The 52 SUPER SERIES is globally recognised as the world’s leading grand-prix monohull racing circuit.

52 SUPER SERIES brings together 400 people at every regatta.

Started partnership with 11th Hour Racing in 2015 and introduced new initiatives to change the way that staff, sailors, marinas and yacht clubs interact with the environment.

2016: Aggressively targeted core elements of the event: the water supply, waste policies, food provision, fuel usage, materials and transport.

2017: ISO 20121 certification awarded and ongoing refinement of procedures

Our goal has been and still is, to become one of the most sustainable racing circuits in the world.
SUSTAINABILITY

52 SUPER SERIES
Management / Organisation

Chief Sustainability Officer

Sustainability Operations
Sustainability Ambassadors
Media & Communication

Suppliers
Host Venues
Teams
Website
Social Media
Live TV

Sponsors

Individual / Public Awareness

Influenced by 52 SUPER SERIES
Impact within 52 SUPER SERIES Organisation
## THE THREE PILLARS OF SUSTAINABILITY

<table>
<thead>
<tr>
<th>SOCIAL</th>
<th>ECONOMICAL</th>
<th>ECOLOGICAL</th>
</tr>
</thead>
</table>
| Always employing local race committee | Local caterer  
Food sourced locally  
RIBs hired locally, if possible  
Local race committee  
Local race office  
Local event support, where feasible  
Shuttle service | Recycling  
Removal of single-use plastics  
Fuel reduction of support boats  
Reusable branding  
Alternative transportation/group transportation  
Oil/Fuel Spill kits  
Eco-friendly cleaning products |
| Local race office, where feasible | Local event support, where feasible  
Shuttle service | Recycling  
Removal of single-use plastics  
Fuel reduction of support boats  
Reusable branding  
Alternative transportation/group transportation  
Oil/Fuel Spill kits  
Eco-friendly cleaning products |
| Education of local children | Local event support, where feasible  
Shuttle service | Recycling  
Removal of single-use plastics  
Fuel reduction of support boats  
Reusable branding  
Alternative transportation/group transportation  
Oil/Fuel Spill kits  
Eco-friendly cleaning products |
| Beach clean-ups | Local event support, where feasible  
Shuttle service | Recycling  
Removal of single-use plastics  
Fuel reduction of support boats  
Reusable branding  
Alternative transportation/group transportation  
Oil/Fuel Spill kits  
Eco-friendly cleaning products |
STAKEHOLDER APPROACH

PUBLIC AWARENESS

TEAMS

TP 52 CLASS

VENUES

MARINAS

SAILING SCHOOLS

YACHT CLUBS

SPONSORS

SUPPLIERS

52 SUPER SERIES AS INFLUENCERS
OUR INITIATIVES FROM THE BEGINNING

- WATER FILTRATION SYSTEM
- SHUTTLE SERVICES
- ALUMINIUM BOTTLES
- RECYCLING BINS
- FUEL REDUCTION
- OIL SPILL KITS
- REUSABLE BRANDING
- ECO FRIENDLY PRODUCTS
- BIKE RIDES
- SINGLE-USE PLASTIC REMOVAL
- SOURCING LOCAL SUPPLIERS
- REGULAR BEACH CLEAN-UPS
- YOUTH EDUCATION
- AMBASSADOR PROGRAMME
- TEAM CHARTER
- ONLINE AND OFF-LINE PROMOTION
Over **60,000 single-use plastic bottles** (0.5 l) removed from circulation.

More than **350kg of rubbish** have been collected at local beaches.

**3,900 shares** on Facebook for a single post about decomposition rates. This reached 300k people.

More than **2,000 lunches** without an plastic packaging and utensils.

**7 teams** are now committed to using the water filtration system. This is 5 more than in 2015.

**More than 300 local school children** have been invited to discuss sustainability topics and help collect trash at our beach clean-ups.

**12 Sustainability Ambassadors** nominated from the 52 SUPER SERIES fleet.

UNE-ISO 20121 awarded in October 2017.

Team Charter has been drafted and signed by all competing teams.

A **complete transformation** of the Puerto Portals recycling policy, along with legislative support from the local council.

**Only 1,000 pieces of paper** have been used by the Race Office throughout 2016 and 2017 season also.
FACTS & FIGURES

**AVERAGE AMOUNT OF TEAMS/EVENT**

<table>
<thead>
<tr>
<th>Year</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>11</td>
<td>11</td>
<td>11</td>
</tr>
</tbody>
</table>

**TEAMS ENGAGED IN SUSTAINABILITY**

<table>
<thead>
<tr>
<th>Year</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>2</td>
<td>11</td>
<td>11</td>
</tr>
</tbody>
</table>

**TOTAL IMPRESSIONS ALL CHANNELS (LIVE TV, SOCIAL MEDIA, WEBSITE)**

- 2015: 4m
- 2016: 3m
- 2017: 5m

**LIVE TV SUSTAINABILITY FEATURES PER SEASON**

<table>
<thead>
<tr>
<th>Year</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>2</td>
<td>1</td>
<td>5</td>
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</table>
**ACHIEVEMENTS 2015 – 2017**

**WATER**

- Purchase of a MAGIC’s CS150-HL reverse osmosis water filtration system (1.5 liters/min – 2.160 liters/day)
- Provided reusable water bottle for organisation’s permanent staff
- 2 Teams committed to purchasing and using own water filtration system

### 2015

- Single-use water bottles have been eliminated from 52 SUPER SERIES operations.
- Single-use water bottles have been removed from 4 out of 5 host sailing lounges and replaced by water fountains and paper cups.
- Teams are encouraged to use the water filtration system.
- Provided reusable water bottles for every team member during Scarlino event

### 2016

### 2017

- In 2017, single-use water bottles and plastic cups have been removed from 5 out of 6 host sailing lounges and replaced by water fountains and paper cups.
- Teams are encouraged to use the water filtration system. 7 out of 10 teams are using either their own water filtration system or the organizations’ water filtration system.
- Provided reusable water bottles for every team member during Scarlino event
ACHIEVEMENTS 2015 – 2017

2015

• Creation of a Sustainability Working Group composed by one ambassador from each team and 52 SUPER SERIES representative in order to work together towards the same sustainable objectives

• 12 Sustainability Ambassadors have been identified and meet at every regatta.

2016

• Teams have been briefed on the new Team pledge and all teams have signed it.

2017

• Sustainability ambassadors use the regular meetings as a platform for open discussions and exchanging ideas to improve sustainable operations within teams.
ACHIEVEMENTS 2015 – 2017

2015

• Recycling bins are available at all venues

2016

• Recycling policy at Puerto Portals has been transformed in partnership with the local council.

• Increased awareness on importance of recycling within the organization and teams.

2017

• Waste reduction measures continue, reducing packaging waste with suppliers and general waste within the organisation.
ACHIEVEMENTS 2015 – 2017

BRANDING & SIGNAGE

- Started using digital result board/Screen.
- Reusing branding, where possible and if not date-, partner- or location-specific.
- Purchase of new race office container, less PVC branding needed.

2015

- Changeover from plastic/PVC accreditations to fabric wristbands.
- Reusing branding, where possible and if not date-, partner- or location-specific.
- Implementation of magnetic reusable result board.

2016

- PVC-free vinyl boat stickers were trialled for the 2016 season.
- Reusing branding, where possible and if not date-, partner- or location-specific.

2017
• 52 SUPER SERIES Website: specific sustainability area implemented, where we describe our message and mission
• Press releases about sustainability: 4, videos featuring sustainability: 7, number of sustainability articles in media: 5

2015

2016

• 84 posts to social media have been made
• 2.4 million impressions across all media channels with high levels of engagement and interactivity.
• A full feature on sustainability was included in the Live TV broadcast at the World Championship in Mahón 2016. This was viewed by half a million people.
• Press articles sustainability published by Seahorse Magazine and NYT:
ACHIEVEMENTS 2015 – 2017

MEDIA & COMMUNICATIONS

- 2 live interviews about sustainability during live TV broadcasts in Key West and Miami.
- Sustainability part integrated in highlight videos at 4 out of 5 regattas as of yet.
- 13 clips in total about sustainability
- 75 posts to social media have been made so far.
- Live TV Views (Sustainability Features) – 887,391.
- 4.6 million impressions across all media channels with high levels of engagement and interactivity.

2017
<table>
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<tr>
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<td>DATE</td>
<td>CONTENT</td>
<td>LINK</td>
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</tr>
</tbody>
</table>
INNOVATION

HOW LONG UNTIL IT’S DECOMPOSED?

- TOILET ROLL: 1 MONTH
- CIGARETTES: 10 YEARS
- DRINKS CANS: 200 YEARS
- PLASTIC BAGS: 10-20 YEARS
- PLASTIC CUTLERY: 100-1000 YEARS
- GLASS: 4000 YEARS
- DIAPERS: 450 YEARS
- FISH HOOKS: 500 YEARS
- CARDBOARD: 2 MONTHS
- SOMETHING: NEVER

WE LIVE HERE

Brought to you by:

The Forefathers of Environmentalism

ALEXANDER VON HUMBOLDT
- BORN: 1769
- MAJOR WORKS: Kosmos
- PHILOSOPHY: We live in a interconnected living web of cause and effect
- FAMOUS QUOTE: “We are but a thread in the chain of causes and effects, no single but can be considered in isolation.”

HENRY DAVID THOREAU
- BORN: 1817
- MAJOR WORKS: Walden
- PHILOSOPHY: Vote with your actions in proportion to the number of things he can be without.
- FAMOUS QUOTE: “Thank god that men can fly and waste the sky as well as the earth.”

GEORGE PERKINS MARSH
- BORN: 1801
- MAJOR WORKS: Man and Nature
- PHILOSOPHY: He was the “Gaia” before his time. He was the “Sustainability” before his time.
- FAMOUS QUOTE: “The stimulus of change is the well-being of future ages.”

ERNST HAECKEL
- BORN: 1834
- MAJOR WORKS: History of Creation
- PHILOSOPHY: Forms of life are dictated by the effect of their environment
- FAMOUS QUOTE: “Man is not above nature, but in it.”

JOHN MUIR
- BORN: 1838
- MAJOR WORKS: The Yosemite
- PHILOSOPHY: “Nature is, and always has been, the child and the reflection of the father.”
- FAMOUS QUOTE: “In every walk with nature, one receives far more than he seeks.”


A collaboration between the 32 SUPER SERIES and 1118 Music Racing

These men were influencers.

YOU HAVE THE POWER TO DO MORE

SHARE THIS POST & BE HEARD.
ACHIEVEMENTS 2015 - 2017

2015

- Tracking of fuel consumption of event support boats
- Spill kits provided to all event support boats

2016

- Promoted responsible and efficient driving for all race boats (umpires, race committee and media boats), and for all teams
- Reduce fuel consumption by 10% overall

2017

- Reduced fuel consumption of the support boats constantly.
- Encouraging support boat drivers to drive more efficient, both organisation and teams
- Oil spill kits have been made available for all petrol stations and distributed to teams and all of the organisation’s ribs.
- Avoided usage of diesel power generators, whenever possible
FOOD

2015

- Organisation lunches/picnic are provided in paper bag, without single-use plastic utensils.
- Hired only local caterers

2016

- Removed plastic cups and utensils from 4 out of 5 host sailing lounges and replaced them by water fountains and paper cups.
- Organisation lunches are always provided in a paper bag, without single-use plastic utensils.
- Caterings are sourced locally.

2017

- Removed plastic cups and utensils from 4 out of 6 host sailing lounges and replaced them by water fountains and paper cups.
- Organisation lunches are always provided in a paper bag, without single-use plastic utensils.
- Caterings are sourced locally.
The 52 SUPER SERIES Cycling Experience: 25 team members participated in the 1st 52 SUPER SERIES RIDE FOR SUSTAINABILITY.

In 2017, shuttles were only provided in 1 of 6 venues, because accommodation and host venues were in walking distance in 5 out of 6 venues.

Boats and containers are grouped, as much as possible, for transport.

Cycling is promoted and encouraged via regular group rides.

- Staff shuttles were provided at 3 of 5 regattas in 2016.
- Boats and containers are grouped, as much as possible, for transport.
- Cycling is promoted and encouraged via regular group rides.

2015

2016

2017
ACHIEVEMENTS 2015 - 2017

2015

• 50 kids from a Sailing School in Calanova participated in our “1st 52 SUPER SERIES SUSTAINABILITY TALK” which was run by Tom Burnham (Quantum) and our Sustainability Officer during the 52 World Championship in Puerto Portals.

2016

• Beach clean-ups have been organized at every regatta.

2017

• Groups of local school children have been invited to learn about sustainability and afterwards collected trash at our beach clean-ups.

• At South Beach, Miami, in 2017, we partnered up with Ocean Conservancy and collected 319lb/145kg of trash within 45 minutes at South Point Pier area.

• During Porto Cervo event, BMW electric cars were provided and used for transport.
**ACHIEVEMENTS 2015 - 2017**

- **ELECTRICITY**
  - An electricity meter has been fitted to the race office in 2016 for consumption tracking, also the new container (in use since Scarlino 2017) is equipped with electricity meter.
  - Electricity usage has been calculated by ClimateCare and offset by a donation to a renewable water charity.

- **PRINTING**
  - We only use recycled paper and ink in official event communications
  - We work in partnership with our host venues to reduce the amount of printing and encourage them to use sustainable materials at all times

- **ISO CERTIFICATION**
  - UNE-ISO 20121 awarded at end of October 2017
ACHIEVEMENTS 2015 - 2017

ISO 20121 certification for 2017 season
Independent assessor, ClimateCare, has calculated the total carbon footprint of all 52 SUPER SERIES event operations in 2016.

The CO² has been offset by a donation to renewable water charity, LifeStraw Carbon for Water in 2016. This project cuts carbon and provides safe water by distributing 877,505 LifeStraw Family filters to households in Kenya’s Western Province. The gravity driven point-of-use water filters require no electricity or consumables.
Independent assessor, ClimateCare, has calculated the total carbon footprint of all 52 SUPER SERIES event operations in 2017.

The CO$_2$ has been offset by a donation to a portfolio mix of projects from ClimateCare.
You can find more details about the projects in the portfolio of ClimateCare at:


<table>
<thead>
<tr>
<th></th>
<th>Total Tonnes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Air Travel</td>
<td>244.05 tonnes</td>
</tr>
<tr>
<td>Cars</td>
<td>0.45 tonnes</td>
</tr>
<tr>
<td>Taxi</td>
<td>0.14 tonnes</td>
</tr>
<tr>
<td>Public Transport</td>
<td>0.00 tonnes</td>
</tr>
<tr>
<td>Road Freight</td>
<td>1.05 tonnes</td>
</tr>
<tr>
<td>Air Freight</td>
<td>0.00 tonnes</td>
</tr>
<tr>
<td>Sea Freight</td>
<td>0.20 tonnes</td>
</tr>
<tr>
<td>Fleet Vehicles</td>
<td>2.06 tonnes</td>
</tr>
<tr>
<td>Office Energy, Waste &amp; Water</td>
<td>0.19 tonnes</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>248.14 tonnes</strong></td>
</tr>
</tbody>
</table>
CONTACT

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Special thanks to our sustainability partner
11th Hour Racing for the great support.
AT THE FOREFRONT OF SUSTAINABLE SAILING