

CASE STUDY

ENGAGING STAKEHOLDERS

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 **3. How to: Engage Stakeholders**.

INTRODUCTION

Engaging both internal and external stakeholders is key to the success of any sustainability plan. Getting buy-in and commitment from influential individuals and

organizations that you work with ensures strong collaboration on projects, access to more resources, and measurable results for long-lasting change. Below,

we have highlighted our process at 11th Hour Racing Team for this critical step in establishing a sustainability plan.

STEP 1: IDENTIFY AND MAP STAKEHOLDERS

At 11th Hour Racing Team we tackled this process by categorizing our stakeholders into four broad groups:

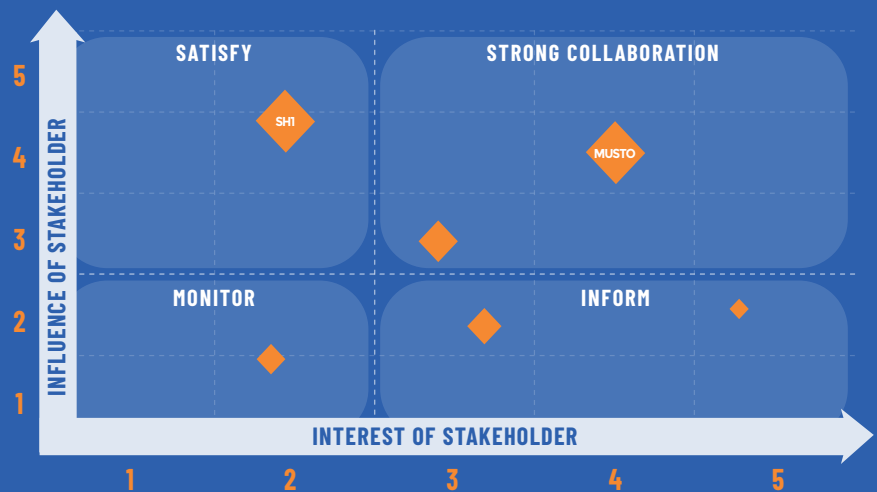


STEP 2: PRIORITIZE STAKEHOLDERS

After identifying the Team's stakeholders, the next step was to prioritize them, as different stakeholders have varying levels of importance based on multiple factors. Prioritization allowed our team to determine the scope and frequency of engagement on sustainability initiatives.

We prioritized stakeholders by assigning weights (1-low to 5-high) to the following factors:

- Level of stakeholder interest in sustainability initiatives
- Level of influence they have on our program (ie. for suppliers we looked at factors



such as - how much the team spends and their position within the supply chain)

The resulting list from this exercise ranked by stakeholder importance allowed us to allocate resources accordingly and align on collaborative projects..

An example: Musto, our official clothing supplier, was assigned the following prioritization score:

stakeholder influence (4) x stakeholder interest (4) = 16.

This identified an important stakeholder relationship that needed to be managed closely.

STEP 3: ENGAGE STAKEHOLDERS

We conducted initial consultations through the format of a "stakeholder discovery form" and one-on-one meetings with all our priority stakeholders. The results from the consultation informed our strategy by highlighting new focus issues and identifying areas for collaboration.

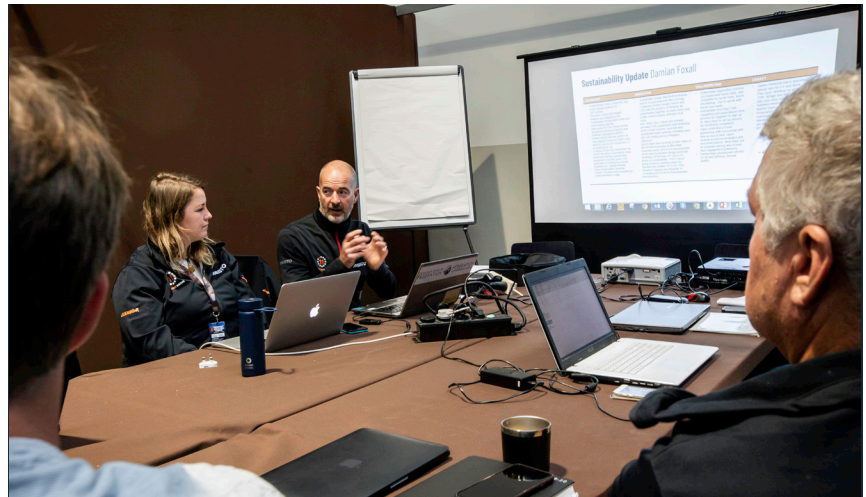
Questions asked on the 11th Hour Racing Team stakeholder discovery form:

- What are the key sustainability practices you and your organization are focusing on currently?
- If applicable, please provide your sustainability policy, relevant reports, and certifications (ie. ISO14001).
- Which of the Team's sustainability goals are most aligned with your sustainability strategy? (We provided a list of the Team's sustainability goals for stakeholders to choose from)
- Which of the UNSDGs does your organization align with most?
- What are the specific actions or projects that can be implemented as part of the partnership with 11th Hour Racing Team?
- What (if any) resources/efforts are available for implementing sustainability initiatives within the Team?



STEP 4: ESTABLISH A PLAN OF ACTION

Following the completion of the Stakeholder Discovery Form and initial engagement, we aligned with stakeholders on areas of focus for collaboration and created a plan of action to track progress. This included the creation of a project brief, assigning ownership of specific action items, and regularly scheduled check-in meetings.



RESULT

Given the extensive scope of the team's sustainability program, stakeholder support was fundamental to early success of building out our plan. Examples of positive results of the stakeholder engagement process include:

- After discussing issues raised by marine organizations about the lack of resources and uniform industry-relevant standards available, we set about co-creating a sustainability toolbox with input from key stakeholders, as a legacy project to help support peers.
- We explored opportunities with [Ecoworks Marine](#), our supplier of environmentally safe marine cleaning products, to expand their refill stations to stores in communities where the team is based.
- We are collaborating with [Musto](#) on a mono-material line of clothing.
- We are conducting a collaborative environmental audit with boat build manufacturers, and making recommendations to reduce their carbon footprint.
- Our Team's sunglasses supplier, [Karün](#), is helping to train team members on circular economy principles. As a result, we're exploring ways to recycle carbon fiber to be used in Karun's performance sunglasses line.
- Through the process of mapping and engaging our stakeholders, we highlighted a lack of expertise in certain areas. A key example was bringing on the [Water Footprint Initiative](#) to support the tracking, calculation, and compensation of our embedded water footprint.



If you have any questions about this case study that supports **3. How To Engage Stakeholders**, 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 and 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 case study:

- 3. How to engage stakeholders
- Template - Stakeholder survey
- Template - Stakeholder mapping - tracking
- Template - Sustainable sourcing code
- [The Toolbox Glossary](#)

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