



THE GREEN BLUE WEBINAR

The Environmental Future for
Marine Sector Businesses

Thursday, 30 July

11TH HOUR RACING TEAM STRATEGY



Leadership

- Create ambassadors, educating around key climate crisis issues
- Influence peers
- Inspire fans and followers

Innovation

- Apply innovative solutions across team operations through application of circular economy principles
- Transform manufacturing through sustainable design and boat build process
- Implement life cycle assessment to inform sustainable choices

Collaboration

- Foster strategic partnerships with suppliers based on systemic adoption of sustainable standards
- Influence supply chains
- Implement sustainable team operations

Legacy

- Invest in community outreach
- Develop and train
- Communicate and inform - sharing challenges and success to promote long-term planning around sustainability

Stakeholder Map

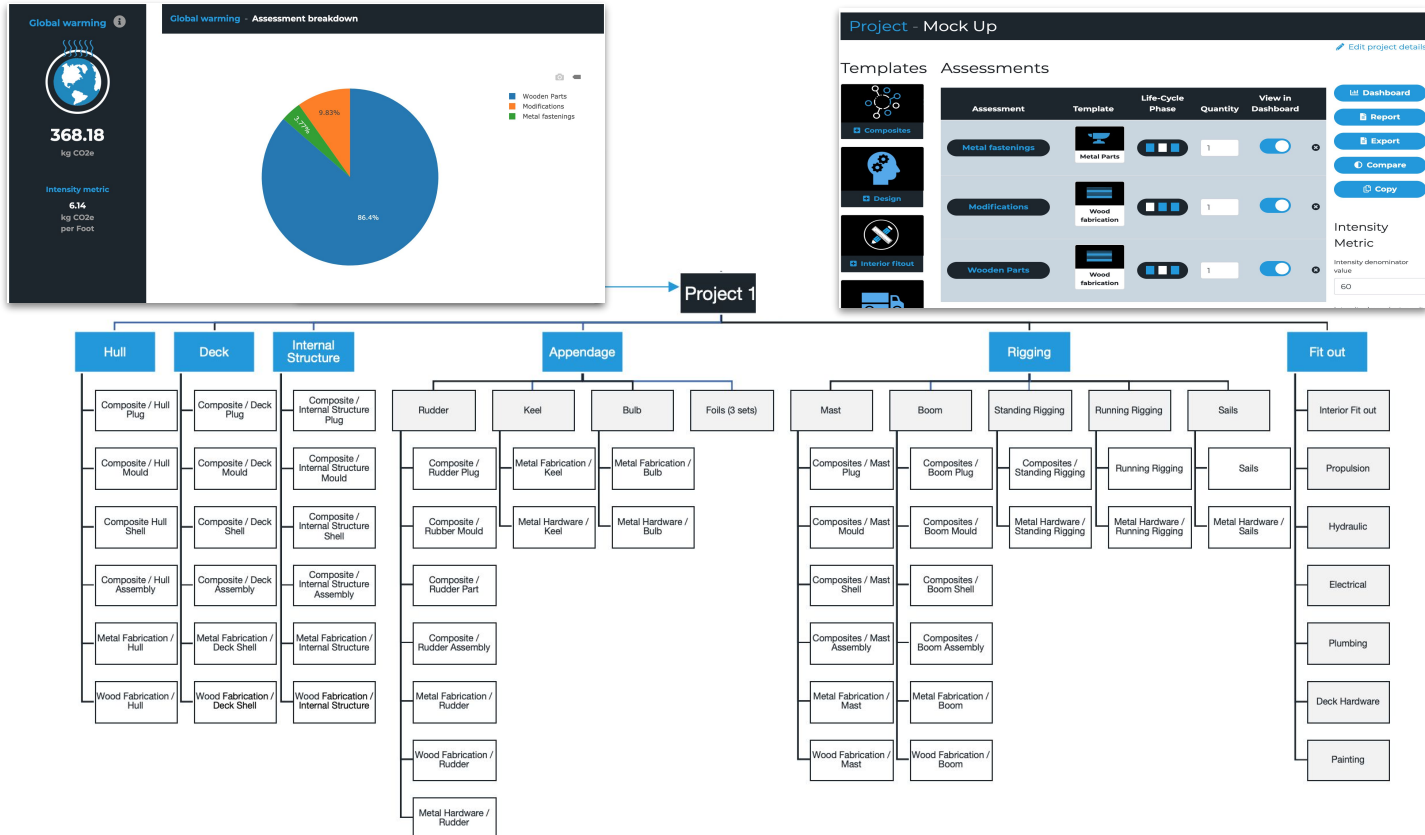


MEASUREMENT

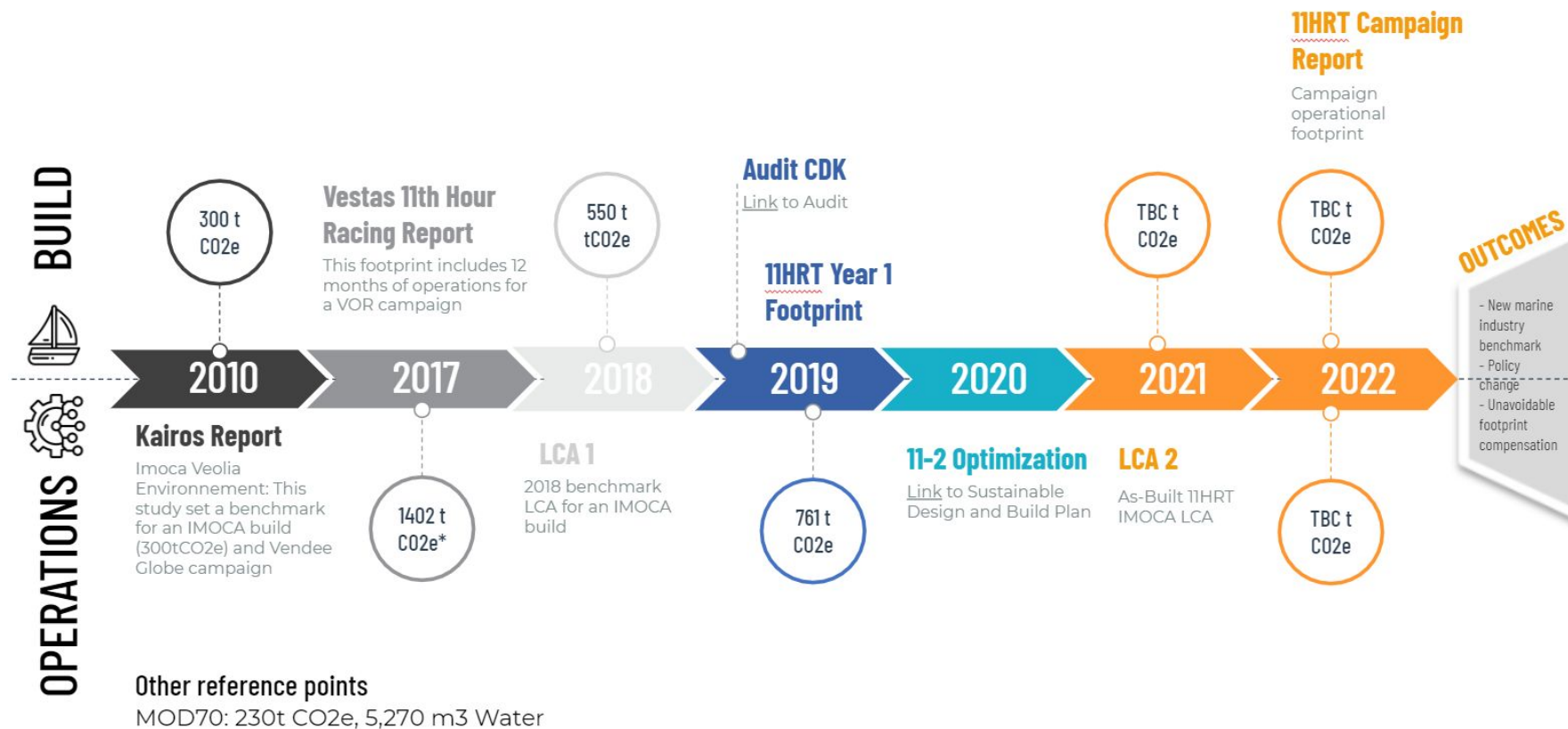


"If we can't measure it, we can't manage it"

MEASUREMENT & MARINESHIFT360



ASSESSING OUR BENCHMARKS



*Recalculated 2020 using new method

MATERIALS

Client: One Degree



State of art on sustainable boat building practices

Written by



October 2019

WASTE & END OF LIFE



RESOURCES

11TH Hour Racing Team

- [How to create a sustainability policy](#)
- [Sign up to our newsletter here for the TOOLBOX and more articles in the 'How to Series'](#)
- [Vestas 11TH Hour Racing 2017-18 Sustainability report](#)

The Ocean Race

- [Plastic-free event guide](#)

World Sailing

- [World Sailing Special event charter](#)
- [World Sailing Agenda 2030](#)

International Events

- [The Green Blue](#)
- [Sailors for the Sea - Clean regatta program](#)
- [ISAF Youth Worlds, Corpus Christi - Sustainability report](#)
- [IOC Sustainability Essentials](#)
- [UN Sustainable Development Goals](#)