

# Organizing a Sustainable Regatta & Case Study: 2018 Youth Sailing World Championships

# What is Sustainability ?

There are many definitions of sustainability.

The United Nation's 1987 Report of the World Commission on Environment and Development: Our Common Future noted that "sustainable development should meet the needs of the present without compromising the well-being of future generations".

In 2000, the Earth Charter broadened the definition of sustainability to include the idea of a global society "founded on respect for nature, universal human rights, economic justice, and a culture of peace."

The International Olympic Committee's official definition of sustainability states that, "when making decisions, we ensure feasibility, and we seek to maximize positive impact and minimize negative impact in the social, economic and environmental spheres."

For the Youth Sailing World Championships in Corpus Christi, the organizing committee focused mainly on the environmental and educational aspects of sustainability.

# Benefits of Sustainable Events

- Environmental leadership and education of the community
- Increased awareness to reduce waste, energy and the consumption of materials
- Diverting waste from landfills which are quickly reaching maximum capacity to recycling centers and/or industrial composting facilities
- Encouraging the use of sustainable services and commodities and expanding their markets





# Planning Your Event

## PRE-EVENT ACTIONS

### 1. ASSEMBLE A 'GREEN TEAM'

- a. Nominate a well-organized, passionate leader with excellent communication skills to lead the Green Team.
- b. Invite the Community to help with the sustainability challenges.
- c. Include stakeholders on the event Green Team.

### 2. DETERMINE WHAT YOUR SUSTAINABILITY GOAL(S) ARE

- a. Create and establish expectations.
- b. Identify specific goals and measurable objectives.
- c. Establish clear and achievable guidelines for all constituencies: municipal employees, elected officials, competitors, guests, volunteers, media, etc.

### 3. ENGAGE THE LOCAL COMMUNITY AND THE PUBLIC

- a. Reach out to the Chamber of Commerce, Corpus Christi Convention & Visitor's Bureau, business associations, and business owners.
- b. Create partnerships with local environmental groups, elementary/middle/high schools and universities
- c. Contact police, fire, waste management and other relevant City of Corpus Christi branches

### 4. GENERATE AWARENESS AND PROMOTE YOUR EVENT

- a. Get the word out, communicate to attendees about your sustainable event through press releases and news stories.
- b. Share your sustainability messaging on websites and through social media.
- c. Send out Information with registration or ticket purchase.

### 5. VOLUNTEERS - DEDICATED VOLUNTEERS ARE KEY TO A SUCCESSFUL SUSTAINABLE EVENT.

### 6. ESTABLISH LEGISLATIVE SUPPORT

- a. Local: Get on the agenda for the city council meeting to explain the sustainability strategy of your event. Seek their written support. It's best to send a draft letter ahead, so they can approve it in public session.
- b. County: Meet with the county commissioner, ask for her/his written support and get on the county commissioner's meeting agenda and seek their written support.
- c. State: Make the state representative and senator aware of the sustainability efforts of your event, either by meeting with them or mailing them a description of the event initiatives.
- d. Federal: Identify and approach the local environmental police officer and the senior chief of the nearest USCG station and solicit the support of their assets.

# Planning Your Event

## POST-EVENT ACTIONS

1. Measure your successes – have an after-event discussion and evaluation of what measures were successful and which ones need improvements.
2. Gather photos or other documentation and inform the media so the community can learn more about sustainable events and feel pride in the efforts that are being implemented in their community.
3. Publish a **sustainability** report, documenting all activities and accomplishments of your event.
4. Identify any new or missed opportunities that may help contribute toward greater sustainability of future events in Corpus Christi.
5. Add to this plan as new knowledge and developments in sustainability enable future organizers to plan and run more sustainable events.

**CASE STUDY:  
2018 YOUTH SAILING WOLD  
CHAMPIONSHIPS  
CORPUS CHRISTI YACHT CLUB**

# Sustainability Goals

- Reach the Platinum Level of Clean Regatta, as designated by Sailors for the Sea.
- Promote environmental awareness and ocean conservation to the youth participants in the regatta and local South Texas community by including an environmental education component in the regatta.
- Create an environmental legacy program for the South Texas Community and for the Youth World Sailing Championships.
- Publish a sustainability report based on GRI Standards which can be used as a benchmark for future World Sailing Championships.

# Environmental Impact



# No Single-Use Plastic Water Bottle Policy

- 23,373 L of water consumed on water and land.
- 2,177 L of ice used to cool 5-gal jugs equipped with dolphin pumps on water.
- Over 65,000 single-use 12 oz. water bottles saved.
- Boxed water used as sealed water for doping control and backup water supply.
- Only about 40% of participants brought a reusable water bottle.
- Reusable water bottles provided by World Sailing intended for windsurfers.



# Zero Single-Use Plastic

- Reusable lunch totes and snack bags for lunches on the water
- Flag poles in opening ceremony were bamboo
- Connections for fencing & banners were reusable bungee cord
- Connections for race committee flags were reusable zip ties
- No plastic straws
- Tableware & utensils were either china or compostable
- Reusable bags for competitors
- Bulk food
- No single-use bottles in hotel rooms
- Sponsor banners made of recyclable fabric and printed with water-based Inks



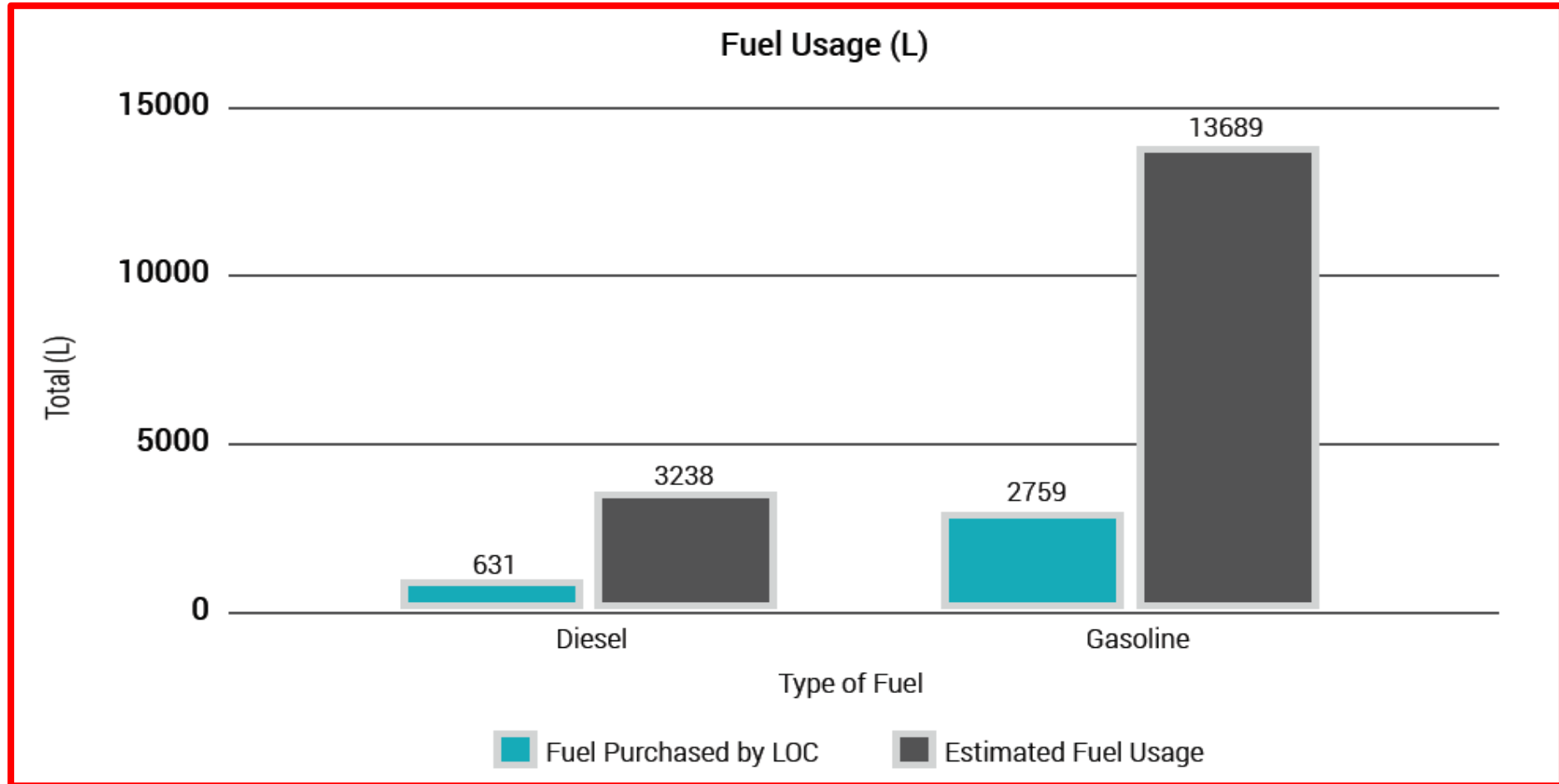
# Waste Management: Composting, Recycling, & Landfill

- 8 waste stations in Water's Edge Park, 4 in Emerald Beach Hotel, and 1 at the Corpus Christi Yacht club
- A total of 3.66 t of waste generated
- 89.8% of waste (3.28 t) diverted from the landfill into recycling and compost





# Fuel Usage



# Energy Usage

- Plan:

- Emerald Beach Hotel: read energy meters
- CC Yacht Club: read energy meters
- Water's Edge Park: no plan made

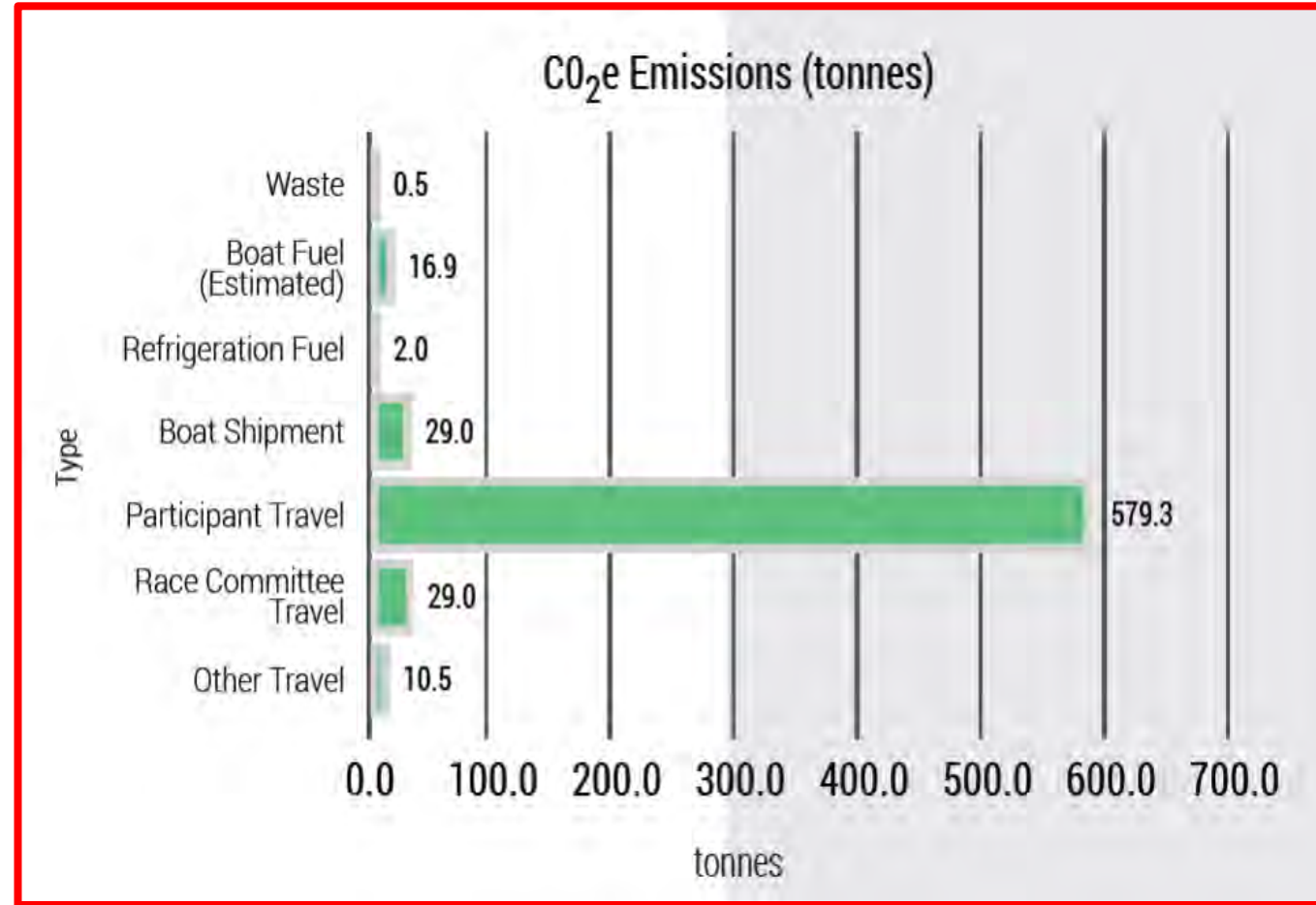
- Result:

- Emerald Beach Hotel: energy meter read was not for the whole hotel
- CC Yacht Club: energy meter read included the whole marina not the Yacht Club alone. Able to estimate using current and previous years energy usage for the month of July
- Water's Edge Park: no energy meters found



# Carbon Emissions

- A total of 666.14 tonnes of CO<sub>2</sub>e emissions were produced during the event
- Included:
  - Container shipping of sailboats to the event
  - Fuel (diesel and gas) used for support boats during the event,
  - Fuel (diesel) used for portable refrigeration units
  - Waste emissions (landfill, recycling, and compost)
  - All travel (flights and driving) from non-local competitors, volunteers, race committee and officials
- Saved over 22 tonnes of CO<sub>2</sub>e emissions by recycling and composting

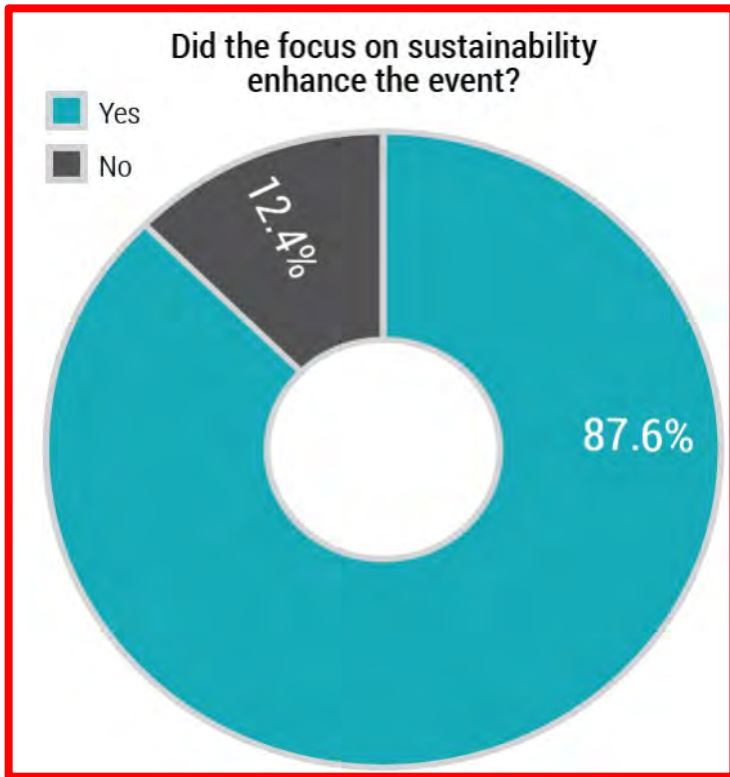


# Other Environmental Measures Taken

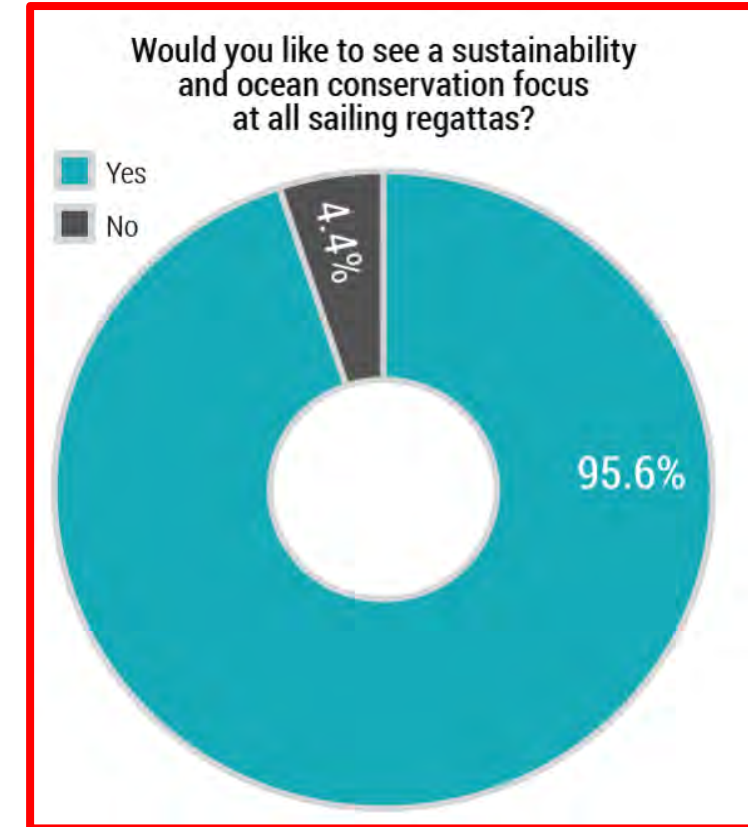
- Reduction of paper by using multiple screens to display pertinent information
- Lightweight, fuel-efficient RIBS were used where possible
- No fuel spills reported during the regatta
- Promotion of Harken Derm reef safe sunscreen
- No soap boat wash
  - 59,317 L of non-potable water were used for washing boats.
  - 220 boats & 6 days of sailing, 44.93 L of water was used per day, per boat daily.
- “No Dumping / Only Rain in the Drain” Storm drain markers
- Encourage individuals to reuse hotel sheets and towels
- T-shirts , purchased from from E-GEN™, were made of 60-95% recycled plastic materials



# Behavioral Habits



- Pre and post sustainability survey:
  - Pre-survey: 53.9% response rate
  - Post survey: 14.7% response rate
- 45.2% of post regatta surveyed pledge for the Clean Seas Campaign
- First sustainability award at YSWC



# Education Programs



# Beach Clean-up

- Two beach clean ups on McGee Beach near the regatta:
  - July 8th (1 week before the regatta)
  - July 22nd (2 days after the regatta)
- Sponsored by the Surfrider Foundation- Texas Coastal Bend Chapter





# Wildlife Plan

## What to Do If You Have a Wildlife Encounter *If you encounter an injured...*

### Mammal

- Call the local stranding network at 1-800-9-MAMMAL.
- DO NOT return the animal to the sea.
- Keep people and pets away from the animal.
- Do not leave the animal; they need comfort and cannot keep themselves upright.
- Relieve pressure on fins by digging holes under them. To relieve pressure on lungs you can dig a pit under the mammal and fill the pit with water.
- Keep the animal cool and wet by splashing water on the skin. Avoid getting water in the blowhole.
- Apply wet towels or T-shirts and provide a shade if possible.
- Keep the blowhole free of obstruction and take care not to cover the dorsal fin, flippers or tail.
- Apply sun screens or zinc oxide, NOT suntan oil. The dolphin's skin is very sensitive and can burn severely.
- Apply ice packs to the dorsal fin, pectoral flippers, or flukes to keep the animal from overheating, but do not let the ice contact the skin directly.
- If the animal is in the surf, support it upright. Keep water out of the blowhole. If possible, carefully move mammal into shallow water but keep it in the water.
- Be careful around the powerful tail and mouth.



Bottlenose



West Indian Manatee

### Bird

- Call the Amos Rehabilitation Keep at 361-749-6793
- If the bird must be captured before help arrives then use a large towel or sheet and throw it over the bird. Most birds will immediately calm down long enough to pick them up and put them in a secure area, such as a pet crate or box.
- Do not rescue shorebirds with sharp beaks, eye protection is needed when handling these birds. Their defense mechanism is to lunge at the face and eyes.
- Keep secured bird in a dark, quiet area until help arrives or it can be taken to the appropriate location.
- Please do not try to feed any bird you rescue.



Brown Pelican



Black Skimmer

### Turtle

- Call the area coordinator Donna Shaver at 361-949-8173 ext 226 or 1-866-TURTLES
- Report the turtle's location, size, proximity to the surf, and condition (alive or dead).
- A stranded sea turtle is one that is found washed ashore or floating, alive or dead. If it is alive, it is generally in a weakened condition.
- If the turtle is alive, stay at the site until an official arrives if possible.



Green Sea Turtle



Kemp's Ridley  
Sea Turtle



### Animal Care and Rescue Resources

Texas Marine Mammal Stranding Network  
1-800-9-MAMMAL  
Texas Sealife Center  
361-589-4023

Amos Rehabilitation Keep  
361-749-6793  
Sea Turtle Stranding & Salvage Network  
1-866-TURTLES

# Conservation Booths

- Texas Parks and Wildlife Department
- Texas State Aquarium
- Mission-Aransas National Estuarine Research Reserve
- Surfrider Foundation - Texas Coastal Bend Chapter
- Texas A&M Corpus Christi Coastal Bend Conservation & Restoration Lab
- Islander Green Team - Texas A&M Corpus Christi
- Coastal Bend Bays & Estuaries Program





# Art Initiatives

- Plastic bottle art installation at the Corpus Christi International Airport
- Oceans of Plastic gallery exhibit by environmentalist artist
- “The Bottom Line” chalk mural
- Farmers Market Regatta night
- Free family art programs



# Other Education Programs

- Opening ceremony with Dr. Sylvia Earle
- Movie Night
- Solar-Powered Compost Machine
- Yacht Club Staff Education





# Legacy Programs

- Texas Sailing Association (TSA) formed a “green team” within their organization.
- Corpus Christi sustainability event plan created for future city events.
- A sustainability report was published on the YSWC for future sailing events to become sustainable.



# Contacts and Questions

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