

**VELUX®** **5 OCEANS®**  
THE ULTIMATE SOLO CHALLENGE

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# TAKING ON THE ELEMENTS

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## Definition

The VELUX 5 OCEANS views sustainability as the ambition to:

- Minimize our contribution to climate change
- Promote sustainable development to a global audience

The VELUX 5 OCEANS accepts the United Nations' position that greenhouse gas emissions are set to lead to a marked increase in the Earth's average temperature which is predicted to have significant negative consequence on the planet's environment.

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## Vision

TAKING ON THE ELEMENTS is a concept designed to link the race to its environment and to challenge the world on sustainable development. The ocean, sun and wind are our shared universe, and protecting them our common objective.

The VELUX 5 OCEANS (skippers, partners, stakeholders and followers) will bring this message of sustainability via the race around the globe by informing, inspiring and interacting with a global audience.

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## Strategy

By actions and approach, the VELUX 5 OCEANS will demonstrate how it is possible to work against climate changes at various levels. As such we will provide ideas, content and activities via all stakeholders in order to contribute to the global effort to reduce CO2 emissions and exist in an environmentally friendly manner.

We believe that any size of contribution counts as fighting climate change is equally a manner of concrete actions and change of mindset.

We will also seek to engage race followers and media in the sustainability agenda. Sustainability will be the overall theme of the race under the umbrella



of ‘TAKING ON THE ELEMENTS’

# TAKING ON THE ELEMENTS

## Tactics

- New Eco 60 Class to carry sustainability message around the world
- Race Responsibility Charter
- Charity links and control
- Communications Plan
- Online promotion to worldwide race followers
- Events / Host Ports engaged in sustainability projects
- Rewarding skippers for fuel efficiency

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## ECO 60 CLASS

Clipper Ventures has launched the ECO 60 Class: a new concept for a singlehanded sailing class to be premiered in the VELUX 5 OCEANS 2010-11 for Open 60 yachts launched before 1<sup>st</sup> January 2003.

Rules and regulations designed to limit costs en encourage positive environmental practices:

- Yachts build before 2003
- Limited crew
- Positive environmental policies

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## RACE CHARTER

Clipper Ventures has defined a Code of Conduct with respect to sustainable living under a Race Charter detailing how to operate in order to limit the impact on the climate.

We can not run our operation without creating CO<sub>2</sub>, but what we can do is to consider how to limit our foot print through a number of channels:

- Travel
  - Always considering the alternatives of travelling to meetings (such as conference calls or video conferencing)
  - When travelling considering using the lowest emission modes of transport where possible
  - Sharing cars when travelling by road
  - Using bicycles rather than hire cars or taxis when in port
  - Listing public transport options on pre-event marketing materials

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## Energy

- Ensuring all selected venues for events used have energy saving measures in place
- Introducing to skippers /partners and developing partnerships with the green solution companies
- Choosing hotels and accommodation that use low energy lights bulbs and have windows that manage the climate rather than using air conditioning

## Waste and Recycle

- At all times following the simple theory of three R's: reduce, reuse, recycle
- Printing and production will only be carried out if it is essential and the goal will be zero wastage
- Backdrops from the previous race will be re branded to ensure the frames are reused
- Where possible using recycled products
- Waste Management Plans – in all ports we will visit we will be working with local authorities to ensure that we are comprehensive waste management plans in place

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## Local Sourcing and sustainable procurement

- In port where appropriate we will ensure the use of local suppliers rather than flying people around the world
- We will also source local products and produce
- Suppliers will be asked to consider their own individual supply chain to ensure sustainable procurement

## Limited Paper Usage

- We commit to printing less – considering our real needs prior to hitting the print button
- Encouraging others to do the same by adding a tag line to our email footers
- Producing document for others in a soft format

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## CHARITY LINKS

The VELUX 5 OCEANS will work with the SAILORS FOR THE SEA within the vision of “TAKING ON THE ELEMENTS”.

SAILORS FOR THE SEA is a non-profit organization that educates and empowers the boating community to protect and restore our oceans and coastal waters.

- Clean Regatta Certification:

- A Clean Regatta committee will be integrated into the race management team
- Switch to recycle paper – Minimum 30% postconsumer content
- Establish a permanent recycling program
- Implement a stormwater management system to reduce runoff from shore facilities
- Use only non-toxic bottom paint
- Biofuel Conservation



# TAKING ON THE ELEMENTS

## COMMUNICATIONS

“TAKING ON THE ELEMENTS” communications from the race will be educational, inspiration and interactive for followers. It will draw upon the lives of the skippers at sea to illustrate how to live a more sustainable existence.

- 3 cores elements:

- Inform

- External: 10 sustainability actions. Each provided and supported by one skipper, which are based on their lives at sea. These actions will be applied to life on land with an educational proposition for race followers to replicate
    - Internal: Race Charter in order to limit footprint and improve the sustainability of the event

- Inspire

- “The pledge” : a global charity partner to support the race. We will also provide the opportunity to pledge money to the charity to further benefit the environment through their activities.

- Interact

- We will create online forums for discussions about sustainability and invite followers to pledge changes to their lives, quantifying the net positive impact to the climate change.

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- Digital: The driving force for the theme of “TAKING ON THE ELEMENTS” will be the online activation. We envisage a dedicated micro-site that encompasses:
  - 1: Introduction: General overview of theme and proposition
  - 2: Inform: Presentation of both the race management charter and the skipper actions
  - 3: Inspire: Requesting people to sign up to follow skippers’ actions during the race
  - 4: Interact: Dedicated section with forums to discuss the actions, sustainable living, etc...
- Print: The “TAKING ON THE ELEMENTS” theme will be presented in the official supplements and into press releases.

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- Television: The “TAKING ON THE ELEMENTS” theme will be fully presented and explored in the race programming, as well as used as a hook for targeted TV news in key territories.
- Activities:
  - Skipper Q&A sessions
  - Character of race promotion in race village developed to promote sustainability
  - Video conferencing

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## EVENTS

In sourcing host ports, we aimed to work with organizations and cities that share our vision and care for the environment. As individual organizations we expect them all to have their own environmental polities.

- Host Ports:

- La Rochelle

- The city of La Rochelle is the French leader in terms of sustainable development and actions

- Cape Town

- Cape Town is one of the first African city to have started a sustainable plan. The V&A area has been build and is leading by a sustainable program

- Wellington

- NZ in general and Wellington in particular realized soon the interest of sustainability. The “Windy-City” is reputed for her “green program”

- Charleston

- The city of Charleston wins the national award of excellence for sustainability (to conserve energy and reduce the environmental impact)

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## Race Villages:

### –Green Zone

- Area where exhibitors will have to introduce / communicate about their commitments to sustainability

### –Partners

- In sourcing partners and sponsors, we will be aiming to work with organization that share our vision and care the environment. Local organizations and exhibitors are required to have their own environmental policies

### –Transport

- In all of the ports we visit, we work with local authorities to ensure that public transport options are in place.
- In all of the ports, we work with local authorities to ensure that free and “green” public transport will be available for the public during race village open hours

### –Waste

- In all of the race villages we will be working with the local authorities to ensure that we have comprehensive waste management plans in place

# TAKING ON THE ELEMENTS

## SKIPPERS

The ECO 60 Class is governed by a number of rules and regulations, designed to limit costs and encourage environmental practices

- Rewarding:

- The race management team will publish rules that reward skippers for good practices:

- Fuel efficiency
- Waste management
- Limited set of sails
- Etc...

- Campaigns:

- Skippers have all decided to run ECO 60 Campaigns
- Boats will be equipped with sustainable solutions (e.g. hydro-generators, solar panels)
- Two skippers have the ambition to run the first zero carbon emission campaign

# The Management Race Team

- Sir Robin Knox-Johnston  
Race Chairman
- David Adams  
Race Director
- Vivien Lubczanski  
Event Director
- Tim Kelly  
Communications Director
- Kiny Parade  
Race Manager
- Polly Dawson  
Event Manager

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