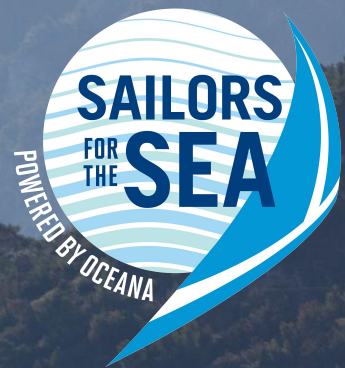


Empowering Sailors for Environmental Sustainability

29er Clean Class: A Case Study



World Sailing Sustainability Series
February 19, 2025

Uniting Boaters to Protect the World's Oceans



Green Boating



Clean Regattas



KELP



Skippers

Clean Regattas Are Reducing the Environmental Impact of Sailing Events



World's Leading Sustainability Certification for Water-based Events



4,000+ EVENTS



2 MILLION SAILORS



53 COUNTRIES

Collaborating with World Sailing to Increase the Impact of Clean Regattas

The logo for World Sailing Special Event, featuring a stylized sailboat icon.

World Sailing
Special Event

Sustainability Charter

World Sailing Special Events



What is the Clean Regattas Program?



THE GO-TO GUIDE FOR SUSTAINABLE EVENTS



What are the Best Practices?

ELIMINATION OF SINGLE-USE ITEMS

- ☐ Eliminate Single-Use Water Bottles and Provide Water Refill Stations
- ☐ Eliminate Plastic Straws
- ☐ Serve Food with Plastic-Free Dinnerware
- ☐ Skip Bags or Go Reusable
- ☐ Award Practical Items or Use a Perpetual or Upcycled Trophy

CLIMATE AWARENESS

- ☐ Promote Alternative Transportation
- ☐ Reduce Day-of Emissions
- ☐ Inspire Future Action

COMMUNITY INVOLVEMENT

- ☐ Publicize Your Sustainability Efforts
- ☐ Involve Local Organizations
- ☐ Post Educational and Reusable Signage
- ☐ Serve Local Food or Source Seafood Sustainably

ENVIRONMENTAL STEWARDSHIP

- ☐ Host a Beach or Marina Clean-up
- ☐ Prevent Toxins from Entering the Water
- ☐ Increase Awareness of Wildlife and Habitat Protection
- ☐ Offer Vegetarian or Vegan Alternatives

RESPONSIBLE WASTE MANAGEMENT

- ☐ Organize a Green Team
- ☐ Ensure Proper Waste Bin Placement and Signage
- ☐ Divert Food Waste from the Landfill
- ☐ Use Paperless Event Management



To learn more, visit
sailorsforthesea.org

Elimination of Single Use Items

1. Eliminate Single-Use Water Bottles and Provide Water Refill Stations
2. Eliminate Plastic Straws
3. Serve Food with Plastic-Free Dinnerware
4. Skip Bags or Go Reusable
5. Award Practical Items or Use a Perpetual or Upcycled Trophy



Community Involvement

6. Publicize Your Sustainability Efforts

7. Involve Local Organizations

8. Post Educational and Reusable Signage

9. Serve Local Food or Source Seafood Sustainably



Responsible Waste Management

10. Organize A Green Team

11. Ensure Proper Waste Bin Placement and Signage

12. Divert Food Waste from the Landfill

13. Use Paperless Event Management



Environmental Stewardship

- 14. Host a Beach or Marina Clean-up
- 15. Prevent Toxins from Entering the Water
- 16. Increase Awareness of Wildlife and Habitat Protection
- 17. Offer Vegetarian or Vegan Alternatives



Climate Awareness

18. Promote Alternative Transportation

19. Reduce Day-of Emissions

20. Inspire Future Action



Clean Class Initiative

- Pippa joined the Class in 2022 and immediately saw the need and opportunity to become more sustainable as a Class
- Our global reach is large
- Wanted to work closely with the venues we visit to try to bring positive impact and minimise the negative
- Sailors for the Sea have supported us every step of the way, with real ideas and a very simple platform for everyone to get started



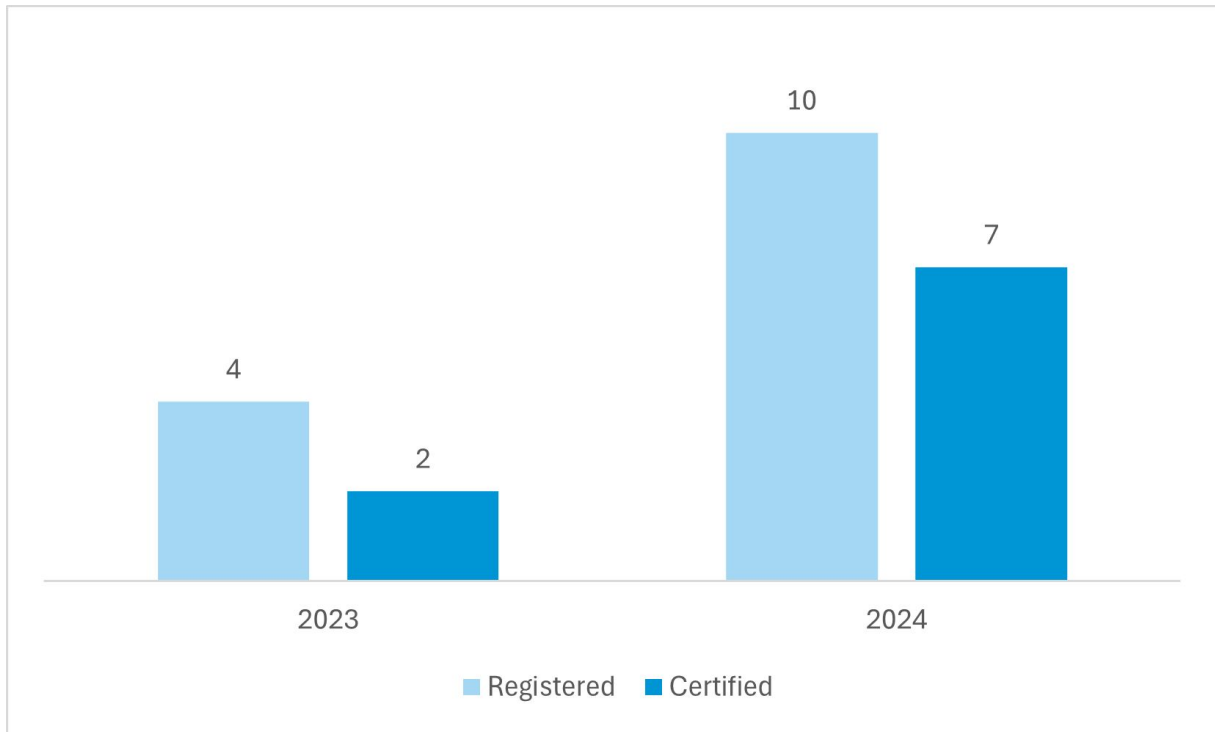
Increase in Participation in Clean Regattas

2022: Platinum Level Clean Regattas certification for the European Championships in Rungsted, Denmark

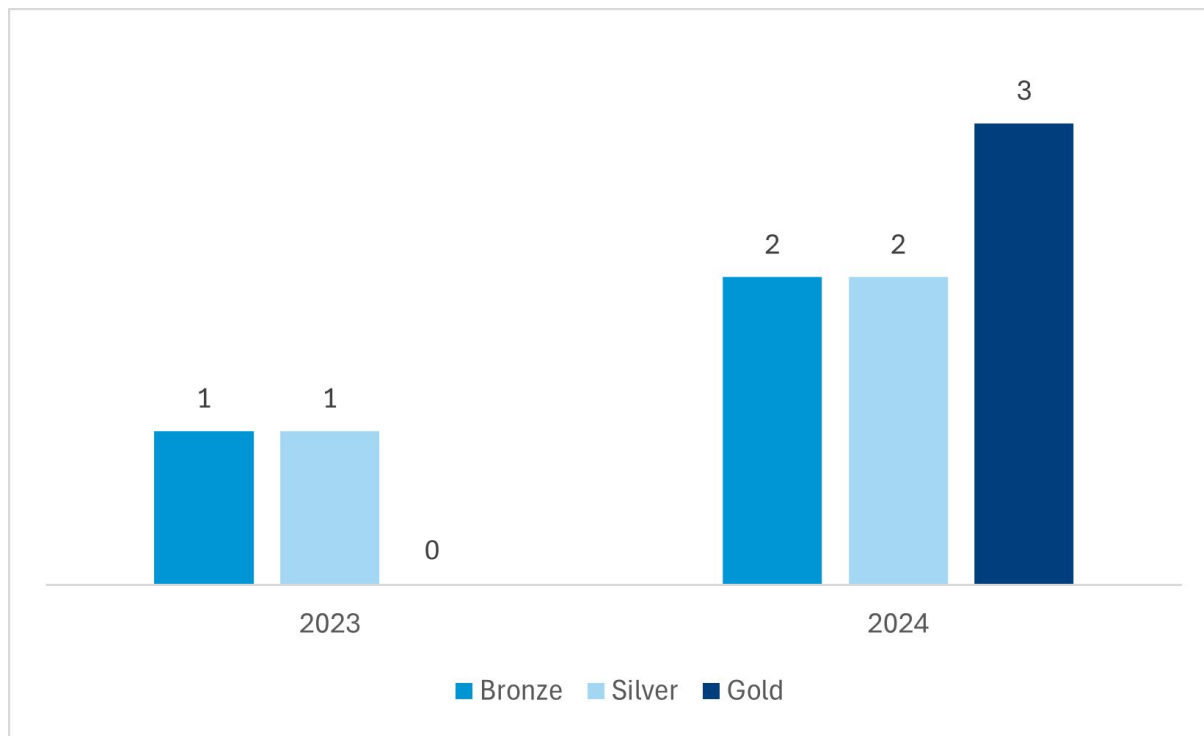
2023: European and World Championships certified

- Paperless and plastic free

2024: Goals to certify all EuroCup, Europeans and World Events



Growth in Level of Certification



Number of events and level of success grew in 2024

Lessons Learned

- It takes time to implement change - some countries are more receptive than others
- Small steps are better than no steps
- If you want to engage competitive people - make it a competition!
- Share ideas with other classes and hosts and think outside the box!



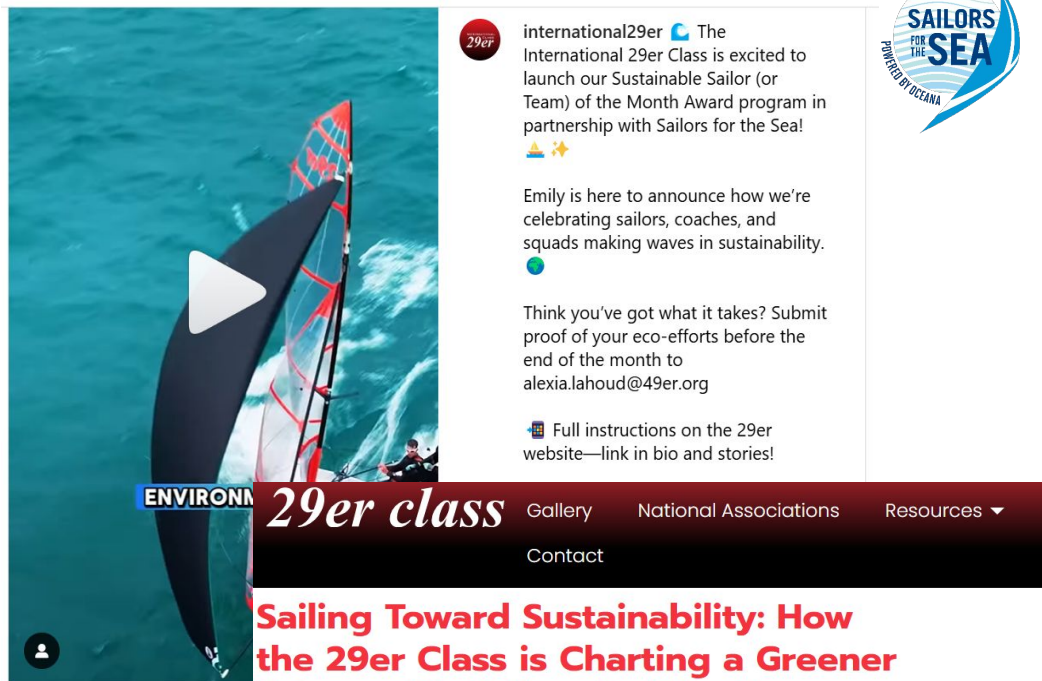
Incorporating Sustainability in All Events

- Communication ahead of time
- Integrating sustainability into event operations
- Awareness building
 - Beach or marine clean-up
 - Educational events
 - Sustainability information in event communications
 - Careful selection of products, including awards
- Ultimate goal of sustainability being a part of what it means to be a 29er sailor



Opportunities for Growth

- Class Communications
 - Sustainable Sailor Award
 - Educational efforts with local groups
 - Coach rib sharing incentives
 - Competition between host clubs
- Growing reach geographically - regular media and sharing ideas/education
- Goals for 2025
 - Work more closely with our LOA's and improve Clean Regatta scores
 - Engage more of our fleet to inspire action
 - See more Clubs and Classes working with SFS Clean Regattas
 - Ovington - refurbishing older boats/encouraging second hand
 - More imaginative prizes - local brands, artists and suppliers



The screenshot shows the International 29er Class website. On the left is a video player with a play button and a thumbnail of a sailboat. The video title is "ENVIRONMENTAL 29er class". To the right of the video player is a text area with the following content:

international29er 🌊 The International 29er Class is excited to launch our Sustainable Sailor (or Team) of the Month Award program in partnership with Sailors for the Sea! 🏆 ✨

Emily is here to announce how we're celebrating sailors, coaches, and squads making waves in sustainability. 🌱

Think you've got what it takes? Submit proof of your eco-efforts before the end of the month to alexia.lahoud@49er.org

📖 Full instructions on the 29er website—link in bio and stories!

At the top right is the "SAILORS FOR THE SEA" logo with the text "POWERED BY OCEANA". At the bottom right is a navigation menu with the following items: Gallery, National Associations, Resources (with a dropdown arrow), and Contact.

Sailing Toward Sustainability: How the 29er Class is Charting a Greener Future with Sailors for The Sea

The **International 29er Class** is not just about high-performance racing; it's also a **leader in promoting sustainability** on and off the water. Through its participation in the **Sailors for the Sea Clean Class Initiative**, the 29er Class is tackling environmental challenges head-on, aligning with **World Sailing's Agenda 2030** to ensure a sustainable future for competitive sailing. By educating sailors, event organizers, and communities, the class is creating a legacy of environmental stewardship in the sailing world.

Recruiting New One Design Classes



Thank You!

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Pippa Kenton-Page
29er Class Executive Director

