

IF Sustainability Project
**WORLD SAILING 11TH
HOUR RACING AWARD**





INTERNATIONAL
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COMMITTEE

NOC AND IF SUSTAINABILITY CASE STUDIES

The world faces significant challenges across a wide spectrum of economic, social and environmental matters. The Olympic Movement has both an opportunity and a duty to actively contribute to the global sustainability debate in line with its vision of “Building a better world through sport”.

With this in mind, and in response to Olympic Agenda 2020, the International Olympic Committee (IOC) launched the International Federation (IF) Sustainability Project in 2016 to obtain an overview of IFs' sustainability initiatives – identifying common topics, challenges and good practices while also sharing information among the IFs.

One outcome of the project was a series of case studies illustrating how IFs are actively contributing towards a more sustainable world.

As part of the IOC's objective to “profile the role of the Olympic Movement in sustainability through the aggregation of information and collective reporting”, it was agreed that the identification and sharing of information contributes to the holistic integration of



sustainability and should be continued. These case studies, which now also showcase National Olympic Committees' (NOCs) best practices, form part of a strategic support system given to the Olympic Movement through the [IOC Sustainability Strategy](#).

Each case study is aligned with one or more of the IOC's five sustainability focus areas: infrastructure & natural sites; sourcing & resource management; mobility; workforce;

and climate. They are also aligned with one or more of the United Nations' (UN) framework of 17 Sustainable Development Goals (SDGs), which provide a common framework for organisations to explain how they plan

to contribute to sustainable development and tackle the key global sustainability challenges. This framework is pivotal for the Olympic Movement – in September 2015, the UN General Assembly confirmed the important role that sport can play in supporting the UN's 2030 Agenda for Sustainable Development and its SDGs.

The IOC provides support to NOCs and IFs in the definition, design and development of their sustainability strategies.



“Sport is also an important enabler of sustainable development. We recognise the growing contribution of sport to the realisation of development and peace in its promotion of tolerance and respect and the contributions it makes to the empowerment of women and of young people, individuals and communities as well as to health, education and social inclusion objectives.”
Paragraph 37, UN 2030 Agenda for Sustainable Development

Each NOC/IF sustainability project contributes to one or more of the IOC's sustainability focus areas and one or more of the UN's Sustainable Development Goals (SDGs)

IOC FOCUS AREAS



INFRASTRUCTURE & NATURAL SITES



CLIMATE

UN SDGs



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A NEW WORLD SAILING AWARD CALLS FOR SUSTAINABILITY THROUGH INNOVATION FROM THE SAILING COMMUNITY

In 2018, World Sailing teamed up with 11th Hour Racing, an organisation that promotes collaborative and systematic change to benefit the health of the oceans,

OBJECTIVES

World Sailing created a sustainability award in order to:

- Support the implementation of World Sailing's Sustainability Agenda 2030.
- Call for innovation across the sailing community to help tackle environmental challenges.
- Raise awareness about sustainability and inspire the sport community to take similar actions.
- Give profile and financial support to organisations that are delivering replicable sustainability initiatives.

to launch a new sustainability award. With a sponsor secured for an initial period of three years, the project calls on the sailing community to develop and implement innovative sustainability-oriented projects, and rewards the annual winner with a prize of USD10,000 to help them further develop the initiative.

World Sailing has a desire to engage across all levels of its sport and is encouraging applications from the entire sailing community: National Federations, sailing clubs, event organising committees, individual sailors and any other sailing-related organisations that have implemented and delivered successful sustainability initiatives. The judging panel consists of World Sailing's Sustainability Commission and Head of Sustainability, a representative from World Sailing's Board and a representative from 11th Hour Racing.

The winner of the 2018 award was Corpus Christi Yacht Club (CCYC), which successfully delivered the 2018 Youth Sailing World Championships. Driven by the



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dedication of the CCYC volunteer Green Team, the competition was the first World Sailing championship with a focus on ocean conservation and sustainability. Setting up educational opportunities and legacy programmes, CCYC created a benchmark for future championships to follow, and its sustainability initiatives will be directly used by World Sailing to further develop sustainability at its events.

World Sailing and 11th Hour Racing sought diverse and talented applicants for the 2019 award to both honour and empower sustainability leaders in the sailing world. The 2019 winner received prize money in order to further develop its sustainability initiatives, and an iconic trophy made from recycled carbon fibre taken from an America's Cup boat.

EVALUATION

Through the establishment of the World Sailing 11th Hour Racing Sustainability Award, World Sailing has proven that it has the power to inspire the whole sailing community and use innovation as a tool for sustainability. Directly aligned with World Sailing's Sustainability Agenda 2030, the initiative aims to show how the sport can contribute to the United Nations' Sustainable Development Goals. The work of the winners will serve as catalysts for positive change and inspire other entities to start their own sustainability projects.

"THE WORLD SAILING 11TH HOUR RACING SUSTAINABILITY AWARD WILL ENABLE BOTH PARTIES TO LEARN ABOUT FURTHER WORLDWIDE INITIATIVES AND ORGANISATIONS THAT ARE CONTRIBUTING TO ENSURE A SUSTAINABLE FUTURE FOR OUR SPORT."

DAN READING, WORLD SAILING HEAD OF SUSTAINABILITY



LESSONS LEARNED

- Calling for innovation from all sailing-related entities helps to raise awareness and tackle environmental issues through the power of sport.
- Creating an award is an efficient way for an IF to implement its sustainability strategy.
- Innovative projects can be used to further develop sustainability across the sport community.
- Sponsored awards generate revenue for the IF that can be invested in further sustainability work.

