

SPORTS AND SUSTAINABILITY

How to reduce the environmental impact of sailing races

CASE HISTORY



THE STEPS

1. Boat design
2. Building a team
3. Setting up a path
4. Finding partners for impact reduction
5. Reducing the impact during race events
6. Becoming a marketing tool
7. Sustainability Commission, Blue Village and ISO20121
8. Partners
9. Under23 Project
10. Final Comments

01. BOAT DESIGN

- The first step of the process is the boat design.
- RS21 has been thought and designed by RS Sailing specifically to have fun, to be user and eco friendly from the very beginning, from the white paper.
- ECO FRIENDLY PRODUCTION PROCESS
 - Recycled PET foam, bio resins, infusion moulding, steel keel
- LONG LIFE ASSURANCE
 - A rigid and robust structure to avoid deviation of shape and performance from the last produced units and guarantee a long life of the boat
- ECO FRIENDLY USE
 - Onboard electric engine with separate battery
 - Designed to stack 3 boats on the same frame: 6 boats in a full truck or 40" box



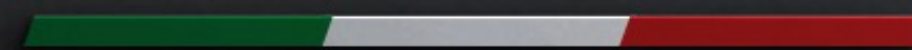
02. BUILDING A TEAM

- A class organization is not just a matter of a race calendar and races set up
- It should be 360° focused on the sail event:
 - MEDIA: video/photo/producing from a story telling point of view
 - EVENT: 50% effort on racing and 50% on shore and leisure time, sharing time for all the teams
 - PRESS: efficiency in spreading information to press
 - SUSTAINABILITY: sailing races have an environmental impact and a class has several stakeholders and all of them should be in line with class sustainability principles
 - SPORT: president of RC and marks manager to get the maximum efficiency from the use of bots and measurer to keep tight monotype rules (same boats means long life)





RS21CUP



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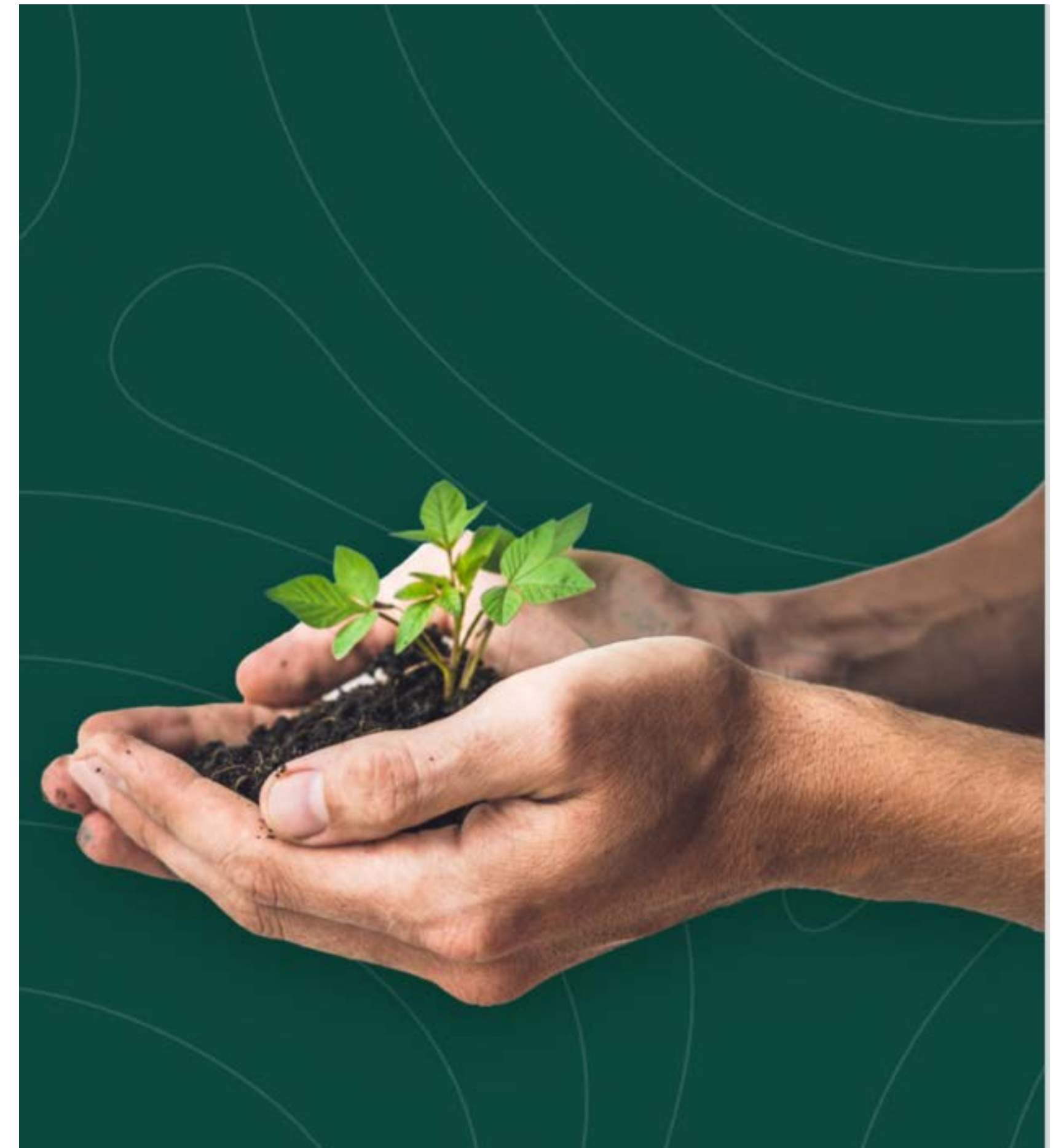
03. SETTING A PATH: THE CLASS MANIFESTO

- When the RS21 Italian Class has been settled in May 2021, the first commitment of the board and the media staff was the drafting of the Sustainability Manifesto, as a protocol of rules to get the class to impact zero, and the signature of One Ocean Foundation Charta Smeralda.
 - Note about Sustainability definition: how to satisfy our needs without decreasing the resources for the next generation needs satisfaction.
 - It is not just a matter of raw materials or pollution;
 - The sustainability concept is much larger, it is an olistic concept also about inclusivity, education, health, respect, protection of weaker, fair play and how to select the class partners
 - MANIFESTO:
 - https://812873af-4117-44c8-bb70-d44b253cefad.usrfiles.com/ugd/812873_554dcfaled734f109b616760857893d7.pdf



04. FINDING A PARTNER FOR IMPACT REDUCTION

- Manifesto is important to trace the path, then it is absolutely necessary to translate it into a concrete action process
- Fundamental is to find out the right partners to support the process
 - RS21 Italian Class started working in 2021 with Up2You, an Italian company specialized into CO2 emission calculation, reduction action consultancy and compensation
 - The real sustainability process is not just CO2 emission calculation and compensation (this is greenwashing);
 - the real action is to focus on the improvement steps and to get them (even slowly) time by time;
 - What you cannot achieve can be compensated



05a. REDUCING THE IMPACT IN SAIL RACES

- The set up of the classic race course has a big environmental impact:
 - Fuel boats to place the marks
 - Construction materials to lock the marks (most of the times left on the bottom of the water)
 - Sisal ropes treated with rat poison (also left in water)
- RS21 Italian Class solution:
 - Tests in 2021 with different electric marks
 - Selection of MarkSetBot solution as definitive
 - Autonomy from peer to race course
 - Large range of conditions of wind strength and wave size
 - Capacity to autonomously setting the race course thanks to monotype polars database and wind sensors
 - Large visual surface (to be seen properly from competitors and to show partners brands)
 - Eventual possibility to race without race committee
 - Introduction of Pulse 63 the 100% electric rib designed and produced by RS Electric Boats





05b. REDUCING THE IMPACT IN SAIL RACES

- The impact is not only on the water
- The side events and the logistics have an impact too, sometimes even deeper than the race:
 - Disposables use
 - Water plastic bottles
- Thanks to Guglielmi Rubinetterie we have adopted portable microfiltered water dispensers
- All the teams are using water bottles on board
- During RS21 Worlds in Porto Rotondo the 3 available water dispensers distributed 6.500 liters, saving 13.000 plastic bottles (PET is not devil if it is properly managed, but managing it means CO2 emissions for collecting, transporting, etc; using water on site is much more efficient)
- During the side events we supply to the Yacht Clubs our protocol of rules for the waste management, disposable materials for side events (compostable or returnable), etc



06. BECOMING A MARKETING TOOL

- Once the full format is complete, the Class becomes a perfect marketing tool:
 - Powerful contents (clean sport, fun, sustainability)
 - High level communication production by Code Zero Digital Communication
- The partners involved could invest directly into a marketing campaign using contents and production from the class
 - During the events the media staff produces specific contents for partners, event staff organizes immersive experiences for them, sustainability commission involves them into the Blue Village activities, the board makes the partners having some moments of sharing
 - All these activities are a ready package for the partners



07. THE SUSTAINABILITY COMMISSION

- In 2022 the Board decided to setup the Sustainability Commission to achieve 2 goals:
 - To manage the sustainability meetings during 2023 events (in Alassio a food upcycling masterclass by Biova Project, in Rimini a lesson about best practices onboard during boat cruising by Andrea Graef, in Riva del Garda a conference about sustainability and social inclusivity by different players and in Porto Rotondo the start up of the Blue Village)
 - To manage the ISO20121 certification process
 - To be a supervisor of the sustainability activities during the events to prevent mistakes and to suggest actions



SOCIAL RESPONSIBILITY

BLUE VILLAGE

- The Blue Village is a concept developed with our partner NOX Oceani, a RS21 team focused on Ocean protection and sustainable material development
- It is the natural development and improvement of the single event sustainability conferences
- It is an area where all our partners can have a space to talk about sustainable activities and products; we give and amplify the voice of who has best practices in the business. It is a sort of lounge where the stakeholders can share information, opinions and contribute to improve the movement
- In Porto Rotondo we had 4 sessions, one hour per day, divided per issue. For each session dedicated close ups have been recorded by our media staff to be produced as a docufilm that we will spread over generalistic channels, outside the specific sailing or sport ones.



in collaboration with



SUSTAINABILITY CERTIFICATION



- In the 2030 agenda WS invites all the sailing stakeholders to chase the ISO20121 certification
- In 2022 the RS21 Italian Class board decided to take this goal as a commitment for 2023
- Thanks to Right Hub, an Italian company that provides consultancy and support to improve the internal processes according to ISO20121 rules, in August 2023 we got the first certification as Sustainable Event Manager
- During the Porto Rotondo Worlds in September the TÜV Nord inspector made a full audit to the class, the yacht club, and the whole stakeholders chain and we got the ISO20121 certification as Sustainable Event, one of the 500 released since London 2012.
- ISO20121 involves all the stakeholders, measures their activities, indicates how to modify their processes to be more sustainable. Having a process helps to have automatic uses towards sustainability.
- The next challenge is to get the whole RS21 CUP certified.



08a. THE PARTNERS

- RS21 Italian Class swapped definitely in 2022 the word “sponsor” into “partner”
- Partners share our same goals and walk with us to achieve them
- We have collected partners under the Manifesto rules and they invested in the RS21 tool to improve their business.



08b. THE PARTNERS

- **YAMAMAY** is an Italian fashion company specialized in swim suits; Mrs Barbara Cimmino invested a lot in new recycled materials, in company sustainability, employers welfare. In 2022 Yamamay decided to develop with us a capsule collection called "RS21 CUP" made only by recycled materials. The income from the royalties for the use of the brand has been delivered to **PROJETO GRAEL** and **PESO POSITIVO** (materials, social inclusion and charity are all part of Sustainability). The collection is sold out in all the Yamamay stores.
- **BIOVA PROJECT** is an Italian company producing beer from unsold bread, a perfect example of food upcycling process. During the RS21 CUP Biova supplied the beer. They joined RS21 Italian Class as very start up in 2021 and thanks also to the contents we produced and promoted Biova had two successful crowdfunding rounds and the business is growing up
- **GUALCO** produces goods from recycled polystyrene (NovaFoam); it is a new partnership per 2024
- **TENUTA SAN GIOVANNI** promotes sustainable tourism in Lucca, Tuscany
- **SALCHETO WINERY** produces wine in Tuscany under certified sustainable processes

09. THE UNDER23 PROJECT FOR 2024

- In 2024 the RS21 Italian Class will fire up the Under23 project:
 - Yacht club are suffering young sailors quitting the game at the end of the agonistic period for several reason (University commitment, high cost to continue an Olympic campaign, etc)
 - This condition is getting the YC poorer of new generation, people turnover and sailing in general is loosing good sailors.
- RS21 Italian Class, RS Sailing and Negrinautica have reserved 6 boats at very special conditions for Under23 teams
- 3 targets:
 - To give the U23 sailors at the end of their agonistic period the possibility to continue racing at high level in a highly competitive class
 - To give them a professional opportunity
 - To guarantee the continuity of the sustainability concepts of the class to the next generations



10. FINAL COMMENTS

- Till when the words “sustainability”, “ecological”, “environment” will be linked to “no profit”, “association” and “volunteer” concepts there will be no future and improvement.
- It must become a business, a sustainable business; money should flow in the process as well as in all other businesses and markets
- Market is moving towards the sustainability; the big players are asking the entire value chain to achieve the zero emissions.
- It is a big opportunity for sport to be part of the mechanism, adopting best practices, embracing real sustainable processes and be protagonist of this big change of the world.
- The effort to be sustainable or not is the same, but the benefits of being sustainable are much larger.



THANK YOU

RS **21**
ITALIAN CLASS