

 B 37TH
AMERICA'S
CUP
LOUIS VUITTON

FROM COMPETITION TO CONSERVATION: SUSTAINABILITY IN THE AMERICA'S CUP



HISTORY

THE AMERICA'S CUP IS THE OLDEST TROPHY IN INTERNATIONAL SPORT

- Challenges thrown down since 1851, Only 4 winning nations in 172 years and 36 editions



THE AMERICA'S CUP IS UNIQUE IN SPORT- THE
WINNER OF EACH AMERICA'S CUP HAS THE
RESPONSABILITY TO ORGANISE THE SUBSEQUENT
AMERICA'S CUP EVENT WHILE GROWING THE
SPORT OF SAILING AND PROTECTING THE LEGACY
OF THE TROPHY AND THE EVENT.



TECHNOLOGY SUSTAINABILITY INCLUSION DIVERSITY

A SHARED AMBITION FOR THE COUNTRY

[Barcelona](#), leading city in the European Mediterranean

The Louis Vuitton 37th America's Cup will be a pinnacle sporting event which is about Change that innovates and evolves to create a new sustainable platform for continuous development

MISSION

- To promote and foster eco-friendly practices and initiatives across the Louis Vuitton 37th America's Cup events and its stakeholders.
- To create and boost technology and innovation within the sport of sailing and beyond.
- To design accessible and inclusive waterfront and water-based events.
- To further the reach of sailing as a catalyst of change through the principles of World Sailing's Agenda 2030.

WORLD SAILING & AMERICA'S CUP

- World Sailing and the America's Cup worked together to identify a local flagship sustainability project in Barcelona.

SUSTAINABILITY STRATEGY

The work across these events will lay the groundwork for future America's Cup events as a key legacy of the Louis Vuitton 37th America's Cup.

WORLD SAILING X AMERICA'S CUP

3 TARGET AREAS

ENVIRONMENTAL TARGETS

- . Carbon emissions
- . Water
- . Waste

SOCIAL TARGETS

- . Accessibility, inclusivity & diversity
- . Community & stakeholder engagement and impact
- . Volunteer program

ECONOMICAL TARGETS

- . Local economic benefit
- . Technology & innovation
- . Event legacy

5 AREAS OF FOCUS

WATER

- . Management
- . Conservation
- . Recycling & reuse
- . Quality

ENERGY

- . Hydrogen & electric boats
- . Alternative fuels
- . Renewable energies

WASTE

- . Supply chain
- . Temp. infrastructure and branding
- . Merchandise
- . Equipment

PROCUREMENT

- . Local suppliers
- . Suppliers from diverse backgrounds
- . Suppliers with significant sustainability credentials and innovative approach

INCLUSION

- . Event staff and race officials gender equality
- . Youth & Women's America's Cup
- . Volunteering and outreach to community



CARBON



ENERGY



TRANSPORTATION & MOBILITY



WATER



END OF LIFE



INCLUSIVITY & DIVERSITY

SHOWCASING THREE SUSTAINABILITY INITIATIVES

**CHASE ZERO
HYDROGEN BOAT**



WATER SAVING SYSTEM



BCN SOTAMAR



CHASE ZERO HYDROGEN BOAT

CHASE ZERO HYDROGEN BOAT

TO MAKE A POSITIVE
DIFFERENCE TO THE
MARITIME INDUSTRY

TO PROTECT OUR
ENVIRONMENT



CHASE ZERO
HYDROGEN BOATS

Mandatory use of hydrogen powered chase boats within this year's America's Cup for all Teams



WATER SAVING SYSTEM

IMPLEMENTATION OF WATER SAVING SYSTEMS



Context since 2023: droughts in CataLonia
Implementing a water reuse system is a compulsory requirement for all Team bases

*picture from BBC news and ACE

BCN SOTAMAR



BCN SOTAMAR: OUR LEGACY PROJECT

Did you know that the oceans...

- Produce between 60% and 70% of the oxygen we breathe.
- Regulate global temperature and the water cycle.
- House to 80% of the planet's biodiversity.
- Sustain over 3 billion people.
- Provide 20% of the protein we consume.
- Originated life, long before it conquered the land.
- Harbor life even in the deepest parts, over 11,000 meters.

BCN Sotamar is a **permanent** project designed to remain after the America's Cup, benefiting the local community and the environment



BCN SOTAMAR - INTRODUCTION

BCN SOTAMAR:

DESCRIPTION AND ROLE OF BIOTOPES

BCN SOTAMAR



- ✓ Creation of SMART ENHANCED REEFS (SER[®])
- ✓ Designed with multiple cavities and complex surfaces to mimic natural reefs
- ✓ It encourages colonization by various marine organisms



BCN SOTAMAR:

OBJECTIVES

- ✓ Promoting Marine Biodiversity Regeneration
- ✓ Driving the Sustainable Blue Economy
- ✓ Innovation and Technology Transfer

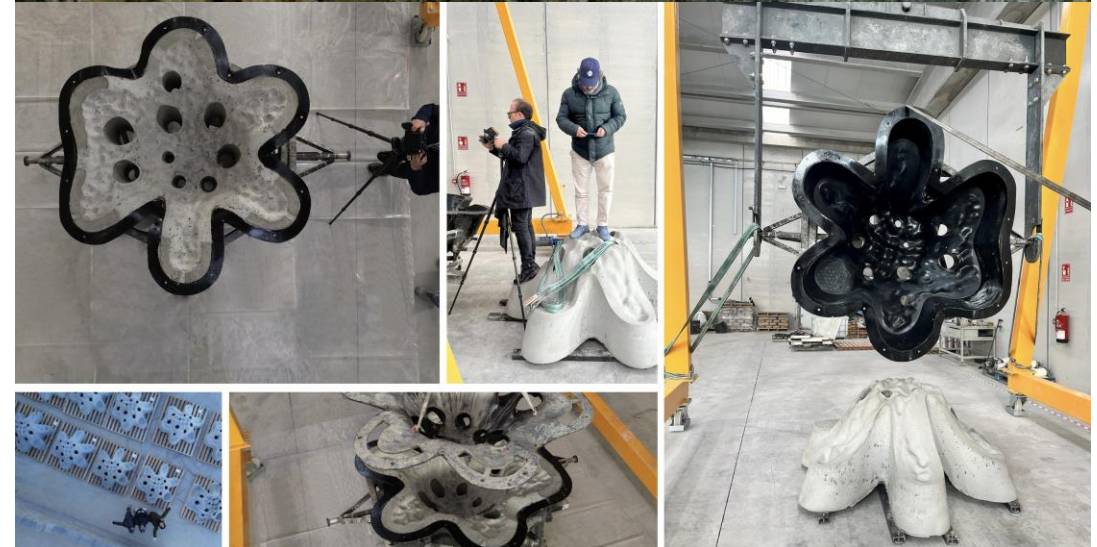


BCN SOTAMAR:

TIMELINE

BCN SOTAMAR

- ✓ Phase 0: Launch and Awareness
- ✓ Phase 1: Execution of Blue Infrastructures
- ✓ Phase 2: Education and Participation
- ✓ Phase 3: Collaboration and Innovation
- ✓ Phase 4: Impact and Sustainability
- ✓ Phase 5: Celebration and Recognition



BCN SOTAMAR:

THE ECOSYSTEM BEHIND THE PROJECT

BCN SOTAMAR

This strategic alliance combines scientific knowledge, technical expertise, and resources to transform and regenerate the environment

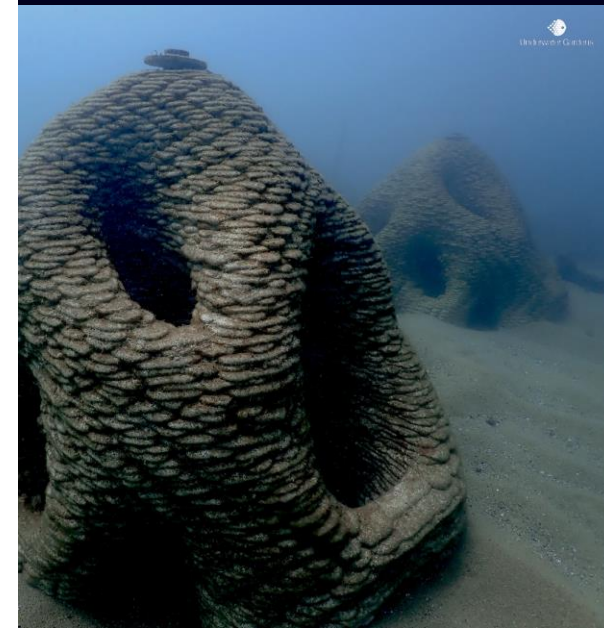
- **BCN Port Innovation**
- Port Authority of Barcelona
- Port Vell
- Nautical Cluster
- L'Aquàrium of Barcelona
- MB92
- Nova Bocana
- W Barcelona
- Institute of Marine Sciences
- University of Barcelona
- Philippe Cousteau Foundation
- Underwater Garden International
- Ecocean
- Econcrete
- Cementos Molins

7 SER® (Smart Enhanced Reefs)

Vista frontal/Front view

Vista superior/Top view

Norm/Nombre/Name	VULCAN RIF	DAROC RIF 1.0	DAROC RIF 2.0	XINXETO RIF
Volum/Volumen/Volume	0.76m3	0.73m3	0.63m3	0.52m3
Pes/Peso/Weight	1.8 T	1.8 T	1.5 T	1.3 T
Fabricació/Fabricación/Fabrication	Contour crafting	Contour crafting	Contour crafting	Casting
Unitats/Unidades/Units	2	1	1	3



BCN Sotamar: The Education Program

AQUARIUM



3D models of the America's Cup trophy installed within a water tank at L'Aquàrium de Barcelona, and an interactive displays to educate the public on the importance of marine biodiversity

RACE VILLAGE



Local schools are invited to the Race Village to raise public awareness about the importance of ocean conservation

BCN SOTAMAR

Exemples of Media coverage

LA VANGUARDIA

Barcelona

La Copa del América impulsa la restauración de la biodiversidad del Port Vell de Barcelona

- El fondo de la playa de Sant Sebastià se convertirá en un laboratorio de innovación marina



LA VANGUARDIA

El objetivo es convertir la playa de Sant Sebastià en un laboratorio

Más Videos

BCN Sotamar fue el ganador del Proyecto Local Insignia de Sostenibilidad

ABC Natural

El proyecto "Sotamar" promoverá la restauración de la biodiversidad marina en Barcelona de la mano de Copa del América

Barcelona, 2 ago (EFE).- El Aquàrium de Barcelona ha acogido este viernes la presentación de "Sotama..."

THANK YOU.