

CASE STUDY

CREATING A SUSTAINABILITY POLICY

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 **2. How to: Create a Sustainability Policy**.

INTRODUCTION

As 11th Hour Racing Team set out to create and implement our sustainability program, we answered fundamental questions to establish a starting point and to help inform the key components of our program.

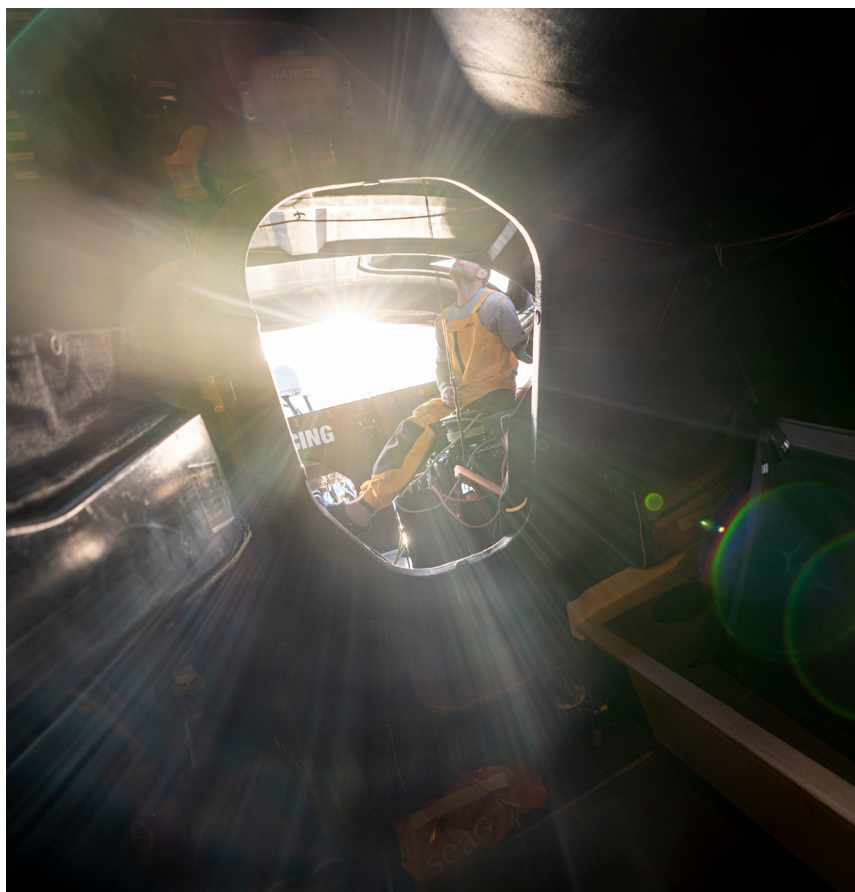
1. VISION

We wanted to create a vision that best represents who we are and the area we are working in. To do this, we had extensive discussions with all of our team members and created the common vision of:

"Vibrant, healthy oceans and communities supported and inspired by the sport of sailing."

2. MISSION

Our mission describes how our team will go about achieving our aspirational vision. By looking at our strengths, skill sets and opportunities, we established the following mission:



"To win The Ocean Race 2022-23 with sustainability at the core of all team operations, inspiring action amongst sailing & coastal communities as well as global sports fans to create

long-lasting positive change for ocean health. We will accelerate regenerative change through sporting excellence in sailing, ocean advocacy, and sustainable innovation."

3. DEFINITION OF SUSTAINABILITY

We wanted our definition of sustainability to represent cultural perspectives, giving weight to previously established values while acknowledging the importance of current issues and future needs. The Team defines sustainability as:

"The intrinsic balance between the social, economic, and environmental aspects of our everyday actions, which respects the world's oceans, natural resources, and the needs of current and future generations. We believe that sustainability requires intergenerational

empathy: our collective actions today will ensure healthy communities, prosperous economies, and a thriving planet for future generations."

4. SCOPE

The Team's intention was to play a leadership role in our sector by creating and implementing a comprehensive sustainability program. Taking responsibility for all of the Team's impacts and establishing a scope for the sustainability program was fundamental to this process in order to set a new standard for the marine industry.

To achieve this we committed to recognizing, monitoring, and

working to reduce impacts with the intention of having a net positive impact on all areas of our footprint from the start of our campaign. The scope for our program is defined as:

"The scope of the sustainability program applies to all activities carried out by the 11th Hour Racing Team. The Team's boundaries of responsibilities include: All products, services, and infrastructure procured during the campaign; All activities at its construction and training bases; and all its directly managed operations as the Team attends events leading up to and including the Ocean Race 2022-23."

4. ORGANIZATION OBJECTIVES & TARGETS

To help organize goals and targets for the sustainability plan, we identified four guiding principles around team operations and campaign objectives: innovation, leadership, legacy, and collaboration.

Our team's sustainability policy defined these principles with high level goals, while the sustainability plan expands on each of these areas in more detail with associated targets.



LEADERSHIP

We lead by advocating for ocean health and climate action within the industry, communities and fan base.



LEGACY

We will leave lasting legacy for future generations by inspiring others to make changes - one degree at a time.



COLLABORATION

We engage stakeholders to create sustainable solutions, minimizing the environmental footprints across spheres of influence.



INNOVATION

We explore and develop innovative solutions to manage resources, while promoting the shift to a sustainable marine industry.

6. IMPLEMENTATION & MONITORING

We identified the [United Nations Framework Convention on Climate Change](#) as a core strategy

for implementing the Team's sustainability plan: Measure - Understand - Act - Inspire. To do this we created operational guides and trackers that addressed our specific targets, and measured our footprints and

progress against these targets to understand our team impacts, in order to inform further action and inspire regenerative change in the marine industry. We explore the creation and use of these guides and trackers in later case studies.



7. REPORTING

Our sustainability plan conforms with ISO 20121 Sustainable Event Management System, and aligns with industry and sport-relevant sustainability standards to ensure credibility and transparency through robust monitoring and reporting. These include the

Global Reporting Initiative (GRI), the UN Sustainable Development Goals, and the World Sailing Sustainability Agenda 2030. We use the GRI disclosures to help define our reporting structure, decide what to report on and what is shared with stakeholders.

8. COMMITMENT FROM LEADERSHIP

Our commitment to sustainability is reinforced by our leadership team and co-founders Mark Towill and Charlie Enright, ensuring sustainability is central to all of our work within the Team and with external stakeholders.



RESULT

The elements defined within our sustainability policy helped create a foundation for the scope of our larger program. As an example, the policy acted as a guide when creating targets under each of our guiding principles that are in line with the Team's core vision and mission.

Additionally, we reference the policy frequently as a part of our onboarding process for new hires, educating them on why and how sustainability is integrated into team operations and culture.

REVIEW THE COMPLETE 11TH HOUR RACING TEAM SUSTAINABILITY POLICY.



For all enquiries, comments or suggestions about this case study that supports **2. How to Create a Sustainability Policy**, 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 guide:

- 2. How to create a sustainability policy
- Template - Sustainability policy
- [The Toolbox Glossary](#)

REFERENCES

1. 11th Hour Racing Team. 11th Hour Racing Team Sustainability Policy. Newport, RI; 2019.
2. International Organization for Standardization. ISO 2012.1. Sustainable Event Management System Requirements. Switzerland; 2012.
3. United Nations Framework Convention on Climate Change

Refer to [The Toolbox Glossary](#) for sustainability and sailing related terms.

ACKNOWLEDGEMENTS

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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Published May 2021
11HRT-TOOLBOX-CS2-01