

# Going Green

## Sustainable Practices for Programs & Regattas

US Sailing ~ Sailing Leadership Forum 2014



**11TH HOUR RACING**



# *Sustainable Performance Solutions*



*The Atlantic Cup is the first carbon neutral sailboat race in the US. Sailors race the eastern seaboard from Charleston (SC), New York (NY), and Newport (RI) while utilizing hydro-generators and bio-diesel for fuel.*

*“Rob Windsor and Hannah Jenner want to pioneer a more environmentally friendly approach to long-distance sailing during the Transat Jacques Vabre race. They have brought into sharp focus a practice that neither other competitors taking part in epic yachting classics nor the sponsors of these events would ever wish to dwell upon.” – CNN article 11/8/13*





# *Sustainable Performance Solutions*



**INTERNATIONAL MOTH**  
UNITED STATES CLASS ASSOCIATION  
PRESENTED BY **11TH HOUR RACING**



*Moths are fast, foiling dinghies and the athletes who race in this class have achieved success at the highest levels of the sport. Our class sponsorship enables the Moths to develop and share innovative strategies for protecting and improving the waters they sail on, one degree at a time.*

Sailors for the  Sea



Creating Change One Sailor at a Time

Sailors for the  Sea  
*Clean Regattas*



**Start Your Sustainability Story**

**In 2013**

**163 regattas**  
participated in

Sailors for the Sea  
**Clean Regattas**

**resulting in**

**4 Platinum**      **116 Gold**

**14 Silver**      **29 Bronze**

located  
in **19 States** & **9 Countries**

## Trash into Treasure: Trophies made from used bottles



Reusable bottles  
at a  
**3** Day  
Regatta

with

**300**  
Sailors

saves approximately

**2,700**  
water bottles





[www.sailorsforthesea.org](http://www.sailorsforthesea.org)

[www.cleanregattas.org](http://www.cleanregattas.org)

**No Trash**

**No Trail**

**No Trace**

AMERICA'S CUP  
CUP FINAL  
PT 7 - 21  
EST OF 17



10 00 SATURDAY OPEN FREE ENTRY  
11 00 AC72S ON MOORINGS      11 45 DOCK OUT SHOW  
1 00 AMERICA'S CUP RACE SHOW  
1 10 AND 2 10 LV FINALS: LUNA ROSSA CHALLENGE VS ETNZ  
3 00 LIVE MUSIC: MARCUS SHELBY QUINTET  
3 45 AC SWEEPSTAKE      4 00 POSTER SIGNING  
BUY YOUR TICKET FOR THE LV FINALS STARTING AUG 17  
SEE THE BOX OFFICE FOR INFO OPEN 11 00



### SUSTAINABLE TRAVEL

Please support our commitment to deliver a sustainable event by walking, biking or taking convenient public transit to America's Cup venues. Visit [511.org/americascup](http://511.org/americascup)





Proceeds from your purchase  
will ensure a better future for  
the San Francisco Bay.

Offsetters is proud to be the Official Carbon  
Credit Supplier to the 34<sup>th</sup> America's Cup.

Applicable for America's Cup apparel only. Visit [shop.americascup.com](http://shop.americascup.com) for more details.



WATER BOTTLES \* INSULATED MUGS \* STEEL CUPS \* FOOD CANISTERS \* BABY BOTTLES \* SIPPY CUPS

FOR THE PLANET  
MEMBER

**WATER  
STATION**

**klean kanteen®**  
STAINLESS STEEL SOLUTIONS

**FILL  
UP!**



**STATION**  
FREE FILTERED WATER

**REFILL** klean kanteen® **STATION**

**REFUSE SINGLE-USE**

[REFUSESINGLEUSE.COM](http://REFUSESINGLEUSE.COM)

**GO FORTH & REFUSE SIN**

AMERICA'S CUP

AMERICA'S CUP



AMERICA'S  
CUP

S  
SMALL

ED PRODUCT



34<sup>TH</sup> AMERICA'S CUP®

MORE THAN  
ASPORT

This product is made  
from rPET bottles that  
would have ended up  
in landfills or our oceans.

RN 14  
MADE IN

RECYCLE STATION  
ERICSCUP

RECYCLE STATION  
ERICSCUP

### LANDFILL



TRASH ONLY

Sailors for the Sea  
Clean Regattas

**SOLO BASURA**

### RECYCLE



INCLUDING BOTTLES, CANS, CLEAN PAPER, FOIL, CARDBOARD, PLASTIC AND GLASS

Sailors for the Sea  
Clean Regattas

**RECICLAR**

### COMPOST



INCLUDING FOOD SCRAPS, NAPKINS, PAPER PLATES, COMPOSTABLE CUPS, & COMPOSTABLE UTENSILS

Sailors for the Sea  
Clean Regattas

**ABON ORGÁNICO**







**OCSC**  
san francisco bay





**OCSC**

san francisco bay





Questions?