

Triple bottom line is possible for sailing programs: people, planet program!

Workshop Goals

- Kick off your sustainability planning
- Create an outline
- Fill in details
- Learn about resources
- Meet a mentor

Workshop Schedule

- 1:00 Intro and welcome
- Inspiration: panel
- 2:15 Break
- First steps building your sustainability plan
- Move into small groups
- 3:15 Group wrap-up

Jill Savery
11th Hour Racing

Sustainability Workshop

Jill Savery
Sustainability Advisor
11th Hour Racing



SUSTAINABILITY ?



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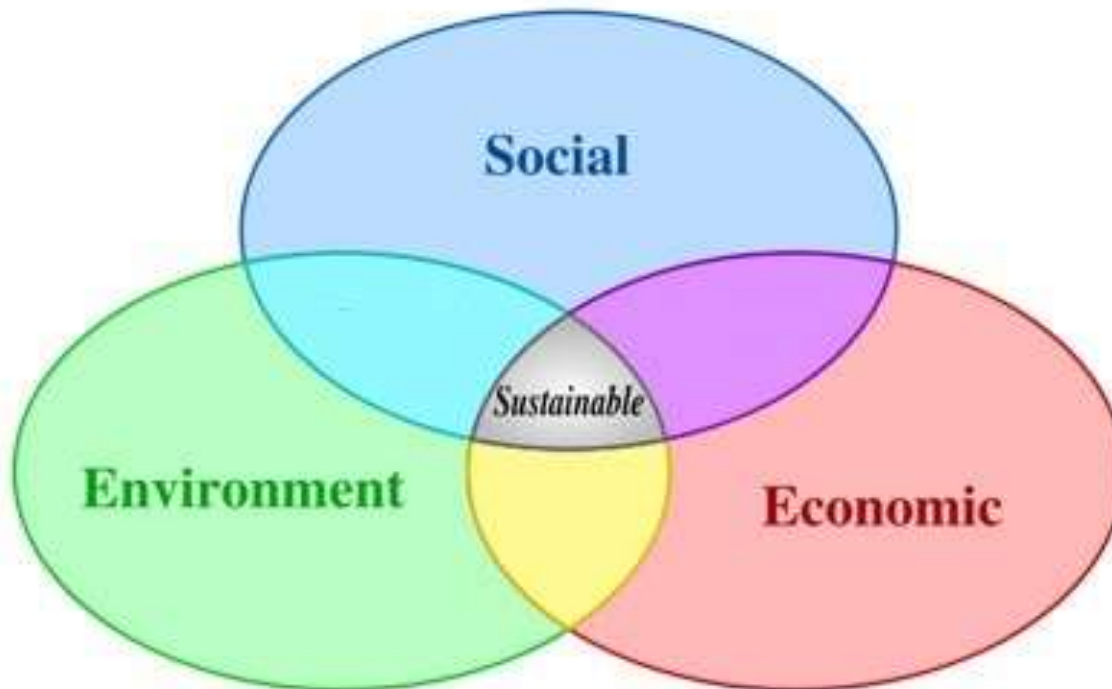
AUSTIN, TEXAS



Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

**Report of the World Commission
on Environment and Development:
Our Common Future (1987)**

Three Pillars of Sustainability



Three Pillars of Sustainability

Social

Education, training, skills development, health, human rights, participation, inclusion/access, employment, volunteering, community development, employee engagement, poverty, diversity

Economic

Local business development, job creation, ethical business practices, transparency, accountability, governance, technology innovation/R&D

Environmental

Energy, natural resources, waste, water, green building, climate change, air quality, land use management, protection of biodiversity, food, pollution, sourcing/supply chain

Why Sustainability and Sport?

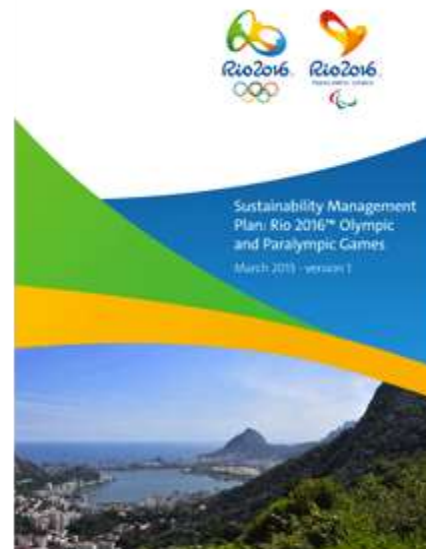


Why Sustainability and Sport?



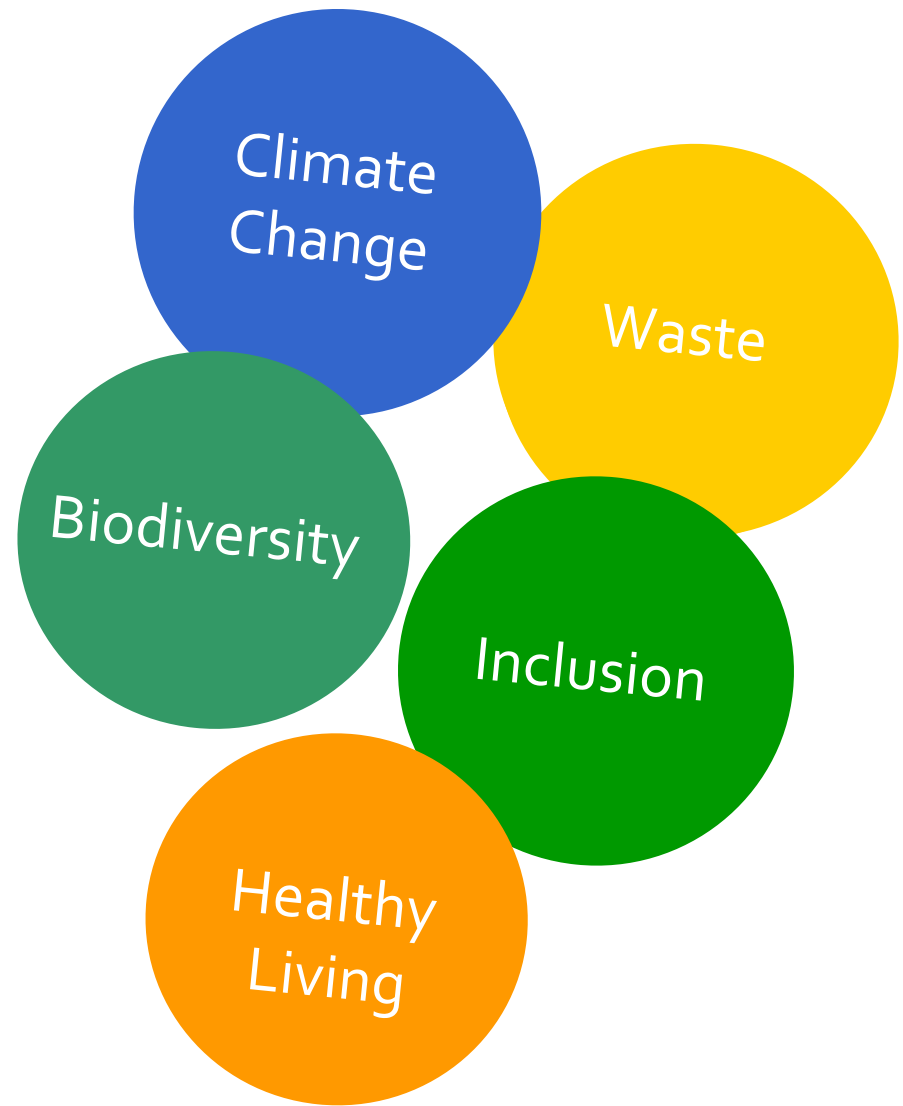
International Olympic Committee Olympic Agenda 2020

- The strategic roadmap for the future of the Olympic Movement.
Includes 40 recommendations.
- Recommendation 4
Include sustainability in all aspects of the Olympic Games
- Recommendation 5
Include sustainability within the Olympic Movement's daily operations



What is a Sustainability Plan?







SUSTAINABLE DEVELOPMENT GOALS



Source: UN in collaboration with Project Everyone

Sustainability Opportunities

Lower environmental footprint

Lower operating costs

Reduce risks (environment, communities, economic, regulatory)

Improve brand, image, public relations

Increase social and economic benefits

Engage stakeholders in new ways

Retain employees / volunteers



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Questions?

Jill Savery
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Tom Gleason
Austin Resource Recovery

Waves of Change, Not Trash



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Tom Gleason

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Today's Agenda

1. Austin Resource Recovery
2. Essential Background Information
3. Department Initiatives and Ordinances
4. Zero Waste
5. What Austin is Doing
6. How You Can Help

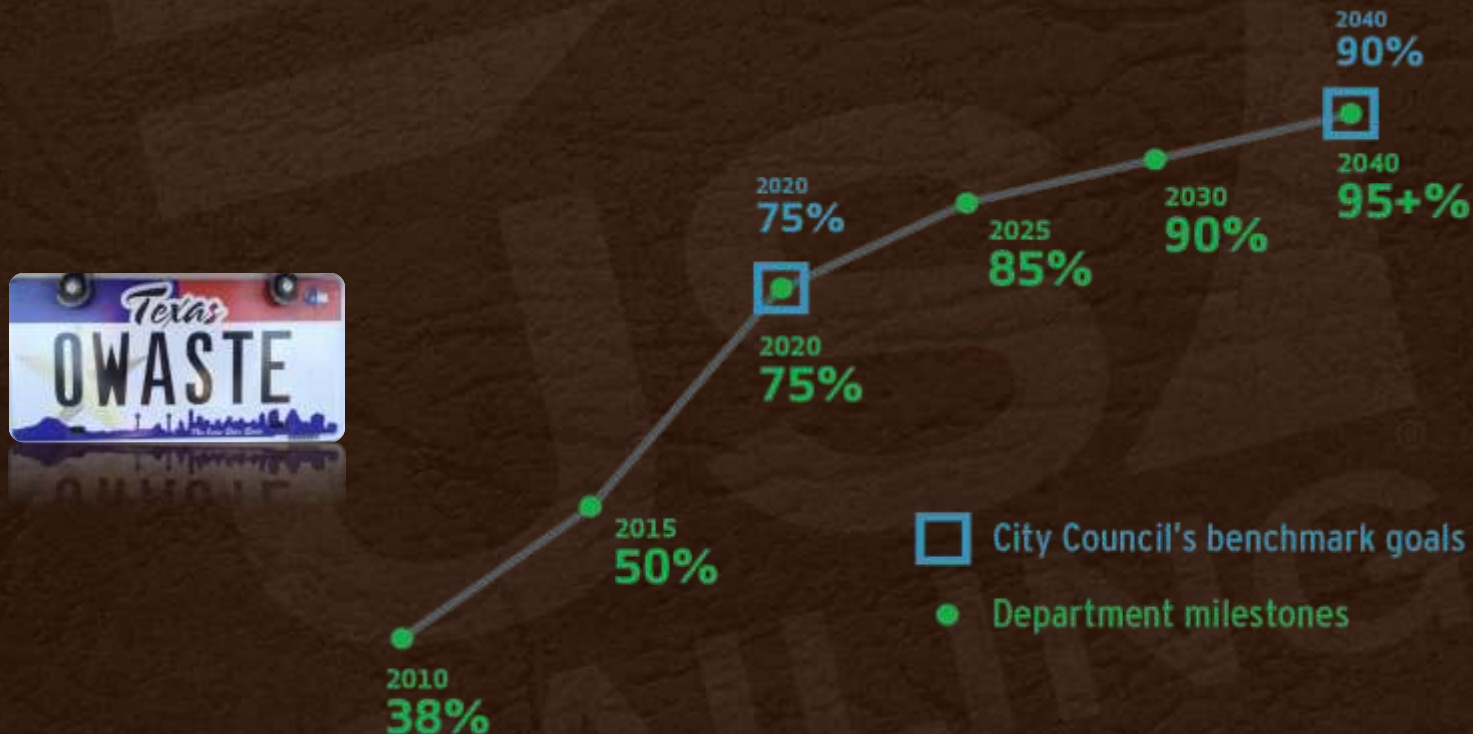
Austin Resource Recovery

Residential Service

- 195,000 households
- **2200+ businesses**
- Weekly trash
- Yard trimmings, brush
- Every-other-week recycling
- Expanding curbside composting program
- Name change



Zero Waste Goal: 90% by 2040



Where Do Recyclables Go?



Material Recovery
Facilities (MRF)



But Really Where Do They Go?



Where Does Trash Go?

- Trash goes to the landfill
- Throwing things “away”
- Lost opportunities



Reduce, Reuse, Recycle Sailors

- Litter and trash that ends up in rivers, lakes, and oceans can:
 - Harm wildlife
 - Inhibit search and rescue efforts
 - Interfere with sailing!
- Time and resource-intensive clean-up efforts



What is Zero Waste?



Most preferable

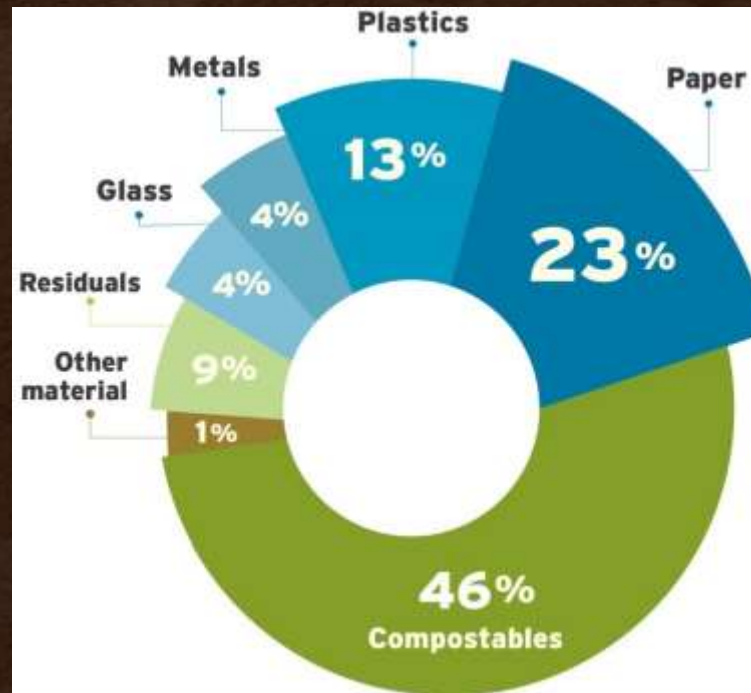


Least preferable

Visionary goal to:

- Reduce consumption
- Minimize waste
- Maximize recycling
- Use materials for their highest and best use
- Emulate natural processes

Zero Waste Potential



Source: CB&I, City-Serviced Residential Waste Characterization Study, March 2015.

Why Should I Care?

Diverting materials can:

- Reduce air pollution (methane)
- Create jobs
- Conserve resources
- Save land
- Save money
- Encourage innovation
 - Closed-loop systems





AND THE WINNER IS... BROWNOLA BARS!

reusing spent brewery grain to create tasty granola bars



What is Austin Doing?

1. Universal Recycling Ordinance

- Recycling Requirements
- Organics Diversion Requirements

2. Zero Waste Business Rebate

3. Hornsby Bend Facility

4. Home Composting Rebate



Universal Recycling Ordinance (URO)

Basic Requirements:

1. Sufficient recycling capacity
2. Convenient access to recycling
3. Recycling services for 5 materials
4. Clearly marked containers; education & signs
5. Annual Diversion Plan



Keys to effective recycling: Easy and Obvious!

How Can You Help?

1. Pledge to Recycle
2. Recycle Right
3. Shop Zero Waste – locallyaustin.org
4. Support local and national Green Business Leaders
5. How can YOU help?



Your Future, Your Choice






QUESTIONS & ANSWERS

Tom Gleason


Email | Thomas.Gleason@austintexas.gov

Phone | 512-974-9201





What Can I Recycle? Quiz



Paint? Tires?
Pizza boxes?
Mattresses?

**WHAT DO I
DO WITH...?**



What Do I Do With?

Greasy Pizza Boxes



What Do I Do With?

Clean Paper Bags



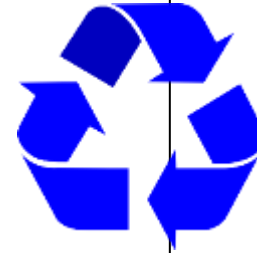


What Do I Do With?

Batteries

DO NOT PUT IN SINGLE-STREAM RECYCLING OR TRASH

- Recycle and Reuse Drop-Off Center
- Austin Public Library branches
- Target
- Batteries Plus Bulbs

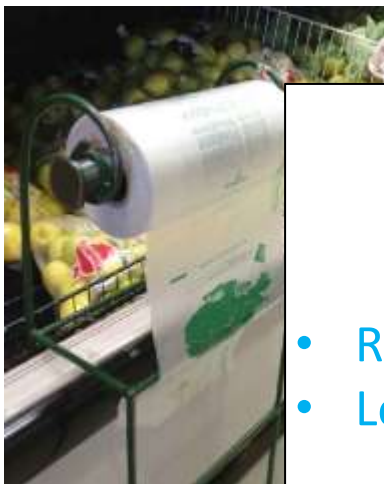


www.austintexas.gov/page/battery-drop-locations



What Do I Do With?

Plastic Bags/Plastic Film



DO NOT PUT IN SINGLE- STREAM RECYCLING

- Recycle and Reuse Drop-Off Center
- Local grocery store





What Do I Do With?

Chip bags, candy and snack wrappers



LANDFILL
TRASH

**BASURA
SOLAMENTE**





What Do I Do With?

Wire Hangers

DO NOT PUT IN SINGLE-
STREAM RECYCLING

- Local dry cleaner



Organic Diversion Trends



1. Just Eat It– documentary of a Canadian couple's campaign to live on recovered food for six months.
2. Residential Compost Collection– NYC, Seattle, LA, Austin, Minneapolis, San Antonio
3. Sierra Nevada Brewing Co. – 99.8% diversion
4. Texas State University – Bobcat Blend





Training is Critical!

The success of your diversion program is heavily influenced by the education provided by you to your team.



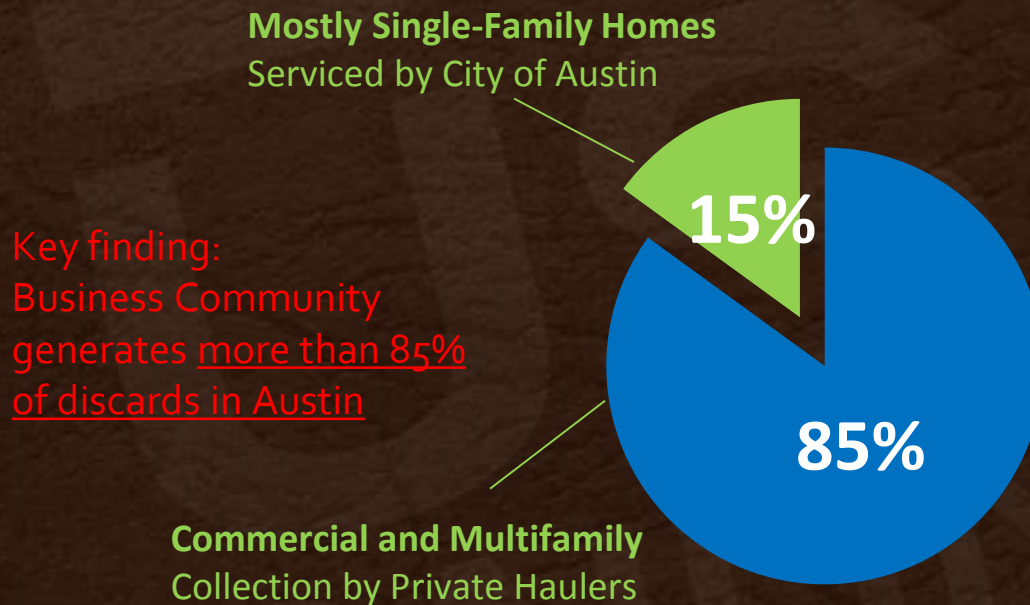
Sign Maker

STEP 1: CLICK ON THE SIGN YOU WANT TO CREATE



<http://www.austintexas.gov/signmaker>

City Control vs. URO Influence



Most of the discards in Austin are outside of the City's direct control

Brock Callen, Sr.
Sail Martha's Vineyard



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LOCALLY sourced / ZERO waste

AN EVENT STRATEGY



Sail Martha's Vineyard

- Serving > 1,100 Children and Adults Annually
- Preserving and Protecting our Maritime Heritage and the Sea that Surrounds Us
- **SKILLS** On the Water
- **KNOWLEDGE** In the Classroom
- **RESPECT** All the time
- A 2016 Grantee of 11th Hour Racing



Vision Statement

As an organization that places its passion and respect for the sea that surrounds its Island home above all else, Sail Martha's Vineyard seeks to further develop and promote an environmentally responsible event model of sustainability that becomes the standard, not only on Martha's Vineyard but, over time, across the entire United States sailing community.



What is the Goal?

- Make **LOCALLY** Sourced / **ZERO** Waste events the standard in the sailing world
 - Protect our shorelines
 - Protect our harbors
 - Protect our coastal ponds and estuaries
 - Protect the sea bed
 - PROTECT OUR OCEANS!!!



Real Results!

- 2014 Vineyard Cup
 - 36 Cubic Yards into waste stream
- 2015 Vineyard Cup
 - 1 Cubic Yard into waste stream
- 2016 VINEYARD CUP
 - < 2 Cubic Feet (~4.5 lbs) into waste stream
 - **0.72 ounces per capita !!**



How do we get there?

- Don't talk about it...DO SOMETHING!
- Core strategy
 - Focus on the details
 - Expectation Setting
 - Centralized waste collection
 - Enthusiasm!
 - No paper/No plastic/No "compostable" service sets
- Green Team
 - Three teams of six 8 - 12 year olds (one team per day)
 - High school sailors collected returnables to raise \$ for new PED's



What Have We Learned?

- It can be done!
- It doesn't cost more!
- Kids are great! Adults...?
 - Energy
 - Credibility
 - They are the future
- Volunteer/Green Team training/expectation setting are critical
- Simple signage goes a long way!



Is there more to it?

- Collect data
- Monetize waste reduction, e.g.
 - Dumpsters...\$1,796.22
 - Tipping rate...\$158.50 per ton = \$570.60
- Explore the mechanisms/limitations of creating carbon credits
 - Is it realistic for your organization?
- Develop a carbon calculator to quantify the underlying economics of the securitization and sale of credits
- Share our findings



Communication

- Event Participants, Sponsors, Guests
 - NOTICE OF EXPECTATIONS...environmental guidelines
 - Race Village signage
 - Social Media
 - Websites
 - Sponsor Contracts...Packaging and Activations
 - Race Village Announcements
 - At the end of the day...actions speak louder than words!



Locally Sourced...How Local?

- LOCAL!
 - All of the food served at the Vineyard Cup is grown/made on-Island
 - Pigs, cows, chickens, lobsters, fish, vegetables, cheese...even salt
 - The ONLY exception
 - Bread...it is baked seven miles away on the mainland
 - Caterers are Islanders
 - All service wear (china, silverware) is sourced on-Island
 - Sail Martha's Vineyard owns and re-uses all of the linens



The Island Factor

- A carbon footprint...twice the size it could be!!
- We are an Island. Every ounce of what we use in our day-to-day lives is transported to the Island
- Every ounce of the waste generated is transported to mainland landfills
- *Our goal is to control the waste stream to achieve to achieve a substantially reduced carbon footprint*
 - Ultimate metric would be reduced number of trucks/tons hauling waste off-Island



Planet Earth?

- How about calling it Planet Ocean?
 - 70% of the surface of this planet is covered by water
 - 96.3% of that water is in our oceans
- Can we make a difference?
 - **TOGETHER, WE CAN! ***

Alicia Martorella
Sailing Director
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Education and Raising Awareness Implementation

Inspiring Relationships

Concepts

Partnerships

Big Picture & Responsibility for detail

✓ Awareness → Observations & research

✓ Education → Add environmental education into curriculum

✓ Policy → Small steps - Guide expectations and responsibility

✓ Culture Shift → **Create the “new norm”**

What's working at



EDUCATION (both direct and indirect) = water quality, habitat exploration, ecology, weather, water cycle, recognizing local marine organisms

What's working at the JSA






Going ~~Green~~ **BLUE**

How to reduce the environmental impact of your program's practices, hosting "green" regattas and events, and incorporating environmental awareness and stewardship into your program's curriculum.

This is only a starting point...

Everyone in this room (and every room *you* go in) has an opportunity for **LEADERSHIP & ENGAGEMENT**

As PEOPLE, PARENTS, PROGRAM DIRECTORS, POLICY & DECISION MAKERS, INSTRUCTORS and COACHES
we are **ROLE MODELS**

-  Culture of Expectations = Paperless Registration , Communication & Regattas
-  Waste Management = Paired Trash and Recycling Bins
-  Waste Reduction = Ban the Bottle, Trash Free Lunches, Choose Reusable over Single-Use

Are our efforts working?

Decision Makers → Policies & Initiatives → Trash Producers

Where is there follow through? Where are the breakdowns?

Who are your trash producers?

*Are they engaged in sustainability practices?
Willingly? Forcibly?*

How do we “make” people participate? Do they care?
Does it matter?

Case Studies

High School Sailing

College Sailing

Youth Regattas

Adult Regattas

Community Events

Carry On, Warriors!

Thanks!

Jill Savery
11th Hour Racing

Developing a Sustainability Plan

Jill Savery
Sustainability Advisor
11th Hour Racing



Guidelines for Developing a Sustainability Plan

The following steps highlight the *basic process* of creating a Sustainability Plan:

- Discuss Sustainability Vision / Goals
- Define *Sustainability* for your Organization
- Stakeholder Engagement & Impact Identification
- Research & Gap Analysis
- Create Sustainability Strategies
- Establish Performance Targets & Key Performance Indicators
- Create Education & Engagement Strategies
- Monitoring & Reporting

Discuss Sustainability Vision / Goal

- What is your organization's objective in terms of improving sustainability performance?
- What is your organization's larger role in society, including the natural world?
- A Vision guides your activities.

EXAMPLE – World Sailing Sustainability Vision

A world in which:

- *Millions more people fall in love with sailing;*
- *Inspired by the unique relationships between sport, technology and the forces of nature;*
- *We all work to protect the waters of the world.*

Stakeholder Mapping & Engagement



Identify Your Impacts

- Identify, in collaboration with stakeholders, your organization's positive and negative sustainability impacts (on people/communities, the environment, and the economy).
- Determine which impacts are most important to achieving more sustainable operations.
- Rank impacts in terms of sustainability risks and opportunities.

EXAMPLE

Land Rover BAR

Sustainability Opportunities & Risks

Smarter Futures

- Pollution - air, water and ground
- Waste production
- Embedded energy & carbon emissions
- Health and safety
- Impact on species and habitats
- Resource consumption
- Nuisance - noise, odor, litter
- Unsustainable material consumption

Inspiring Excellence

- Skills knowledge
- Fan influence and engagement
- Supply chain
- Sustainable procurement
- Employment

Driving Innovation

- Innovation technology
- Performance results
- Local economy
- Sponsor collaboration and retention

Research & Gap Analysis

Identify Sustainability Strategies

- Identify activities you are already doing well and areas in need of improvement (e.g., waste management, water use, food sourcing, local engagement, etc.).
- Understand baseline performance in important issue areas (e.g., waste, energy, water, engagement).
- Research industry trends, innovative ideas and better management practices.
- ***Identify priority sustainability strategies to improve operations.***
 - Group into themes or focus areas.

34th America's Cup Sustainability Plan Themes



34th America's Cup Sustainability Plan

Themes

Example Strategies

Energy & Emissions

Biofuel blend for event generators; Hybrid vehicle fleet; Staff bikes; Transit and Bicycling Map for spectators; local journey planning through 511.org; Bike Parking

Resource Efficiency

Sustainable Food; Free Tap Water;
Avoid Single Use Plastics;
Waste Stations/Signs; Sustainable Sourcing Guidelines

Natural Habitats & Wildlife

Prevent Plastic Marine Litter;
Clean Boating Practices and Pledge;
Spill Free; Boat Driver Training

Inclusion

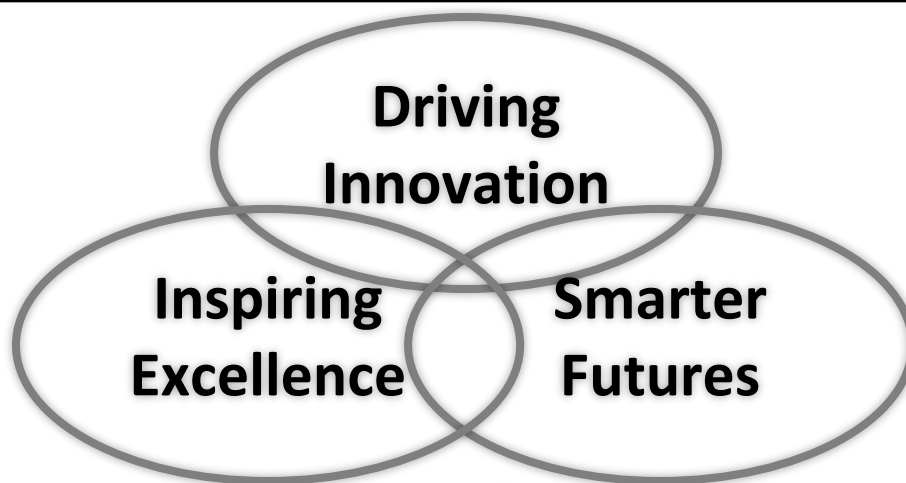
Youth engagement; Red Bull Youth America's Cup;
AC Business Connect; Volunteer Program

Engagement

AC Healthy Ocean Project;
Education/Awareness in AC Village



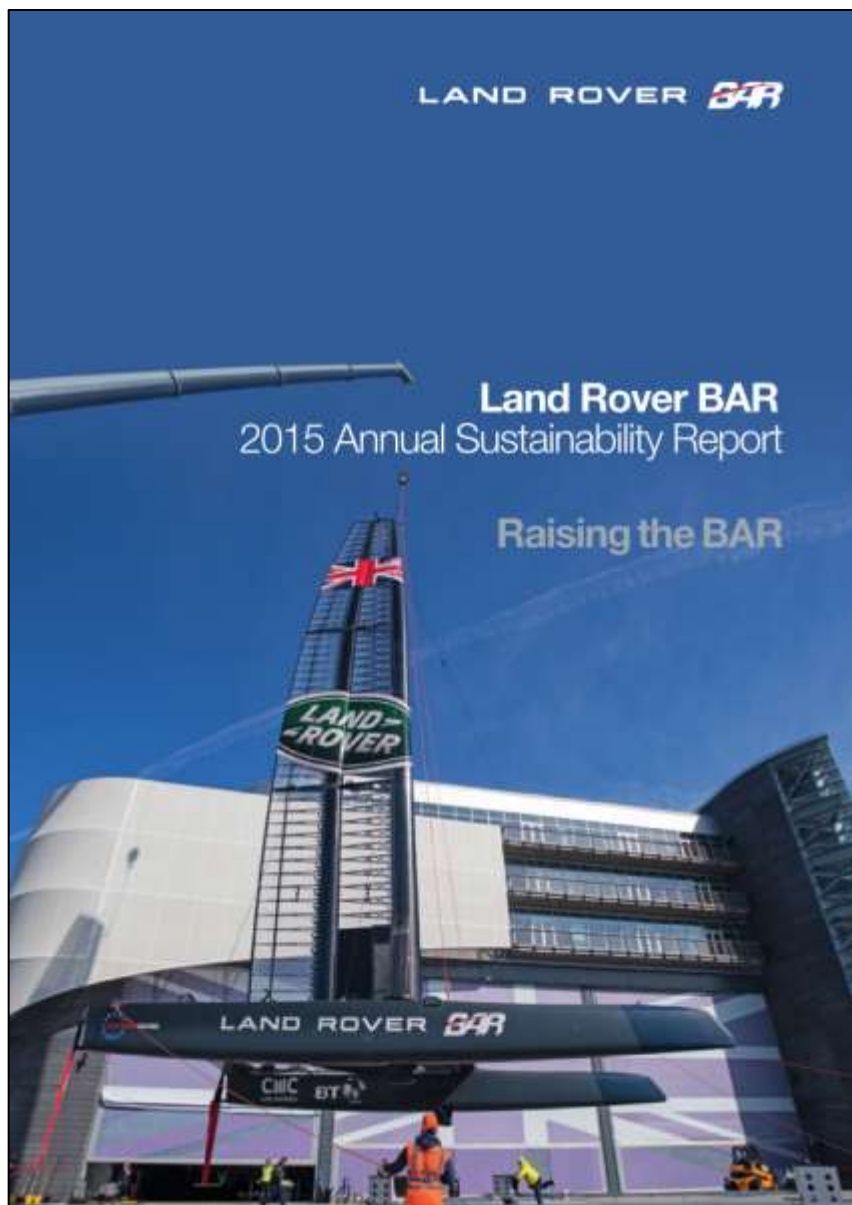
Smarter Futures	Resource efficiency and pollution prevention, materials (including waste), water, energy, transport and transportation, reduction in emissions, protection of natural resources, staff welfare
Inspiring Excellence	Supply chain management, sustainable procurement, sustainable food sourcing, local supply chain, building skills and education – skills development, partnerships, community engagement, outreach, best practices, reporting and demonstration of leadership in sustainability
Driving Innovation	Building technical capacity, carbon recycling, fuel efficiency, blueprint for marine industry operations



Set Performance Targets

- Set reasonable but challenging Sustainability Performance Targets (include social, economic and environmental areas).
 - *Examples: 50% diversion from landfill rate; 20% reduction in energy use; 50% of staff from local area.*
- Discuss your draft Targets with key stakeholders and solicit their feedback and ideas.





Smarter Futures: progress against targets

Objective	Target	Progress
Maximise the use of 'greener', sustainable products	100% sustainable seafood for all operations	Food Charter in place, training for catering and events staff
	No single use plastic	On track to achieve
	100% wood FSC/PEFC certified	Achieved through supplier choice, chain of custody is not audited
	100% paper and paper products to contain post-consumer waste (printing and branding)	100% recycled content for all paper
Ensure staff welfare	Set up cycle to work scheme and child care vouchers	Achieved
Transparent reporting of progress	Publish annual (GRI based) sustainability report	Achieved
	Achieve and retain ISO20121	Achieved
	Inspire 5 partners or suppliers annually to improve their sustainability management	Work in progress
Increase awareness of sustainability in BAR and relevance to their roles	100% staff to receive sustainability briefing annually and training where relevant to their role	Achieved
Minimise environmental footprint of team base construction and life cycle operations	Implement necessary improvements to building to achieve BREEAM excellent	On track to achieve
	Life cycle approach to build, operation and deconstruction of Bermuda base - resource management planning and aim for zero carbon energy operations	On track to achieve
Minimise energy consumption of the Team Base	Energy consumption at or under BREEAM excellent design capacity of Base	Post occupancy evaluation project underway
	20% electricity consumption generated by solar PV	Monitoring baseline year
	100% mains energy from a renewable energy supply	Achieved
	Temporary power generation utilising 20% minimum biofuel mix	No temporary power used

Key Performance Indicators (KPIs)

A specific, quantifiable performance measurement intended to assess achievement of a target.



34th America's Cup Sustainability Plan KPIs

Theme Area	Objective	Key Performance Indicators
Energy and Emissions	<i>Optimize use of energy and minimize associated air emissions through efficient planning and technological innovation</i>	Total direct and indirect greenhouse gas emissions by weight Total energy consumed
Resource Efficiency	<i>Maximize natural resource and land use efficiency, minimize waste, and sustainably source materials and products</i>	Total weight of waste by type and disposal method Percentage of and access to food and beverage that meets the organizer's policies or local, national or international standards Type and sustainability performance with respect to sourcing initiatives
Natural Wildlife and Habitats	<i>Protect biodiversity, habitats and wildlife.</i>	Location and size of land owned, leased, managed in or adjacent to protected areas and areas of high biodiversity value outside protected areas Amount of litter removed at or near event venues by weight
Inclusion	<i>Provide an inclusive and welcoming experience for event spectators and the event workforce, and maximize legacy benefits for the City's residents and businesses</i>	Policy, practices and proportion of spending on San Francisco based suppliers and contractors Type and impact of initiatives to create a socially inclusive event Percentage of workforce opportunities provided to San Francisco residents and young people Type and impacts of initiatives to create an accessible event
Engagement	<i>Raise sustainability awareness and foster sustainable lifestyles</i>	Number, type and impact of sustainability initiatives designed to raise awareness and impact behavior change

Develop Education & Outreach Strategies

- *Internal*
 - Sustainable operations training, working together as a team, staff engagement, inspiring sustainable behavior change
- *External*
 - Solicit ideas and feedback on sustainability strategies, report progress towards achieving your goals, inspire sustainable behavior change



Sustainability Plan Development Good Practice

- Authenticity
- Transparency
- Commitment to Monitor & Improve Performance
- Report to Stakeholders
- Encourage Feedback



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Thank you!

Jill Savery
Sustainability Advisor
11th Hour Racing



Resources

- [Clean Regattas Registration](#)
- The Clean Regattas program is the world's leading and only sustainability certification for water-based events. Whether it involves sailing, rowing or some other form of sustainable propulsion – on any body of water – this program will help you run more environmentally friendly events to protect your local waters and beyond. Since 2006, this international program has been utilized more than 1,000 times in 30 countries.
- [KELP - Kids Environmental Lesson Plans](#)
- Kids Environmental Lesson Plans, or KELP, encourages curiosity in children and gives them the tools to learn about, discover, and protect our precious ocean, because the future of our ocean rests not only in our actions, but also in the actions of the generations that follow. These lesson plans are free to download from our website, and with simple materials and minimal preparation, any informal educator can implement them.
- [Green Boating Guide](#)
- This one-of-a-kind guide offers everyone, from the smallest sailboat to the largest mega-yacht, sustainable eco tips, resources and information for fun, meaningful, green boating!

Resources

- [World Sailing Sustainability Strategy](#)
- [Land Rover BAR Sustainability](#) (35th America's Cup British Challenger) - case studies, reports, videos, campaigns)
- [London 2012 Learning Legacy](#) - Sustainability (case studies, reports, helpful resources)

Your Opinion Matters

Please open the **NSPS app** and complete the **session survey** found in the **menu bar**.

Thank you for attending this session!