



SUSTAINABILITY FOUNDING
PRINCIPAL PARTNER

Volvo Ocean Race

Sustainability Strategy 2017-18

**“It takes courage to face the
realities of our time”**

Chris Jordan, Filmmaker Midway Project





Volvo Ocean Race and Sustainability

Did you know that eight million tonnes of plastic are dumped into the ocean every year? That's a whole garbage truck per minute – and 80% of that comes from land-based sources. It means that, if no action is taken, there will be more plastic than fish in the ocean by 2050.

There is a natural and logical fit between Volvo Ocean Race and the relatively new but critical environmental challenge of Ocean Health and plastic pollution.

With the Race's global platform we have both a unique opportunity and clear responsibility to fight for this urgent issue. We want to play our part in a cleaner future for our oceans.

The Volvo Ocean Race is the world's longest and most competitive professional sporting event. Considered by many as the pinnacle of offshore ocean racing, the event gathers the best professional sailors, over a long period of nine months in a race around the world, providing a global impact in real life and online.

We want to activate discussion, create local relevancy, and put out a call to action to business, government and individuals to commit to turning the tide on plastic.

Offshore sailing not only provides great passion among millions of fans and followers, but also a solid framework to create positive change. As organisers, our responsibility is to embed sustainability in our working practice, even with a global event that by definition has an unavoidable footprint.

Volvo Ocean Race leadership has signed our **Sustainability Charter**, committing the entirety of our organisation to sustainable operations, and to utilising the Race and its powerful platform to support efforts to improve Ocean Health and prevent plastic pollution.

A Strategic Approach

Have we done this kind of thing before?

In past editions of the Race we have conducted successful projects highlighting causes and campaigns relating to ocean health such as Race For The Oceans, Keep The Oceans Clean programme, holding Ocean Summits and collaboration with UNESCO.

What's different this time?

This time round we are taking a strategic approach to sustainability and our support for Ocean Health. To be successful and really make a difference, we realised we needed a pragmatic approach.

One clear theme, easy to communicate and easy to align with for all our stakeholders, race fans & followers on a global and local scale.

Therefore, Ocean Health and plastic pollution will be front and centre of our sustainability programme.

How will we do it?

Featuring high-quality storytelling and real, respected characters, we have the ability to drive conversation and raise awareness of this ever-growing issue.

We are thinking 'ocean first' in everything we do, and this viewpoint informs our actions and decisions from a planning and operational viewpoint, and directs our key public message.

We have identified **three clear directives** and **five focus areas** as having the most relevance to our activities and interactions with sustainability:

Maximise our
IMPACT

Minimise our
FOOTPRINT

Leave a positive
LEGACY

Engagement
and
Advocacy

Race and
Race Village
Operations

Sourcing &
Resource
Conservation

Transport &
Greenhouse
Gas Emissions

Science and
Sustainability
Innovation

Our Sustainability Programme

The Volvo Ocean Race 2017-8 sustainability programme centres on Ocean Health with a focus on plastic pollution.

Our mission is to help 'Turn the Tide' on the critical problem of the rapidly growing amount of plastic pollution in the oceans. With our global communication platform we have both a unique opportunity and clear responsibility, to fight for this urgent issue to be addressed worldwide.

In enacting our sustainability programme, we have **three clear directives**:



We will leverage the Race's global platform to spread the message of **Ocean Health** and **plastic pollution** amongst millions of fans and followers. We will encourage participation by **young people** through our education programme. We will **amplify campaigns** and programmes for Ocean Health in each destination we visit.

We will run our business, the race and stopovers as sustainably as possible, with a focus on **responsible resource use**, avoiding **single use plastics**, sustainable food sourcing and greenhouse gas emissions management. We will aim to meet local protocols and global best practice in **sustainable event management**.

We will use our influence to **engage decision makers** to commit to a cleaner future. We will use our race around the world to gather **critical data** on Ocean Health to contribute to scientific research and Ocean Health monitoring. We will use our influence to support **sustainable innovation** in the marine sector and plastic pollution.



Engage internal and external stakeholders in the Volvo Ocean Race sustainability programme. Utilise the Race to advocate for Ocean Health and preventing plastic pollution. Engage young people through our education programme. Conduct Ocean Summits to bring together science, industry and government encourage commitment and action by business and government.

Conduct the Race and produce the Race Villages with sustainable event management. Meet local sustainability requirements and international best practice, including implementing ISO 20121. Promote sustainable stopovers and support sustainable tourism amongst our workforce, partners and visitors.

Source conservatively, with environmental and social responsibility. Support local suppliers. Source from sustainable fisheries. Promote healthy eating. Focus on resource recovery. Avoid the use of single use plastics.

Estimate programme freight and flight requirements and design in ways to reduce this impact. Encourage sustainable transport uptake by all stakeholders. Measure and report the Greenhouse Gas Emissions (GHGs) inventory of the organisation and the wider project. Review carbon balancing options.

Use the Race to collect scientific data on Ocean Health and marine plastic pollution. Instigate sustainable sailing boat design and innovation. Influence adoption of policies and practices relating to disposable plastics use and plastic pollution control.



A shared vision

Striking out on our sustainability journey it was important we teamed up with credible partners who have global reach, a strategic alignment with our sustainability ambitions and love for the ocean and its health.

We have achieved this with Founding Principle Partner of our Sustainability Programme **11th Hour Racing**. Likewise our Principal Partner **Mirpuri Foundation**, and other main partners **Volvo**, **AkzoNobel** and **Ocean Family Foundation** are all 100% committed to ocean health, preventing plastic pollution, sustainability management and sustainable development. With their support we are poised to take an incredible sustainability journey around the world.

11th Hour Racing's support of Volvo Ocean Race also extends to being a principal Race Partner and a sponsor of Race Team **Vestas 11th Hour Racing**. This team is also highly committed to the cause, including huge efforts to reduce their team's footprint as it prepares for and participates in the Race.

Partnership support has also enabled the programme's high seas ambassador for ocean health in the form of the **Turn The Tide on Plastic Race Team**, skippered by Dee Caffari.

This, along with our alignment with **UN Environment** and their **Clean Seas** programme, offers a high profile and unstoppable message for ocean health with a focus on plastic pollution, as the teams race around the world.

At a local level we are also partnering with NGOs, programmes and campaigns in each of our stopovers.

Founding Principal Partner:



Principal Partner:

MIRPURI FOUNDATION
FOR A BETTER WORLD

Main Partners:

VOLVO



AkzoNobel

We Support:



At the heart of everything we do

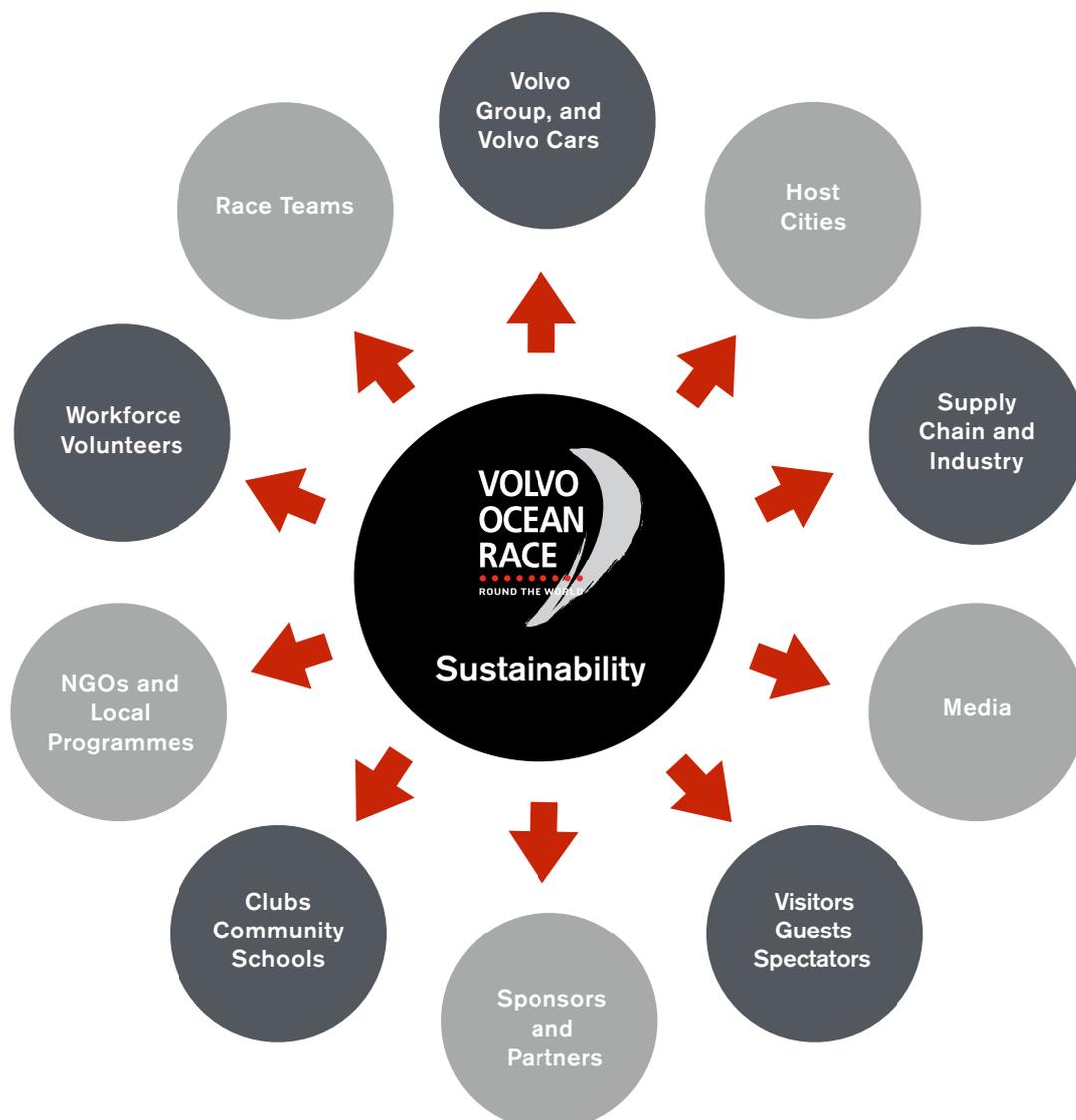
The sustainability team works across the Volvo Ocean Race structure, with involvement from every employee, and integrated with Commercial, Communications, Finance, Operations and The Boatyard.

Each and every functional area of the Race has touch points with the sustainability programme and responsibility to play their part in meeting our sustainability programme objectives.

We have a 'Green Team' Team with representatives from all functional areas of the organisation. Meetings are held to facilitate collaboration and innovation, and as a forum to discuss progress and report on results.

Volvo Ocean Race management provides adequate resources and personnel are engaged to deliver against objectives. Each team will also have its own specific targets, which will be reviewed every two years to take account of evolving policies, standards, best practices and technology.

The sustainability programme is delivered through a sustainability management system, which meets the requirements of international standard ISO 20121: Event Sustainability Management Systems.





clean
seas

turn the tide
on plastic

How do we
maximise
our impact?



We will support and conduct beach cleaning programmes, in association with local NGO's and Volvo.

The Race is a powerful global engagement and communications platform that can help spread the word about the importance of Ocean Health and the urgent need to tackle plastic pollution.

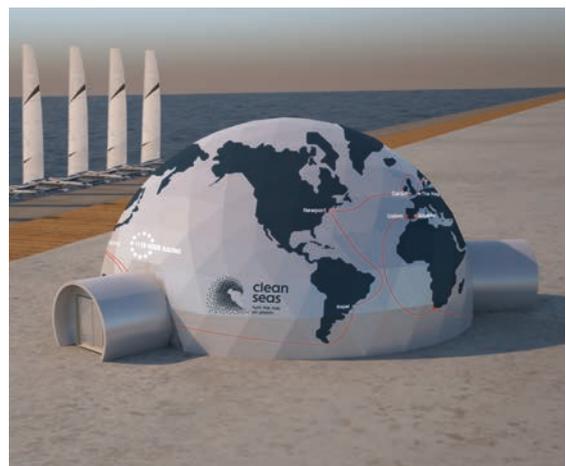


We aim to win the hearts and commitment of three million Race Village visitors, tens of millions of fans and followers, every child touched by our **education program**, and business leaders and decision makers who will be our VIP guests and attendees at our **Ocean Summits**.

Through our various programmes and initiatives, we'll be calling business, government and individuals to action, asking them to make a commitment to **turn the tide on plastic**.

We'll be organising beach clean-ups, kick starting local initiatives and all support those already going strong. We hope to motivate people to action - whether in their homes, their business, community, or in their influential government role.

Our programme is underscored by our consistent request for everyone to play their part in **turning the tide on plastic**.



The Globe will be the central focus of our Ocean Health and plastic pollution message throughout our Race Village, where visitors can learn about the issue and how they can act locally.





Education Programme

We are launching an education and awareness programme for educators and kids.

We will run sustainability workshops in the Race Village for schools. The programme is also linked to the **Volvo Ocean Race Youth Academy**, which will be activated in every Host City.

The Education Programme will continue long after the boats have departed, via the online platform where adults and kids from all over the world can access fun educational resources.

The programme will create awe and wonder about the ocean, the Volvo Ocean Race and our connection to our blue planet so that people will understand how important it is in our lives, why we need the ocean and why we need to protect it from plastic pollution.

Inspirational, informative, fun, active learning, easy to access and use for teachers, curriculum fit, online and interactive. It is a call to action education programme on the Volvo Ocean Race and ocean plastic pollution, creating **Volvo Ocean Race Champions for the Sea** for their positive action in ocean conservation.

Key themes include:

- The Volvo Ocean Race
- Ocean plastic pollution
- Reducing our plastic footprint
- How to turn single use plastic into useful objects.





Ocean Summits

Ocean Summits are content driven events bringing sport, business and science together to drive conversation on Ocean Health with a focus on plastic pollution.

Apart from the valuable discussion and collaboration opportunities, our aim is for the Ocean Summits to create tangible outcomes and action-oriented plans.

To reach that objective, a highly targeted participant list of government officials, scientists, business and decision makers will be invited to attend one of our eight Ocean Summits held in conjunction with the Race.

The Ocean Summits will help to create awareness, support innovations and solutions, and make the global issue of plastic pollution locally relevant. We will tailor each Ocean Summit to reflect the local key issues and include insight from local experts and promote local initiatives.

- Alicante
- Cape Town
- Hong Kong
- Newport
- Cardiff
- Gothenburg
- The Hague

How do we minimise our footprint?





Race Village Operations, Transport, Sourcing

We are committed to a sustainably produced, ethical and responsible Volvo Ocean Race.

Our first focus is to review the impact of our own operations. This includes the year-round Race production planning, the development of the racing boats, and of course the impact of running a global event.

We are alert for potential sustainability impacts of our operational and purchasing decisions - the materials we choose, food we serve, waste created, the planning and logistics of the Race, and the racing boat's design and manufacture.

We are taking seriously the measurement and management of greenhouse gas emissions of the project, particularly those associated with the flights and freight needed to move this event around the world.

An overarching aim of our sustainable event management efforts will be to significantly reduce if not completely eliminate single use plastic in our Race Villages.

Our event sustainability management will strive to meet local and international leading practice and relevant protocols for an event of our type.

Race and
Race Village
Operations

Sourcing &
Resource
Conservation

Transport &
Greenhouse
Gas Emissions



Our number one and all-encompassing focus and challenge we have set is to....

Avoid single use **plastics!**

To align with our key message of ocean health with a focus on plastic pollution, **our most important, visibly impactful and challenging goal is to avoid single use plastics in our Race Villages.**

Working with host cities, sponsors, teams, vendors, participants and of course guests and spectators, we will together make every effort to significantly reduce, and where possible completely eliminate, single use plastics in our Race Villages.

While this may be difficult in some locations, and perhaps actually unavoidable in others - we will nonetheless strive to find practical, effective and replicable solutions for each destination. We know the extra effort needed to avoid single use plastics will highlight this important issue and leave a lasting impression with spectators, guests, sponsors, Host Cities, contractors and suppliers.

Water bottle refills, alternatives to single use plastic bottles, disposable food service-ware and other packaging are our key targets areas. We will report on plastic bottles avoided and total plastic waste (and other materials) recovered for recycling.



Water refill stations will be available at all Race Villages for public use.



Steel reusable bottles will be supplied to all Volvo Ocean Race workforce and volunteers, and will also be available for sale.



We're in it together

Without the involvement and commitment of our staff, host cities, partners, sponsors, teams, guests and spectators, we may not succeed in our sustainability programme efforts. We therefore are actively involving all stakeholders in reducing the Race's footprint. We have guidance, tips and solutions they can engage with, and programmes they can opt-in to.

Production team

Volvo Ocean Race has a sustainability team that is expanded by representatives from all functional areas of the organisation. This team is armed with the knowledge, support and resources they need to make the right decisions to minimise the Race footprint, maximise impact and to leave positive legacies in their wake.

Race teams

Planning and operations by each Team contributes to the Race's overall footprint. Together we are identifying the manageable areas of impact and working to solve sustainability challenges. This includes flying the Team's production staff and transporting their equipment and resulting GHGs. On the ground at each stopover, sustainable operations of team bases and corporate hospitality are also a focus.

Sponsors and partners

Without the support of sponsors and partners the Race could not go on. Their commitment to sustainability and ocean health is also part of their attraction to the Race and our invitation to them. We work with our direct commercial partners, and others via teams and host cities, to ensure their involvement in the Race has a minimal footprint.

Host cities

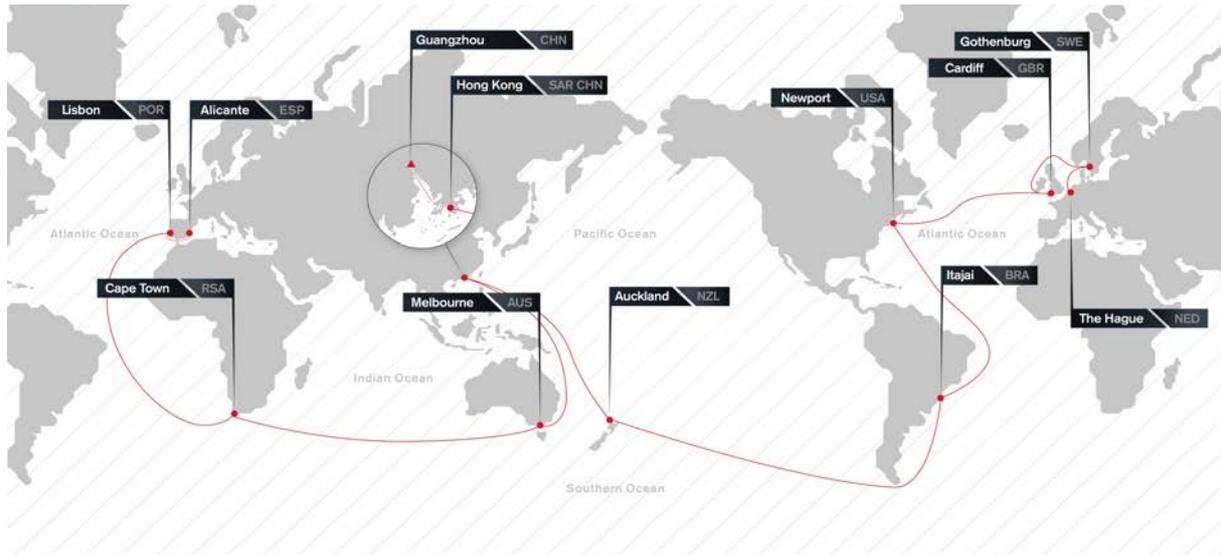
Sustainable event management practices are in place for all Race Village operations. Working with host cities, delivery partners, local contractors, vendors and suppliers at each stopover, we draw on the city's unique sustainability setting to implement the best practices possible. In our planning phase we share ideas between us to show what is possible and encourage new ways of producing events sustainably. Where there are local sustainable event protocols, we work to meet these requirements.

Suppliers

We rely on their innovation to present us with the most sustainable materials and operational solutions possible. For this reason we challenge our suppliers to seek out new ways of doing things and source deep into their own supply chains for the most sustainable solutions possible.

Spectators and guests

We call on spectators and guests to minimise their footprint, on land and onboard the spectator fleet. This includes bringing refillable water bottles, participating in our resource recovery efforts by placing items in the correct receptacles, and avoiding any waste-creating fan paraphernalia.



A Global Event

Each destination offers unique issues and opportunities as it relates to sustainable event management and understanding of ocean health and plastic pollution.

Power of a Global Voice

Our aim is to leverage the global platform that the Volvo Ocean Race offers, to amplify discussion on ocean health with a focus on plastic pollution, and to highlight local relevancy in each of our stopovers.

We wish to bring the collective power of our global reach and voice to local initiatives and campaigns. Our Ocean Summits, education programme and onsite activation will be responsive to the local context, and we hope that our presence in the host city will proffer additional support, recognition, and commitment to the efforts of these incredible local programmes.

Enhancing Sustainable Event Practice

Working with local partners and suppliers we will also highlight the best practices possible in our Race Village's sustainable site management, bringing together existing sustainable solutions providers and also introducing new ways of doing things. Importantly, we have the opportunity to share learnings, innovation and inspiration between our host cities, encouraging collaboration and support between them. We hope to act as a champion of best practice in sustainable event management taking solutions from one host city to the next.

Travel Impact

By its very nature Volvo Ocean Race travels the world. It is undeniable that there is an immediate and attributable greenhouse gas emissions impact to what we do. We take seriously our responsibility to reduce flights and freight impacts, while still delivering on the core remit of the Race.

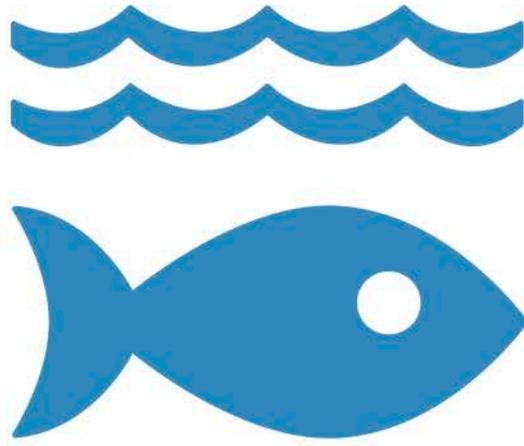
We do not shy away from the impact of transporting around the world the Race Village, onsite activation components, our workforce and that of our partners, sponsors and race teams.

We aim to reduce total travel miles, firstly through analysing our flight and freight requirements, and then through looking for ways to be more efficient. Ultimately we are aiming to reduce the greenhouse gas emissions associated with flights, freight and land transport.

Significant effort is being put into streamlining our sea freight and drastically reducing air freight. For example efficiency planning by Volvo's onsite activation forecasts a 90% reduction in air freight compared to the previous edition of the Race. Specialist technology is used to plan for efficient shipping container packing to keep container numbers as low as possible and to utilise all available space.

Measuring Impact: We measure transport and travel impacts, including number of flights, number of containers and their weight, and the resulting greenhouse gas emissions. This includes during the Race, as well as the planning and preparation lead up, and year-round business travel. More information can be found in our greenhouse gas emissions management strategy, when published.

Carbon Balancing: We are reviewing options to balance our greenhouse gas emissions. This may take the form of carbon offsetting or other carbon compensation programmes to balance the global greenhouse gas emissions transport footprint of the Race. Some teams and Host Cities are already committed to carbon offsetting flight and freight impacts associated with their participation.



I SUPPORT
GOAL 14
LIFE BELOW
WATER



THE GLOBAL GOALS
For Sustainable Development

#GlobalGoals



Leaving a positive a legacy

We aim to leave a lasting and positive impression and impact, on our host cities and with all involved with the Race whether the Race Teams, sponsors, delivery partners, Race Village visitors and our wider host community.

Our lasting effect can include sustainable event operations, our ongoing education programme, and securing people's commitment to ocean health and preventing plastic pollution.

Through our **Ocean Summits** and support of the UN Environment's **Clean Seas** campaign, we hope to obtain formal commitment and pledges by government and business leaders to tackle plastic pollution in their communities.

Local Programmes

We will use our global presence to strengthen support for local campaigns and programme. Through exposing the issue and agitating for commitment by decision-makers, we hope to ignite interest, commitment and resourcing for ocean health and plastic pollution prevention.

Sustainable Boat Building

We are spear-heading a working group on reducing the impacts of the way we build boats. This includes energy conservation from the mould making process, through to the type of materials we use, on board energy and technology, sail materials, and waste management. We are hoping to conduct a life cycle assessment of the production of the next round of racing boats and through this process, learn how to be more efficient, sharing our findings with the sector.

Scientific Programme

Our scientific programme will offer valuable data helping the scientific community to better understand of our endangered seas and climate change impacts.

Knowledge and Assets

We also plan to leave lasting physical legacies in the form of resources and solutions to help tackle plastic pollution. We are also introducing and disseminating best practice for event production, and sharing learnings between host cities.

Science and
Sustainability
Innovation



Roadmap

The sustainability programme is directed by Volvo Ocean Race's Sustainability Plan. This plan identified the overarching sustainability programme objectives and details the responsibility of each functional area and activity can contribute.

Sustainability efforts are facilitated through our management systems, which keep everyone on task, updated and actively contributing to the sustainability strategy roll out.

These various systems and processes are the basis of our conformity to the requirements of the international standard ISO 20121 Event Sustainability Management System.



How do we chart our progress?

It will be key to analyse our starting point, set objectives, and measure performance against them in order to adapt approaches if necessary. Progress against overall objectives will be charted by sustainability reporting.

We have identified sustainability programme objectives and our ambition is that all those involved in the Race adopt these and play their part in our success.

We are aligning our strategy, objectives and reporting with the Global Reporting Initiative (GRI). We will disclose performance against relevant disclosures from the GRI's Event Organizers Sector Supplement.

Improvement is our ambition. By charting our progress we can set goals to do better for every new edition of the Race.

Objective 1

Engage and obtain commitment by stakeholders in the Volvo Ocean Race Sustainability Strategy.

Objective 2

Increase awareness, provide education, and campaign for Ocean Health with a focus on plastic pollution.

Objective 3

Run an accessible and inclusive event.

Objective 4

Protect the natural environment from Race and Race Village impacts.

Objective 5

Ensure responsible resource management.

Objective 6

Ensure a safe environment for workforce, teams and Race Village visitors.

Objective 7

Avoid the use of single use plastics.

Objective 8

Source responsibly with concern for resource conservation.

Objective 9

Implement efficient production transport and travel plans.

Objective 10

Minimise attendee travel impacts.

Objective 11

Responsibly manage and report greenhouse gas emissions inventory.

Objective 12

Advance knowledge and obtain data on Ocean Health and plastic pollution.

Objective 13

Support innovation and technical solutions to sustainability challenges for sailing, Ocean Health, and plastic pollution.

Objective 14

Disseminate new event sustainability practices to stakeholders.

Founding Principal Partner



Principal Partner

MIRPURI FOUNDATION
FOR A BETTER WORLD

Main Partners

VOLVO

AkzoNobel



We Support



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#TurnTheTideOnPlastic

Sustainability Strategy - V2, August 2017



“Ocean health - I can’t think of an issue that is closer to the hearts of the sailing community, or to the values of the Volvo Ocean Race and its stakeholders since its inception in 1973. It is both our strong desire, and clear responsibility, as one of the leading events in the sport, to drive behavioural change through our own actions, and through the power the race has as a global communication platform and force for change.”

Mark Turner, Volvo Ocean Race CEO