

THE OCEAN RACE SUMMITS #2 THE HAGUE REPORT



“SDG14 is the universally agreed goal humanity has. All of our Governments have agreed to that, to conserve and sustainably use the ocean’s resources. So we must stay faithful to implementing that and as long as we’re doing that, I think we’re on course for the targets as they mature in 2020. And that’s why we’re putting so much emphasis on the fact that momentum must be maintained. Tens of thousands of people are working on ocean action around the world, and it’s an opportunity to applaud them. But I think they would agree with me that we’ve got a really mixed bag in terms of meeting those targets. We need to work today for the ocean we want tomorrow.”

Peter Thomson - United Nations Secretary General’s Special Envoy for the Ocean

Watch the interview [here](#).

“The future of our seas could after the crisis be quickly forgotten if we go back to the same patterns as before. That is why we need to take advantage of the situation and do a concerted effort for the oceans without delay. Therefore I am delighted to give my support to this excellent idea of The Ocean Race as I believe this initiative is one that will help accelerate and facilitate change.”

HSH Prince Albert II of Monaco

Watch the interview [here](#).

WE BELIEVE IN ESTABLISHING
AN INSPIRING ENVIRONMENT
FOR CREATIVE & STRONG
INDIVIDUALS WHO ARE EASY ACCESSIBLE
FOR EVERYONE DESIGNED.
FOR TOMORROW. WELCOME TO YOU.
WELCOME TO MEETTING.



THE OCEAN RACE SUMMITS #2

Engaging speakers, leaders and experts shared their solutions and winning strategies to restore ocean health during The Ocean Race Summits #2 that was streamed live from The Hague on May 27, 2020.

An inspiring line-up of people who can make a difference to our blue planet participated in the Summit - 500 people representing 45 countries - business leaders and policy makers, scientists and technicians, skippers, sailors, campaigners, storytellers, behavioural scientists, sports psychologists and young wavemakers. This was extended by many more people around the globe who viewed the live stream of the Summit on The Ocean Race website.

Through the knowledgeable and engaged speakers we learnt about winning formulas to inspire people to action. We heard inspiring stories from working with the ocean and bearing witness to its stresses and we talked about solutions to help restore abundance and health to our blue planet. Solutions were formulated on how to apply these learnings from ocean racing, teamwork, sports psychology, our recent global crisis and lock-in, systems thinking, behavioural science and marketing to further our mission to help restore ocean health.

The Summit was hosted by Humberto Tan, with Niek Roosen by his side in the live studio and special co-host Liz Bonnin on link. Participants were able to interact in real time with the hosts and other participants, via an online chat and polls, with Niek Roosen keeping everyone involved.



Liz Bonnin

Biochemist, wild animal biologist and TV presenter, including the documentary Drowning in Plastic.



Humberto Tan

Sport-interviewer in The Netherlands who also hosted the daily talk show RTL Late Night.



Niek Roosen

Young Dutch actor with lifelong ties to environmental causes. As a young boy he was a 'ranger' for WWF, where today he is an ambassador.



WINNING STRATEGIES

THE OCEAN RACE
SUMMITS



11TH HOUR RACING

BLUEWATER

With a focus on human endeavour, teamwork, achievements and a 'we can do this' mind state, it was discussed where the challenges lie and how we can apply these winning strategies to restore ocean health.

SESSION 1 SPEAKERS



Lord Sebastian Coe

President of World Athletics and the Executive Chairman of CSM Sport & Entertainment

"It's how you regroup. It's how you come back together to refocus your attention and to do it with passion and with certainty."



Richard Brisius

Race Chairman, The Ocean Race

"See opportunities in the middle of the worst challenge you might have faced."



Richard Vevers

The Ocean Agency, Chasing Coral (film)

"It is all about willpower and that resilience and the winning mentality."



Anje-Marijcke van Bortel

Psychologist, team coach

"It's about leadership, it is about a collective dream and it's about creating a team culture in which you put a focus on effective behaviour."



Charlie Enright

11th Hour Racing Team

"Let us be ocean health advocates and lead by example."

You find more in-depth information about the speakers [here](#).

SESSION 1 WINNING STRATEGIES

Starting out, Richard Brisius, Race Chairman of The Ocean Race, with a lifetime of experience in racing and working with teams around the world, shared one of his favorite stories of taking on challenges with a winning attitude. He recapped how legendary Magnus Olsson and the Nordic crew onboard Ericsson 3 in the 2008/09 Volvo Ocean Race, on the leg from Singapore to China, got a big crack in the hull, almost sinking.

They managed to get to safe harbour in Taiwan. Experts said the damage would take months to repair and many injured crew members wanted to leave. As Richard got there he was met by Magnus Olsson who said: "I see so many opportunities in this." Fueled by his energy and sudden leadership he turned the situation around and got the crew and the boat to China. On the next 15,000 mile leg, from China to Brazil, he took on the role as skipper for the first time. With a bold move, the team caught everyone by surprise and arrived in Rio as winners. Magnus then said: "This really shows that you can turn any adversity into a success if you just stick with your team!!"

Two stories of overcoming challenges met in the everyday life of ocean racing and ocean conservation followed. Charlie Enright described his experiences when rounding Cape Horn, often referred to as the Everest of sailing, during his two around the world races. After the excitement of rounding first in 2014/15 with Team Alvamedica, the second time in 2017/18 with Team Vestas 11th Hour Racing turned out to be very different. With the rig tumbling down, a stressful situation evolved where the crew safety had to come first and secondly the challenge of how to even come back into the Race. Charlie said, "that's when I learned to be prepared to always expect the unexpected". Also, these times are when the winning spirit really needs to come into play.

Anje-Marijcke van Boxtel, specialised in the psychology

of winning, underpinned how important it is to have a shared dream and a shared ambition in order to be successful in what you strive for. When you have that, she said, you connect the crew's individual values to become part of that collective goal. This makes it possible to step into the psychological growth system that creates endorphins, dopamine, makes us flexible



and lets us create new affective behaviours. This way, we can grow our talents into strengths. And, with a lot of contagious leadership behaviour, focussing on those behaviours will help you to make steps towards your ultimate goal.

Richard Vevers admitted that they had huge challenges when making the film **Chasing Coral**; the stress of not knowing whether they would discover something to show, challenges with the technology they used for underwater photography, but maybe most of all "the emotional challenge to watch an ecosystem that you are in love with die." This, he claimed, is common in ocean conservation: "You tend to hit obstacle after obstacle and it all becomes more focused on damage



limitation why you lose the willpower." So how did he succeed in the end? It all came down to that winning mentality and the resilience to fight obstacles and not let them stand in the way of his goal.

Lord Sebastian Coe shared his remarkable story about how he went to break the 800 metres World Record in 1981, a World Record that stood for the best part of 18 seasons. The key to it was a period of learning, understanding, regrouping and sometimes adversity that comes from defeat. He explained how during this period he was met with criticism for daring to do something different. But, this didn't stop him: "you should never be a coward or be put off by something that doesn't work out for the very first time." He set his mind to it and worked diligently with key performance indicators and prepared to do anything that people had failed at in the past.

"Self-confidence is hugely important," Lord Coe said and continued: "But sometimes that can be a lonely place to be. You need people that are around you that are brave, then it also boosts your own self-confidence. Therefore it is equally important that you build your teams with people who, when the water gets choppy, immediately think how can we navigate the boat out of this?" In the lead up to the World Record he worked with a multi-disciplinary group of athletes and coaches from across a whole range of different sectors; physiology, anatomy, biomechanics and nutrition. They all came together and they worked with such diligence and focus. It's all about that joint winning mindset.

Watch the interviews here:

Richard Brisius ([LINK](#))

Group panel discussion ([LINK](#))

Lord Sebastian Coe ([LINK](#))



SESSION 1 SOLUTIONS

How do we win the race to restore ocean health?

- Team up with and involve people from all sorts of background

Richard Vevers said: "New players with new skills need to come into ocean conservation. We need to create excitement and that winning mentality. That's absolutely critical."

- Practice contagious leadership behaviour

As race legend Magnus Olsson always used to say: "With a happy crew you have a happy boat and with a happy boat you can win."

"In a crisis you need to trust a different type of leadership and you need to do something," Richard Brisius said. This is key.

- Use your growth mindset to win the fight for the ocean

Set your mind to it! As Lord Coe expressed: "It sometimes takes a little bit of bloody mindedness to prove that you're right and they're wrong."

Anje-Marijcke van Boxtel summarised that the trick is to: "Grow our challenge into strength."

- Let's start showing and celebrating progress

To keep that winning spirit and succeed, the advice from Anje-Marijcke van Boxtel is to focus on the right behaviours and to keep an eye on what you have already accomplished. Then you can move on to the next step. This is how you: "Grow your resilience by focusing on each little step."



How do we ride the current of human nature rather than fight against it? This panel explored what ignites people to action. How to apply behavioural science and marketing tools to inspire people to play their part in helping to restore ocean health.

THE SCIENCE OF ACTION



SESSION 2 SPEAKERS



Wallace 'J' Nichols

Blue Mind

"Get to the water and come back a better, stronger version of yourself."



Lucy Shea

CEO Futerra

"We've talked a lot about how people have done a great job providing facts, but not necessarily at the emotional level."



Kevin Green

Vice President, Center for Behavior & the Environment at Rare

"Our emotions often fire a lot more quickly and more strongly than our rational thinking brain. So emotional appeals, it can be a tool available to us."



**THE OCEAN RACE
SUMMITS**

SESSION 2

THE SCIENCE OF ACTION

What is the neuropsychological connection with water and the ocean? Wallace 'J' Nichols wanted to know, and found out that there was no specific research done on the topic. As he dug further into research linked to the topic, he connected the dots and formulated the state of Blue Mind, yet another reason why the ocean is of such great value to us, not just physically but also mentally. Wallace discovered: "It gives us critically important emotional benefits." And he concluded that if we "Help everyone to properly value the ocean for all that it gives us, then I think we'll start to repair what's broken."

The Science of Behaviour

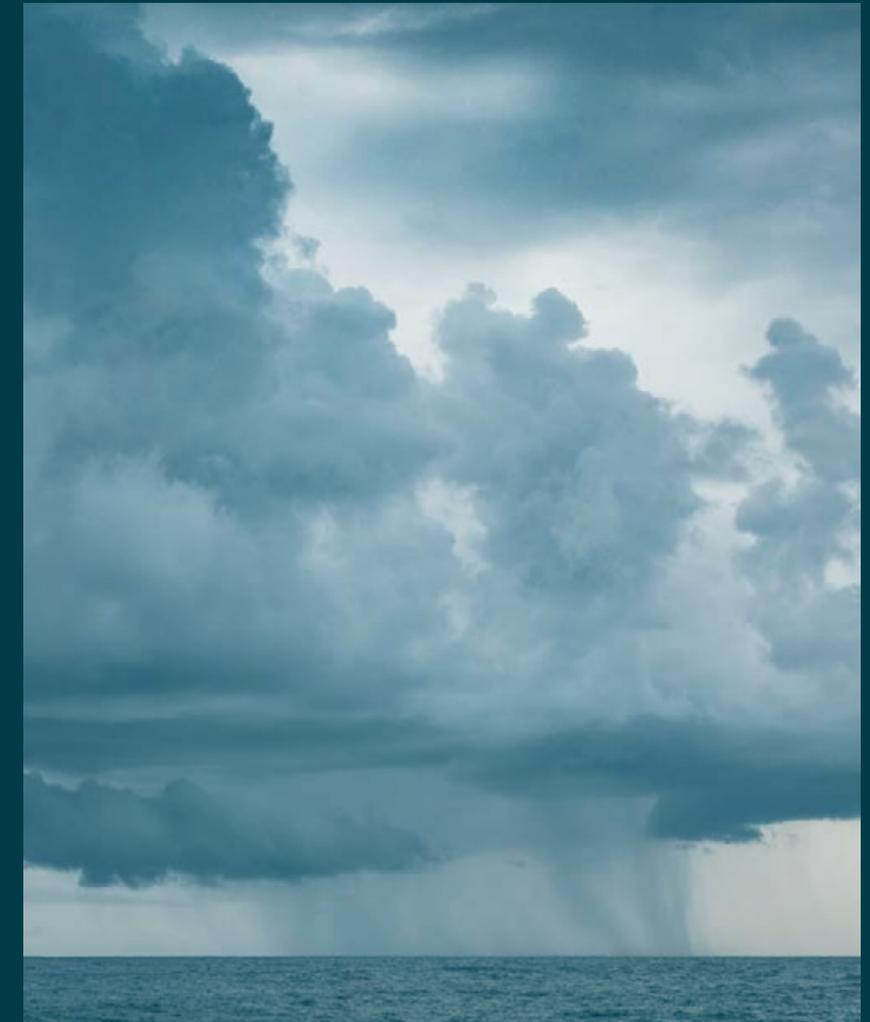
Why aren't people doing something to help our ocean; haven't they understood the severity? According to Kevin Green, the facts are mostly bad news, thus not so inspiring. Also, most often, facts don't change minds. People are complicated, so even if the facts could change our mind, the 'intention-action gap' comes into play; we don't always do what we say we want to do. Therefore we need to use the powerful tools of emotional appeal and social influence. Kevin explained: "We have a lot of decision-making shortcuts in the subconscious that we're not really aware of, but that are shaped profoundly by what's happening around us when we're making a decision. So the context of our decision-making matters quite a lot."

An example of this was Kevin's work with small-scale fishing communities around the world. The aim was to bring them to meetings to organise themselves to fish in a more sustainable way. But they didn't turn up, because the wives were suspicious about what they were doing, so that was the underlying social influence reason that had to be tackled.

Lucy Shea, with long experience of working with large brands, agreed on finding the underlying forces that drive people to act. She also sees that people want

Blue Mind

Refers to the mildly meditative state that we feel when we're near, in, on or under water. It puts us into a calm, creative, connective, even collaborative mode. This is different from Red Mind, which is our more agitated, distracted action mode. So Blue Mind is the calmness that we get from the ocean.



more honesty and humanness from brands. Especially the new "Honest Generation – Gen Z" demands real, quantifiable action. The Dutch YouTuber Niek Roosen couldn't agree more: "Stop talking, start acting, I am part of the honest generation because I want action instead of words."

Watch the sessions here:

Wallace 'J' Nichols ([LINK](#))

Kevin Green & Lucy Shea ([LINK](#))



SESSION 2 SOLUTIONS

- Add the Blue Mind state to your tool box

Let the ocean help you be its advocate. Use the Blue Mind as a tool to change other peoples' mind and understand the need to restore our ocean. And use it to set you up for the important work that we all have in front of us.

- Play on emotions to change behaviours

Recognise that our emotions often fire a lot quicker and stronger than our rational thinking brain. Emotions appeal. Use that tool to make people change to a behaviour that embraces nature.

- Weave ocean storytelling into entertainment media

Instead of just providing hard documentaries, appealing to our logic, we should use magic, emotions. Normalise ocean friendly behaviours by "Actually showing sustainable lifestyles in the setting of EastEnders or any other show that we can think of," Lucy suggested.

- Use your social influence - and act

"We're deeply social animals. We like to co-operate and most of us care an awful lot about what other people think of us." Kevin Green said and asked: "In your life, what's the most ambitious and realistic thing you can do to achieve more sustainability?" Set it to action and make sure that your friends and family know about it.



In this session we considered nature-based and ocean rights and heard from environmental justice campaigners on how these tools can be used to assure that we live in harmony with nature.

NATURE-BASED RIGHTS



SESSION 3 SPEAKERS



Jessica den Outer

Youth Ambassador for the Global Alliance for the Rights of Nature

"Companies do have legal rights. But I believe nature should have rights as well."



Olivia Swaak-Goldman

Wildlife Justice Commission, The Hague

"We really need to think about how we are going to change the legal structure in order to make it more effective in protecting nature."



Glenn Edney

Ocean Spirit New Zealand

"You are the ocean and the ocean is you, there is no separation."



Dr Daniel Hikuroa

Senior Lecturer, Te Wānanga o Waipapa, University of Auckland, Earth System Scientist

"We're all indigenous to this planet."

SESSION 3 NATURE- BASED RIGHTS

The first idea of giving legal rights to nature was initiated in 1972, and now it has gained momentum to a proper movement. Jessica den Outer started to research the Rights of Nature in 2017 when she became recognised by the United Nations as an Earth Centre law expert. Thereby she ended up with the Global Alliance for the Rights of Nature to promote youth participation in this movement. This is something Jessica clearly does with passion, as to her it is nature's obvious right "to exist, to live and to regenerate its vital cycles".

Olivia Swaak-Goldman explained that the legal system as it's been developed has been centered on the role of humans and what's in the interest of humans. So nature has been seen as a commodity, as something to be used by humans. That's the structure that we have and what we now want to change by **giving nature a voice that it can use to speak up for itself in decisions where it's going to be affected**. Jessica den Outer gave the example of how the **Wadden Sea** in the Netherlands is hopefully gaining its own rights in the near future.



Rights of Nature

Rights of Nature is part of the United Nations Harmony with Nature programme initiated in 2009 ([LINK](#))



The discussion moved on to New Zealand where Glenn Edney clearly expressed why water is fundamental to us. 99 percent of the molecules in every single cell of our bodies, everybody's, every organism, are water molecules. So we as humans are all water beings. The ocean just happens to be the largest of the water beings. And through the water cycle, we are continually sharing that water. He sums it up: "You might just say that life is animated water."

For Māori and Polynesian people the ocean has a voice and is a she. Why? Daniel Hikoura says: "She provides for us. She nurtures us. She nourishes us. She listens to us when we're down. She embraces us. Of course she is a she." In New Zealand they have recently granted the Whanganui River **legal personhood**. This brings in ancient Māori philosophies of connection with the land that's now expressed in this law that gives the river personality. This concept draws from ancient ways of relating to and seeing yourself as part of the environment.

Watch the sessions here:

Jessica den Outer & Olivia Swaak-Goldman ([LINK](#))

Glenn Edney & Dr Daniel Hikuroa ([LINK](#))



SESSION 3 SOLUTIONS

- Build political will

By speaking up for and create a legal framework that will protect our wildlife and oceans who cannot speak up for themselves.

- Work with enforcement of existing laws

So that wildlife crime is no longer the high profit, low risk crime that it is today. Use the tools and techniques that we've developed to address other forms of organised crime and apply it to this form of crime, because it's having a devastating impact. Wildlife crime is the fourth largest transnational organised crime, worth billions every year.

- Quit the separation delusion

The idea that something has value only if it's valuable to humanity comes from a place of separation. Glenn said: "It's a delusion because it's simply not true. No matter how much we like to believe that we are separate entities. It's simply scientifically not the case."

- Treat the Ocean as a person- give it a voice!

Everyone cares more for their close relatives, friends and humans. We need to get everyone to pay the respect to our big friend the Ocean, in the way that she deserves. So start talking about the Ocean as a human and let the Ocean speak for herself when reporting on conditions.



CORONA REFLECTIONS

Can the Coronavirus pandemic situation help our climate?

Throughout the Ocean Race Summits the speakers mentioned how the Covid-19 pandemic is allowing our planet to breathe properly for the first time in 40 years. How it has highlighted just how closely connected and reliant we are on each other. And how people are talking more about the climate, the environment and the importance of physical health. How do we keep this momentum?

Good news in the midst of the Coronavirus outbreak, **Lucy Shea** pointed out is that it has shown that people are good, **80% of us are actually digging in and doing what is needed.** Furthermore, there are positive signs for the environment as **searches for a sustainable lifestyle are up by 4,550%.** Searches such as advice on home composting, growing home vegetables, etc.

H.S.H. Prince Albert II highlighted the profound changes that have been seen during the Covid-19 crisis. Waters are clearer as they are less polluted, species are reappearing in areas that were deserted, eco-systems are regaining some of their health. But, he warned: "These **changes are encouraging but inadequate, if we go back to the selfish and destructive development paradigm** which has damaged the marine environment so badly."

Lord Sebastian Coe related to the effect of health and sports: "The issues that I think are front and centre are going to be air, ocean and the ability of communities to become fitter and healthier and more resistant. That means that every child deserves the right and the space to play more sport."

He also pointed out that **every person and every organisation can do something about the environment.**

Minna Epps brought up the **power of shared emotions**, which we are currently going through together because of Covid-19. She believes we can use this opportunity to **restart, recharge and refocus.**



"Don't ever ask me to sign off on anything that has eight people flying eight time zones to present to this council for forty five minutes, to have supper with us and then to be back on the plane the following day. This cannot make sense anymore."

Lord Sebastian Coe

In light of the Covid -19 situation, numerous international conferences to establish new long-term conservation targets have been postponed. These pivotal conferences are now taking place in 2021, the year of The Ocean Race and the start of the UN Decade of Ocean Science. During the The Ocean Race Summits it was discussed why it is so important to do everything we can right now to safeguard the future of the ocean.

POST 2020 DECISIONS & ACTION



SESSION 4 SPEAKERS



Peter Thomson

United Nations Secretary General's Special Envoy for the Ocean

"We need to work today for the ocean we want tomorrow"

"Set our minds to it. We need to try harder but it is achievable."



Minna Epps

Director of IUCN's Global Marine and Polar Programme

"The importance of maintaining momentum has never been greater."



Nathalie Rey

Policy and Engagement Specialist at Ocean Unite

"There's increasing recognition of the role of the ocean in terms of our climate and building resilience of our ecosystems."



Dr Vladimir Ryabinin

Executive Secretary of the Intergovernmental Oceanographic Commission (IOC) and Assistant Director General of UNESCO

"We need an ocean literate world. We need to have people who know that more than 50% of the oxygen we breathe come from the ocean."

SESSION 4 POST 2020 DECISIONS AND ACTION

The biggest threats to the ocean are ocean warming, overfishing and pollution, explained Peter Thomson, United Nations Secretary General's Special Envoy for the Ocean. The SDG 14, UN's Sustainable Development Goal #14, is the universally agreed goal humanity has set to tackle these threats. Peter Thomson said: "We have to understand that the ocean is in trouble and that we need to fix that. We need to implement these agreements." Nathalie Rey agreed: "In the close future, there are going to be some very important decisions being made that are critical for the health of the ocean." According to Dr Vladimir Ryabinin, "The ocean's health is in fast decline, but the good news is we have the scientific capability to observe the ocean." Minna Epps was positive: "We shouldn't underestimate the power of shared emotions and we haven't had that before. So I think it actually presents an opportunity to do things better, and more ambitiously."

Peter Thomson believes that two of the four targets that mature this year, 10% marine protected areas and removing harmful fisheries subsidies, can be met immediately. Minna Epps added: "We see quite a few



Relay4Nature

Relay4Nature is set out to link the environmental conferences that are underway and completed by next year relating to biodiversity, the environment and oceans, culminating in the Glasgow Climate COP26 in 2021. We want to give them all a public, global voice and convey one central message. The message that we need to fight our common enemy, greenhouse gas emissions and that we must get these under control.

of the targets in SDG14 I think can be met. I mean, our ocean is not overfished due to the lack of science, the science is there. There is certainly enough for us to take actions."

To keep the momentum going and assure goals are met by 2030, various initiatives have started. Today we only know about 10% of the ocean's science, which, according to Peter Thomson, is ridiculous when you think that the ocean accounts for 70% of our planet. In response to this, the member states of the United Nations created the Decade of Ocean Science, to scale-up action in the area of ocean science, so that we can base the important decisions about our planet on science.

2021 will indeed be special, said Dr Vladimir Ryabinin from IOC, the home of ocean science in the UN system. The Decade of Ocean Science will be the largest campaign in the history of science, a rare opportunity that Dr Vladimir and colleagues are excited about. It will be a huge contribution to fight poverty, supply of food and contribute to the world economy.

The RISE UP Blue Call to Action is a joint collaborative call by 27 organisations from civil society, fisherfolk, indigenous peoples and philanthropic organisations to governments and corporations to agree to bold action to safeguard the ocean. Nathalie Rey, Policy and Engagement Specialist at Ocean Unite, who initiated RISE UP explained: "If you're looking at just implemented areas that are effectively managed, there's only 5.3% currently theoretically and 2.5% adequately managed. So there is a very real importance to increase the conservation protection of these areas." The aim is to restore the ocean, invest in net zero carbon emissions, speed up the transition to a circular and sustainable economy, empower local coastal groups, unite for strong ocean governance and support the goal to protect at least 30% of the ocean by 2030.

With Relay4Nature more power is put to fight for our

Upcoming climate conferences pivotal to saving our blue planet:

UN Ocean Conference ([LINK](#))

IUCN Conservation Congress ([LINK](#))

The Convention on Biological Diversity ([LINK](#))

UN Decade of Ocean Science for sustainable development ([LINK](#))

The UN Climate Change Conference - COP26 ([LINK](#))

ocean. Relay4Nature links all environmental congresses, the IUCN World Conservation Congress in Marseille, the CBD - Convention on Biological Diversity in China and the UN Ocean Conference in Lisbon. But really, Peter Thomson said, they all come to one final take, the Glasgow UN Climate Change Conference - COP26. In Glasgow, countries are expected to come up with enhanced nationally determined contributions on how to lower greenhouse gas emissions, our common enemy, as they're called under the Paris agreement.

Dr Vladimir Ryabinin referred to 2021 as the year of racing where he wants to join forces with the sailing community to increase the knowledge of the ocean through observations and bringing the excitement to the stopovers during the race and increasing ocean literacy.

Watch the sessions here:

Group panel discussion ([LINK](#))

Dr Vladimir Ryabinin ([LINK](#))





SESSION 4 SOLUTIONS

Take this opportunity to stop, recharge, rethink and refocus on what we want the world to look like.

- Set your goals and take actions to implement the SDG 14

Stay faithful to implementing SDG 14 – what is your contribution to this shared goal, big or small?

In sport we know the power of setting goals. In ocean conservation, setting and aligning around clear targets is also proven solution, this focuses ourselves and others. We believe in the SDGs and have great hope that the Decade of Ocean Science will focus us all over the coming decade.

- Raise your voice – make noise!

Recognise that we are all the change and we all have a voice. We can through our social media, through our work, through our hobbies, through our passions, through our kids make noise about the importance of taking action and the need for positive change. Nathalie Rey: "I would urge everyone to get involved and to Rise Up for the Ocean."

- Join forces

Dr Vladimir Ryabinin: "If we join forces we will win together, it is the only way for us to move towards the ocean we need and the future we want."

Minna Epps "We can all take individual actions, but the key word is really collaborative actions, so engaging at all levels from the very top, having the political commitment, then getting the resource mobilisation and eventually changing people's behaviour."



Getting involved in causes is becoming a business necessity for many brands, from businesses to sports to celebrities. In this session we talked about the role of brands to ignite passion, advocacy and action to support ocean conservation.

BRANDS FOR IMPACT



SESSION 5 SPEAKERS



Håkan Samuelsson

President & CEO Volvo Car Group

"The ocean to me is symbolizing communication, travel and trade. And all of those are really good ways of creating cultural understanding which has proven to be the best way to avoid conflicts and war."



Hans Vestberg

Chairman and CEO Verizon

"If it is our employees or if it's our customers, all of them are asking for us to be purpose driven and that's where we're going."



Reece Pacheco

Executive Director of WSL PURE, World Surf League

"We need courage not hope"



Anne-Cécile Turner

Sustainability Director, The Ocean Race

"We are organising The Ocean Race Summits series to be a catalyst to accelerate ocean health restoration, to create and foster a solutions exchange platform for the most influential leaders and stakeholders. We also want to break siloism and create conversations and dialogue to be able to design roadmaps for concrete action and engage with the wider community to share these actions ."

SESSION 5 BRANDS FOR IMPACT

Both Håkan Samuelsson and Hans Vestberg are well aware of the power of their companies' consumers. As a brand you cannot any longer hide away from taking on responsibility for our planet. As Håkan Samuelsson said: "People expect environmental standards and sustainability as part of your brand. This also needs to be delivered with a car." For Volvo 'omtanke' - showing 'omtanke' is showing consideration - basically protecting all that's important for you as a customer - has become key. Hans Vestberg described what he sees as quite a dramatic change in the last 10-15 years since he first talked about sustainability at the World Economic Forum. Today, many companies are thinking about connecting the purpose with their employees and customers, moving towards thinking about society as part of their main strategy instead of philanthropy on the side. He explained: "At Verizon, our job is to connect people for our customers but also for society."

Turning to the surfing world, Reece Pacheco told how the World Surf League uses their events around the globe to make a difference. With a campaign called We Are One Ocean they have taken up the 30x30 campaign - to protect 30 % of our ocean by 2030. They want all ocean-related sports to be part of this and encourage their participants to sign the petition. "We will take those signatures to the United Nations to show that the ocean community truly wants the ocean protected in a meaningful way so that we have it for future generations," Reece added.

The sailing community is very much involved as well. The Ocean Race with its nine month long global event and sailors witnessing the pollution first hand, wanting to be the ambassadors for protecting their beloved ocean. Anne-Cécile Turner explained how the boats are now carrying scientific devices to help understand what it's like out there. That's why it is important for us to join the 30x30 campaign and align with organisations such as the World Surf League. We are also partnering

with IUCN to jointly expand our actions and we are working on a collaboration with UNESCO, IOC and the Decade of Ocean Science. Through our platform we can push the word out there for the scientists, governments, private sector, youth and education and also for all the individuals.

Hosting The Ocean Race Summits is yet another initiative to allow the conversation to continue and bring together leaders working on these ocean targets and decisions and share with the wider community how this important work in protecting the ocean is still underway.

Watch the sessions here:

Håkan Samuelsson ([LINK](#))

Hans Vestberg ([LINK](#))

Reece Pacheco and Anne-Cécile Turner ([LINK](#))



SESSION 5 SOLUTIONS

- Use the brand/s you are part of and their commercial power to advocate and drive ocean health
- Add purpose to the brand/s you are part of and use their marketing and communication power to increase the desirability of sustainability initiatives
- Put pressure on the brands you relate to by your choices, actions and opinions
- Sign the petition to protect 30% of the ocean by 2030! ([LINK](#))



Local knowledge can make all the difference in racing for ocean health. In this session we dove into the learning that the Dutch can bring to the race to restore ocean health and abundance. With 17 million citizens in a relatively small below sea level area, the Dutch are rich in solutions - in the agriculture, marine and water sectors.

THE DUTCH PERSPECTIVE



SESSION 6 SPEAKERS



**Prof. dr. Jacqueline
Cramer**

Ambassador 'Circular Economy' of the Amsterdam Economic Board

"We need things that stretch our ability, but we also slowly need to change the bottom level of the laws to get out the worst of the practices."



Willem Ferweda

Founder & CEO Commonland

"Long term thinking is key as we work from an ecological perspective and turn it into an economic perspective."



**Liesbeth van
Tongeren**

Alderman for Sustainability, Environment, Energy Transition and 3rd Deputy Mayor of the Municipality of The Hague.

"We have a big fishing board from history, from historical days onwards. And we are now looking for ways to still earn a good living from the sea but do it in a sustainable way."

SESSION 6 THE DUTCH PERSPECTIVE

An interesting, open discussion was held on how to enable nature-inclusive design from the start, why this is important, what the mechanisms are and should be to drive this. Prof. dr. Jacqueline Cramer asserted that "a lot of our environmental problems can be solved if we include, not only biodiversity, but all environmental aspects upfront in business strategies." This means that when a business develops a new product or whatever they want to provide on the market, they first need to think about what kind of impact it might have on biodiversity and make sure that you have a net positive value creation when you develop your strategy.

Willem Ferweda supported this approach after his seven years of experience with restoration of large landscapes, millions of hectares, in several countries, where the Netherlands is one. He calls it holistic since it is about delivering four returns on investment: an inspirational return, a natural return, a social return and a financial return. This gives people the opportunity to have an overview of where they are and how they live and what they are doing in a landscape or a seascape. Then they easily understand what they can do to use ecology or nature instead of working against it. And that means this is about holism, reconnecting also with nature. That is very important and it works.

"We're looking at the startups to make sure that they don't just take from the sea but also give back," Lisbeth van Tongeren added and explained how to make this happen. Her feeling is that unless you have national and international laws banning and absolute setting the minimum standard and incentivising better behaviour, only a section of society will do this.

Prof. dr. Jacqueline Cramer agreed to the need for stricter rules and suggested using simple economic models, such as the Doughnut, which shows that we as a society need to deal with everything that we do on planet Earth in a manner that at least safeguards the planet by acting within the boundaries of our Mother



The Doughnut

Doughnut economics, is a visual framework for sustainable development – shaped like a doughnut or lifebelt – combining the concept of planetary boundaries with the complementary concept of social boundaries. [\(LINK\)](#)

Earth. Lisbeth van Tongeren was worried that fighting for climate change and ocean sustainability becomes difficult in these times when all governments in many areas of the world are forced to spend big parts of their budgets. However, Willem Ferweda on the other hand detailed how the Coronavirus pandemic has helped build a bottom up movement to bring back the link and the connection with nature. He said: "I think that is a very valuable thing that governments can use in the strategy to bring sustainability as well as companies more to the agenda."

For a recap of the panel discussion, watch this
[\(LINK\)](#)



SESSION 6 SOLUTIONS

- Put pressure on making the international laws clearer and stricter
- Change the bottom level of the laws to incentivise sustainable solutions
- All plans and strategies to be nature inclusive
- Create and use simple models to calculate the effects on nature to assure they are net positive





ACTION LABS

ACTION LABS

The Ocean Race Summits live TV show included 10 fully interactive break-out groups where experts, students and entrepreneurs exchanged ideas, combined skills and collaborated for the future of the ocean.

The 10 break-out Labs allowed for deep dives in the session topics as well as three additional ones; Telling the story of oceans under threat, Ocean and Climate and That's a wrap on plastic, or is it?

If you are curious to watch the recorded Action Labs, go [here](#).



Action Lab 3

TIME journalist **Aryn Baker** moderated the charged topic of **how to use storytelling as a way to change perceptions**. Joined by expert panelists; **Céline Cousteau** - socio-environmental advocate, documentary film director, producer, explorer and artist, **Amory Ross** - sailor, photographer and filmmaker and **Christina Mittermeier** - photographer, marine biologist and author, initiated conversations took place.

The question of audience and relevance was explored. Céline Cousteau said, "To make it relevant to someone who doesn't really have a connection to the ocean, you have to look at what their lives are about. For instance, our health and food systems are completely connected to the ocean." She explained how you can have a number of conversations around this, bringing the situation of the ocean closer to people. For example, how plastic is ingested by ocean life and comes back to our plates, ending up being both a food and a health issue. Or, how you can join a clean beach at your holiday destination, but who has cleaned it up for you?

Christina Mittermeier asked herself: "How do we bring a larger audience into what I think is the most important conversation of our lifetime?" She discovered that photography is something we are all almost experts on, since we all have a device in our hands. So that's something everyone understands and thus a good means to use to reach out.

When it comes to the narrative, she believes hope is an antidote and a positive, optimistic narrative is the key to bring this out to wider audiences. Amory Ross added that sailing offers a global audience with a big demographic spread to tap into. Through a 20 day expedition where he brought a world class snowboarder and a surfer offshore, he expanded this audience further. These two powerful influencers and storytellers shared their experiences out on the ocean



ACTION LABS

and explained the implications of our actions to the sea.

To bring more people in and make the connection to the ocean clear to them, Céline believes it needs to start with emotions. She elaborated: "We have to touch on all the senses. Then we have a holistic story that will appeal to people on different levels. We have to go at it with a human story not just with the environmental story."

The panel all agreed that we need to bring everybody into the story and walk together with this. We're not going to get there if we keep standing on our own.

Céline believes that, "We all have talents and gifts that we can lend to causes." She encouraged people to think about what they care about and do their part.

A Dutch youth representative then asked "How do we bring young people in?" to Christina this is about engaging them with emotional storytelling. But also, they need to know that their actions matter. So we need to also demonstrate that we are making progress. To get somewhere, all of us will need to be involved in the solutions. Aryn Baker concluded, we need to scale up the communications, stories, funding, activism, with all the tools available for us, around this essential cause.

Action Lab 9

In the **Ocean + Climate: Scientists and Youth Speak Out**, an engaging and interactive discussion on the common cause to advocate for climate and ocean action was held as a closing session of the Action Labs. Youth from youth environmental groups, the Dutch wavemakers, Fridays for the Future and Atlantic Youth Ambassadors, amongst others, joined as panelists.



Advice from scientists at GEOMAR Helmholtz Centre for Ocean Research in Kiel

Martin Visbeck, head of research unit Physical Oceanography: "The biggest thing you can do; get to know the ocean, and talk about the ocean. The ocean is supporting you. Make it part of your daily conversation. The plastic pollution of the ocean is a great conversation starter, but it is only one of many issues. Sea level,

ACTION LABS

heat, carbon, oxygen, and the loss of biodiversity are there also. So let's talk about all of them."

Toste Tanhua, Senior Researcher: "The ocean takes up a lot of the CO2 so it does a big service to us. CO2 acts as an acid and has a negative effect on quite a lot of living creatures. We need to understand and quantify the problem. The Ocean Race is a great initiative. More engagement from partners, industries and sports events to support scientists would be great."

Calls for action from the youth participants

"As youth, keep educating ourselves. Keep studying."

"Doing a bit is better than doing nothing."

" Become an **ECOP** - Early Career Ocean Professionals. Youth-lead activity will be powerful going forward."

Can local actions help ocean restoration?

Marly Zweerts asked: "Do you have ideas on how to work on ocean conservation from inland? I currently work for a Dutch water authority and am passionate to include ocean conservation in my daily work."

Glenn Edney, New Zealand ocean ecologist, replied: "Local action matters, community based management of coastal ecosystems is a big part of our work at Ocean Spirit."



The graphic features a dark teal background with a light blue, abstract, wave-like shape in the center. The text is white and positioned within this light blue area. On the left side, there is a pattern of small, light blue teardrop shapes on a darker teal background.

INNOVATION WORKSHOPS

MAY 26 & 27

INNOVATION WORKSHOPS

May 26 - Sustainable Look and Overlay for sports and events

This Innovation Workshop gathered 100 leaders from the sports and events industries to focus on the most obvious of single-use plastics in our sector – the way we dress and brand our event sites.

The global events and sports sector uses an immeasurable volume of single-use, mostly plastic, materials for signage, branding, 'look' and overlay. Much of these resources do not make it back into the circular economy.

This gathering and workshop gave us the opportunity to ignite industry-wide materials stewardship, and to spark innovation.

A who's who of sports and events representatives attended including the International Olympic Committee, UEFA, Formula E, FIFA, CSM Live, Freeman, George P Johnson, IMG, World Economic Forum, Herry Conseil, London Marathon Events, Festival Republic, and industry representation from Green Sports Alliance, World Sailing, The Microfibre Consortium, Sustainable Green Printing Partnership, Sustainable Event Alliance, A Greener Festival, Positive Impact Events, Sport Positive Summit, The Textile Review, Green Events International, Revolution Foundation, and Sports and Sustainability International.

Joining these industry representatives were critical members of the value chain: materials manufacturers, designers, production companies, design agencies, recyclers, and innovators.



Top-line takeaways from the workshop include:

- We must keep a close eye on the ingenuity that happens in our sector over the next 12 months and earmark what needs to stay so that we can #buildbackbetter
- Be willing as an industry to face this issue head-on so that we ensure reduction, circularity and innovation takes hold at every step and have a global and collaborative approach to ensuring single-use look and overlay is managed responsibly
- Create an 'institute' or similar of 'sustainable materials' so there is a central place to build knowledge and solutions/suppliers
- The industry bodies gathered will work together for a collective voice on this topic.

INNOVATION WORKSHOPS

May 28 - Winning Strategies for Ocean Health

In this online workshop the focus was on creating exciting moments for change. The Ocean Race was used as a test case to look at how a platform like this, with sailors and teams, fans and supporters, sponsors and partners, race villages and a large and engaged online following, can be leveraged to accelerate action to restore ocean health and abundance.

The navigator for the workshop was Evan Rapoport - an expert in ocean conservation solution-hunting from his time as CEO of Oceankind, and a facilitator of innovation and 'moonshot ideas' from his time at Google X. He encouraged everyone to put their lateral and divergent thinking caps on when innovating for ocean health.

Taking part were 70 participants from a range of The Ocean Race stakeholders from 16 different countries. Working together online in a different way was refreshing for many and we came up with numerous ideas. These ideas are shared with the participating teams and are being consolidated into an action plan for further development and realisation to work on in The Ocean Race and also collaborate on with our stakeholders.





THE OCEAN RACE SUMMITS

THE HAGUE
2020



THE OCEAN RACE SUMMITS

The Ocean Race Summits are a series of solutions-focused events bringing together leaders from a wide range of fields to target the restoration of ocean health. The Ocean Race Summits have been developed in collaboration with 11th Hour Racing, the founding Sustainability Partner and a Premier Partner of The Ocean Race.

The current series of The Ocean Race Summits ([LINK](#)) started in Genova, Italy, in September 2019, followed by this live, online event hosted from The Hague. Up to ten events will be held before the conclusion of the next edition of The Ocean Race.

Thanks to all speakers and participants and to our:

Premier Partners



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With special thanks to:



THE OCEAN RACE
SUMMITS

THANK YOU
FOR JOINING US!



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