

CASE STUDY

ASSESSING PROGRESS

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 **7. How to Assess Progress.**

INTRODUCTION

At 11th Hour Racing Team, we were aware of the importance of progress assessment and evaluation from the moment we started implementing our

sustainability program. It was crucial to understand whether we were on track for success. Regular progress reports help us to identify lessons learned during

the planning and implementation phase and could be used to inform ongoing improvement loops.

1. MEASURE PROGRESS

COMPILE DATA RELATIVE TO ALL YOUR TARGETS ON A REGULAR BASIS

We created a set of bespoke tracking tools for each key target area to compile and measure data. Specific attention was given to:

- Recording stakeholder feedback
- Supply chain management
- Tracking operational impacts such as travel, logistics, and expenditures.

Our Team's purchasing, partner management, accounting, and logistic departments play a key role in compiling and inputting this information into the prepared trackers.

The data from the various trackers helps to inform processes and specific actions with partners and suppliers, calculation of greenhouse gas emissions, identifying trends, and establishing new targets.

COMPOSITE PART DATA ENTRY FORM			
GROUP			
NAME OF COMPONENT			
DESCRIPTION OF COMPONENT			
CONSTRUCTION PERIOD	FROM		TO
COMPONENT DIMENSIONS (m ³)			
LOCATION OF			

[illegible][illegible]

OUTREACH TRACKER

Date	Type of Group / Audience	Event name	Type of Activity
20/06/19	Business	Give Beyond Sport to Achieve IT	Talked presentations
20/06/19	Business	Ocean Summit Genoa	Talked presentations
20/06/19	Business	Ocean Summit Genoa	Ocean Summit
20/06/19	Business	Sustainable Build Ocean Summit	Sustainable Design
26/06/19	Business	SDMBWGI	Sustainable Design
26/06/19	Business	Sustainable Build Ocean Summit	Sustainable Design
25/09/19	Community groups	International Association of Yacht Talked presentations	Talked presentations
7/10/19	Business	SDMBWGI	Sustainable Design
11/10/19	Business	SDMBWGI	Talked presentations
16/12/19	School	Iolani School Presentation	Talked presentations
12/1/20	Community groups	Bill 40 social campaign	Social media campaign

[illegible][illegible]

PROCESS INFORMATION USING ESTABLISHED INDUSTRY PROTOCOLS

As a professional sailing team, we are supportive of and comply with the World Sailing Sustainability Agenda 2030 set by our sport's governing body. We are also bound by the rules of The Ocean Race 2022-23 and the IMOCA Class Rules - the regulations

stipulated for the type of boat we race on.

We consolidated the relevant marine industry sustainability standards and aligned with the United Nation's Sustainability Development Goals to put in place core standards for the Team.

Additionally, in early 2021, we signed the UNFCCC Sports for Climate Action Framework and registered with BCorp, to certify our social and environmental performance to international standards.

2. COMPARE RESULTS

Assessing our progress is a multi-faceted process involving multiple departments within our Team. Standing weekly internal meetings and monthly stakeholder reports

allow us to highlight progress and areas that require more work.

The table below provides examples of Team principles with related

goals, outlining how we align these targets to industry protocols, the measurement tools we use, and the status of our progress for achieving each target.

PRINCIPLE: INNOVATION

Develop innovative solutions to responsibly manage resources, applying circular economy principles to material needs, as well as reducing water and climate footprints, becoming water neutral, and climate positive.

GOAL	OBJECTIVE	TARGET	WORLD SAILING	UNSDG	MEASUREMENT TOOL	PROGRESS YEAR Q1
Embed circular economy principles	Apply innovative solutions across Team operations through the application of circular economy principles	Identify one yacht design challenge to tackle using a biomimicry approach and implement in the build before the start of The Ocean Race 2022-23 Measure the environmental benefits of the solution compared with the baseline.	Objective 2: Reduce World Sailing's carbon footprint and promote resource efficiency across the sport	12.2 - By 2030, achieve the sustainable management and efficient use of natural resources	Circulytics MarineShift360	On Track - biomimicry products trialled, requested quotes circulated

PRINCIPLE: LEGACY

Leave a lasting legacy by inspiring others to make changes -- one degree at a time -- including a community outreach program, internships, and grant-giving

GOAL	OBJECTIVE	TARGET	WORLD SAILING	UNSDG	MEASUREMENT TOOL	PROGRESS YEAR Q1
Educate and train	Provide education and training opportunities for key groups highlighting key ocean health issues	Give opportunities to one intern per year, supported by all departments	Objective 5: Ensure sustainability is embedded into teaching of sailing through teaching and coaching frameworks	8.6 - By 2020, substantially reduce the proportion of youth not in employment, education or training	Internship Tracker	On track - 2 interns engaged to date, 1 per campaign year. 12 month placements



In 2020, the team announced a professional development internship program in collaboration with Oakcliff Sailing. During our Newport Training Session August-October 2020, the Team welcomed intern Cullen Zelenka to assist the shore team and manage our onsite sustainability operations.



In 2019, the team hired French intern James Harwood, to manage the energy audit of CDK Technologies, the manufacturer of our new IMOCA 60.

PRINCIPLE: COLLABORATION

Collaborate with partners to create sustainable solutions, minimizing the environmental footprint across spheres of influence, including going zero waste and implementing a ban on single-use plastics.

GOAL	OBJECTIVE	TARGET	WORLD SAILING	UNSDG	MEASUREMENT TOOL	PROGRESS YEAR Q1
Implement sustainable operations	Apply best practices to reduce environmental footprints across all areas of operation	90% diversion from landfill annually	Objective 2: Reduce World Sailing's carbon footprint and promote resource efficiency across the sport	12.5 - By 2030, substantially reduce waste generation through prevention, reduction, recycling, and reuse	Waste Tracker	Needs attention - 63% of waste diverted from landfills in 2019
Sustainable supply chains	Assess and positively influence the team's supply chain	Top Ten suppliers have improved their internal sustainability practices as a result of engaging with our organization	Objective 2: Reduce World Sailing's carbon footprint and promote resource efficiency across the sport	8.4 - Improve progressively, through 2030, global resource efficiency in consumption and production and endeavor to decouple economic growth from environmental degradation, in accordance with the 10-year framework of programs on sustainable consumption and production, with developed countries taking the lead	Sourcemap Partnership Tracker	On track - 5 suppliers have improved by end 2019. 1 supplier has mapped products using Sourcemap



11th Hour Racing Team has set the target to divert 90% of waste from the landfill, this requires weighing and tracking all of the Team's waste.

3. EVALUATE AND REACT

Our sustainability team reviews progress regularly, both internally and with team stakeholders:

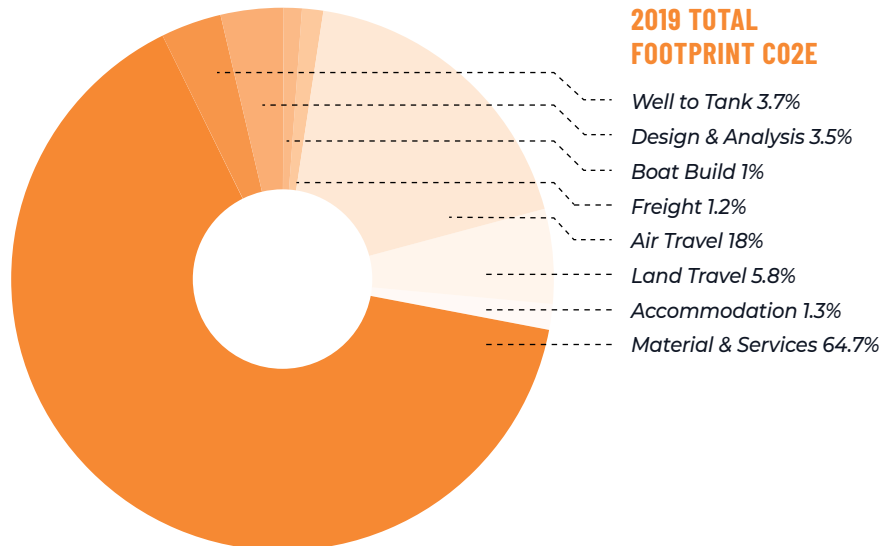
- Bi-weekly - highlighting recent progress and changes internally
- Monthly - tracking trends, reporting to relevant stakeholders, and making short term adjustments
- Annually - analyzing results, paying special attention to non-conformity issues and short falls, publishing reports, and adjusting strategic plans

Each year, we produce an annual report, written to GRI Reporting standards, which is published on our website, and shared with all our stakeholders.

Continuous evaluation of our progress, allows us to modify and stretch our original targets year after year.

Examples of adjustments made by our Team include:

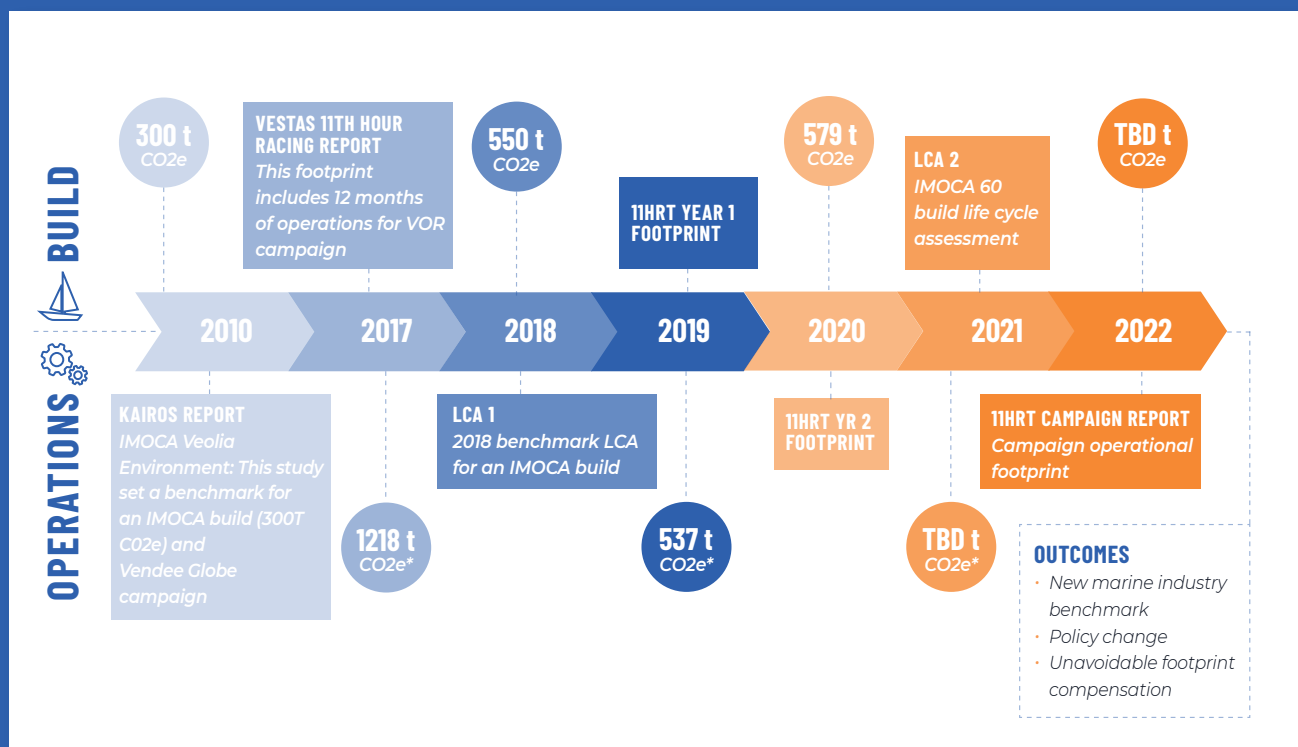
- Established new 'Net Positive' regenerative targets
- Implemented '#OceanHour Sessions' to promote enhanced education and engagement amongst the Team and partners



- Developed #NextGen, a young professional mentorship program
- Created The Toolbox with How-to Guides as a core legacy project for the campaign. The Toolbox is available to the wider sailing and sport community to assist organization in establishing a sustainability program
- The additional 12 months added to the campaign due to Covid-19 [The Ocean Race 2021-22 was delayed a year, it is now set to start in the fall of 2022.], has had significant implications on our campaign related to: the design and build of our new IMOCA 60, the training and racing schedule, and team travel. The extended campaign

has allowed us to expand our sustainability program

- Recruited an intern to track and monitor the life cycle assessment data during the IMOCA 60 boat build
- Benchmark reports assessed 1) the progress from the Team's two previous Ocean Race campaigns highlighted the carbon footprint of a team entered into The Ocean Race, and 2) the impacts related to the design and build of an IMOCA 60



* Benchmarks from previous IMOCA 60 boat builds and operations from the Team's previous Ocean Race campaigns help us to compare footprints over time.

RESULT

Continual measurement throughout the process has allowed us to proactively manage the various aspects of the program. Quarterly reporting with management has helped us to identify areas where we are not on track to meet our targets, allowing us to put enhanced plans in place as needed and update our Sustainability Plan accordingly.

Aligning with global goals and industry standards has helped us to understand the role our Team plays as a part of a larger community striving for common outcomes.



If you have any questions about this case study that supports **7. How to: Assess Progress**, 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:](#)

- 7. How to assess progress
- Template - Tracking tools
- Template - Carbon calculator
- Template - Internal audit
- [The Toolbox Glossary](#)

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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