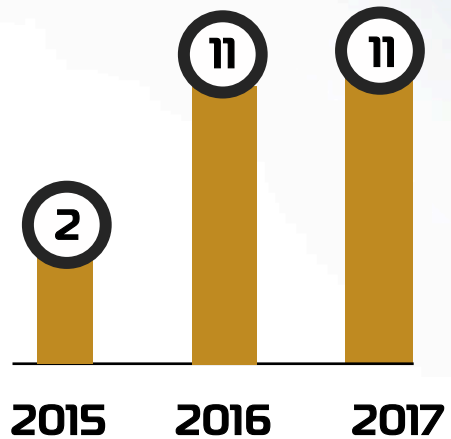
AVERAGE AMOUNT OF TEAMS/EVENT



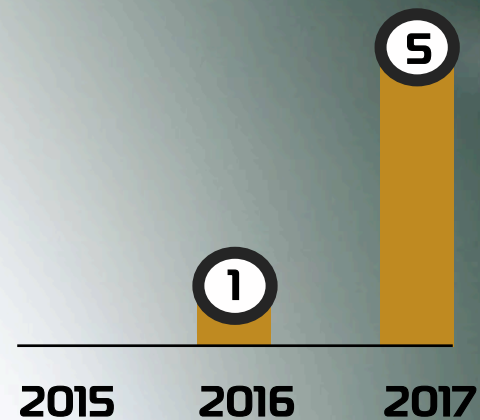
TOTAL IMPRESSIONS  
ALL CHANNELS (LIVE TV, SOCIAL MEDIA, WEBSITE)



TEAMS ENGAGED IN SUSTAINABILITY



LIVE TV SUSTAINABILITY FEATURES PER SEASON



# ACHIEVEMENTS 2015 – 2017

## WATER



- Purchase of a MAGIC's CS150-HL reverse osmosis water filtration system (1.5 liters/min – 2.160 liters/day)
- Provided reusable water bottle for organisation's permanent staff
- 2 Teams committed to purchasing and using own water filtration system



- In 2017, single-use water bottles and plastic cups have been removed from 5 out of 6 host sailing lounges and replaced by water fountains and paper cups.
- Teams are encouraged to use the water filtration system. 7 out of 10 teams are using either their own water filtration system or the organizations' water filtration system.
- Provided reusable water bottles for every team member during Scarlino event

2015

2016

2017



- Single-use water bottles have been eliminated from 52 SUPER SERIES operations.
- Single-use water bottles have been removed from 4 out of 5 host sailing lounges and replaced by water fountains and paper cups.
- Teams are encouraged to use the water filtration system.

# ACHIEVEMENTS 2015 – 2017

## TEAMS



- Creation of a Sustainability Working Group composed by one ambassador from each team and 52 SUPER SERIES representative in order to work together towards the same sustainable objectives



- Sustainability ambassadors use the regular meetings as a platform for open discussions and exchanging ideas to improve sustainable operations within teams

2015

2016

2017



- 12 Sustainability Ambassadors have been identified and meet at every regatta.
- Teams have been briefed on the new Team pledge and all teams have signed it.

# ACHIEVEMENTS 2015 – 2017

## WASTE



- Recycling bins are available at all venues



- Waste reduction measures continue, reducing packaging waste with suppliers and general waste within the organisation

2015

2016

2017



- Recycling policy at Puerto Portals has been transformed in partnership with the local council.
- Increased awareness on importance of recycling within the organization and teams.

# ACHIEVEMENTS 2015 – 2017

## BRANDING & SIGNAGE



- Changeover from plastic/PVC accreditations to fabric wristbands.
- Reusing branding, where possible and if not date-, partner- or location-specific.
- Implementation of magnetic reusable result board.



- Started using digital result board/Screen.
- Reusing branding, where possible and if not date-, partner- or location-specific.
- Purchase of new race office container, less pvc branding needed

2015

2016

2017



- PVC-free vinyl boat stickers were trialled for the 2016 season.
- Reusing branding, where possible and if not date-, partner- or location-specific.

# ACHIEVEMENTS 2015 – 2017

## MEDIA & COMMUNICATIONS



- 52 SUPER SERIES Website: specific sustainability area implemented, where we describe our message and mission
- Press releases about sustainability: 4, videos featuring sustainability: 7, number of sustainability articles in media: 5

2015

2016



- 84 posts to social media have been made
- 2.4 million impressions across all media channels with high levels of engagement and interactivity.
- A full feature on sustainability was included in the Live TV broadcast at the World Championship in Mahón 2016. This was viewed by half a million people.
- Press articles sustainability published by Seahorse Magazine and NYT:

# ACHIEVEMENTS 2015 – 2017

## MEDIA & COMMUNICATIONS



- 2 live interviews about sustainability during live TV broadcasts in Key West and Miami.
- Sustainability part integrated in highlight videos at 4 out of 5 regattas as of yet.
- 13 clips in total about sustainability
- 75 posts to social media have been made so far.
- Live TV Views (Sustainability Features) – 887.391.
- 4.6 million impressions across all media channels with high levels of engagement and interactivity.

2017

# SUSTAINABILITY VIDEOS - 2016

DATE	CONTENT	LINK
5/25/16	Sustainability Reference	<a href="https://www.facebook.com/52SuperSeries/videos/1257029070974246/">https://www.facebook.com/52SuperSeries/videos/1257029070974246/</a>
5/25/16	2016 Season Opener	<a href="https://www.facebook.com/52SuperSeries/videos/1257037507640069/">https://www.facebook.com/52SuperSeries/videos/1257037507640069/</a>
5/28/16	Scarlino D3 Highlights	<a href="https://www.facebook.com/52SuperSeries/videos/1259083527435467/">https://www.facebook.com/52SuperSeries/videos/1259083527435467/</a>
5/29/16	Scarlino D5 Highlights	<a href="https://www.facebook.com/52SuperSeries/videos/1260104787333341/">https://www.facebook.com/52SuperSeries/videos/1260104787333341/</a>
7/2/16	Porto Cervo D4 Highlights	<a href="https://www.facebook.com/52SuperSeries/videos/1285148171495669/">https://www.facebook.com/52SuperSeries/videos/1285148171495669/</a>
7/27/16	Puerto Portals D2 Highlights	<a href="https://www.facebook.com/52SuperSeries/videos/1316192378391248/">https://www.facebook.com/52SuperSeries/videos/1316192378391248/</a>
7/29/16	Puerto Portals D4 Highlights	<a href="https://www.facebook.com/52SuperSeries/videos/1317707981573021/">https://www.facebook.com/52SuperSeries/videos/1317707981573021/</a>
7/29/16	Puerto Portals D5 Highlights	<a href="https://www.facebook.com/52SuperSeries/videos/1318252008185285/">https://www.facebook.com/52SuperSeries/videos/1318252008185285/</a>
8/16/16	Sustainability Video	<a href="https://www.facebook.com/52SuperSeries/videos/1333336753343477/">https://www.facebook.com/52SuperSeries/videos/1333336753343477/</a>
9/8/16	Dolphins Video	<a href="https://www.facebook.com/52SuperSeries/videos/1358325480844604/">https://www.facebook.com/52SuperSeries/videos/1358325480844604/</a>
9/17/16	International Coastal Cleanup	<a href="https://www.facebook.com/52SuperSeries/videos/1368577039819448/">https://www.facebook.com/52SuperSeries/videos/1368577039819448/</a>
12/9/16	Sustainability Showcase	<a href="https://www.facebook.com/52SuperSeries/videos/1470782422932242/">https://www.facebook.com/52SuperSeries/videos/1470782422932242/</a>



# SUSTAINABILITY VIDEOS - 2017

DATE	CONTENT	LINK
2/2/17	Seabin Video	<a href="https://www.facebook.com/52SuperSeries/videos/1760694533941028/">https://www.facebook.com/52SuperSeries/videos/1760694533941028/</a>
3/11/17	Beach Cleanup Callout	<a href="https://www.facebook.com/52SuperSeries/videos/1756128447730970/">https://www.facebook.com/52SuperSeries/videos/1756128447730970/</a>
3/12/17	Miami D5 Highlights	<a href="https://www.facebook.com/52SuperSeries/videos/1754843731192775/">https://www.facebook.com/52SuperSeries/videos/1754843731192775/</a>
3/30/17	Plastic Gif	<a href="https://www.facebook.com/52SuperSeries/videos/1714205848589897/">https://www.facebook.com/52SuperSeries/videos/1714205848589897/</a>
4/7/17	Cleanup Video	<a href="https://www.facebook.com/52SuperSeries/videos/1708559109154571/">https://www.facebook.com/52SuperSeries/videos/1708559109154571/</a>
4/19/17	Cora Ball Video	<a href="https://www.facebook.com/52SuperSeries/videos/1705814846095664/">https://www.facebook.com/52SuperSeries/videos/1705814846095664/</a>
5/17/17	Scarlino D2 Highlights	<a href="https://www.facebook.com/52SuperSeries/videos/1661694543841028/">https://www.facebook.com/52SuperSeries/videos/1661694543841028/</a>
5/20/17	Scarlino D4 Highlights	<a href="https://www.facebook.com/52SuperSeries/videos/1642870352390114/">https://www.facebook.com/52SuperSeries/videos/1642870352390114/</a>
5/24/17	Scarlino Full Highlights	<a href="https://www.facebook.com/52SuperSeries/videos/1631250420218774/">https://www.facebook.com/52SuperSeries/videos/1631250420218774/</a>
6/24/17	Porto Cervo D3 Highlights	<a href="https://www.facebook.com/52SuperSeries/videos/1608388242504992/">https://www.facebook.com/52SuperSeries/videos/1608388242504992/</a>
6/25/17	Porto Cervo D4 Highlights	<a href="https://www.facebook.com/52SuperSeries/videos/1606955929314890/">https://www.facebook.com/52SuperSeries/videos/1606955929314890/</a>
6/28/17	Porto Cervo Full Highlights	<a href="https://www.facebook.com/52SuperSeries/videos/1560887553921728/">https://www.facebook.com/52SuperSeries/videos/1560887553921728/</a>
8/15/17	Sustainability Video	<a href="https://www.facebook.com/52SuperSeries/videos/1825004064176741/">https://www.facebook.com/52SuperSeries/videos/1825004064176741/</a>

# INNOVATION



## The Forefathers of Environmentalism

### ALEXANDER VON HUMBOLDT

**BORN** 1769  
**MAJOR WORKS** Kosmos

**PHILOSOPHY**  
We live in a never-ending interconnected living web of cause and effect.

**FAMOUS QUOTE**  
"In this great chain of causes and effects, no single fact can be considered in isolation."

### HENRY DAVID THOREAU

**BORN** 1817  
**MAJOR WORKS** Walden

**PHILOSOPHY**  
Man is rich in proportion to the number of things he can live without.

**FAMOUS QUOTE**  
"Thank god that men cannot fly, and waste the sky as well as the earth."

### GEORGE PERKINS MARSH

**BORN** 1801  
**MAJOR WORKS** Man and Nature

**PHILOSOPHY**  
Human are the "disturbing agents" of change to an otherwise harmonious nature.

**FAMOUS QUOTE**  
"Every organic creature is necessary to the wellbeing of some other."

These men were influencers.

THEY EFFECTED CHANGE BEFORE COMPUTERS WERE INVENTED.

YOU HAVE THE POWER TO DO MORE

SHARE THIS POST & BE HEARD.

### ERNST HAECKEL

**BORN** 1834  
**MAJOR WORKS** History of Creation

**PHILOSOPHY**  
An organism's evolution is dictated by the effect of their environment.

**FAMOUS QUOTE**  
"Man is not above nature, but in nature."

### JOHN MUIR

**BORN** 1838  
**MAJOR WORKS** The Yosemite

**PHILOSOPHY**  
Nature is essential for the wholeness and development of the human spirit.

**FAMOUS QUOTE**  
"In every walk with nature, one receives far more than he seeks."

Sources: IATimes.com, Stanford Encyclopedia of Philosophy, Clark University, Man and Nature, UMCP, EconomicsandEthics.org

A collaboration between the 52 SUPER SERIES and 11th Hour Racing

# ACHIEVEMENTS 2015 - 2017

## FUEL



- Tracking of fuel consumption of event support boats
- Spill kits provided to all event support boats



- Reduced fuel consumption of the support boats constantly.
- Encouraging support boat drivers to drive more efficient, both organisation and teams
- Oil spill kits have been made available for all petrol stations and distributed to teams and all of the organisation's ribs.
- Avoided usage of diesel power generators, whenever possible

2015

2016

2017



- Promoted responsible and efficient driving for all race boats (umpires, race committee and media boats), and for all teams
- Reduce fuel consumption by 10% overall

# ACHIEVEMENTS 2015 - 2017

## FOOD



- Organisation lunches/picnic are provided in paper bag, without single-use plastic utensils.
- Hired only local caterers



- Removed plastic cups and utensils from 4 out of 6 host sailing lounges and replaced them by water fountains and paper cups.
- Organisation lunches are always provided in a paper bag, without single-use plastic utensils.
- Caterings are sourced locally.

2015

2016

2017



- Removed plastic cups and utensils from 4 out of 5 host sailing lounges and replaced them by water fountains and paper cups.
- Organisation lunches are always provided in a paper bag, without single-use plastic utensils.
- Caterings are sourced locally.

# ACHIEVEMENTS 2015 - 2017

## TRANSPORT



- The 52 SUPER SERIES Cycling Experience: 25 team members participated in the 1st 52 SUPER SERIES RIDE FOR SUSTAINABILITY.



- In 2017, shuttles were only provided in 1 of 6 venues, because accommodation and host venues were in walking distance in 5 out of 6 venues
- Boats and containers are grouped, as much as possible, for transport
- Cycling is promoted and encouraged via regular group rides

2015

2016

2017



- Staff shuttles were provided at 3 of 5 regattas in 2016
- Boats and containers are grouped, as much as possible, for transport
- Cycling is promoted and encouraged via regular group rides

# ACHIEVEMENTS 2015 - 2017

## LEGACY



- 50 kids from a Sailing School in Calanova participated in our “1st 52 SUPER SERIES SUSTAINABILITY TALK” which was run by Tom Burnham (Quantum) and our Sustainability Officer during the 52 World Championship in Puerto Portals.



- Beach clean-ups have been organized at every regatta.
- Groups of local school children have been invited to learn about sustainability and afterwards collected trash at our beach clean-ups
- At South Beach, Miami, in 2017, we partnered up with Ocean Conservancy and collected 319lb/145kg of trash within 45 minutes at South Point Pier area.

2015

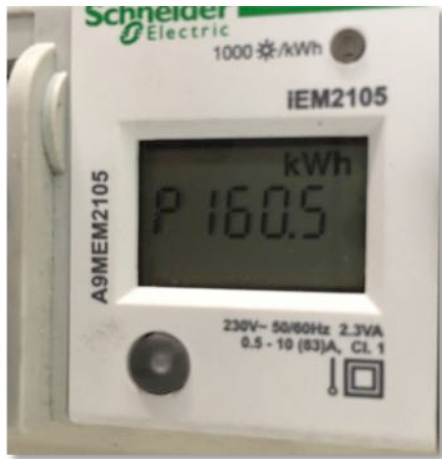
2016

2017



- Beach clean-ups have been organized at every regatta.
- Groups of local school children have been invited to learn about sustainability and afterwards collected trash at our beach clean-ups
- During Porto Cervo event, BMW electric cars were provided and used for transport.

# ACHIEVEMENTS 2015 - 2017



- An electricity meter has been fitted to the race office in 2016 for consumption tracking, also the new container (in use since Scarlino 2017) is equipped with electricity meter.
- Electricity usage has been calculated by ClimateCare and offset by a donation to a renewable water charity.



- UNE-ISO 20121 awarded at end of October 2017



## ELECTRICITY

## PRINTING

## ISO CERTIFICATION



- We only use recycled paper and ink in official event communications
- We work in partnership with our host venues to reduce the amount of printing and encourage them to use sustainable materials at all times

# ACHIEVEMENTS 2015 - 2017

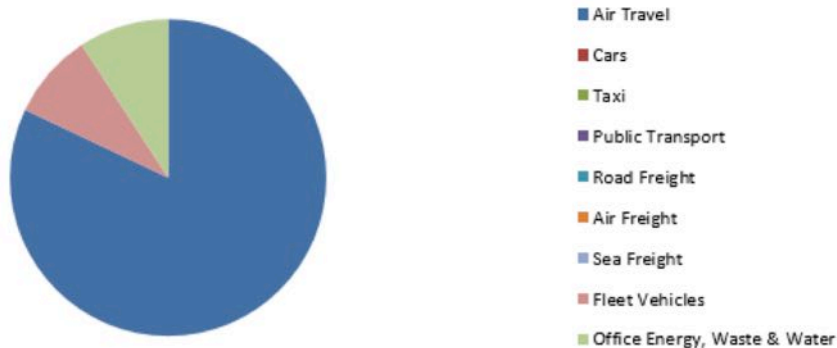
ISO 20121 certification for 2017 season





# The 52 SUPER SERIES Carbon Footprint 2016

## Carbon Footprint Breakdown



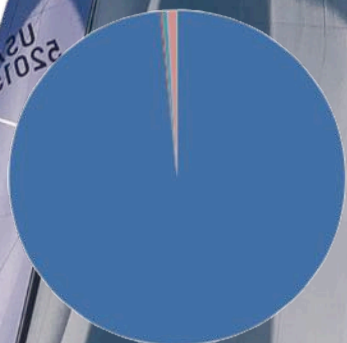
Independent assessor, ClimateCare, has calculated the total carbon footprint of all 52 SUPER SERIES event operations in 2016.

The CO<sup>2</sup> has been offset by a donation to renewable water charity, LifeStraw Carbon for Water in 2016. This project cuts carbon and provides safe water by distributing 877,505 LifeStraw Family filters to households in Kenya's Western Province. The gravity driven point-of-use water filters require no electricity or consumables.

	Total Tonnes
Air Travel	45.73tonnes
Cars	0.00tonnes
Taxi	0.00tonnes
Public Transport	0.00tonnes
Road Freight	0.00tonnes
Air Freight	0.00tonnes
Sea Freight	0.00tonnes
Fleet Vehicles	4.88tonnes
Office Energy, Waste & Water	5.13tonnes
<b>Total</b>	<b>55.74tonnes</b>

# The 52 SUPER SERIES Carbon Footprint 2017

## Carbon Footprint Breakdown



- Air Travel
- Cars
- Taxi
- Public Transport
- Road Freight
- Air Freight
- Sea Freight
- Fleet Vehicles
- Office Energy, Waste & Water

Independent assessor, ClimateCare, has calculated the total carbon footprint of all 52 SUPER SERIES event operations in 2017.

The CO<sup>2</sup> has been offset by a donation to a portfolio mix of projects from ClimateCare.

You can find more details about the projects in the portfolio of ClimateCare at:

<https://climatecare.org/our-2017-mixed-portfolio/>

	Total Tonnes
Air Travel	244,05tonnes
Cars	0,45tonnes
Taxi	0,14tonnes
Public Transport	0,00tonnes
Road Freight	1,05tonnes
Air Freight	0,00tonnes
Sea Freight	0,20tonnes
Fleet Vehicles	2,06tonnes
Office Energy, Waste & Water	0,19tonnes
<b>Total</b>	<b>248,14tonnes</b>

# CONTACT

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Special thanks to our sustainability partner  
11th Hour Racing for the great support.



[www.52SUPERSERIES.com/sustainability](http://www.52SUPERSERIES.com/sustainability)



**AT THE FOREFRONT OF SUSTAINABLE SAILING**