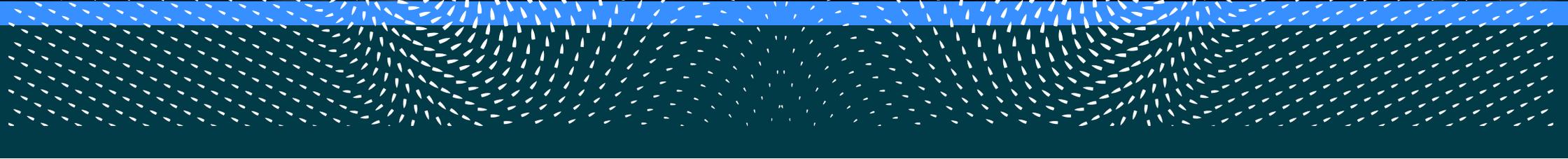


SUSTAINABILITY ACTION PLAN

2019 – 2023



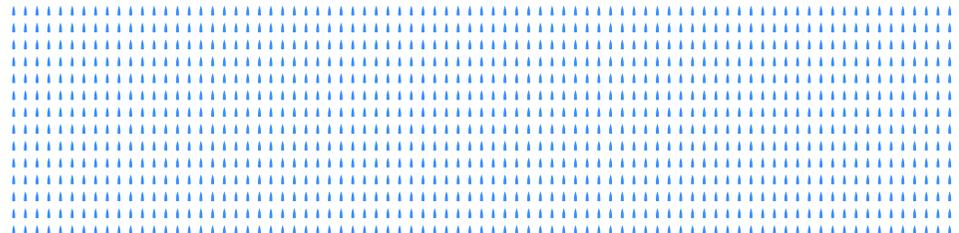
INTRODUCTION

Nature has been integral to The Ocean Race since we first set sail in 1973. It's at the heart of what we do – the race track that we compete on and the wind that powers our boats - **but it is deteriorating fast.**

We're seeing firsthand the devastating impact of **pollution, climate change and industrial overfishing on our ocean.** At the same time we have a greater understanding of how important our seas are, not just to the sport we love, but in **regulating our climate and providing us with food, jobs and the air we breathe.**

It's time to act, which is why we are harnessing the determination and ambition of our round-the-world race and the unifying power of sport, to expand the conversation around ocean health and drive change. We are Racing with Purpose, working with 11th Hour Racing, Premier Partner of The Ocean Race and Founding Partner of our sustainability programme, and many others to go far beyond just being a **responsible sports event organiser** (though we are that too).

We are in a decade of action, where there needs to be major changes to how we treat the planet, if we are to reach critical targets by 2030. At The Ocean Race we believe that we have the platform to educate, inspire and accelerate action for our blue planet at this critical time in history.



ABOUT THIS DOCUMENT

This Sustainability Action Plan encompasses our strategic aims, objectives, targets, actions and responsibilities. We are sharing this document for those that wish to look below decks, as it were, at our inner workings. We hope it offers insight into how we approach sustainability management at The Ocean Race and is a useful resource for those learning the ropes in sustainability, sports and events.

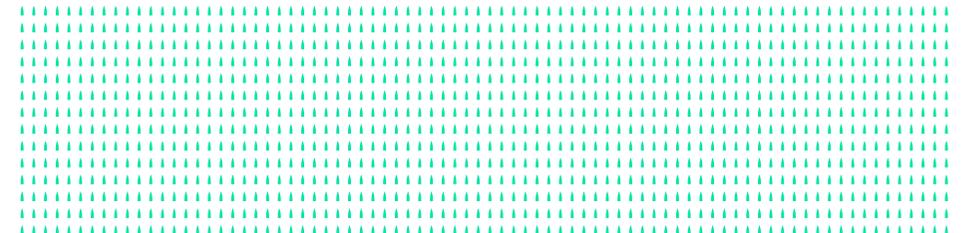
We turn our vision to action, through establishing the Racing with Purpose sustainability framework. We cluster our work under three main pillars: **Impact, Footprint** and **Legacy**, and have nine strategic aims to guide our efforts.

These drill down into objectives, measurable targets and performance indicators.

The Race has a 10-year vision, and included in this are ambitious goals centred on effective ocean governance, protecting ecosystems from further pollution or destruction, and restoring habitats and biodiversity.

Our intention is to maintain our position in sailing and sports as a leading voice on ocean protection and restoration.

Our ambition is to be the leading event in sports and sustainability by 2023.



Summary of Pillars, Strategic Goals, Themes, and Objectives

IMPACT

STRATEGIC AIM 1: ENGAGE OUR STAKEHOLDERS AND OBTAIN THEIR COMMITMENT TO RACING WITH PURPOSE.

PARTICIPATION

Obj 1.1 The Ocean Race and operational stakeholders' leadership and staff are engaged and committed to Racing with Purpose.

Obj 1.2 The Ocean Race and operational stakeholders' leadership and staff have relevant sustainability knowledge, competency and/or support.

Obj 1.3 All operational stakeholders have sustainable operating plans and adhere to The Ocean Race's sustainability requirements and guidance.

STRATEGIC AIM 2: MAXIMISE THE IMPACT OF THE OCEAN RACE AS A PURPOSE-BASED PLATFORM.

ADVOCACY, OUTREACH AND LEARNING

Obj 2.1 Raise awareness and positively influence beliefs held and action taken on sustainability and ocean issues by our target audiences.

OCEAN AND CLIMATE

Obj 2.2 Enhanced climate change commitments and action by stakeholders' as part of The Ocean Race platform.

OCEAN PROTECTION

Obj 2.3 Enhanced commitment and action by host nations towards 30% of the ocean as Marine Protected Areas by 2030.

Obj 2.4 Host Cities take action to ensure protection of the local marine environment.

Obj 2.5 Enhanced commitments and action by stakeholders on preventing single-use plastic and plastic pollution.

OCEAN RIGHTS

Obj 2.6 Advocate and accelerate action on development of an Universal Declaration of Ocean Rights.

FOOTPRINT

STRATEGIC AIM 3: PROTECT THE NATURAL ENVIRONMENT FROM RACE AND EVENT IMPACTS.

ENVIRONMENTAL STEWARDSHIP

Obj 3.1 Adhere to all relevant environmental regulations and protections, and take a restorative approach.

STRATEGIC AIM 4: ENSURE RESPONSIBLE RESOURCE USE & CIRCULARITY.

WATER

Obj 4.1 Responsible water use and management.

WASTE AND CIRCULARITY

Obj 4.2 Minimise total waste produced.

Obj 4.3 Minimise our plastic footprint.

Obj 4.4 Maximise resource recovery.

SOURCING

Obj 4.5 Minimise volume of materials used.

Obj 4.6 Source environmentally, socially responsible, and ethically-produced materials and food.

STRATEGIC AIM 5: MINIMISE GREENHOUSE GAS EMISSIONS AND BE CLIMATE POSITIVE.

ENERGY

Obj 5.1 Maximise energy conservation and efficiency.

Obj 5.2 Maximise renewable energy use.

TRANSPORT

Obj 5.3 Minimise travel and freight impacts.

CLIMATE POSITIVE

Obj 5.4 Minimise Race-related greenhouse gas emissions.

Obj 5.5 The Ocean Race 2022–23 is climate positive.

LEGACY

STRATEGIC AIM 6: ADVANCE KNOWLEDGE AND COLLECT DATA ON OCEAN HEALTH.

OCEAN SCIENCE

Obj 6.1 Optimise the impact and application of scientific data collected during the 2022–23 Race.

STRATEGIC AIM 7: CELEBRATE AND ENSURE INCLUSION AND DIVERSITY THROUGH SAILING AND OUR RACE.

INCLUSIVITY & DIVERSITY

Obj 7.1 Support and ensure inclusion and diversity within all elements of The Ocean Race.

STRATEGIC AIM 8: ACHIEVE INDUSTRY LEADERSHIP, INNOVATION AND POSITIVE LEGACY.

INDUSTRY LEADERSHIP

Obj 8.1 Be a catalyst for the development of innovative solutions to industry sustainability challenges.

Obj 8.2 Be the leading event in sports and sustainability by 2023.

STRATEGIC AIM 9: LEAVE A POSITIVE LEGACY IN THE COMMUNITY.

COMMUNITY LEGACY

Obj 9.1 Host city's government departments and programmes have an ongoing sustainability benefit from hosting The Ocean Race.

Obj 9.2 Individuals, communities and groups have enduring positive benefits from their participation in Racing with Purpose.

These objectives are for the 2019–2023 time period and primarily cover the 2022–23 Race. They will be updated for each new edition of the Race.

Improvement and targets are based off a 2018 baseline.

¹ 'Stakeholders' in this case refers to all operational stakeholders, Summit attendees, corporate guests, sports and events sector, fans and followers, race village attendees and host city community.

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IMPACT

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FOR A BETTER WORLD

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MAIRPURI

RI FOUNDATION

FOR A BETTER WORLD



PARTICIPATION

STRATEGIC AIM 1:

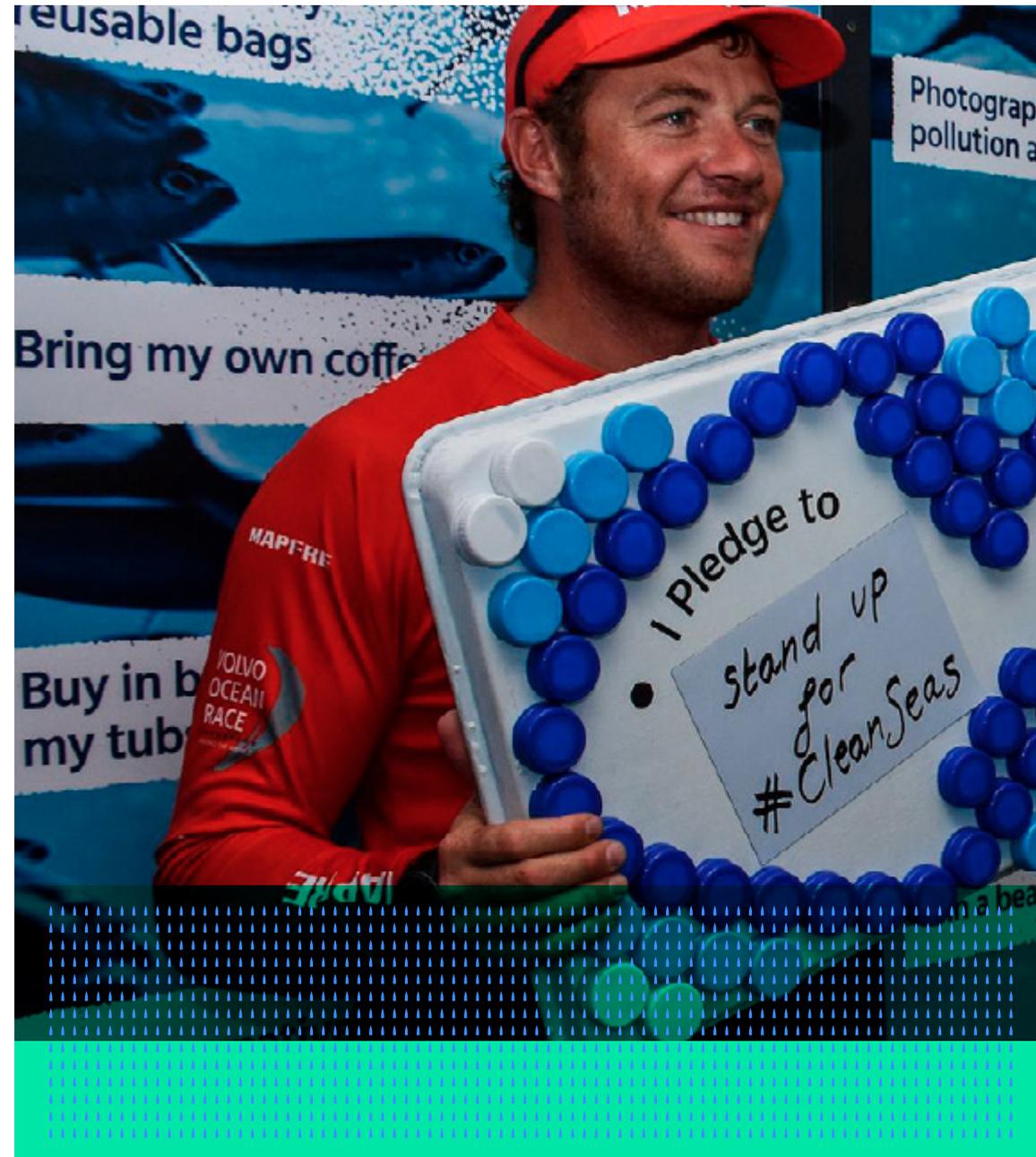
Engage our stakeholders and obtain their commitment to Racing with Purpose.

We're only going to have a positive impact with the involvement, passion and commitment of our sailors, race teams, host stopovers, partners, and event crew. The first step is to get everyone on board Racing with Purpose.

Obj 1.1 The Ocean Race and operational stakeholders' leadership and staff are engaged and committed to Racing with Purpose.

Obj 1.2 The Ocean Race and operational stakeholder's leadership and staff have relevant sustainability knowledge, competency and/or support.

Obj 1.3 All operational stakeholders have sustainable operating plans and meet The Ocean Race's sustainability requirements and guidance.



STRATEGIC AIM 1:

Engage our stakeholders and obtain their commitment to Racing with Purpose

PARTICIPATION

Objective

Obj 1.1 The Ocean Race and operational stakeholders' leadership and staff are engaged and committed to Racing with Purpose.

Targets

All leadership and staff actively participate in Racing with Purpose.

All significant partners and operational stakeholders adopt and support The Ocean Race RWP campaigns and programmes.

All race teams successfully contribute to data collection.

All race teams participate in sustainable boat building workshops and initiatives, and use the LCA tool.

Action

Hold staff and team engagement events at a minimum of half the stopovers, focussing on local environmental issues.

Use a sustainability charter or similar to foster commitments and enthusiasm amongst stakeholders and staff to be part of Racing with Purpose.

Engage operational stakeholders to adopt a Racing with Purpose approach including participating in our campaigns as well as establish their own related campaigns.

Through workshops, training and engagement, build understanding and competency to effectively implement the onboard science programme.

Engage with race teams in sustainable boatbuilding and use of the LCA tool.

Responsibility

Racing with Purpose
Human Resources
Department Directors

Head of Host Cities
Communications
Racing with Purpose
Department Directors

Racing with Purpose
Teams and Race Mgt

Racing with Purpose
Teams and Race Mgt



STRATEGIC AIM 1:

Engage our stakeholders and obtain their commitment to Racing with Purpose PARTICIPATION

Objective

Obj 1.2 The Ocean Race and operational stakeholder's leadership and staff have relevant sustainability knowledge, competency and/or support.

Targets

All staff working on The Ocean Race participate in organised sustainability professional development sessions, and demonstrate improved knowledge and understanding.

All staff and volunteers received sustainability briefings in inductions.

Action

Hold professional development sessions for operational stakeholders and staff.

Produce best practice guides for host cities, teams and partners.

Inductions for all staff in Race Villages and TOR HQ include sustainability-related information and actions required.

Responsibility

Racing with Purpose
Human Resources
Department Directors

Human Resources
Volunteer Manager
Head of Host Cities
Racing with Purpose
Department Directors



STRATEGIC AIM 1:

Engage our stakeholders and obtain their commitment to Racing with Purpose

PARTICIPATION

Objective

Obj 1.3 All operational stakeholders have sustainable operating plans and meet The Ocean Race's sustainability requirements and guidance.

Targets

All Delivery Partners produce adequate Sustainability Plans which are effectively implemented.

All teams operate sustainably in their participation in the Race.

All partners operate sustainably in their participation in the Race.

All activations and vendors operate sustainably and have examples of positive action in sustainable operations, programming or communications.

Action

Work with delivery partner sustainability coordinators to ensure development of adequate plans.

Provide a template for Sustainability Plans.

Work with Teams to ensure development of adequate plans.

Provide a toolbox or template for Sustainability Plans.

Work with Partners to ensure awareness of expectations, including sustainable operating procedures in contracts.

Provide guidelines and support.

Ensure third party contracts and plans include expectations or requirements for sustainable operating practices.

Provide sustainability guidelines.

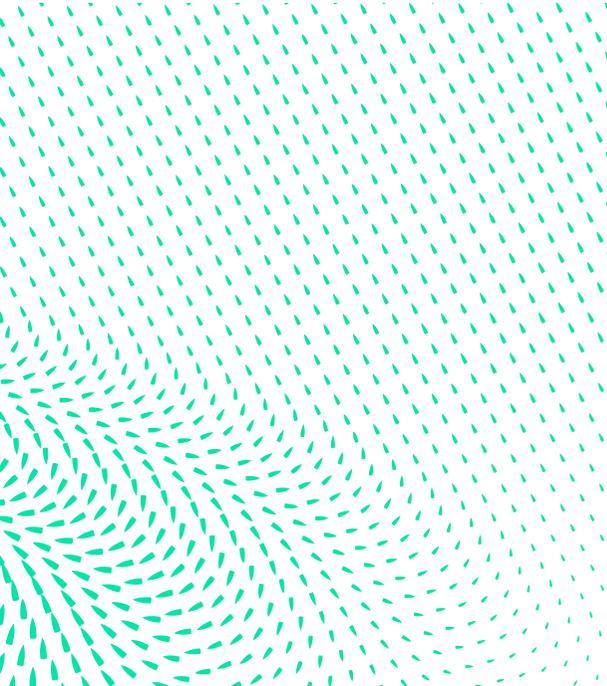
Responsibility

Racing with Purpose
Head of Host Cities

Racing with Purpose
Teams and Race
Management

Racing with Purpose
Commercial and Business
Development

Racing with Purpose
Head of Host Cities
Race Village Operations
Commercial and Business
Development



ADVOCACY, OUTREACH & LEARNING

STRATEGIC AIM 2: Maximise the impact of The Ocean Race as a purpose-led platform.

We're committed to delivering a programme that is a catalyst for action to restore ocean health.

Our ambition is to align with, amplify or contribute to ocean health, marine protection and ocean science programmes, campaigns, innovations and solutions.

We hope to raise awareness and increase understanding and appreciation of the importance of ocean issues, and through science communications, raise awareness and inspire action and advocacy for good ocean governance and policy.

Obj 2.1 Raise awareness & positively influence beliefs held and action taken on sustainability and ocean issues by our target audiences.



STRATEGIC AIM 2:

Maximise the impact of The Ocean Race as a purpose-led platform

ADVOCACY, OUTREACH AND LEARNING

Objective

Obj 2.1 Raise awareness & positively influence beliefs held and action taken on sustainability and ocean issues by our target audiences.

Targets

Impact collaborator programmes are integrated into The Ocean Race programmes and communications.

Action

Align with our impact collaborator's actions and communications and establish a communications strategy and calendar.

Responsibility

Racing with Purpose
Communications



Host cities and stopovers engage with impact collaborator programmes.

Engage host cities to align with and support The Ocean Race's impact collaborator programmes.

Racing with Purpose
Communications
Head of Host Cities

Align with up to five local NGOs at each stopover.

Work with host cities to engage at least five local NGOs to participate in The Ocean Race, lead-up programme, and in the Race Village, with the intention of enduring positive legacy.

Racing with Purpose
Communications
Head of Host Cities

Participation in citizen science programmes or restoration projects reported as a result of The Ocean Race.

Establish or amplify existing citizen science programmes or restoration projects.

Racing with Purpose
Science
Communications
Head of Host Cities

30% of target audiences make pledges, promises or commitments.

Create or adopt frameworks or programmes which solicit commitments.

Racing with Purpose
Science
Communications

STRATEGIC AIM 2:

Maximise the impact of The Ocean Race as a purpose-led platform

ADVOCACY, OUTREACH AND LEARNING

Objective

Obj 2.1 Raise awareness & positively influence beliefs held and action taken on sustainability and ocean issues by our target audiences.

Targets

50% of target audiences indicate increased awareness, understanding and appreciation of the importance of ocean health issues and the role of science-based decision making.

Action

Connect people with ocean health issues and inspire them to action, through compelling storytelling and communications content, using their passion for sailing, the ocean, the Race, and their community.

Produce communications concepts and content designed to raise awareness and influence positive sustainable beliefs and actions to restore ocean health.

Use inspiring and impactful science and data communications to raise awareness and understanding of ocean issues and the role of science in informing sustainable management of the ocean and ocean resources.

Create experiential or installation elements to the race village, designed to raise awareness and influence positive sustainable beliefs and actions to restore ocean health.

Integrate The Ocean Race Learning Programme through workshops and other activities in the Race Villages.

Identify local initiatives that could be included in the hospitality programmes for local partners and those of race partners, teams and their partners.

Responsibility

Racing with Purpose
Science
Learning
Communications
Race Village Operations
Head of Host Cities



All hospitality programmes have an element of purpose and 'giving back'.

STRATEGIC AIM 2:

Maximise the impact of The Ocean Race as a purpose-led platform

ADVOCACY, OUTREACH AND LEARNING

Objective

Obj 2.1 Raise awareness & positively influence beliefs held and action taken on sustainability and ocean issues by our target audiences.

Targets

More than 300 000 students use the Learning Programme resources during 2018 - 2023.

At least 60 countries use our programmes since the launch in 2017.

At least 20% of schools in each stopover are signed up to use the Learning Programme resources.

All host cities have facilitators signed up and trained to deliver the 'On Course' adult learning programme.

More than 200 educators complete the 'On Course' training programme.

More than 500 people download and deliver our Community learning session.

70% of partners integrate the Learning programme into their employee and/or customer engagement programmes.

Action

Engage with host cities to promote the adoption of the Learning programme to schools and clubs in the region.

Promote the importance of integrating ocean topics into education programmes.

Promote The Ocean Race's educator training programme 'On Course', which teaches how to integrate and use ocean literacy in classrooms and community settings.

Engage with race partners and teams to use the Learning programme in their outreach, engagement and activation associated with the Race and ocean health advocacy.

Responsibility

Racing with Purpose
Learning
Communications
Head of Host Cities

Racing with Purpose
Learning
Communications
Head of Host Cities

Racing with Purpose
Learning
Communications
Commercial and Business
Development



STRATEGIC AIM 2:

Maximise the impact of The Ocean Race as a purpose-led platform

OCEAN AND CLIMATE

Objective

Obj 2.2 Enhanced climate change commitments and action by stakeholders as part of The Ocean Race platform during the engagement period.



Targets

All host cities make enhanced commitments and use The Ocean Race as a platform for climate change commitments and action.

All host cities have Net Zero or Climate Positive commitments or achievements.

All race teams make climate change commitments and action, including joining Sports for Climate Action.

All race partners make climate change commitments and action through the Race.

30% of targeted individuals make commitments to act on climate change.

At least 50% of Summits have positive intentions by host nations on blue carbon inclusion in Nationally Determined Contributions (NDCs) reported.

Action

Engage with host cities to use The Ocean Race as a platform for enhanced commitments and action on climate change.

Engage host cities join programmes such as C40 Cities or Cities Race to Zero.

Engage race teams to make climate change commitments.

Engage race teams to join UNFCCC Sports For Climate Action.

Engage race partners to make climate change commitments for their company, and race-related activities.

Create communications, campaigns and activities to engage individuals in climate change issues and elicit commitments for action.

Include Blue Carbon and NDCs as Action Lab topics in The Ocean Race Summits.

Responsibility

Racing with Purpose
Ocean and Policy
Strategy Communications
Head of Host Cities

Racing with Purpose
Communications
Teams and Race
Management

Racing with Purpose
Communications
Commercial and Business
Development

Racing with Purpose
Head of Host Cities
Communications

Racing with Purpose
Ocean and Policy
Strategy Summits
Head of Host Cities

STRATEGIC AIM 2:

Maximise the impact of The Ocean Race as a purpose-led platform

OCEAN PROTECTION

Objective

Obj 2.3 Enhanced commitment and action by host nations towards 30% of the ocean as Marine Protected Areas by 2030.

Targets

All host nations use The Ocean Race platform to make enhanced commitments, advocate for and demonstrate action on marine protected areas.

All host nation's MPAs increase during our engagement period.

At least one new collaboration amongst host destinations on ocean protection is established for each stopover.

50% of the target audience is more aware and understands the importance of Marine Protected Areas and 30% protection by 2030.

Action

Engage with host nations (and cities where relevant) around 30x30, and encourage them to use The Ocean Race as a platform for enhanced commitments and action on MPAs.

Track the host destination's actions and implementation in sustainable and effective protection of the ocean following on from our work/interaction with them e.g. Ocean Summits in their location.

Facilitate collaboration amongst host nations and with ocean protection stakeholders, to accelerate action toward increased MPAs.

Create or adopt impact collaborator's communications, campaigns and activities to build awareness, understanding and elicit support of 30% MPAs by 2030.

Responsibility

Racing with Purpose
Ocean and Policy Strategy
Communications
Head of Host Cities

Racing with Purpose
Ocean and Policy Strategy
Head of Host Cities

Racing with Purpose
Communications
Ocean and Policy Strategy

Objective

Obj 2.4 Host Cities take action to ensure protection of the local marine environment.

Targets

There is at least one local marine protection or restoration project in each host city.

Action

Engage host cities, teams and race partners to instigate protection or restoration projects in each destination.

Responsibility

Racing with Purpose
Ocean and Policy Strategy
Head of Host Cities

STRATEGIC AIM 2:

Maximise the impact of The Ocean Race as a purpose-led platform

OCEAN PROTECTION

Objective

Obj 2.5 Enhanced commitments and action by stakeholders on preventing single-use plastic and plastic pollution during the engagement period.



Targets

Uptake by host cities of at least one new single-use plastic reduction or plastic pollution prevention action or policy.

All host cities and/or nations sign to Clean Seas or other relevant mechanisms.

Measurable reduction in single use plastic.

All relevant Race Partners and Official Suppliers make single-use plastic reduction commitments.

Measurable reduction in single use plastic.

30% of individuals engaged through the Race make commitments to act on single-use plastic and plastic pollution.

Action

Engage with host cities to use The Ocean Race as a platform for enhanced commitments and action on single-use plastic and plastic pollution.

Engage with race partners to use The Ocean Race as a platform for enhanced commitments and action on single-use plastic and plastic pollution.

Create or adopt impact collaborator's communications, campaigns and activities to engage individuals in single-use plastic and plastic pollution issues and elicit commitments for action.

Responsibility

Racing with Purpose
Ocean and Policy Strategy
Head of Host Cities

Racing with Purpose
Ocean and Policy Strategy
Commercial and Business
Development
Head of Host Cities

Racing with Purpose
Communications
Head of Host Cities

A blue-tinted photograph of a group of people on a boat, likely a fishing vessel, with the word "FOOTPRINT" overlaid in large white letters. The boat has "MAIRPURI FOUNDATION FOR A BETTER WORLD" written on its side. The scene is set on a body of water with a large, dark, textured object in the foreground.

FOOTPRINT

MAIRPURI FOUNDATION
FOR A BETTER WORLD

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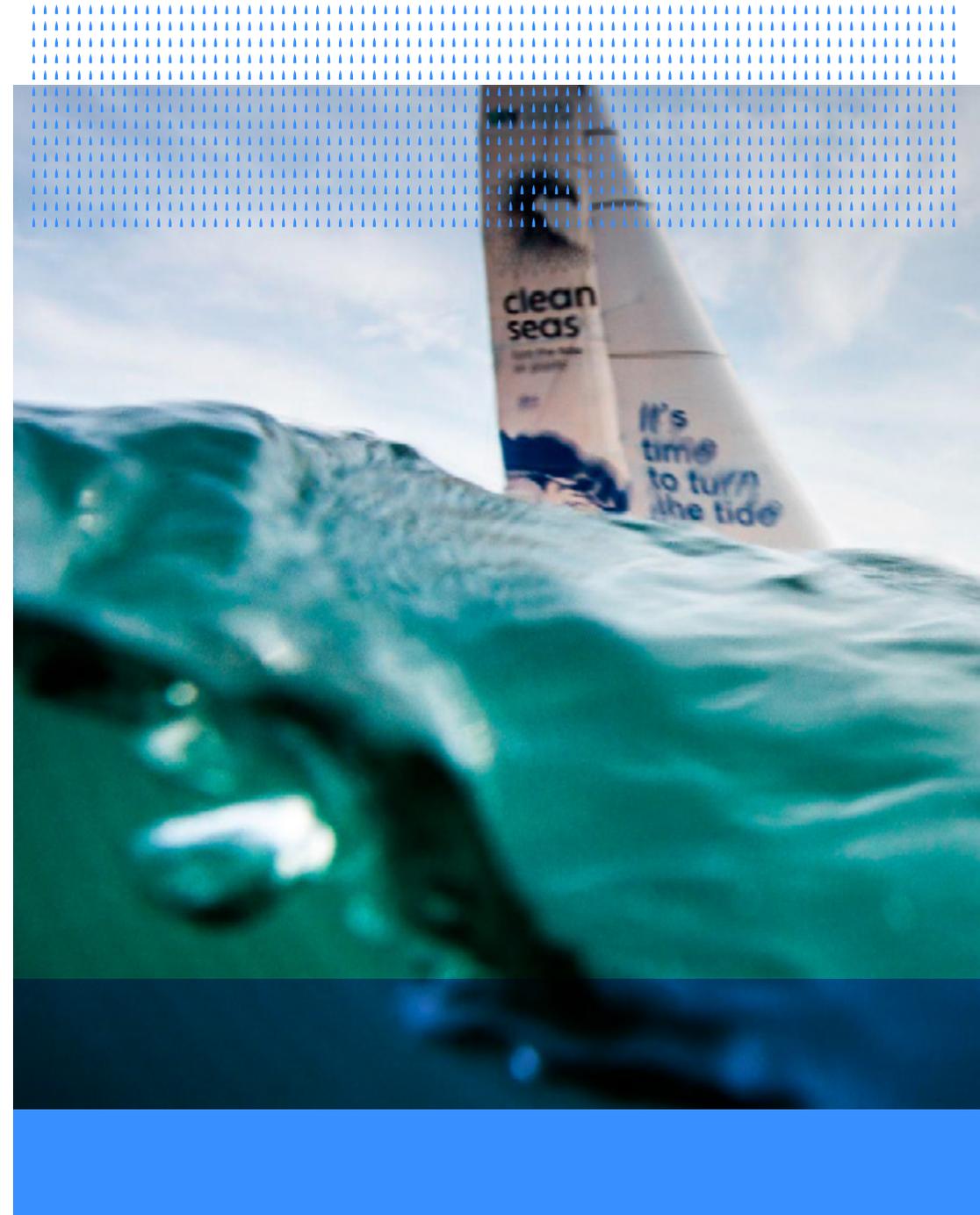
MAIRPURI
FOUNDATION
FOR A BETTER WORLD

ENVIRONMENTAL STEWARDSHIP

STRATEGIC AIM 3: **Adhere to all relevant environmental regulations and protections, and take a restorative approach.**

We work hard to ensure the physical setting in which our activities take place are protected from negative impacts. This includes boat maintenance, construction and installation of Race Village assets, and our on-water and on-shore activities.

Obj 3.1 Adhere to all relevant environmental regulations and protections, and take a restorative approach.



STRATEGIC AIM 3:

Adhere to all relevant environmental regulations and protections, and take a restorative approach.

ENVIRONMENT

Objective

Obj 3.1 Adhere to all relevant environmental regulations and protections, and take a restorative approach.

Targets

No non-compliance recorded with local environmental regulations.

Zero spills or environmental impact incidents.

Best practice for marine mammal protection and incident reporting.

All stopovers instigate a sustainable spectator fleet programme.

30% of the spectator fleet display a green fleet indicator.

Action

Ensure all Race Villages, Teams and relevant operational areas have a Spills and Incidents Plan and protocols are in place for environmental protection.

Ensure all teams to implement a Marine Mammal Protection Plan.

Encourage all stopovers to instigate a 'Green Flag' or similar programme for spectator fleets.

Responsibility

Racing with Purpose
Legal and compliance
Head of Host Cities
Teams and Race Management
Boatyard

Racing with Purpose
Legal and compliance
Teams and Race Management

Racing with Purpose
Head of Host Cities

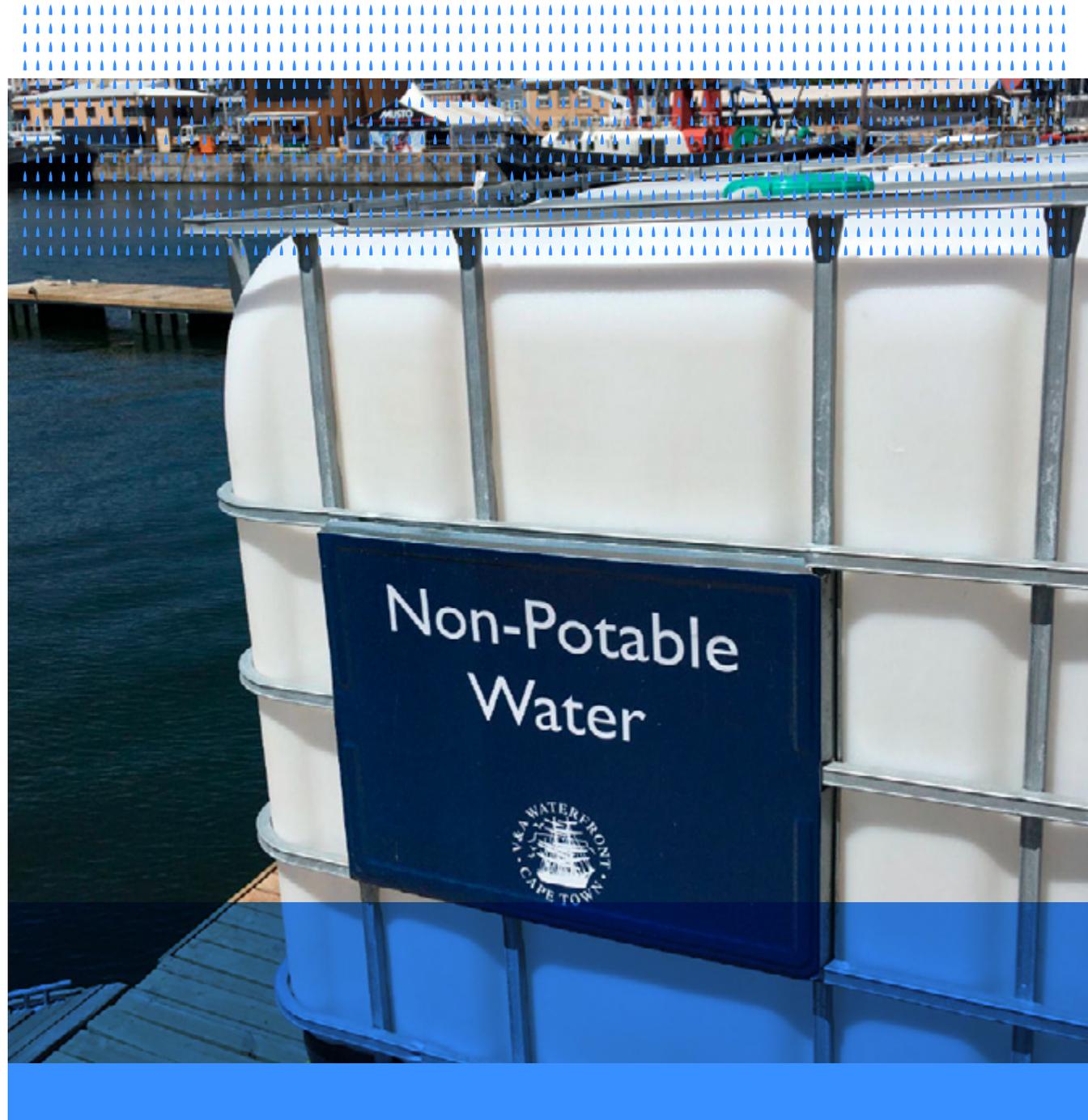


WATER

STRATEGIC AIM 4: Responsible resource use and circularity.

Every effort is made to responsibly use the most precious of earth's resources – water. We work to ensure our Race Villages do not overdraw potable water supplies, and any surrounding waterways are protected from pollutants or impacts from boatyard, event site development and Race activities.

Obj 4.1 Responsible water use and management.



STRATEGIC AIM 4:

Responsible resource use and circularity.

WATER

Objective

Obj 4.1 Responsible water use and management.

Targets

10% reduction on 'business as usual' water consumption (potable and non-potable) in Race Villages and touring boatyards and The Ocean Race headquarters.

Action

Ensure all Delivery Partners have a Water Management and Conservation Plan.

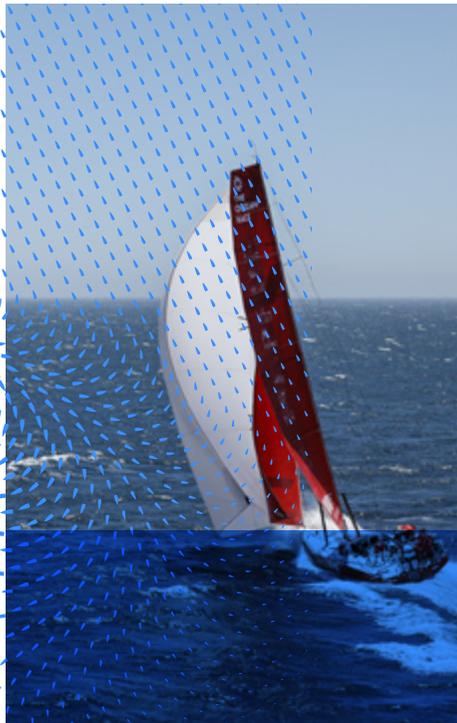
Responsibility

Racing with Purpose
Office and Facilities
Management
Head of Host Cities
Race Village Operations
Boatyard

Maximum use of non-potable water.

Reduced water consumption, and maximised use of non-potable water.

Racing with Purpose
Office and Facilities
Management
Head of Host Cities
Race Village Operations
Boatyard



WASTE AND CIRCULARITY

STRATEGIC AIM 4: Responsible resource use and circularity.

Reducing total waste created, avoiding all possible single-use plastics and working hard to recover residual resources and plan-in circularity are the cornerstones to our waste and resource recovery efforts.

Traceability is key, and we work with our stopover delivery partners to ensure transparency of materials flow and reporting.

Obj 4.2 Minimise total waste produced.

Obj 4.3 Minimise our plastic footprint.

Obj 4.4 Maximise resource recovery.



STRATEGIC AIM 4:

Responsible resource use and circularity.

WASTE MINIMISATION

Objective

Obj 4.2 Minimise total waste produced.



Targets

50% relative reduction on waste to landfill from 2017/18 edition.

Total residual waste per person per day is 50% less than the 2017/18 race average of 1 tonne per day or 70gm per person/day.

100% avoidance of single-use plastic in food and beverage service.

100% of beverage service uses reusable cups.

Reusable food serviceware is used at every stopover for at least 50% of food service.

100% of disposable serviceware is compostable.

Action

Ensure all Delivery Partners have adequate Waste Minimisation and Resource Recovery Plan for Race Village, which are effectively implemented.

Waste reduction and single-use plastic avoidance requirements are included in third-party contracts, including those of Delivery Partners.

Ensure all those planning hospitality activations associated with the Race are committed to reusable cup systems.

Ensure all those planning hospitality activations associated with the Race look to have reusable food serviceware as a first choice, compared with disposable.

Compostable serviceware promoted to be used if reusables cannot and disposables are necessary for practical reasons.

Responsibility

Racing with Purpose / Head of Host Cities / Race Village Operations / Office and Facilities / Management

Racing with Purpose / Legal and compliance / Head of Host Cities / Race Village Operations Hospitality and Events

Racing with Purpose / Head of Host Cities / Race Village Operations / Hospitality and Events Commercial

Teams management / Racing with Purpose / Head of Host Cities / Race Village Operations / Hospitality and Events Commercial / Teams management

Racing with Purpose / Head of Host Cities / Race Village Operations / Hospitality and Events / Commercial / Teams management

STRATEGIC AIM 4:

Responsible resource use and circularity.

WASTE MINIMISATION

Objective

Obj 4.3 Minimise our plastic footprint.

Targets

100% avoidance of single-use plastic in food and beverage service.

No single-use plastic water bottles or any packaged water.

60% relative reduction in plastic footprint in Race Villages from previous events.

Total plastic footprint is 60% less than the 2017/18 Race average of 120kg per day.

100% of plastic footprint is offset through purchase of social plastic credits which divert ocean-bound plastics.

All stopovers replace cable ties with reusable bungees or other non-disposable fixings.

At least one example of single-use packaging avoidance for each stopover and major supplier or purchase.

100% of plastic footprint is offset through purchase of social plastic credits which divert ocean-bound plastics.

Action

Ensure all Delivery Partners have adequate and effectively implemented Single-Use Plastic Avoidance Plan for Race Villages.

Waste reduction and single-use plastic avoidance requirements are included in third-party contracts, including those of Delivery Partners.

Drinking water refill facilities are available in the Race Village, hospitality activations and related events, including those organised by operational stakeholders.

Adoption of re-usable branding, cabling or other fixings at all Race Villages by operational stakeholders and their suppliers.

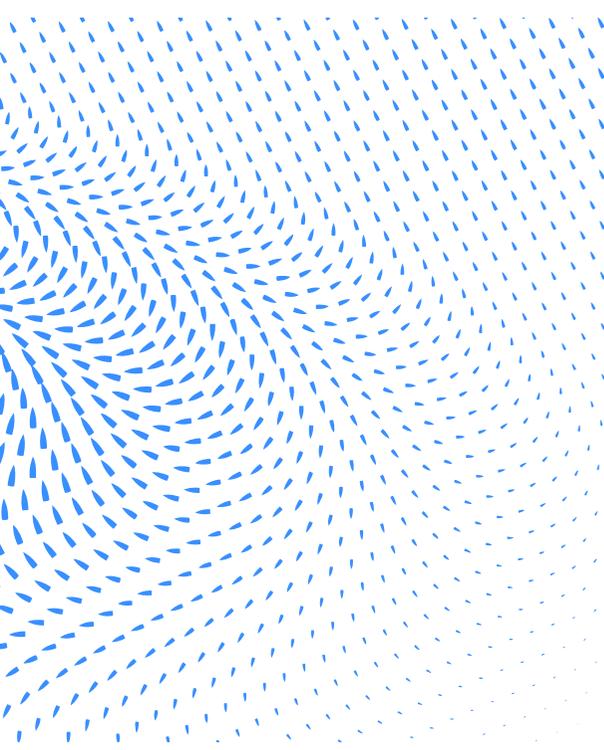
Engagement with the supply chain to minimise or completely avoid single-use plastic in packaging, deliveries and logistics.

Responsibility

Racing with Purpose
Head of Host Cities
Race Village Operations
Hospitality and Events
Office and Facilities
Management

Racing with Purpose
Head of Host Cities
Race Village Operations
Host City Branding

Racing with Purpose
Head of Host Cities
Race Village Operations



STRATEGIC AIM 4:

Responsible resource use and circularity.

RESOURCE RECOVERY

Objective

Obj 4.4 Maximise resource recovery.



Targets

80% recovery of 'waste' resources, avoiding landfill and incineration, from our Race Villages.

100% of all possible recyclable material to be collected for recycling.

100% of all plastic collected is measured to enable plastic footprint calculations.

100% of organic waste to be collected for responsible processing.

Zero salvageable food is sent to composting or landfill.

100% of branding materials is recovered for reuse, repurposing or recycling.

Action

Ensure Delivery Partners have adequate and effectively implemented Waste Minimisation and Resource Recovery Plan for Race Villages.

Maximum recovery of resources through onsite segregation and onward processing as locally as possible.

All plastic segregated onsite and the plastic footprint is calculated and disclosed, for all Race Villages, hospitality activations, catering or related events.

All organic waste is collected and sent for optimal processing for all Race Villages, hospitality activations, catering or related events.

All uneaten food suitable to be salvaged, is donated to charity, for all Race Villages, hospitality activations, catering or related events.

All branding materials (look and overlay) to have an end-of-life plan that does not include landfill.

Responsibility

Racing with Purpose
Office and Facilities
Race Village Operations
Hospitality and Events

Racing with Purpose
Office and Facilities
Race Village Operations
Boatyard
Hospitality and Events

Racing with Purpose
Race Village Operations
Boatyard
Hospitality and Events

Racing with Purpose
Office and Facilities
Race Village Operations
Boatyard
Hospitality and Events

Racing with Purpose
Race Village Operations
Boatyard
Hospitality and Events

Racing with Purpose
Race Village Operations
Branding

SOURCING FOOD & BEVERAGE

STRATEGIC AIM 4: Responsible resource use and circularity.

The purchases made, materials used and food served throughout The Ocean Race are important examples of our commitment to sustainability, and our focus on environmentally responsible and ethical sourcing.

Our focus includes resource conservation, local sourcing, and designing-in circularity.

Obj 4.5 Minimise volume of materials used.

Obj 4.6 Source environmentally, socially responsible, and ethically-produced materials and food.



STRATEGIC AIM 4:

Responsible resource use and circularity.

SOURCING

Objective

Obj 4.5 Minimise volume of materials used.

Targets

All operational stakeholders establish at least one approach or initiative aimed at reducing resource consumption and taking a conservative approach.

Less than 5% of total keepsakes branded merchandise, premiums, giveaways and gifts remain at the end of the Race.

Reduce volume of single-use look and overlay.

Less than 5% of prepared food is wasted.

Action

Establish a resource-conservation approach to concept planning, purchasing and event operations and engage operational stakeholders to adopt this resource conservation approach.

All giveaways by the Race and our operational stakeholders have opt-in or volume limits. An end-of-life plan to be in place for all residual keepsakes or branded merchandise.

Establish commitments and processes to be conservative in the amount of single-use branding materials used in Race Villages. Areas where single-use branded materials can be avoided are identified by Delivery Partners and generic look and overlay able to be re-used is instead installed.

Establish commitments and processes with operational stakeholders, catering, hospitality and food traders, to ensure food waste is minimised by.

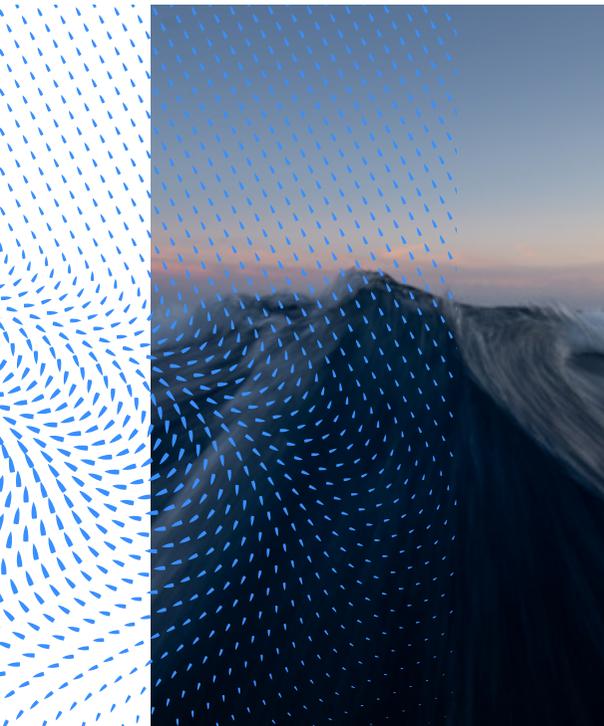
Responsibility

Racing with Purpose
Finance
All departments

Racing with Purpose
All departments
Hospitality and Events
Commercial

Racing with Purpose
Hospitality and Events
Commercial
Branding
Head of Host Cities

Racing with Purpose
Hospitality and Events
Commercial
Race Village
Operations
Head of Host Cities



STRATEGIC AIM 4:

Responsible resource use and circularity.

SOURCING

Objective	Targets	Action	Responsibility
Obj 4.6 Source environmentally, socially responsible, and ethically-produced materials and food.	70% of purchases are from local suppliers when possible.	Local sourcing of materials, supplies and services is prioritised.	Racing with Purpose Finance / Department Directors Hospitality and Events Commercial Branding
	100% of branding materials are PVC free, and sourced from recycled and/or readily recyclable materials.	Engage with staff and operational stakeholders to ensure no PVC is used in single-use branding, look and overlay.	Racing with Purpose Hospitality and Events Commercial Branding Head of Host Cities
	One example of innovation in sustainable look and overlay in every stopover.	Engage with staff and operational stakeholders to adopt innovative sustainable materials and processes for branding, look and overlay.	Racing with Purpose Hospitality and Events Commercial Branding Head of Host Cities
	All bespoke timber installations are from sustainable forestry sources.	Engage with staff and operations stakeholders to use only sustainable forestry products (timber, paper).	Racing with Purpose Race Village Operations Branding Head of Host Cities
	All official printed items are made from sustainable paper sources and printing processes.	Engage with staff and operations stakeholders to use only sustainable forestry products (timber, paper) and sustainable printing processes.	Racing with Purpose Hospitality and Events Branding Head of Host Cities
	All office paper is from sustainable sources.	Ensure purchasing policies and sourcing decisions result in the use of sustainable office paper.	Racing with Purpose Office Management Head of Host Cities

STRATEGIC AIM 4:

Responsible resource use and circularity.

SOURCING

Objective

Obj 4.6 Source environmentally, socially responsible, and ethically-produced materials and food.

Targets

All significant volumes of paper products used in cleaning and catering are from sustainable sources.

Cleaning contractors only use environmentally-sound cleaning products.

All bin bags are made from recycled plastic and transparent, or made from compostable materials.

100% of The Ocean Race uniform and sellable apparel range have sustainability features and credentials.

Zero instances of brand merchandise and premiums which conflict with the sustainability values of the Race.

60% of The Ocean Race staff and hospitality guest hotel nights are in sustainably-operated premises and located to facilitate sustainable travel options.

Action

Require in contracts with cleaners and contractors that sustainable paper products such as toilets, napkins and hand towels are used.

Contracts with cleaners and contractors include that environmentally-sound cleaning products are used in Race Village.

All garbage bags used by cleaning contractors in Race Village to be made from recycled content, or (truly) compostable materials.

Sustainable choices in stopover staff and volunteer uniforms. Work closely with Helly Hansen for the development of sustainable options for the Race uniform and merchandise range.

Try for all hotels used to have sustainability credentials, policies, programmes, commitments or actions, including single-use plastic prevention policies and initiatives.

Responsibility

Racing with Purpose
Office Management
Head of Host Cities
Race Village Operations

Racing with Purpose
Office Management
Head of Host Cities
Race Village Operations

Racing with Purpose
Office Management
Head of Host Cities
Race Village Operations

Racing with Purpose
Office Management
Commercial / Head of Host Cities / Race Village Operations
/ Volunteer Manager

Racing with Purpose
Head of Host Cities
Travel



STRATEGIC AIM 4:

Responsible resource use and circularity.

SOURCING

Objective

Obj 4.6 Source environmentally, socially responsible, and ethically-produced materials and food.

Targets

70% of catering adopts the vegan + sustainable protein approach.

100% of eggs to be sourced from free-range chickens.

100% of coffee, tea and chocolate served or sold is from local, fair trade or organic sources.

Gluten-free and other dietary requirements, including religious and cultural requirements, are catered for.

70% of fresh produce is sourced locally or from organic sources.

100% of seafood served or sold in Race Village and associated events, under the control of the Race, is from verifiable sustainable seafood sources.

All catering/guest hospitality services and public food outlets in the Race Village to offer fresh, healthy and dietary-diverse options.

Action

Establish understanding, intention and support by staff and operational stakeholders that all catering would be primarily vegan, with dairy, meat, and seafood only added if from verified sustainable, and preferably local, sources.

Responsibility

Racing with Purpose
Office Management
Hospitality and Events
Commercial
Head of Host Cities
Race Village Operations

ENERGY

STRATEGIC AIM 5: Minimise greenhouse gas emissions and be climate positive.

Our ambition is to have all stopover's Race villages powered by 100% renewable energy. This will be achieved through grid supply, renewable and zero emissions temporary power provision, and purchasing RECs or similar instruments where renewables are not available.

Our head office in Alicante is on 100% renewable energy, provided through the local co-operative Enercoop.

Obj 5.1 Maximise energy conservation and efficiency.

Obj 5.2 Maximise renewable energy use.



STRATEGIC AIM 5:

Minimise greenhouse gas emissions and be climate positive

ENERGY

Objective

Targets

Action

Responsibility

Obj 5.1 Maximise energy conservation and efficiency.

10% reduction on 'business as usual' or previous equivalent activity's energy consumption.

Engage with staff, Delivery Partners and energy users to implement initiatives to conserve energy and maximise energy efficiency.

Racing with Purpose
Head of Host Cities
Race Village Operations

All Delivery Partners have Smart Power Plans for Race Villages, six months before the event period.

Ensure the inclusion of a requirement to maximise and report on energy efficiency is included in contracts with temporary power providers.

Obj 5.2 Maximise renewable energy use.

Maximum renewable energy mix possible for mains power supply is used.

Where 100% renewable energy tariff is not available via the Race Village site mains power connection, research options to source renewable energy indirectly, via RECs or similar instruments.

Racing with Purpose
Head of Host Cities
Race Village Operations

100% renewable energy is achieved through purchase of RECs or similar instruments.

Maximum renewable or zero emissions energy supply for auxiliary power in each Race Village.

Where 100% renewable energy tariff is not available via the Race Village site mains power connection, research options to source renewable energy indirectly, via RECs or similar instruments.

Racing with Purpose
Head of Host Cities
Race Village Operations

Seek out temporary generator suppliers that run their equipment on renewable fuels.

Racing with Purpose
Head of Host Cities
Race Village Operations

Search for and use zero emissions mobile power supply (e.g. hydrogen, solar, battery, hybrid).

All boats in VO65 class produce at least 20% of energy from renewable energy generation onboard.

Inclusion of a rule that boats must produce a minimum percentage of their energy from renewable systems.

Racing with Purpose
Sustainable Boat Building
Teams and Race / Management

All boats in IMOCA 60 class produce at least 30% of energy from renewable energy generation onboard.

TRAVEL AND TRANSPORT

STRATEGIC AIM 5: Minimise greenhouse gas emissions and be climate positive

Producing a high quality global event means there is a necessity to transport people and equipment internationally. We are actively sourcing local options and ways to reduce the amount of equipment and people that go around the globe.

We aim for a relative reduction in freight GHG impact of 40% on the 2017-18 Race.

Obj 5.3 Minimise travel and freight impacts.



STRATEGIC AIM 5:

Minimise greenhouse gas emissions and be climate positive

TRAVEL AND TRANSPORT

Objective

Obj 5.3 Minimise travel and freight impacts.

Targets

40% relative reduction in staff travel GHG impacts from the 2017–18 Race.

Action

Reduce the number of staff travelling, reduce total flights, and increase routing efficiency.

Responsibility

Racing with Purpose
Human Resources
Head of Host Cities
Race Village Operations
Department Directors

40% relative reduction in freight impacts from the 2017–18 Race.

Reduce freight GHG impact through demand reduction (less travelling race infrastructure) and increase routing efficiency.

Racing with Purpose
Logistics
Race Village Operations
Head of Host Cities
Department Directors

90% of travel by local visitors to the Race Village via public transport or active travel.

All Delivery Partners are required to have Transport Plans in place for Race Villages, aimed at minimising the need for visitors to drive to the venue.

Racing with Purpose
Head of Host Cities
Race Village Operations
Communications

70% uptake of carbon offsetting by hospitality guests.

Hospitality guests are engaged in balancing their air travel impacts through investing in carbon offsetting programmes with The Ocean Race.

Racing with Purpose
Commercial and Business Development
Hospitality and Events
Communications



CLIMATE POSITIVE

STRATEGIC AIM 5: Minimise greenhouse gas emissions and be climate positive

We aim for a relative overall reduction of operational GHG emissions by 45% compared to the 2017-18 Race. Going beyond our own GHGs we must also influence teams, stopovers, partners and guests to join us in this journey.

Together we hope to reach a Climate Positive status, achieved through investment in blue carbon and other restoration projects which draw down GHG emissions.

Obj 5.4 Minimise Race-related greenhouse gas emissions.

Obj 5.5 The Ocean Race 2022-23 is climate positive.



STRATEGIC AIM 5:

Minimise greenhouse gas emissions and be climate positive

GREENHOUSE GAS EMISSIONS

Objective

Obj 5.4 Minimise Race-related greenhouse gas emissions.

Targets

45% relative reduction in Race-organiser owned greenhouse gas emissions from the 2017-18 edition to the 2022-23 edition.

Action

Establish reductions and efficiency initiatives to reduce race-related GHGs.

Establish GHG budgets for departments and functional areas.

Engage operational stakeholders to reduce GHG impacts.

Responsibility

Racing with Purpose
Head of Host Cities
Race Village Operations
Commercial and Business Development
Hospitality and Events
Department Directors

Objective

Obj 5.5 The Ocean Race 2022-23 is climate positive.

Targets

More than 100% of GHGs are offset to allow a climate positive status.

Action

Commit to carbon offsetting for unavoidable emissions, offsetting more than 100% of GHGs.

Engage Delivery Partners, Teams, Partners, Contractors and Guests to do likewise.

Responsibility

Racing with Purpose
Head of Host Cities
Race Village Operations
Commercial and Business Development
Hospitality and Events
Department Directors



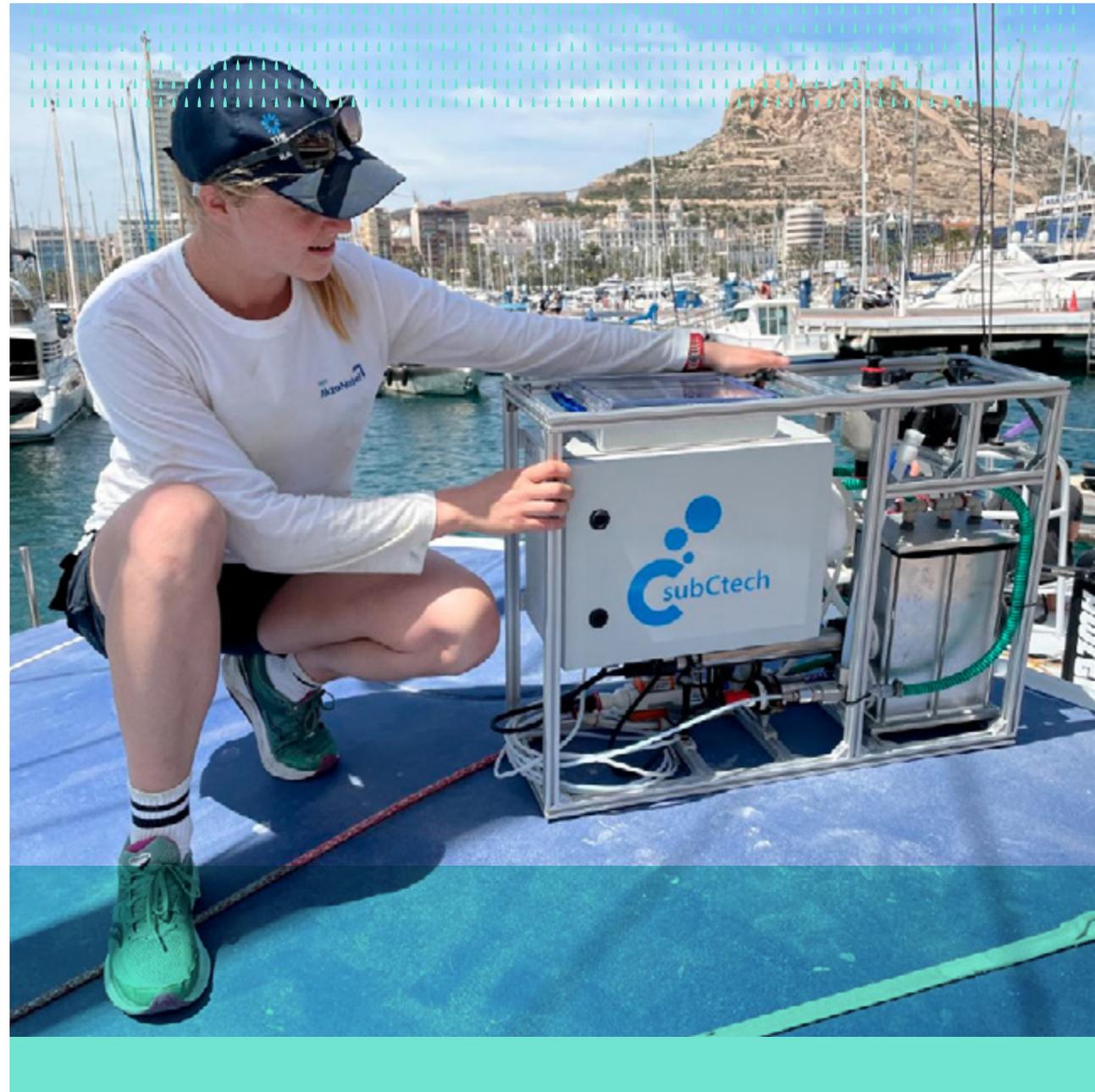
LEGACY

OCEAN SCIENCE

STRATEGIC AIM 6: Advance ocean science data collection and contribute to enhanced understanding of ocean change

At The Ocean Race we want to do all we can to support and protect our seas. An important element of this is using our unique race – which goes through some of the most remote parts of the planet – to gather valuable information about the state of the ocean.

Obj 6.1 Optimise the impact and application of scientific data collected during the 2022–23 Race.



STRATEGIC AIM 6:

Advance ocean science data collection & contribute to enhanced understanding of ocean change OCEAN SCIENCE

Objective

Obj 6.1 Optimise the impact and application of scientific data collected during the 2022–23 Race.

Targets

100% of data of sufficient quality to upload to global databases.

Host at least one science-focused workshop per year.

Contribute to Ocean Decade programme(s) and Decade Actions.

Meteorological data from all boats transferred to WMO GTS within 12 hours of real-time data collection.

Contribute data to at least three peer-reviewed scientific publications in reputable journals.

Contribute data annually to Global Carbon Budget publications.

Action

Work with the scientific community including research institutes, the Global Ocean Observing System, experts from IOC-UNESCO, other 'Impact Collaborator' expert advisors and instrumentation developers to ensure data quality is of highest scientific quality possible, within the limitations of the racing boat platforms.

Identify specific challenges or obstacles and bring together ocean science experts along with other specialists as deemed beneficial to progress action and identify solutions e.g., communication, policy and other experts.

Identify actions that support the outcomes of the Decade.

Include the 'Decade' in relevant communications and outreach across the RWP programme such as Summits, Communications, Learning, Race Village experience and science.

Work with WMO / GTS coordination to facilitate data transfer.

Engage technical personnel and expertise as necessary to oversee science operations during the Race.

Responsibility

Racing with Purpose Science



INCLUSION AND DIVERSITY

STRATEGIC AIM 7: Celebrate and ensure inclusion and diversity through sailing and our race

We know that a diverse range of approaches, skills, personalities and points of view make a truly dynamic and successful team, and with that spirit of cooperation, we bring to life our Diversity Plan in action throughout all our endeavors.

The sport of sailing, our Race's global reach, local activations within our Race Villages and our sustainability message, offer us many opportunities to support diversity and inclusion.

Obj 7.1 Support and ensure inclusion and diversity within all elements of The Ocean Race.



STRATEGIC AIM 7:

Celebrate and ensure inclusion and diversity through sailing and our race INCLUSION AND DIVERSITY

Objective

Obj 7.1 Support and ensure inclusion and diversity within all elements of The Ocean Race.

Targets

Achieve gender-balanced, diverse and inclusive staffing at all levels of the organisation, across all departments.

Achieve balanced, diverse and inclusive roles in on-water staffing and volunteers.

Using The Ocean Race as a platform to make a step change in gender equality in sailing to safeguard sailing's future.

Action

Establish and implement diversity and inclusion policies and practices through our people/HR strategy.

Programmes to support gender balance, diversity and inclusion on-water and shore crew staff and volunteer roles.

Partnership with the Magenta Project, aimed at female participation in sailing and elite sailor development.

Programmes to recruit female race officials and female volunteers in on-water roles.

Engage sailing clubs in host cities with the female and young sailor pathways and participation.

Participate in World Sailing's Breakthrough' programme, aimed at diversity and inclusion across all aspects of sailing.

Responsibility

Human Resources
Department Directors

Human Resources
Department Directors
Head of Host Cities
Teams and Race
Management
Volunteer Manager



STRATEGIC AIM 7:

Celebrate and ensure inclusion and diversity through sailing and our race

INCLUSION AND DIVERSITY

Objective

Obj 7.1 Support and ensure inclusion and diversity within all elements of The Ocean Race.

Targets

All teams meet the diversity requirements including gender balance and under 30's.

All public spaces within the Race Village have accessibility features for differently-abled people.

All stopover's volunteer programmes facilitate participation by people of all abilities.

All stopovers ensure cultural diversity and inclusion, whilst celebrating the global nature of the event and cultural exchange.

Achieve gender-balanced, diverse and inclusive staffing at all levels of the organisation, across all departments.

All public spaces within the Race Village offer accessibility features for those with mobility or other access impairment.

Action

Ensure programmes are in place and race rules require balanced participation by female and young elite sailors.

Ensure programmes and action are established to ensure access to volunteer roles by those with mobility impairment.

Ensure programmes and action are established to ensure access to volunteer roles by those with mobility impairment.

Ensure cultural diversity, heritage, first peoples are acknowledged and included in event programming and event experience.

Ensure cultural heritage, traditional owners, first peoples and other relevant cultural protocols, acknowledgements, engagement, and permissions are sought and included in all relevant activities.

Establish and implement diversity and inclusion policies and practices through our people/HR strategy.

Ensure programmes and action are established to ensure access to volunteer roles by those with mobility impairment.

Responsibility

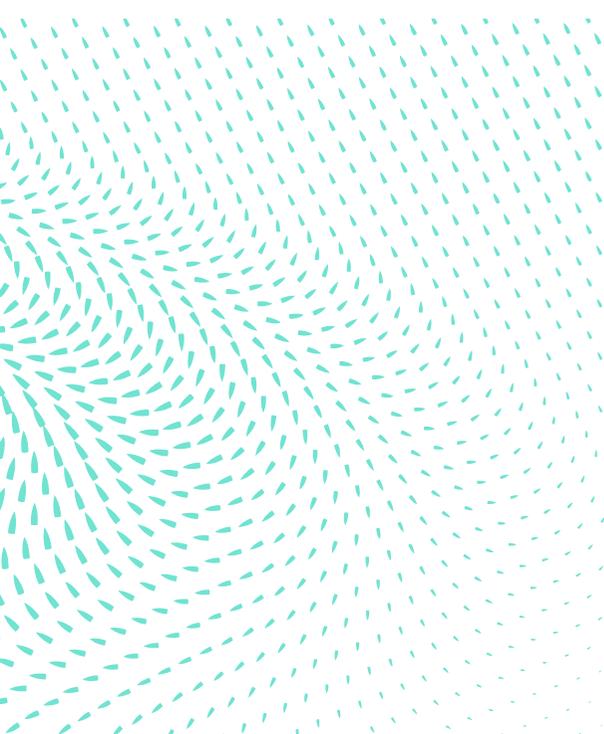
Teams and Race Management

Human Resources
Head of Host Cities
Race Village Operations

Human Resources
Department Directors
Head of Host Cities
Volunteer Manager
Human Resources
Head of Host Cities
Volunteer Manager
Protocol Manager

Human Resources
Department Directors

Human Resources
Head of Host Cities
Race Village Operations



STRATEGIC AIM 7:

Celebrate and ensure inclusion and diversity through sailing and our race

INCLUSION AND DIVERSITY

Objective

Obj 7.1 Support and ensure inclusion and diversity within all elements of The Ocean Race.

Targets

Achieve balanced, diverse and inclusive roles in on-water staffing and volunteers.

Action

Programmes to support gender balance, diversity and inclusion on-water and shore crew staff and volunteer roles.

Partnership with the Magenta Project, aimed at female participation in sailing and elite sailor development.

Programmes to recruit female race officials and female volunteers in on-water roles.

Engage sailing clubs in host cities with the female and young sailor pathways and participation.

Participate in World Sailing's Breakthrough' programme, aimed at diversity and inclusion across all aspects of sailing.

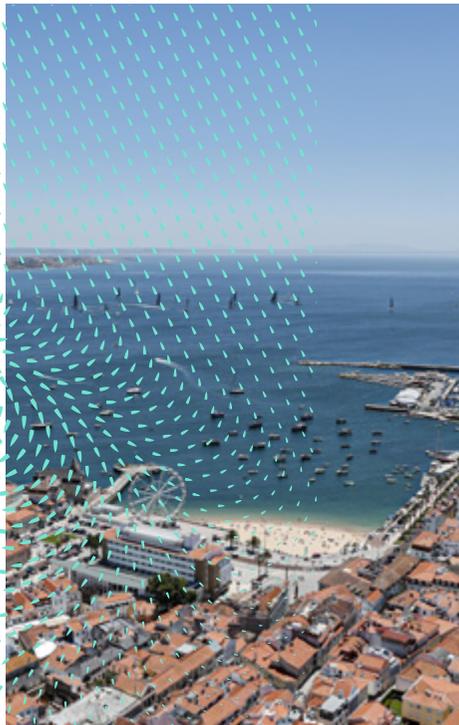
Ensure programmes are in place and race rules require balanced participation by female and young elite sailors.

Responsibility

Human Resources
Department Directors
Head of Host Cities
Teams and Race
Management
Volunteer Manager
Racing with Purpose

All teams meet the diversity requirements including gender balance and under 30's.

Teams and Race
Management



STRATEGIC AIM 7:

Celebrate and ensure inclusion and diversity through sailing and our race

INCLUSION AND DIVERSITY

Objective

Obj 7.1 Support and ensure inclusion and diversity within all elements of The Ocean Race.

Targets

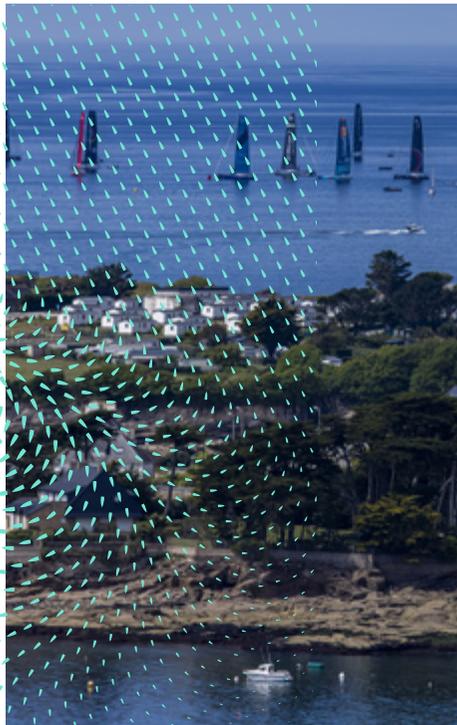
One programme or activity per stopover related to accessible sailing for all.

Action

Align with World Sailing's Para Sailing programme and look for opportunities to advance access to sailing by all, in each of our host cities.

Responsibility

Race Management
Community and Sailing Engagement
Head of Host Cities
Racing with Purpose



At least one programme or activity related to indigenous culture or sailing heritage.

Identification of traditional sailing heritage, indigenous or first people's connection to sailing and sea-faring and including this in programme, experiences, narrative or activities by each stopover.

Community and Sailing Engagement
Head of Host Cities
Racing with Purpose Protocol

All stopover's volunteer programmes facilitate participation by people of all abilities.

Ensure programmes and action are established to ensure access to volunteer roles by those with mobility impairment.

Human Resources
Department Directors
Head of Host Cities
Volunteer Manager

All stopovers ensure cultural diversity and inclusion, whilst celebrating the global nature of the event and cultural exchange.

Ensure cultural diversity, heritage, first peoples are acknowledged and included in event programming and event experience.

Human Resources
Head of Host Cities
Volunteer Manager
Protocol Manager

INDUSTRY LEADERSHIP

STRATEGIC AIM 8: Industry leadership, innovation and positive legacy

We aim to be industry-leaders in sustainability in the sports, sailing and events sectors, and by ocean governance and advocacy organisations.

We also identify gaps in industry sector sustainability and ocean health topics, and bring together key actors to work together towards solutions.

Obj 8.1 Be a catalyst for the development of innovative solutions to industry sustainability challenges.

Obj 8.2 Be the leading event in sports and sustainability by 2023.



STRATEGIC AIM 8:

Industry leadership, innovation and positive legacy

INDUSTRY LEADERSHIP

Objective

Obj 8.1 Be a catalyst for the development of innovative solutions to industry sustainability challenges.

Obj 8.2 Be the leading event in sports and sustainability by 2023.



Targets

Action and improvement is achieved as a result of each Innovation Workshop and follow up programme.

Innovate and advance best-practice in race and event operations and in using the race as a purpose platform.

Plan and deliver events in alignment with international and local sustainable event standards and protocols.

Disseminate new sustainability practices to stakeholders.

The Ocean Race is rated by race fans and non-race fans as the leading sports event in sustainability advocacy and impact.

Action

Establish industry sector Innovation Workshops in each of our four identified categories: Science, Sustainable Boatbuilding, Footprint, Behaviour Change.

Identify additional opportunities for Innovation Workshops in alignment with partners, and topical themes for the time or location, established with additional funding.

Establish at least one new sustainability-related sailing/sport/event industry initiative annually.

Participate in at least three industry collaborations annually.

Achieve conformity to the requirements of ISO 20121 Event Sustainability Management Systems

Meet all of the requirements for any local sustainable event production protocols, certifications or standards.

Meet all requirements for any sailing event production protocols, certification or standards, including World Sailing scheduled events sustainability requirements.

Produce one significant best-practice guide, legacy case study and/or event sustainability management learning content, that are distributed internationally, annually.

Introduce at least one new sustainable event practice that is adopted and retained by each host city.

Through organic and intentional communications, raise the profile of The Ocean Race as the leading sports event in sustainability advocacy.

Responsibility

Racing with Purpose
Head of Host Cities
Commercial and Business
Development
Department Directors

Racing with Purpose
Head of Host Cities
Race Village Operations
Communications

Racing with Purpose
Head of Host Cities
Race Village Operations

Racing with Purpose
Communications

COMMUNITY LEGACY

STRATEGIC AIM 9: Leave a positive legacy in the community.

Engaging with and supporting the communities that host us is an essential part of the Race. We hope to be a catalyst for action on sustainability-focused initiatives by host cities and local communities.

We aim to support restoring local environments, bringing attention to local NGOs, and encourage educators, students and young sailors to be champions for the sea, increasing ocean literacy and taking positive action for the ocean.

Obj 9.1 Host city's government departments and programmes have an ongoing sustainability benefit from hosting The Ocean Race.

Obj 9.2 Individuals, communities and groups have enduring positive benefits from their participation in Racing with Purpose.



STRATEGIC AIM 9:

Leave a positive legacy in the community

COMMUNITY LEGACY

Objective

Obj 9.1 Host city's government departments and programmes have an ongoing sustainability benefit from hosting The Ocean Race.

Obj 9.2 Individuals, communities and groups have enduring positive benefits from their participation in Racing with Purpose.



Targets

At least one example of action and improvement within local government departments or programmes.

At least five community outreach and engagement activities organised by each stopover delivery partner.

At least five community outreach and engagement activities in each stopover by Race participants.

Participating NGOs experience a positive enduring impact and increased engagement as a result of The Ocean Race.

At least one environmental restoration project in each destination (by the race, the city, a team or a partner).

All key sailing clubs and schools in the host city are engaged.

Action

Together with delivery partners, engage relevant government departments to integrate sustainability-related or ocean health initiatives into the lead up, during and after the stopover.

Community engagement at every host city, by the Race, partners and teams.

Request information from delivery partners on relevant community groups and programmes that the Race participants can support and be involved with.

Establish community outreach and engagement programmes, connecting the Race, teams and partners with relevant local organisation in each stopover.

Each delivery partner arranges community outreach, engagement, inclusion and participation across the stopover programme, with the intention of ensuring a positive legacy.

Work with delivery partners to ensure NGOs build follow-up engagement to facilitate ongoing positive impact post Race event.

Engage host cities, teams and race partners to instigate restoration projects in each destination.

Along with delivery partners, engage local sailing clubs in host destinations to engage with the learning and youth engagement programmes of the Race.

Responsibility

Racing with Purpose
Head of Host Cities
Race Village Operations
Communications

Racing with Purpose
Head of Host Cities
Race Village Operations
Communications

STRATEGIC AIM 9:

Leave a positive legacy in the community

COMMUNITY LEGACY

Objective

Obj 9.2 Individuals, communities and groups have enduring positive benefits from their participation in Racing with Purpose.

Targets

All volunteer organisations participating have examples of new sustainability action adopted into their practices.

100% of the host cities have schools signed up and attending workshops onsite.

At least 50% of Learning Programme participants followed up with, have long-term retained knowledge and take ongoing action to drive positive change for the ocean.

Action

Delivery partner to engage with volunteer organisations to continue to adopt sustainability practices used by The Ocean Race, beyond the stopover.

Engage with the education sector to integrate the Learning Programme and ocean health topics into ongoing education curriculum and school activities.

Establish impact measurement and tracking to assess retention of knowledge and ongoing action.
Maintain ongoing engagement with schools to track retention and increased literacy.

Responsibility

Racing with Purpose
Research
Head of Host Cities
Race Village Operations
Communications





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