



World Sailing Sustainability Award Case Study

Winner 2020
Starboard

sport / nature / technology



World Sailing 11th Hour Racing Sustainability Award

The World Sailing 11th Hour Racing Sustainability Award celebrates the effective execution or ongoing delivery of high-impact, highly-replicable sustainability initiatives, aligned to the World Sailing Sustainability Agenda 2030. A prize of \$10,000 was awarded last 9th December 2020 to the winner to fund their continued Sustainability efforts, along with an iconic trophy made from recycled carbon fibre and bioresin.

Presented to:

Corpus Christi Yacht Club (USA) 2018

RYA / The Green Blue (GBR) 2019

Starboard (THA) 2020

Already a familiar name to those tuned in to the world of windsurfing, due to the selection of their iQFOiL as the Windsurfer Equipment for Paris 2024, Starboard are a truly eco-friendly company, proudly promoting sustainability across their entire culture.

Taking every opportunity to reduce carbon emissions, Starboard compensate for any unavoidable carbon emissions by planting mangrove trees to absorb these emissions 10 times over for every single board.

And their Plastic Offset Program allows them to reclaim 1.1 kg of plastic for every board produced, while their board bags are all made from recycled PET bottles.

By ensuring sustainability is embedded into teaching and coaching frameworks, and with ambitions to make their boards fully recyclable at the end of their lifespan, Starboard are consistently aiming to raise awareness of sustainability in sailing and take appropriate action wherever possible.



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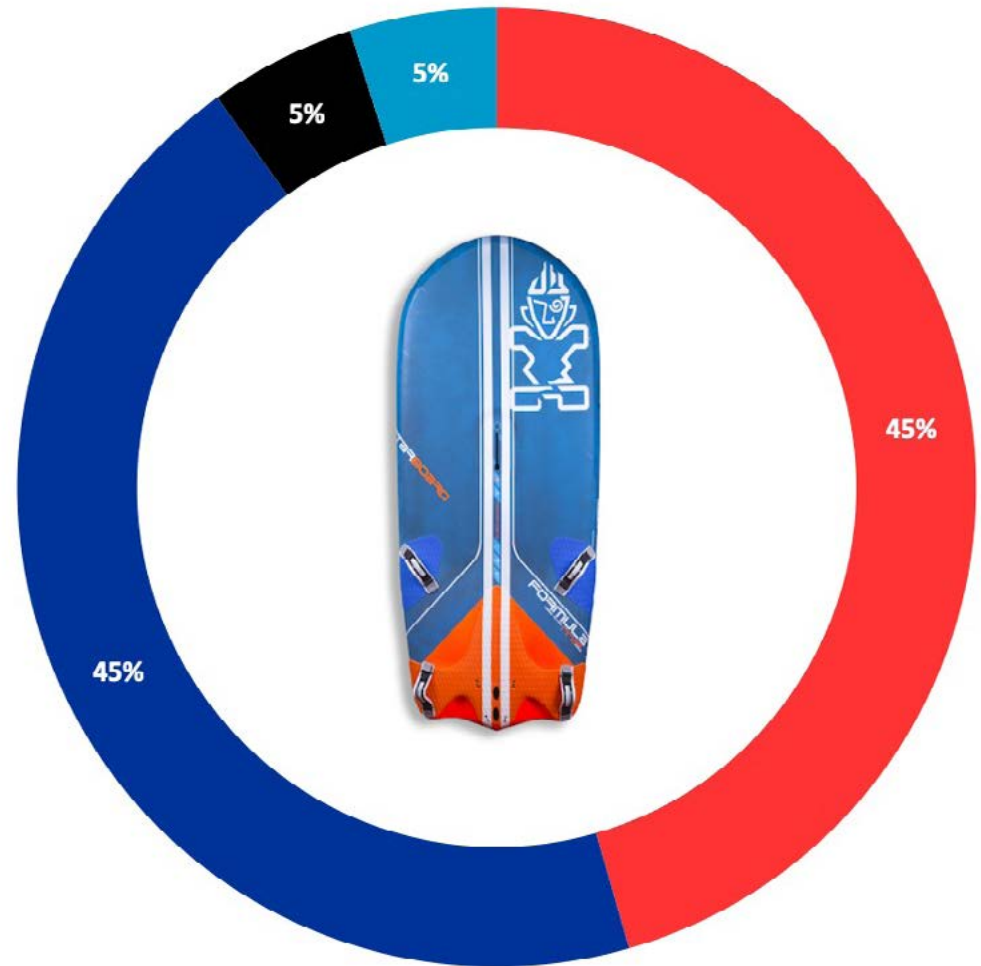


Sustainability initiative

Starboard have a number of sustainability initiatives including:

- Plastic Offset Program
- Carbon Footprinting
- Life Cycle Assessment

IQFOIL 95 Carbon Emissions



● Energy ● Materials ● Packaging ● Waste

95.74 KG CO₂ E

Summary

From 2017, Starboard have collected 1.1 kg of plastic waste per each board sold, using their own team they pay to collect up waste from the oceans. Starboard fund this by taxing themselves on each board they sell.

Starboard also plant one mangrove tree per each board produced and 10 mangrove trees planted for the iQFOil board which is the Olympic Windsurfing equipment.

On average a board emits 100 kg of CO₂ during its production process, from the extraction of raw materials to shipping the board to the distributor. Each Mangrove tree will absorb 1000 kg of CO₂ within the first 20 years of its life.





Motivations

The board-sports industry is a large impactor to the environment, through all the materials used, production processes and raw material extraction. Added to this is the amount of different types of plastics used to make the boards, there are on average seven different types of materials which makes it very hard to take apart to recycle.



Action

Starboard were able to measure how much plastic they used within the company so they could identify which areas they could remove the plastic, redesign to use recycled or natural materials and intercept any plastic coming into the company which they do not need - e.g. single-use plastics.

Starboard measure their CO₂ output and 'offset' the equivalent emitted impact, and have absorbed the same amount of CO₂ emissions from the very beginning of the company's life in 1994 until 2016. Furthermore, emissions from 2017 are absorbed 10 times over all thanks to the restoration of mangroves with Worldview International Foundation. By measuring, they can also look at where they can reduce their climate impact. Whilst also working to reduce their impact throughout the supply chain by working with suppliers to install solar, as Starboard have done in the Thailand HQ.

Starboard believe that if they can do it, they can influence the wider sports industry and help them also lead the way in reducing impact towards the environment.

Objectives

- Plant to absorb all CO₂ emissions, and plant to absorb more than we create. Plan to **plant 2 million mangroves by the end of 2022**.
- Get the whole of our supply chain to move over to a solar or wind power, then influence the whole sports industry to do the same.
- Remove plastic from the coastlines of Thailand (and the world), get other companies to come on board with our project to collect the equivalent amount of plastic they put out into the world.

Outcomes

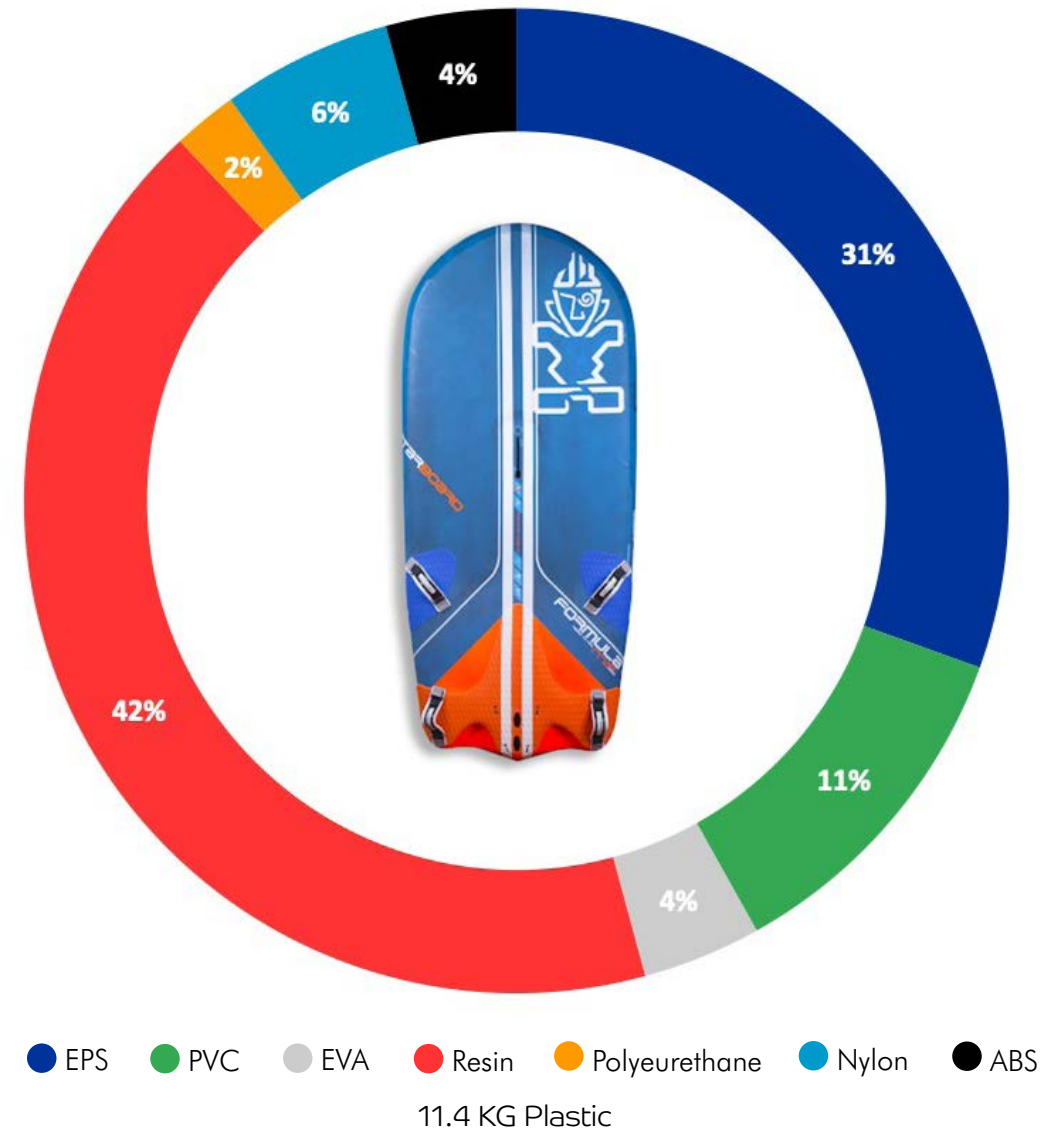
- **Planting 1 million mangrove trees** which over 20 years will absorb 1 million tonnes of CO₂. Planting mangroves is also helping with local biodiversity and repopulating the mangroves which are in serious decline due to salt and shrimp farming.
- Collecting over **179,474 kg of plastic waste** from the beaches in Thailand through our Plastic Offset Program for every board produced.
- Reduce the use of virgin plastic materials where possible as well as removing all single-use plastics by working with suppliers and finding alternatives for packaging.



Benefits

1. Starboard have proved that they can reclaim some of their impact to the planet, they want others to follow and are really happy to help anyone who wants to do the same.
2. The materials that are recycled, or natural have been tried and tested so products are only used if it does not impact quality and performance, allowing for others in the industry to easily identify and use alternatives to virgin plastics.
3. They created a sustainability guidelines agreement for all event organizers for every iQFOil event. Setting a standard for all events moving forwards, allowing for all events to reduce their use of plastics, offsetting the carbon emissions of the athletes travel and asking to complete an area clean-up to protect the shoreline during the event.

IQFOIL Plastic Footprint



Next steps

The \$10,000 prize will be used to support existing programmes as well as a new initiatives such as a reforestation project to help make the windsurfing competition at Paris 2024 games carbon positive.

Starboard are also investigating recycling carbon fibre and are exploring having a collection point for all old carbon fibre masts at the next iQFOil event in Lake Garda, Italy. Their aim is to find a way to recycle all boards at their end of life.

For further details:
Tasmin Chilcott
Environmental Project Manager
tasmin@star-board.com

Thoughts from the organisation

Svein Rasmussen, owner of Starboard and **Tasmin Chilcott**, Eco Projects Manager, said, "The 2020 World Sailing 11th Hour Racing Sustainability Award creates a platform for us at Starboard to share environmental opportunities.

"Participation means everything when turning negatives to positives, we all win with a healthy Blue Planet. Starboard's riders, partners, our environmental team, the WIF Climate Park crew and our Plastic Offset Program, shows that pro planet contributions can be executed fast and efficiently.

"We look forward to working with other classes in this area and our dream is to inspire the IOC, Paris 2024 and future games to become 10 x climate positive.

"Thank you to everyone who has supported us for the health of our oceans through Starboard which has given us even more strength to win for the ocean. Keep on having fun and never give up."



World Sailing,
20 Eastbourne Terrace
London W2 6LG, UK
Tel: + 44 (0)2039 404 888

www.sailing.org

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