

CASE STUDY

REPORTING AND COMMUNICATING

To support each of The Toolbox 'How-to Guides', 11th Hour Racing Team has created these case studies to showcase practical application of each guide for the purpose of establishing a sustainability program. This case study supports **8. How to Report and Communicate**.

INTRODUCTION

The final step in the process of implementing a sustainability program at 11th Hour Racing Team is to report and communicate about our work, both internally with team members and externally with stakeholders. This provides us

with the opportunity to celebrate successes, share learnings, make any necessary adjustments, and communicate the key elements of the program.

This isn't, of course, the end of the process: it is a continuous

cycle, with the sustainability team continually revisiting all the phases from Step 1 (revisiting our organization's purpose) all the way through to reporting and communicating.

1. WHY REPORTING IS IMPORTANT

Regular reporting is important to demonstrate accountability and transparency to our stakeholders, to continuously build our benchmarks, and to track progress against targets.

Our Team's long-term commitment to sustainable improvements is demonstrated by the unique, nine-year timespan across three Ocean Race campaigns. Reporting and

setting new benchmarks for each subsequent cycle has allowed us to contribute to defining marine industry standards, inform clear strategies for action, and set ambitious new sustainability targets.

The result is a loop of continuous improvement, spring-boarding from one campaign to the next.





2. REPORTING PRINCIPLES

The following text from our Team's original Sustainability Policy has guided our reporting process:

"The core values of transparency, sustainable innovation, integrity, inclusivity, and marine stewardship underpin how the Team operates. These values are tracked in our Sustainability Reports which will outline key impacts, identify areas of improvement, and inform best practices that will be shared with industry stakeholders, and ocean sport and marine communities to inspire similar action."



3. HOW WE REPORT

Commitment to transparency and the publication of reports are a cornerstone of our work. In particular, we engage with our team members internally as well as external partners and suppliers to ensure the maximum amount of relevant information is included in our reporting and communication processes:

- We produce an annual report for each year of the campaign
- We publish specific project-related reports and case studies, for example, we are generating a report around the design and

build program: The footprint of an IMOCA 60

- At the end of the project we will publish a full campaign report of 11th Hour Racing Team - 2019-2023.

We recognize the importance of using industry standard protocols to report on sustainability and follow the [Global Reporting Initiative Standards](#), referencing the relevant disclosures at each stage of the report.¹

The relevant global and industry standards we align to in our work

are cross-referenced in each report. These include:

- ISO 20121 Event Management Systems
- UN Sustainable Development Goals
- UNFCCC Sports for Climate Action Framework
- World Sailing Sustainability Agenda 2030

We contract a third party sustainability consultant to peer review each report, challenge our thinking, answer questions, and provide recommendations.

¹ See Annex of the Team's 2019 Annual Report

4. WHAT'S INCLUDED

We paid particular attention to the structure and format of the first 2019 Annual Report to establish a common template and consistent read for future reports and work.

To do this, we organized our report to align with the content index of our Sustainability Plan, ensuring that the report content was comprehensive and addressed all the materiality issues and targets identified in our plan.

INTRODUCTION:

Foreword • Highlights of year's sustainability work

IMPLEMENTATION STRATEGY:

The Ocean Race • The Team
• Scope • Vision • Mission
• Stakeholders • Strategy
• Organizational structure
• Issues identification

GOALS & TARGETS:

How we delivered on the Team's principles and associated targets:

- Leadership
- Collaboration
- Innovation
- Legacy

APPENDIX

Assurance • GRI disclosures
• UNSDG's • Other standards
• Tools and References
• Team glossary

5. COMMUNICATE

SHARING KNOWLEDGE TRANSPARENTLY

Our annual reports are reviewed internally and with key stakeholders prior to publication, and our communications department provides relevant case studies, executive summaries, and extracts to share our challenges and success of our sustainability journey.

As a part of our Team's mission we strive to be fully transparent with the intent to inspire behavioral change within and beyond the sailing community by:

- Collaborating on our communications strategy
- Engaging with partners and suppliers
- Proactively participating in speaking engagements to reach a wider audience

- Using a wide range of media platforms to communicate our efforts around our sustainability program
- Translating relevant content into French, due to the influence of French sailing teams and businesses in the sailing industry

GENERATING VALUE

Sharing knowledge is a key legacy focus of our Team. This has generated value in many ways by:

- Building confidence amongst our team and stakeholders
- Encouraging informational feedback loops and bringing new perspectives to our work
- Building new commercial or combined interest partnership opportunities

Examples include:

- Shared storytelling opportunities across various media channels as a key part of our relationship with partners such as [Karün](#), [Musto](#), [Marlow](#), [Ecoworks](#)
- Creation of #OceanHour Sessions, a series of training seminars that allow our team to share key learnings with internal staff, external partners and the #NectGen mentorship program.
- Establishing the #NextGen mentorship program
- [Water Footprint Initiative](#): we have developed a storyline representing our route during The Ocean Race and how it compares with the virtual water trade associated with a sample set of products that are traded along these routes



Mark Towill presents at The Ocean Race Summit - Genoa. Photo by Ainhua Sanchez / The Ocean Race.



The Team produced a video highlighting best practices for marine mammal strike mitigation to educate the wider marine community.

RESULT

By following a robust reporting structure, we are able to transparently and effectively communicate our sustainability journey internally amongst our team, and externally with our stakeholders, media, and online communities.

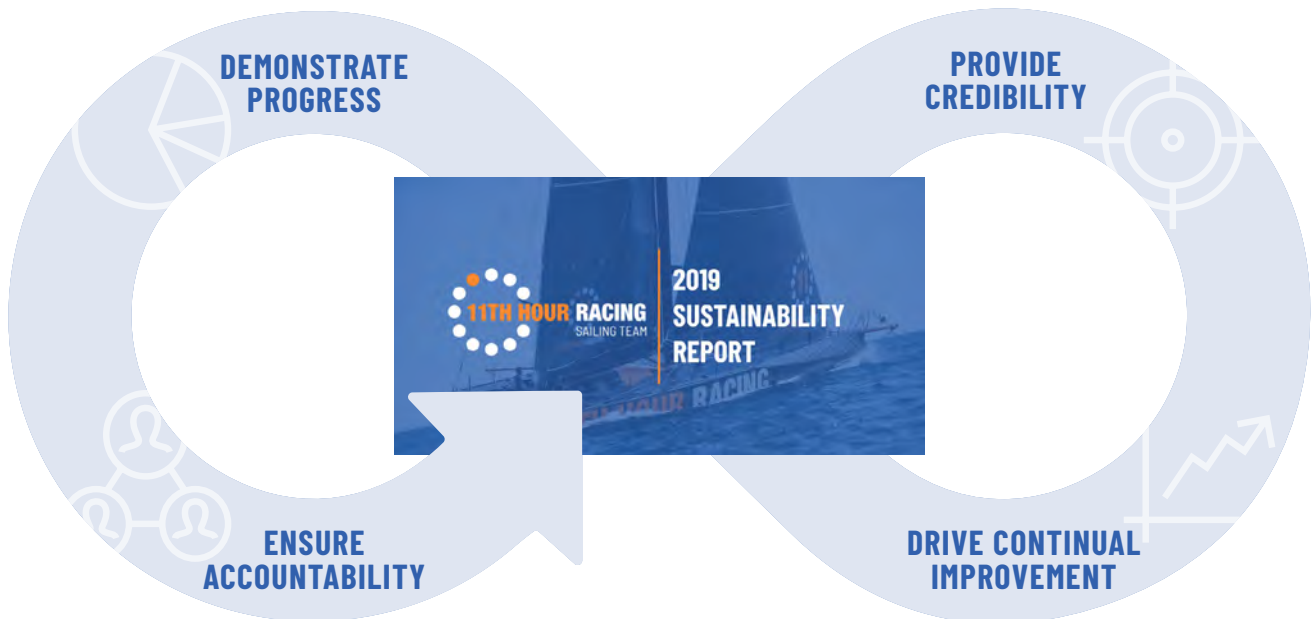
You can access the 11th Hour Racing Team Sustainability Reports below:

[2019 EXECUTIVE SUMMARY](#)

[2020 EXECUTIVE SUMMARY](#)

[2019 SUSTAINABILITY REPORT](#)

[2020 SUSTAINABILITY REPORT](#)



If you have any questions about this case study that supports

8. How to: Report and Communicate, please get in touch with us at info@sustainabilitytoolbox.com. To stay up to date with the latest news on The Toolbox visit www.sustainabilitytoolbox.com

If you have found The Toolbox How-to Guides, templates, and supporting 11th Hour Racing Team case studies useful for implementing your own sustainability program, we encourage you to create & share your own case studies based on your organization's experience. Please submit your documents through The Toolbox website.

RESOURCES

[The Toolbox tools & templates related to this guide:](#)

- 8. How to report & communicate
- Template - Annual report
- Template - Communications plan
- [The Toolbox Glossary](#)

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11th Hour Racing Team would like to thank all of our partners and stakeholders involved in embedding sustainability into our campaign for The Ocean Race 2022-23.

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