

IMPACT LEAGUE

STADIUM FOR THE PLANET

ROLEX

ROLEX

ORACLE

ORACLE


POWERED BY
NATURE

SAIL GP

PURPOSE & IMPACT REPORT SEASON 2 (2021/2022)

OUR
FINISH
LINE
IS THE
FUTURE.

OUR VOICES
MUST RISE
SO THE
OCEAN'S
DON'T



CONTENTS



EXECUTIVE SUMMARY	02	04 IMPACT LEAGUE	36
		How it works	38
01 INTRODUCTION	03	Our teams' purpose	40
Foreword	05	Season 2 highlights	41
Season 2 purpose highlights	06	Season 2 results	44
Overview of SailGP	07	Key principles	46
Season 2 calendar	08		
Purpose vision	10	05 BETTER SPORT	47
		More inclusive sport	48
02 PURPOSE AND		Approach	50
IMPACT STRATEGY	11	Season 2 overview	51
Key pillars	13	Season 3 and beyond	52
Purpose story so far	14	Women's Pathway	53
		Inspire	58
03 BETTER PLANET	15	06 BETTER BUSINESS	68
Carbon footprint	17	Values	69
Season 2 key successes	22	Governance and delivery	70
Key focus areas	23	Thought leadership	74
Clean energy strategy	25	Communicating with fans	76
Clean energy roadmap	26	Purpose driven workforce	77
On-water footprint	27	Recognition	79
On-shore footprint	29	Racing for the future	80
Compensating our footprint	32	Partners	81
Reducing our event impact	33		
Local impact projects	34		

ABOUT THIS REPORT

This is SailGP's first Purpose & Impact Report. It covers our environmental and social sustainability strategy and progress from Season 2, which started at the Bermuda Sail Grand Prix presented by Hamilton Princess in April 2021 and culminated at the Mubadala United States Sail Grand Prix in San Francisco in March 2022.

The report has been prepared to transparently showcase both our challenges and successes with the hope that it will inspire our staff internally as well as other sports and businesses to do more towards achieving a more inclusive and clean energy future.

EXECUTIVE SUMMARY

Since our inception in 2019, purpose has been embedded in everything we do at SailGP, and Season 2 was a landmark period for our **purpose and impact journey**.

A key initiative was **establishing the ground-breaking Impact League – our podium for the planet** – which embedded sustainability action within the fabric of our championship, rewarding our athletes for their positive social and environmental actions (page 36).

The New Zealand SailGP Team was crowned the first winner of the Impact League in Season 2, winning US\$100k for its purpose partner, Live Ocean Foundation. The prize money is funding research into kelp forests and their potential to sequester carbon.

Female athletes were given more opportunities to compete at the highest level following the launch of the Women's Pathway Program (page 53), with training and development designed to fast-track

their progress. From Cádiz onwards, all SailGP teams raced with a female athlete on board.

Our Inspire Learning education program (page 58) gave **3,000 children** the chance to take part in STEM-related learning activities.

In our Inspire Careers program, more than 100 talented young adults (with a 50:50 gender split) completed internships with our teams and SailGP event staff.

And in our Inspire Racing program, 297 young sailors were offered **unparalleled sailing experiences** and opportunities.

As a **UN Sports for Climate Action and Race to Zero signatory**, we have set ambitious targets to reduce our carbon emissions by 55% by 2025.

We achieved three gold medals in the UN Climate Neutral Now initiative to measure, reduce and offset, and **we robustly measure and monitor our**

carbon footprint which is verified by One Carbon World (page 17).

We are in a growth phase and in Season 2 we grew from six to eight teams and from five to eight events, so our footprint also grew. However, we are proud that we were able to reduce our emissions per event, on average by:

- **29% across Scope 1 and 2**
- **56% from temporary power**
- **10% in support boat fleet emissions**

Part of that reduction strategy includes our Clean Energy Roadmap (page 26) and our **ambition to be fully powered by nature by 2025**. In Season 2, we had our first 100% clean energy fan village in Plymouth, UK and our first 100% clean energy event in Aarhus, Denmark.

Working with each of our host cities we delivered eight local impact projects,

leaving a positive impact at all venues where we raced. These included supporting the development of Plymouth's largest solar farm for low income homes, planting 3,000 shrubs to help restore San Francisco Bay and funding 480 sqm of cages to protect seagrass in Bermuda (page 34).

In 2020, we gained **ISO 20121 sustainability certification** and we have continued to deliver our events according to our sustainability management framework to the highest environmental and social sustainability standards.

To amplify our impact beyond our events, we collaborated with partners and established our **Champions for Change thought leadership platform** (page 74), bringing people together to discuss ideas with sustainability leaders.

Within this report we have provided the detail behind our purpose and impact achievements, challenges and goals for future seasons.



01 INTRODUCTION



SailGP is built on RENEWABLE ENERGY – powered by wind, water and human strength. We are committed to being a global leader in sustainable development – a driving force behind our organization – and we look forward to having you join us for the exciting ride ahead.

Larry Ellison

Co-Founder, SailGP



FOREWORD

SIR RUSSELL COUTTS, CEO, SAILGP

The world has gone through some dramatic events in the last few years. Together we have faced a global pandemic that created challenges and changes to our normal ways of operating. However, by working through these, we have also discovered new thinking and opportunities.

We will need to keep working with ambition and imagination to face our greatest challenge – the climate crisis. As sailors we observe nature and the negative impact humans can have in upsetting the delicate balance that exists within our environment.

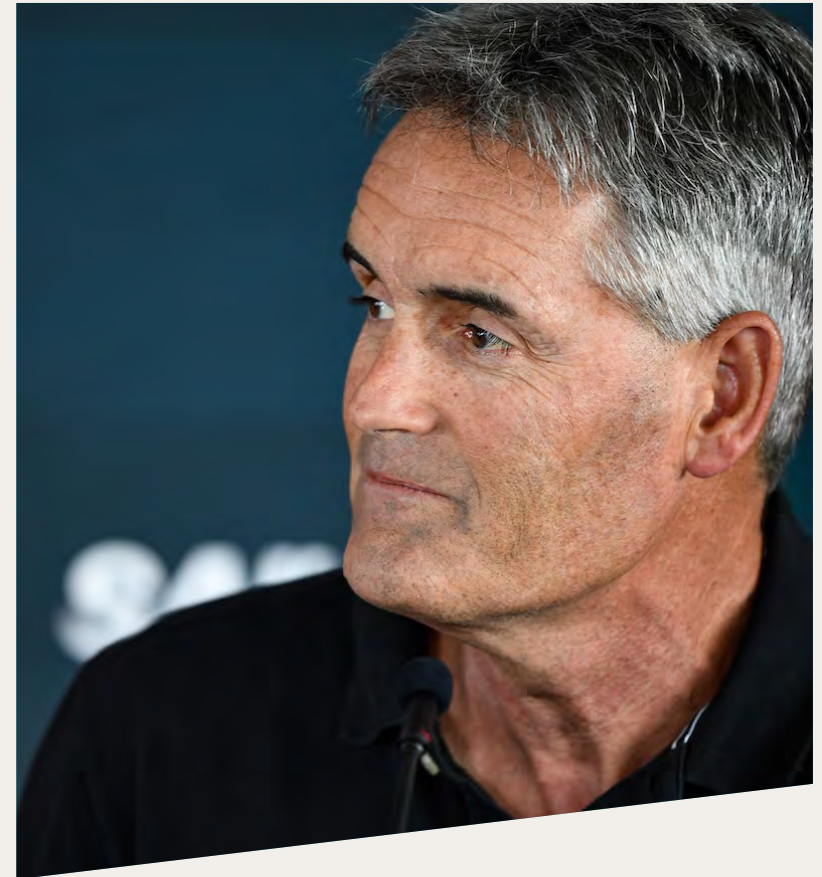
Sport has a passionate following and is therefore in a unique position to influence positive change. That is why SailGP is designed to be more than a sports league. We also want to drive meaningful change and embed sustainability into the heart of our competition. This will hopefully inspire our fans to also take action to make a difference.

After just our second season I'm very proud of what we have achieved so far – making significant strides for social and environmental sustainability with our Women's Pathway Program, Inspire Youth Program and Impact League, which rewards teams for positive actions.

We are focused on adopting and developing clean energy solutions to power our events and we are aiming to be fully powered by nature, using only the sun, wind and water by 2025.

We still have a long way to go, but we are making many positive steps forward. We will always be open and transparent about our learnings and where we need to improve as this is the only way to put real focus and urgency on what needs to change.

Through this report we aim to keep ourselves accountable and share key learnings to the wider industry so we can all work together to protect our planet and achieve better, more inclusive sport.



Finally, I want to take this moment to thank our dedicated and industrious team – staff, athletes, media teams, partners and host cities. It is only by working collaboratively as a team that we can achieve real change.

SEASON 2 PURPOSE HIGHLIGHTS



29%

reduction per event across
Scope 1 & 2 carbon emissions



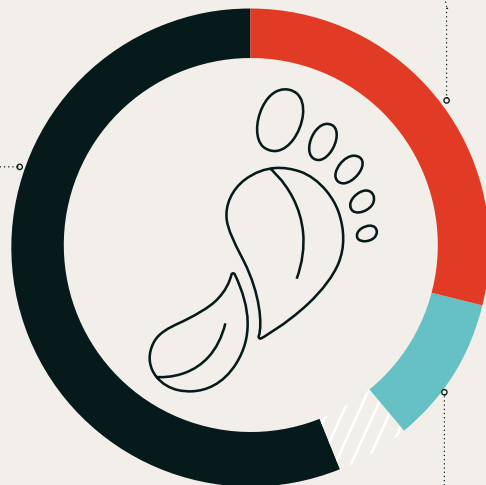
56%

reduction in temporary
power related emissions
per event average

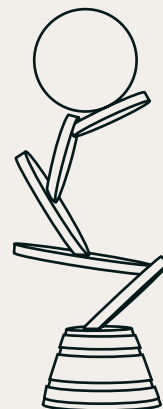


10%

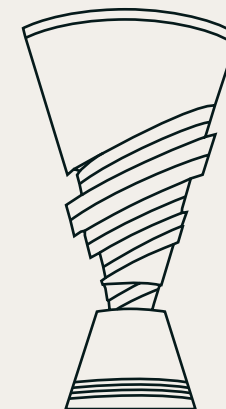
reduction in support
boat fleet emissions
per event



2 TROPHIES



1 IMPACT LEAGUE TROPHY



1 SAILGP
CHAMPIONSHIP TROPHY



US\$150k

AWARDED TO IMPACT LEAGUE
WINNERS' RACE FOR THE
FUTURE PARTNERS



8

LOCAL IMPACT
PROJECTS



8,130

INSPIRE
PARTICIPANTS



100%

OF TEAMS RACING WITH
FEMALE ATHLETES



1st

100% CLEAN ENERGY
EVENT - ROCKWOOL
DENMARK SAIL GRAND
PRIX AARHUS



3

UN GOLD MEDALS IN
CLIMATE NEUTRAL NOW
INITIATIVE: MEASURE,
REDUCE, OFFSET



1st

GLOBAL SPORTS LEAGUE
WITH COMPETING TEAMS
TO SIGN UN SPORTS FOR
CLIMATE ACTION FRAMEWORK



ISO 20121 SUSTAINABLE
EVENTS CERTIFICATION

OVERVIEW OF SAILGP



SailGP is a sport powered by nature, and races for a better future: **a better sport and a better planet.**

Launched in 2019, SailGP has a goal to redefine sailing by creating the world's most exciting race on water, featuring the best athletes, in short, intense races at iconic stadium-style venues across the globe. The nation versus nation teams compete across the season on identical, cutting-edge hydrofoiling catamarans flying at electrifying speeds approaching 100 km/h for sailing's biggest prize of US\$1 million. It is underpinned by a clear purpose and commitment to make **sustainability and social diversity action essential to the fabric of sport.**

Season 1 saw six global teams compete in five events, culminating in a spectacular championship finale in Marseille, France.

Following a 14 month hiatus due to the global pandemic, SailGP came back bigger and bolder for Season 2 with eight teams racing at eight exciting locations across the globe. Teams from Australia, Denmark, France, Great Britain, Japan, New Zealand, Spain and USA kicked off the season in Bermuda in April 2021, working their way through Europe and Australia before ending the season with a show-stopping Grand Final in San Francisco in March 2022.

Season 2 also saw the **launch of the Impact League** and a second podium – a podium for the planet. The Impact League sees teams work with a dedicated **Race for the Future partner** and compete in a second leaderboard where they are rewarded for positive sustainability actions. At the end of each season, two podiums are awarded and two champions are crowned - one for racing and one for the planet.

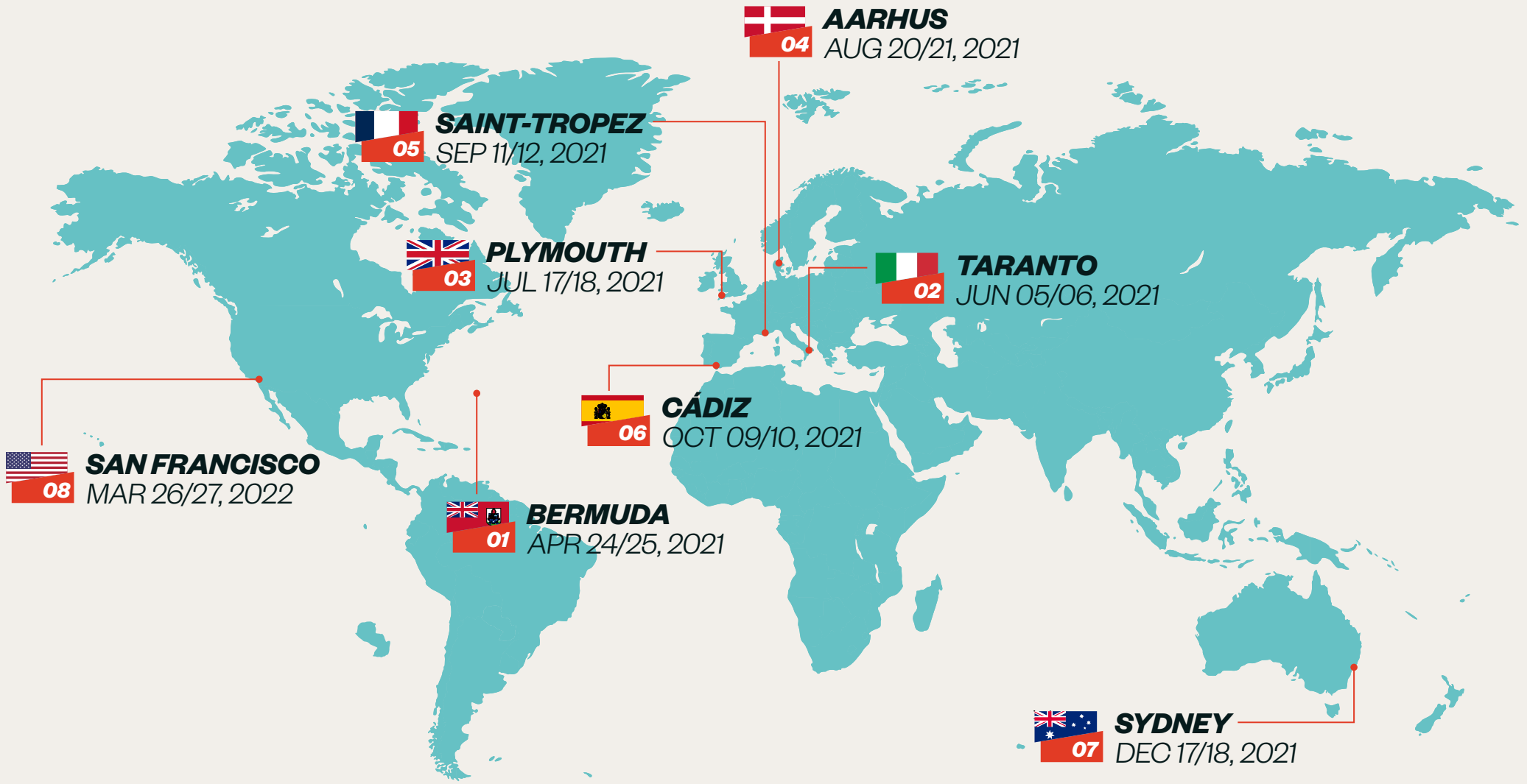
After two seasons SailGP has expanded its global reach and fanbase to 186 broadcast territories with a total Season 2 TV **audience of over 820 million.**

SailGP is owned by Larry Ellison, co-founder of Oracle Corporation, a passionate sailor who has been personally and financially committed to the growth and advancement of sailing for multiple decades.

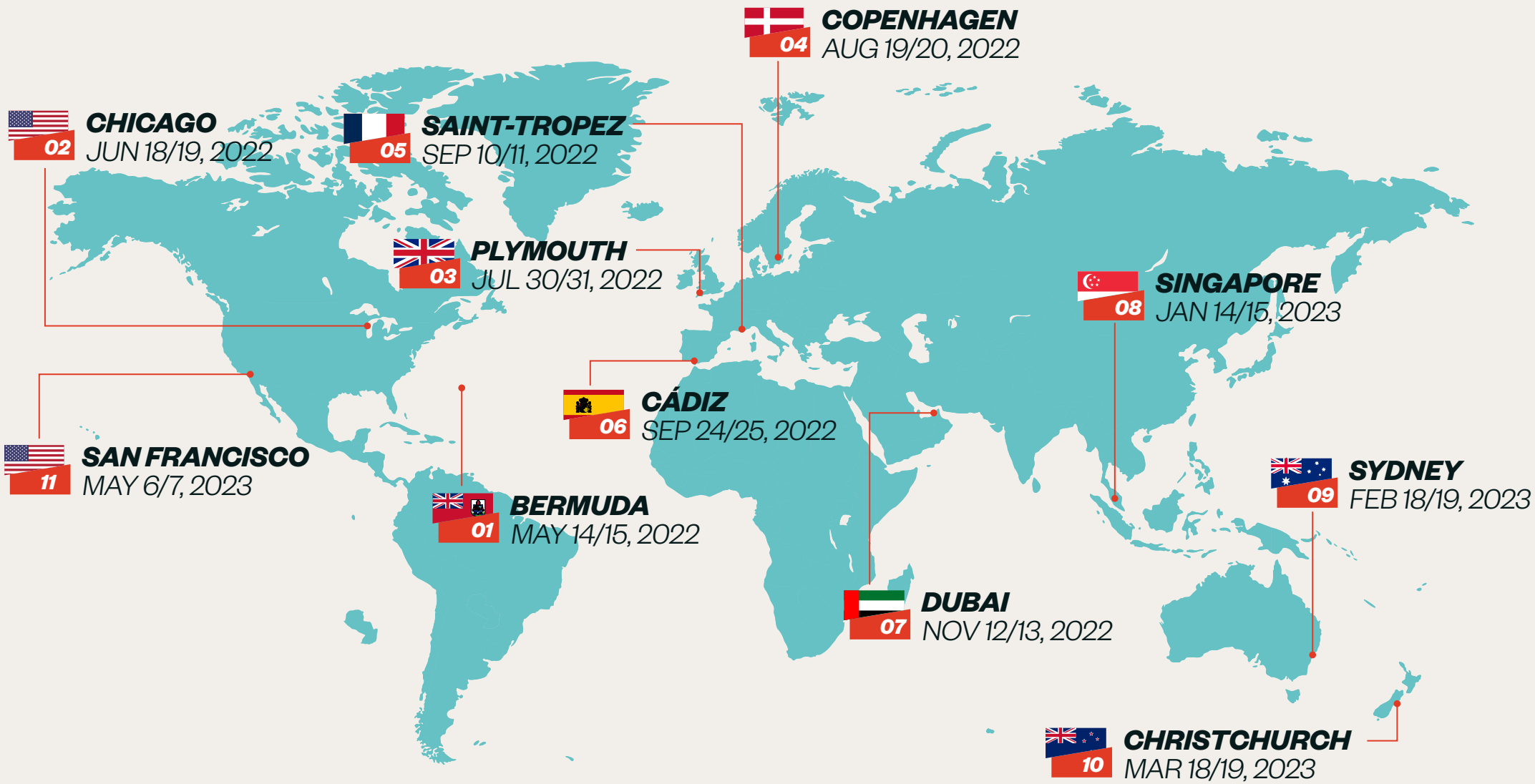
SailGP has a business plan to become commercially sustainable through partnerships, broadcast rights, host city agreements and through the sale of SailGP teams to new owners.

Four of the nine teams are already independently operated and funded (Great Britain, Switzerland, Canada and Denmark) with further expansion teams planned for Season 4 and beyond.

SEASON 2 CALENDAR



SEASON 3 CALENDAR



OUR PURPOSE VISION

“Sport has the power to change the world. It has the power to inspire.”

Nelson Mandela



FIONA MORGAN,
DIRECTOR OF
PURPOSE &
IMPACT, SAILGP

SAILGP
POWERED BY NATURE

Sport can influence, inspire and reach people in a way that nothing else can. It crosses generations, borders and political divides. At SailGP, we believe we have a duty to use our platform for good.

Our ambition is to be the **most purpose-driven and sustainable global sports platform**. Our purpose means putting environmental and social sustainability at the heart of everything we do. We know that change needs to happen urgently, and that by recognizing the interconnections

between all elements of sustainability – **social, environmental and economic** – we are able to create a more positive future.

As the **first climate positive sport** and entertainment property, we champion a world powered by nature and believe in accelerating the transition to clean energy to help combat climate change.

We make positive environmental and social action part of the competition through the Impact League, and

break gender barriers with female athletes racing alongside male athletes on the identical hydro foiling F50 catamarans. We are investing in the future by creating the climate advocates and sailors of tomorrow through our Inspire Program.

We want to create a blueprint of how to embed environmental sustainability and gender equity into the fabric of sport. We know that only through collaboration can we win this race for a better future – this is why we aim to work with partners, host cities,

athletes, broadcasters and the wider industry to **drive meaningful change through sport**.

We are only at the start of our purpose and impact journey but we are committed and excited about the future.



02

**PURPOSE
AND IMPACT
STRATEGY**

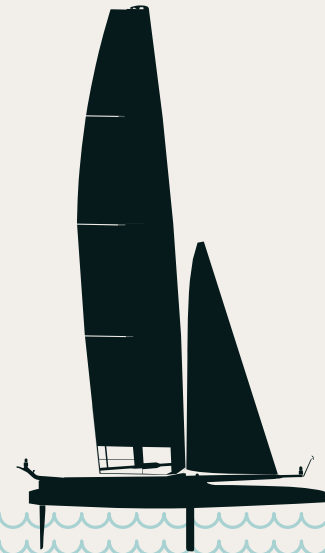
BETTER SPORT. BETTER PLANET. *BETTER BUSINESS.*

**OUR AMBITION IS TO BE THE WORLD'S MOST SUSTAINABLE AND
PURPOSE-DRIVEN GLOBAL SPORTS AND ENTERTAINMENT PLATFORM.**

*WE RACE
for a better future,
championing a world
powered by nature.*

*WE BELIEVE
in the power of our sport
for good and the power of
nature to change the world.*

WE #RACEFORTHEFUTURE



OUR KEY PILLARS

Our purpose and impact strategy is embedded into our five-year plan and underpins all our business and sporting objectives. It builds on the following key pillars:



BETTER SPORT

To create an inclusive league and improve our sport by providing opportunities and pathways to inspire and accelerate fundamental change across the sport of sailing.



BETTER PLANET

To work to mitigate climate change, be stewards of the ocean, be climate positive and accelerate the transition to clean energy using the platform of sport. Our objectives align to the UN Sustainable Development Goals focusing on SDG 13 Climate Action and SDG 7 Affordable and Clean Energy.



BETTER BUSINESS

To deliver events with integrity and transparency, creating partnerships to accelerate change underpinning better sport and better planet. Operationally, to be a better business we are guided by our sustainability management system, certified, in 2020, by our external auditors BSI to the international standard ISO 20121.

We are committed to delivering our purpose in collaboration with World Sailing through its Special Event Sustainability Charter and the United Nations Framework Convention on Climate Change (UNFCCC) through the UN Sports for Climate Action Framework, Race to Zero and Climate Neutral Now.



OUR PURPOSE STORY SO FAR

Throughout the first two seasons, we have focused on implementing our purpose and impact strategy by aligning with international standards, establishing internal processes and engaging internal and external stakeholders. We challenged our operations and led the way in **pioneering remote broadcasting** and umpiring and ensuring our race boats were **100% powered by nature**.

COVID-19 posed challenges around hosting live events, travel and new health and safety protocols. During the hiatus caused by the pandemic, SailGP was able to devise **longer-term sustainability goals** including masterminding the ground-breaking Impact League (see Section 4).

2018



SailGP is **THE FIRST GLOBAL SPORTS LEAGUE TOGETHER WITH PARTICIPATING TEAMS** to sign the UN Sports for Climate Action Framework

2019



SailGP launches industry leading **REMOTE BROADCAST OPERATIONS**



SailGP signs the World Sailing Special Event **SUSTAINABILITY CHARTER**

2020



SailGP becomes the first **CLIMATE POSITIVE** sports and entertainment property



2021



TEAMS all define their purpose and announce Race for the Future purpose partners



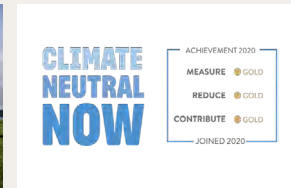
ISO 20121 sustainability certification



Race boats **FULLY POWERED BY NATURE** with solar charging of a TESLA Powerwall which was used to charge the F50 batteries



IMPACT LEAGUE launches: the world's first integrated sustainability league



FIRST SPORT to achieve both the Carbon Neutral International Standard and three gold medals in the UN Climate Neutral Now initiative



CHAMPIONS FOR CHANGE thought leadership program launched



SailGP launches Carbon Disclosure Project (CDP) **SUSTAINABILITY DISCLOSURE PARTNERSHIP**

2022



New Zealand SailGP Team is **CROWNED CHAMPIONS** of the first ever Impact League



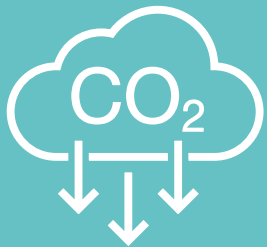
03

**BETTER
PLANET**

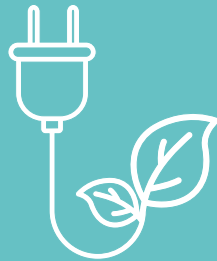
WE CHAMPION A WORLD POWERED BY NATURE

Our goal is to help **mitigate climate change**, be **stewards of the ocean**, be **climate positive** and accelerate the **transition to clean energy** using the platform of sport. We are climate positive – meaning we compensate for more carbon than we emit and go beyond carbon neutral.

SAILGP HAS THREE STRATEGIC OBJECTIVES:



TO ACHIEVE A 55% REDUCTION IN CARBON EMISSIONS BY 2025



TO ACCELERATE THE TRANSITION TO CLEAN ENERGY ON-WATER AND ON-SHORE AT EVENTS BY 2025



TO COLLABORATE WITH PARTNERS AND HOST CITIES AROUND CLIMATE ACTION

We are ambitious with our target to reduce carbon emissions – going beyond the **UN Sports for Climate Action goal to make 50% absolute cuts** by 2030 and achieve net zero by 2040. To achieve this we will focus on our own direct energy consumption, trial and accelerate the adoption of clean energy and encourage wider industry change. We also work to internationally recognized standards and collaborate with partners to raise the bar of sports sustainability:

- **First global sports league** together with all participating teams to sign the UN Sports for Climate Action Framework
- Achieved **gold standard verification** by UNFCCC across emissions reporting, carbon reduction plan and carbon contribution plan
- We work with local partners and host cities to leave a positive impact at all our events and adhere to ISO 20121 standards to **protect and respect the local environment**



OUR CARBON FOOTPRINT METHODOLOGY

#RACEFORTHEFUTURE

13 CLIMATE ACTION



We measure our carbon footprint **in line with the Greenhouse Gas Protocol** and our methodology is **verified by One Carbon World**. In Season 1 (2019) we emitted 24,515 tonnes CO₂e. This was our first year of operation and set our baseline, from which we identified areas of focus and improvement.

We have now measured our carbon emissions for Season 2 (April 2021 – March 2022). We focus on reducing

our carbon emissions across all areas of our operations. We continually monitor progress, review our actions and evaluate effectiveness to **drive constant improvement**.

As Season 1 covers five events and six teams, and Season 2 covers eight events and eight teams, we look at our progress at an event level as well as overall emissions. Examining the data at the event and category levels highlights areas of focus to improve our overall emissions and initiatives

that can be scaled for greater impact and applied at subsequent events.

This analysis informs our policies and practices going forward as we challenge ourselves to **achieve 55% reduction** from our Season 1 baseline, regardless of the growth of the league. This is not a simple task but one we are committed to and recognize our opportunity to show true leadership in this space.

SEASON 2 OVERVIEW

Restarting the league following COVID-19 meant establishing new event operations, partners and policies. Season 2's growth as a global sports league has provided us with new league data as well as operational opportunities and challenges.

A rise in overall carbon emissions was expected during Season 2 as we are in a big growth phase. We also refocused our operations with emphasis on our clean energy strategy. As we develop the league in line with our ambitions – both as a sports league and through our sustainability objectives – we will build on the successes and learnings from this first post-COVID season.

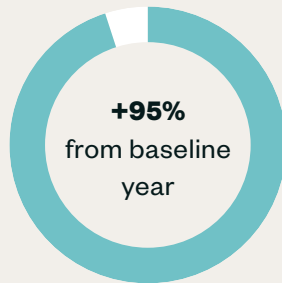
WE GREW AS A LEAGUE

FROM **SIX TEAMS**
TO **EIGHT TEAMS**

FIVE EVENTS
TO **EIGHT EVENTS**

OUR OVERALL FOOTPRINT GREW (ALL SCOPES)*:

47,490
TONNES CO₂E



*includes our supply chain and fan travel

equivalent to emissions from **6,079** U.S. homes (Environmental Protection Agency)

Our immediate focus is to **reduce the emissions under our direct control**, particularly our energy consumption within our temporary power and fuel in our support fleet. Through our clean energy strategy (on-water and on-shore), we have achieved the following:

AN OVERALL
29% REDUCTION IN EMISSIONS
FROM TEMPORARY POWER PROVISION,
AND A 56% REDUCTION PER EVENT AVERAGE



Working with key strategic partners including Aggreko to use clean energy alternatives and optimize usage

10% REDUCTION PER EVENT AVERAGE
IN SUPPORT BOAT FLEET EMISSIONS

- Working with strategic partners such as ePropulsion to provide electric mooring boats
- Teams being incentivized through the Impact League to reduce their chase boat fuel and overall footprints
- Remote race management and umpiring reducing number of vessels on the water

To reduce our transportation we worked with our logistics partner Kuehne+Nagel for immediate and ongoing solutions for our freight-associated emissions:

- We consolidated our equipment reducing our event operations containers by 10%
- By leveraging fossil fuel alternatives in both land and sea transport we **reduced emissions on the European leg by 90%** and avoided approximately 340 tonnes of CO₂e on the shipping from Cádiz to Sydney on to San Francisco
- We used their Seaexplorer platform to track emissions and optimize best routes and shipping options such as container use

OUR CARBON FOOTPRINT

This illustration is a guide to understanding our carbon footprint. It shows an example of a SailGP event and our wider operations.



- 1 Office HQ – energy (gas and electricity)
- 2 Staff travel (including teams)
- 3 Fuel for support vessels
- 4 Fuel for temporary power
- 5 Spectator travel
- 6 Tech site including team bases
- 7 Broadcast helicopter
- 8 Broadcast operations
- 9 Digital storage
- 10 Fans – digital and broadcast
- 11 On-water spectators
- 12 Cranes for F50
- 13 Freight/shipping
- 14 F50 boat manufacture
- 15 Accommodation and food
- 16 Hospitality and fan village

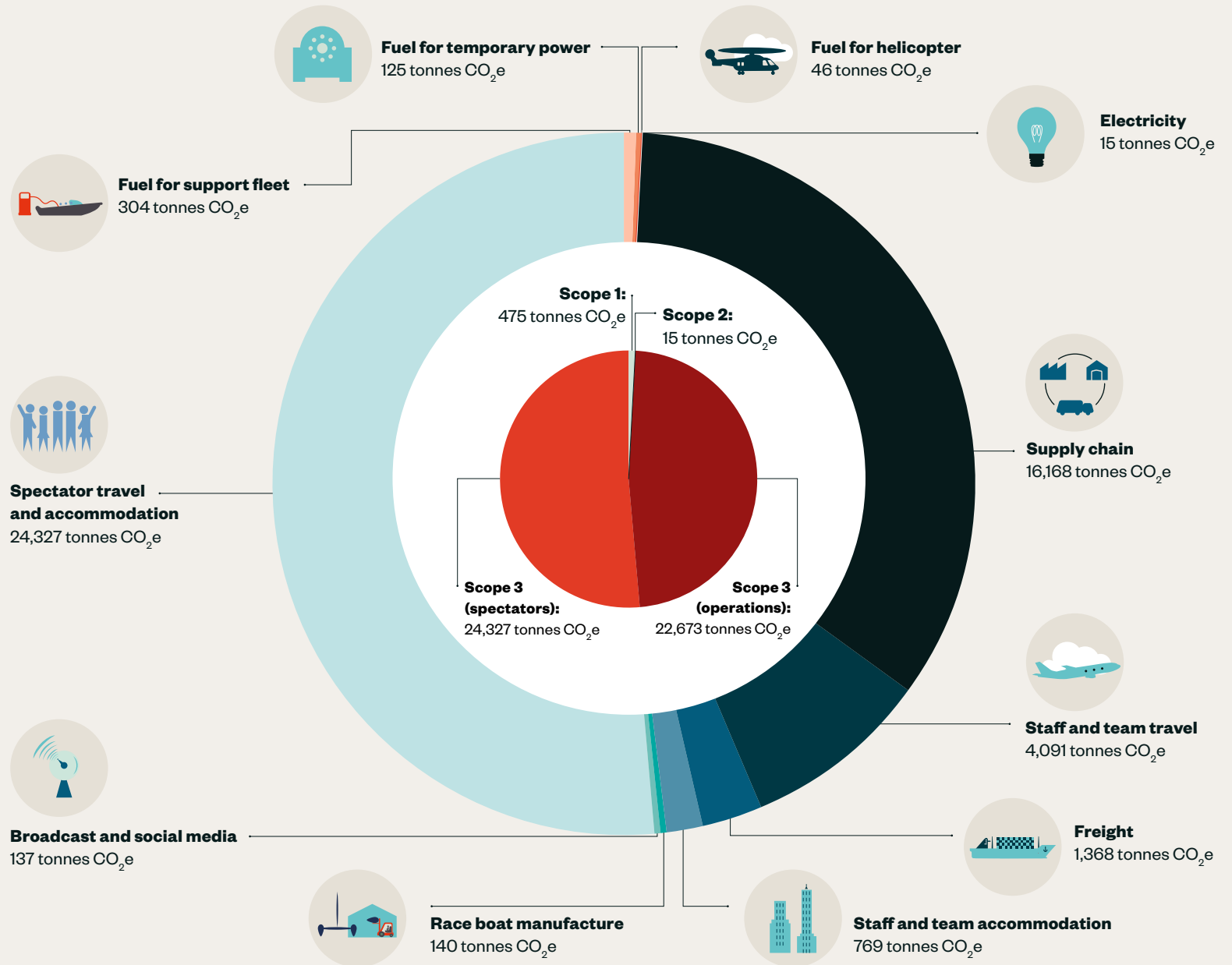
OUR CARBON EMISSIONS

The majority of our operational emissions come from our supply chain (Scope 3), including travel and transportation, and results from the products and services we procure. This can be managed through our selection of suppliers and their products. We have more direct control over the fuel and energy we use (our Scope 1 and 2 emissions), and we are able to take immediate steps to reduce energy consumption and find clean energy solutions. This is our first priority and we have a clear roadmap to meet these goals (see p 26).

- Scope 1:**
1% (475 tonnes CO₂e)
- Scope 2:**
0.03% (15 tonnes CO₂e)
- Scope 3:**
99% (47,000 tonnes CO₂e)
- Total:** 47,490 tonnes CO₂e

Emissions Scope definitions

- Scope 1:** Direct emissions from fuels (e.g. fuel in support boats)
- Scope 2:** Indirect emissions from energy use (e.g. electricity bought from the grid)
- Scope 3:** Indirect emissions through supply chain (e.g. bought products and services)



OUR EVENT FOOTPRINT

Our events take place in iconic locations around the world. This presents a variety of challenges as we try to reduce our carbon footprint in different terrains from island locations to European cities, as the league and number of events grow. It does, however, also present **opportunities to collaborate with partners and**

host cities to have a greater impact and influence wider change.

Examining the data at the event and category levels highlights areas and initiatives that can be scaled for greater impact across the season, as well as thematic areas of focus to improve our overall emissions. Event level analysis

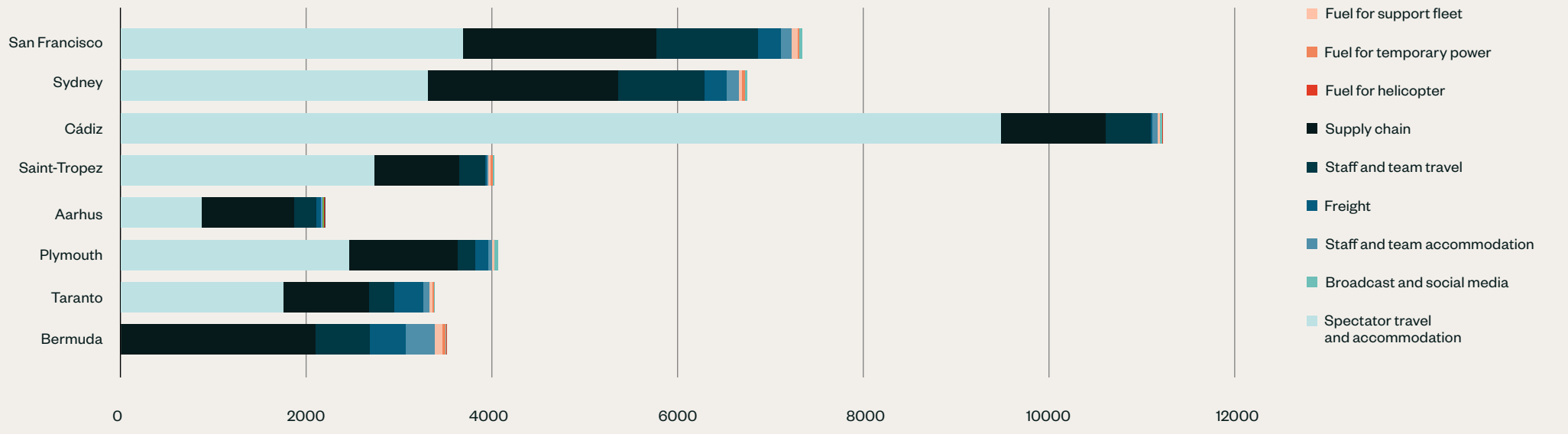
informs our policies and practices going forward.

Our biggest associated carbon footprint is the travel of fans and our operational team. We are already taking steps to limit staff travel through remote operations where possible and developing our digital and broadcasting offering for

fans. Initiatives in adopting clean energy solutions are already seeing a significant impact in reducing our average event carbon footprint for Scopes 1 and 2.

To deliver on our carbon targets, across the whole league, we need to **challenge ourselves further**. We will continue to do this to achieve our goals.

Season 2: total carbon emissions (tonnes) per event



SEASON 2 KEY SUCCESSES

AREA OF BIGGEST REDUCTION FUEL FOR TEMPORARY POWER

- FUEL FOR TEMPORARY POWER **DOWN 29% OVERALL AND 56% PER EVENT AVERAGE**
- FOCUSING ON OUR CLEAN ENERGY STRATEGY AND EXPLORING RENEWABLE DROP-IN FUELS



MOST SUSTAINABLE EVENT AARHUS

- 100% RENEWABLE ENERGY** EVENT, USING BOTH CLEAN GRID AND TEMPORARY POWER
- LOWER LEVELS OF STAFF AND FAN TRAVEL AND ACCOMMODATION
- LOWER FREIGHT-RELATED EMISSIONS DUE TO USE OF BIOFUELS FOR LAND TRANSPORTATION



LOWEST OPERATIONAL FOOTPRINT EVENTS EUROPEAN EVENTS

- SMALLER GEOGRAPHICAL DISTANCE BETWEEN EVENTS CREATING A SMALLER ASSOCIATED FOOTPRINT FOR STAFF, TEAMS AND FANS
- SMALLER FOOTPRINT FOR ACCOMMODATION DUE TO THE MAJORITY OF STAFF BASED IN EUROPE



KEY FOCUS AREAS

STAFF AND TEAM TRAVEL

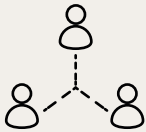
Staff travel and accommodation is within our direct control and an immediate Scope 3 focus. We are minimizing staff travel to events by:



Tracking and evaluating the need to travel, and reducing the number of days onsite, through a new travel committee



Focusing on local market events for staff and guest experience of SailGP events



Working with our host cities and local partners to strengthen on the ground event personnel to further reduce staff needed to travel to events



Flying economy and with the lowest carbon carrier possible for absolutely necessary flights



Reviewing our accommodation policy to ensure we stay at the most sustainable hotels

FAN TRAVEL

Fan travel and accommodation is one of the biggest carbon emitters for most sports and is an area we are paying close attention to.

From the start of Season 2 we initiated a climate positive ticket program, donating US\$1.50 from each ticket to contribute to projects to offset. This not only helps mitigate the carbon footprint of fans' travel, but is a way of communicating to fans and highlighting the need to keep temperature rises to beneath 1.5°C. We will continue this in the coming seasons.



US\$1.50
FROM EACH TICKET
DONATED TO CONTRIBUTE
TO PROJECTS TO OFFSET

We will work more closely with our travel partners, host cities and local partners to promote sustainable travel alternatives.

SUPPLY CHAIN

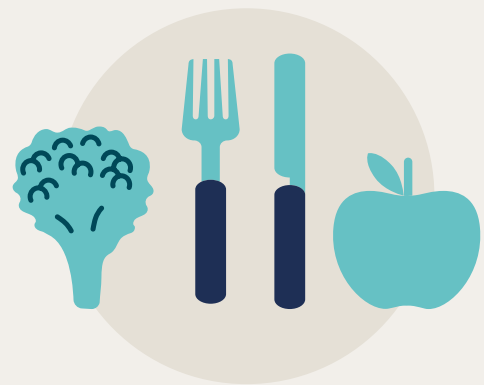
Recognizing that our Scope 3 emissions are the largest volume of our emissions, we are focused on our supply chain procurement policy and procedures. Selecting the most sustainable suppliers and providing support and training on sustainable practices is part of our existing procurement code. We request that suppliers complete a sustainability questionnaire and provide copies of their policies. As part of our ongoing efforts on our supply chain, we will be auditing, reviewing and strengthening our procurement protocols during Season 3.



KEY FOCUS AREAS

SUSTAINABLE FOOD

In Season 2 we implemented a SailGP food charter that encourages low carbon choices which are locally sourced, vegan and vegetarian primarily with sustainable packaging, as well as incentivizing teams through the Impact League to choose sustainable meals. We will continue this throughout Season 3 and look to make further progress with staff education and options.



MERCHANDISE

We work with several suppliers to provide our fan merchandise and staff uniforms, aiming to work with suppliers who adopt best sustainable practices including:



Carbon emission measurement, tracking and reduction plans



Local production and sourcing



Prioritization of 100% recycled materials or organic cotton



Recycled and recyclable packaging

In Season 2 we encouraged our suppliers to sign up to the UN's Climate Neutral Now initiative and to work with One Carbon World to measure and reduce SailGP's carbon footprint in relation to e-commerce retailing. Event Merchandise (SailGP's Retail Partner) and Gill both signed up to this.

In Season 3, we are developing a clear merchandise policy for all of SailGP, including our teams. We are also working to eradicate all single-use packaging.

OUR CLEAN ENERGY STRATEGY

On-shore event energy and on-water activity are the biggest sources of Scope 1 carbon emissions and we have created a **comprehensive and focused strategy** to reduce this through the transition to clean energy.

We have defined clean energy as being **any energy consumed at events through low carbon renewable sources**,

Our strategy primarily centers around **reducing and eliminating energy consumption** and carbon emissions. Where this is not possible, we are **exploring technology solutions and alternative operating models** to transition the championship **fully towards clean energy**.

As a new global sports league **we are able to build in sustainable practices from the start**, however we face the same challenges that all sports face, including issues around supply chains, fan and staff travel, waste and single-use plastic and the impact on the local environment.

As a sport without a fixed location we work with a variety of host cities, from island nations such as Bermuda, to clean energy European cities like Aarhus. This means

we face different challenges in each location, such as energy supply, travel and transportation, while avoiding the carbon associated with building and maintaining a permanent structure.



CLEAN ENERGY ROADMAP

By 2025, SailGP will be 100% powered by clean energy. In Season 2, we set our strategy and targets to deliver our goals by 2025.



SailGP was founded with a purpose to race for a better future and champion a world powered by nature



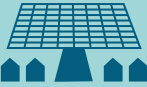
Appointed a Director of Purpose & Impact to lead the purpose agenda, including Clean Energy Roadmap and build delivery team



Kuehne+Nagel partnership launched to deliver carbon neutral shipping



Introduced Cities Sustainability Charter with GDP




First 100% clean energy fan village supported by Aggreko in Plymouth



Launched SailGP Technologies sustainability marine innovation hub




Technical base and facilities to be 100% powered by nature




Entire SailGP event footprint to be 100% powered by nature

2019 ▶ 2020 ▶ 2021 ▶ 2022 ▶ 2023 ▶ 2024 ▶ 2025




Launched a fully remote broadcast



First 100% clean energy event delivered in Aarhus




All fan and hospitality villages 100% powered by nature




Broadcast and operations transitioned to be 100% powered by nature




All SailGP supply chain to make clean energy commitments



F50s powered by nature through wind and solar battery charging with TESLA Powerwall partnership



70% of temporary event power from clean energy – combination of solar and HVO/B100 Biofuels



Next generation sustainable race marks powered by clean energy to be used throughout the season



Full event support fleet to be 100% powered by clean energy

OUR ON-WATER FOOTPRINT



OUR TARGET
ALL OUR ON-WATER
FLEET TO BE
POWERED BY CLEAN
ENERGY BY 2025

Our on-water footprint covers all of our fleet activity on the water that enables our events to take place. This includes a **range of boats used for coaching, safety, towing, race management, media, hospitality and technical support** for the F50 racing boats, as well as the broadcast helicopter. It does not include the F50s themselves which are fully powered

by nature. We **prioritize chartering boats locally where possible** to reduce shipping emissions, and look to **incorporate existing technologies to drive efficiency improvements** in our owned fleet.

With marine clean energy technologies still early on in their journey, **SailGP recognizes a much wider opportunity**

to accelerate innovation and collaboration across this industry to drive decarbonization in this sector.

On-water carbon emissions (fuel in support fleet and helicopters) currently account for around 74% of our Scope 1 emissions. During Season 2 **we reduced our average event on-water fuel emissions by 10%.**

OUR FOCUS AREAS

We are **prioritizing trialing new ways of operating on the water** and integrating emerging clean energy technologies to reduce the carbon footprint of our existing fleet. We do this primarily by **optimizing boats on the water** (through delivering remote umpiring and consolidating capacity, for example), advocating **efficient operations** and by **chartering more sustainable solutions** where possible.

Where current technologies do not service our needs, **we will look to collaborate across industry and academia**, working on strategic partnerships with leading technology vendors.

OUR ON-WATER FOOTPRINT

DURING SEASON 2

- We established a comprehensive **fleet monitoring program** and created initial partnerships with leading electric propulsion providers such as Evoy and ePropulsion
- **Integration of electric engines** into our mooring tender RIBs and support vessels for our Inspire Program's low-power transfer RIBs
- Our umpiring is done remotely through live feed, meaning that our **umpires do not travel to events or follow the racing from chase boats** on the water, saving substantial travel and fuel emissions
- Project started to create **automated electric powered race marks**, reducing need for boats to tow these around the race course
- Incorporation of fuel monitoring and **scoring against other teams in the Impact League criteria** – incentivizing more efficient use of the teams' chase boats and significant fuel reductions

SEASON 3 AND BEYOND

In Season 3 we will build on these foundations with a greater emphasis on project delivery. The main focus areas will be:

- Continuing to partner with market leaders to **trial and integrate emerging technologies** and their supporting infrastructure
- **Expanding operational analysis** through increased fleet data monitoring
- Working across industry and academia to **research and develop new clean energy solutions**
- Development of **next generation of sustainable support boat**, looking at innovating in both **clean-energy propulsion** and the end-to-end sustainability of **boat manufacture and life cycle**



OUR ON-SHORE FOOTPRINT



We focus on how we power events in our host cities across all of our operations on site, including the tech base, media center, fan village, guest experiences and broadcasting operations.

This accounts for around 26% of our Scope 1 emissions, and differs based

on the location, technology and fuel availability, and the local grid energy mix availability. **In Season 2 we reduced our average event carbon emissions associated with temporary fuel power by 56%.**

By advocating for the use and showcasing clean energy technologies not only will

SailGP reduce its own carbon footprint, but **accelerate energy transition innovation within power providers** and bring these technologies to other global events.



OUR TARGET
ALL OUR EVENTS
TO BE POWERED
100% BY CLEAN
ENERGY BY 2025



OUR ON-SHORE FOOTPRINT


We worked with host cities, teams and partners to identify the right clean energy solutions and **ensure that renewable sources are prioritized** for all on-shore activities.

Our current approach centers around using **renewable grid electricity with on-site solar and sustainable drop-in fuels where possible**, and also a comprehensive

energy monitoring approach across site. A recent example of this is **installing energy monitoring** across all of our team bases and **incentivizing energy saving behaviors through the Impact League**.

We have a longer-term strategy to evolve to a multi-technology mix that leverages local capability and cutting edge technologies to meet the energy needs of each unique site.

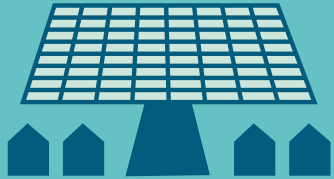
1



RENEWABLE GRID ELECTRICITY

MOST SUSTAINABLE OPTION FOR POWER PROVISION


2



SOLAR (UPGRADE & INTEGRATE)

UPGRADE CURRENT AND INTEGRATE EMERGING SOLAR TECHNOLOGIES


3



ALTERNATIVE LIQUID FUELS

ALTERNATE LIQUID FUELS FOR USE IN ON-SITE GENERATORS


4



GREEN HYDROGEN

MOST SUSTAINABLE FUEL OPTION FOR OFF-GRID GENERATION

5



WIND GENERATION

SITES COLLECTED WITH ADEQUATE WIND SUPPLY

OUR ON-SHORE FOOTPRINT

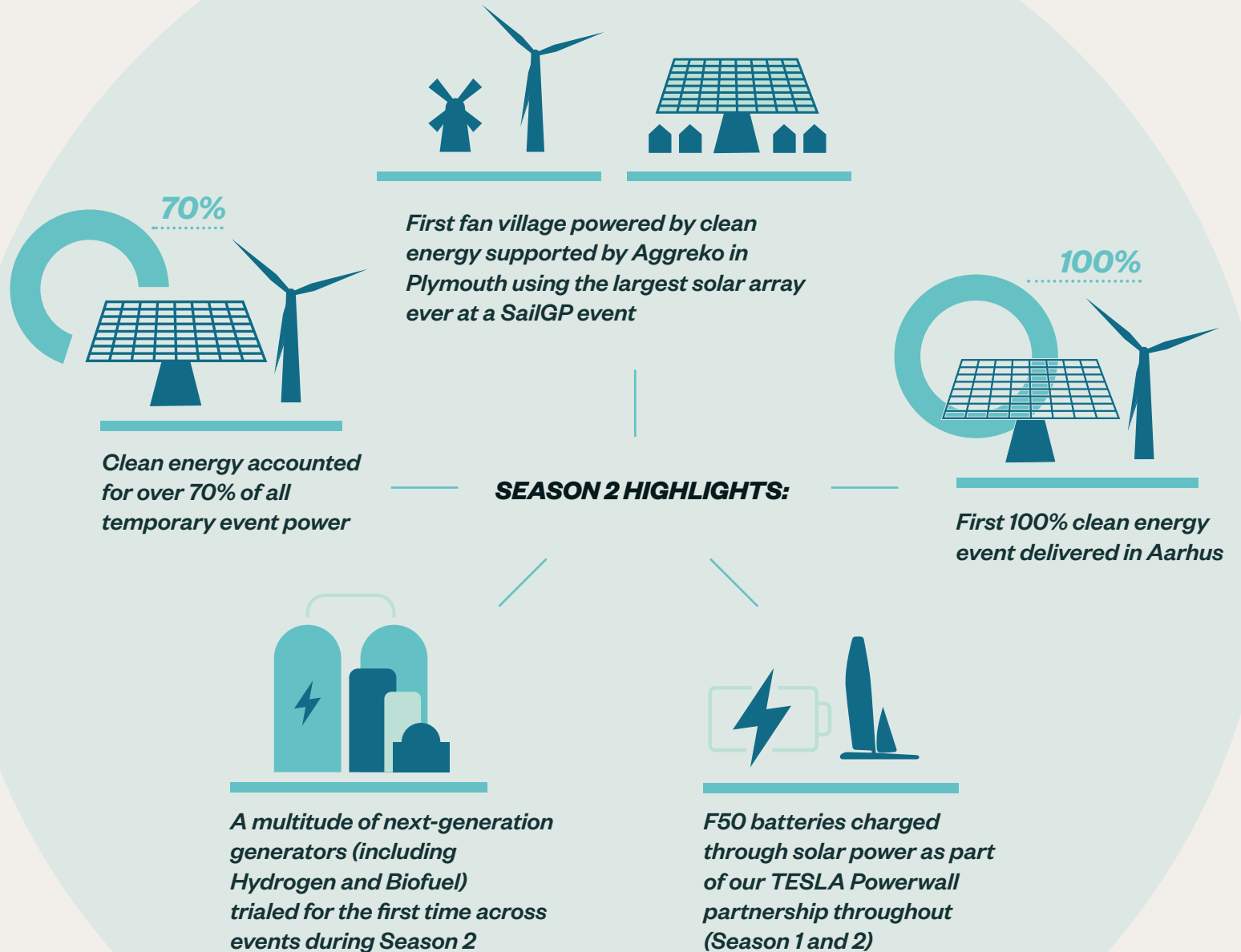
DURING SEASON 2

We worked with each host city to **encourage the use of clean energy** and we have continued to work with our temporary event partner, Aggreko, to use and **trial next generation renewable technologies** including solar, biofuel generators, thermal and battery storage solutions.

SEASON 3 AND BEYOND

We aim to run all of our fan villages, guest and hospitality experiences on clean energy by the end of Season 3. To achieve this we will:

- Use **100% renewable energy** where possible. Trial of green hydrogen generators, fuel cells, sustainable fuels, flexible solar and wind turbine technology across sites, maximizing footprint of **renewable technologies**.
- Increasing **understanding of energy consumption** across site through smart integration of monitoring devices and public dashboards
- Integrating **next generation, lower emission generators**



OUR APPROACH TO COMPENSATING FOR OUR CARBON FOOTPRINT

We know that the only way to mitigate the worst impact of climate change is to reduce and eliminate carbon emissions. Our approach is therefore centered on measuring and reducing carbon as the priority, and only **contributing to projects by offsetting** where reduction is not yet possible.

As a climate positive sport we go beyond carbon neutral and compensate for 10-20% more carbon than we emit. We aim to use the highest quality schemes, working with One Carbon World and the Worldview International Foundation.

ONE CARBON WORLD

Our carbon emissions are verified by the UN Climate Neutral Now Global Resource Partner, by supporting 100% renewable energy wind projects. The One Carbon World grant fund supports the measurement, validation and compensation of our carbon emissions.

As part of the partnership, we have aligned with the UN's Climate Neutral Now program, making us the first sport organization to attain both the Carbon Neutral International Standard and the UN Climate Neutral Now Initiative participation - where we have been awarded three gold medals achieving the highest standard for measuring, reducing and contributing our entire global footprint since day one.

We support several projects in India under the Clean Development Mechanism of Kyoto Protocol. The projects reduce greenhouse gas emissions through investment into 100% renewable energy sources or converting harmful greenhouse gases into less harmful substances:

- The Taluka Wind power project
- The Belij Hydro power project
- The 'Run-of-the-river Hydroelectric power project' in Uttarakhand
- Project for GHG emission reduction by thermal oxidation of HFC 23 in Gujarat, India



There is a great opportunity for the sports sector to play an impactful role in the fight against climate change. SailGP has taken this opportunity seriously and is already leading by example – they are ready to respond and adapt to the changes that affect both spectators and participants. Working closely with the purpose and impact team at SailGP, I could see that environmental sustainability is not simply a destination for them, but part of their DNA and an innovative journey and their achievements are simply fantastic.

Andrew Bowen

CEO, One Carbon World

WORLDVIEW INTERNATIONAL FOUNDATION

In partnership with the Worldview International Foundation, SailGP planted approximately 50,000 mangroves in Myanmar's Thor Heyerdahl Climate Park in 2021. One of the only verified blue carbon projects, the resultant verified emission reductions (carbon credits) was split 50/50 between SailGP and the Worldview International Foundation.



REDUCING OUR ENVIRONMENTAL AND SOCIAL IMPACT AT EVENTS

As a global sailing league with multiple events each season, delivering our events in a sustainable way is critical to what we do. **We set clear targets** within our event planning to ensure our events are delivered in alignment with our purpose strategy and **reduce our impact on the local environment**. The targets were developed using our internationally certified (ISO 20121) **sustainability management system** and include targets set by World Sailing through their Special Event Sustainability Charter and the UN Sports for Climate Action Framework.



PROTECT COASTAL WATERS WHERE WE RACE

- No pollution to water, land or air
- No mammal strikes
- No habitat damage



ACCOMMODATION

- Hotels with sustainability credentials
- Requirements for hotels to eliminate single-use plastic and reduce energy



FOOD

- All event catering must adhere to the SailGP food charter




DIVERSITY AND INCLUSION

- Achieve gender equity across positions of responsibility



WASTE

- Minimum of 60% recycling and reuse
- Zero avoidable single-use plastic on site
- 100% of staff to use refillable cups and bottles
- 100% reusable or recyclable branding



WATER

- Reuse ballast water for crane lifting operations
- Monitor and reduce water usage
- Use water saving devices for boat washdown




SUSTAINABLE PROCUREMENT

- Top 80% of suppliers to comply with SailGP sustainable procurement policy by completing our supplier questionnaire, and confirming their actions to ensure an inclusive workplace




LOW CARBON TRAVEL AND TRANSPORT

- 100% electric or hybrid vehicles
- Maximizing remote operations and low carbon transport



PROCUREMENT

- Top 80% of suppliers to comply with SailGP sustainable procurement policy



TEMPORARY FUEL & ENERGY

- 100% event power by clean energy by 2025
- 100% clean energy in fan, media and hospitality village



ACCESSIBILITY

- 100% compliance with the SailGP accessibility policy to ensure all events are accessible

LOCAL IMPACT PROJECTS

SailGP works with each host city to **support at least one positive impact project** at each event.

Projects are specific to each host venue and underpin our strategy to be climate positive and enable the transition to clean energy. We look to support existing local host city objectives, projects or NGOs and focus on clean energy or climate positive led projects.

During Season 2 we completed local impact projects at seven locations. We were unable to complete one in Sydney due to COVID-19 restrictions.

TARANTO

Supported the University of Bari to plant **50 Poplar trees**.

SAINT TROPEZ

Introduced **ecological anchoring to help preserve seagrass beds** in front of the Port du Pilon.

PLYMOUTH

Funded a multi-layered project with the Plymouth Energy Community to **support the development of the city's largest solar farm** (Chelson Meadow Community Farm) for low income homes, and to help fund clean energy advisory services.

Worked with the National Marine Park to **support a seagrass mapping exercise** on the seabed.

AARHUS

Provided Little Sun handheld solar lamps to **500 school children in Tanzania**.



We both believe in the power of nature to make things come alive. We believe that sustainable energy is absolutely critical to life on this planet.

John Heller,
CEO, Little Sun



TARANTO



PLYMOUTH



AARHUS

LOCAL IMPACT PROJECTS

CÁDIZ

Worked with the LIFE Blue Natura project on education around quantifying the **carbon deposits and the sequestration rates** of marsh and seagrass meadow habitats in Andalucía.

BERMUDA

Worked with Climate Wise, funding **480 sqm of cages to protect and nurture seagrass** from overgrazing from turtles.

SAN FRANCISCO

Supported Save the Bay to **plant over 3,000 shrubs** as part of their **tidal Marsh restoration work** around San Francisco Bay.



The partnership with SailGP is going to help with all aspects of our restoration work. We believe that the best way to educate people is to get them out onto the shoreline to see for themselves.

Jessie Olson,
Habitat Restoration Director, Save the Bay



BERMUDA



SAN FRANCISCO

OUR
FINISH
LINE
IS THE
FUTURE.

OUR VOICES
MUST RISE
SO THE
OCEAN'S
DON'T

04 IMPACT LEAGUE

OUR PODIUM FOR THE PLANET

At SailGP we have two podiums – **one for sport and one for the planet**. Teams compete across the season to be the most sustainable, deliver the most impact and win the Impact League.

Sustainability became part of the rules during Season 2 with the creation of the Impact League, the first time a sport has **rewarded athletes** for their positive environmental and social actions.

Running parallel to the Season Championship at every event over the course of the season, the Impact League gives the teams the chance to lift another trophy.

Teams align themselves with a Race for the Future (RFTF) partner to define and deliver a unique purpose. Together they set their strategy and work across defined criteria to **deliver positive sustainable action** at each event. The winning teams and their RFTF partner collect a cash prize at the end of the season to be spent on agreed projects.

The Impact League was initiated at the start of Season 2 in Bermuda and officially launched in Plymouth in July. It is a world first in sport.



WHY WE CREATED THE IMPACT LEAGUE

We wanted to **redefine performance**, embedding sustainability in the fabric of our sport. It's not enough to just be profitable; businesses need to act differently by doing and inspiring action. We want to use sport to change mindsets and behaviors.

KEY PRINCIPLES

The concept is rooted in **behavioral science** to leverage athletes' natural competitiveness to create a parallel competition that is underpinned by robust rules and results.

WHAT WE WANT TO ACHIEVE

We want to see mindshift changes in our athletes, staff and fans, alongside real **tangible innovations** that can be scaled up more widely in sailing, global events and beyond.

HOW IT WORKS

THE CRITERIA

Teams compete across 10 rigorous sustainability criteria, that are independently audited for each event. All of the criteria underpin our own purpose and impact strategy and our commitments under the UN Sports for Climate Action Framework.



SUSTAINABILITY STRATEGY

Create a season-long sustainability strategy with plans for each event



TECH & INNOVATION

Explore and develop solutions in:
1. Clean energy;
2. Waste reduction and reuse;
3. DE&I



CLEAN ENERGY - ON-WATER & FUEL CONSUMPTION

Track fuel use to encourage new ways of working to reduce emissions



MERCHANDISE

Reduce the impact by choosing sustainable suppliers



WASTE & SINGLE-USE PLASTIC

Reduce waste, striving for 60% recycling to eliminate all avoidable single-use plastic



TRAVEL & ACCOMMODATION

Reducing impact of team travel and engaging with hotels to make more sustainable choices



FOOD

Encourage a low-carbon, plant-based locally sourced diet



USING YOUR VOICE

Engage fans in sustainable action - sharing tips to educate and inspire action



DIVERSITY, EQUALITY & INCLUSION (DE&I)

Encourage DE&I through our Women's Pathway and Inspire programs



COLLABORATION

Collaborate internally and externally for maximum positive impact

RULES, SCORING AND AUDITING

At the start of every season, each SailGP team signs up to the SailGP Participation Agreement.

There are a maximum of 200 points available at each event, weighted between the criteria. Each team's score is added to the Impact League leaderboard after each event. The totals are cumulative over the season.

- Teams compete in line with the **criteria**
- Maximum of **200 points per event** – scores added after each event, and totals are cumulative over the season
- Teams are **audited** at each event – they have a specific time window (usually two weeks) for each event
- **Independent auditor** - Simply Sustainable verifies the results, ensuring **transparency, consistency and accountability**
- Teams can **appeal** their results with the final decision made by the independent auditor

From Cádiz onwards, all teams shared their data, methods and results for other teams to encourage mutual learning, collaboration and transparency.



THE IMPACT LEAGUE TROPHY AND PRIZE MONEY

Teams competed to lift the Impact League trophy and win a share of US\$150k for their RFTF partner:

1ST PRIZE: **US\$100k**

2ND PRIZE: **US\$35k**

3RD PRIZE: **US\$15k**

The trophy's design represents the fragility of the earth and is custom-made from recycled carbon fiber, including from F50s.

OUR TEAMS' PURPOSE

Teams all have a purpose beyond winning on the water. They define their own purpose and strategy. They choose their own Race for the Future purpose partner and set their overall aims and objectives working with the SailGP central purpose and Impact League. The main goal is to drive real, tangible impact for the countries the teams race for. All teams' purpose and strategies aspire to be authentic, committed, impactful and accountable.

AUS 
SAILGP TEAM

The Aussie way to a greener future, a cleaner home and ocean for our kids and their kids



FRA 
SAILGP TEAM

Showcase French innovation and new thinking for a better planet



DEN 
SAILGP TEAM

Build a better future

No RFTF partner during Season 2

GBR 
SAILGP TEAM

Using the power of sport and education for good, creating the engineers/innovators of the future



日本 
SAILGP TEAM

Working towards a plastic-free world to help fight climate change



NZL 
SAILGP TEAM

Racing for a live ocean



ESP 
SAILGP TEAM

Youth ambassadors for a sustainable footprint



USA 
SAILGP TEAM

Challenging our sport and uniting America to champion a new wave of game changers



SEASON 2 HIGHLIGHTS



USA 
SAIL GP TEAM

- Foiling First initiative launched to **increase diversity** in American sailing (55 diverse youth sailors identified, including CJ Perez, now part of WPP)
- Created workshops and coaching series on **racial and social justice** with RFTF partner
- Worked with merchandise partners to find **end-of-life solutions for sailing gear**, including a Vaikobi wetsuit recycling program



GBR 
SAIL GP TEAM

- Replaced single-use plastic tape on righting lines with reusable velcro **saving 9.5m of single-use tape per event** (a total of 608m in one season)
- Produced 3D printed airclips using recycled materials to secure the spare air tanks – **saving around 1,600 single-use plastic cable ties**
- Engaged with over **15,000 young students** on climate change with STEM Crew

SEASON 2 HIGHLIGHTS



ESP 
SAIL GP TEAM



FRA 
SAIL GP TEAM



DEN 
SAIL GP TEAM

- Introduced an **eco-friendly boat wash**, reducing the run-off of chemicals into water
- **Partnered with Camper** on a carbon reduction plan for merchandise and fan education
- Collaborated with Camper to **donate 1% of merchandise sales** to Save the Med

- Worked with RFTF partner to trial **zero emissions power solutions** across events, including hydrogen-powered generators and support boat alternatives and electric boats
- Trialed and tested ways to **reduce on-water fuel** consumption with support boats
- Organized training sessions for the **next generation of French female athletes** with Team France Association and ENVSN

- Engaged fans with their sustainability-related content 'Beneath The Surface' with **over 10m video views**
- Created **sustainable gift bags**, delivering almost 1,800 to ROCKWOOL guests
- Engaged with young people through two #ROCKTheBoat Academies and helped to deliver the **biggest Inspire event** of the season in Aarhus

SEASON 2 HIGHLIGHTS



- Collaborated with WLTH to fund **beach cleanups** in a unique partnership. So far **over 5,500m² of beach** has been cleaned of harmful plastics
- Adopted the RFTF partner's **AIR strategy for plastics** – avoid intercept, redesign – and switched to sustainable products
- Hosted three Parley Talks to **educate and empower** young people on ocean activism

- Working with A Plastic Planet they **reduced their plastic use by 60%** over the season
- **Reduced air travel** to eliminate 10% of their associated emissions
- Adopted **plant-based diets** at events, saving 34kg CO₂e at each event

- Campaigned to secure an historic **international treaty to protect seabirds**
- **Reduced fresh water usage** in boat washdown by 36%
- **Replaced single-use plastic cable ties** with reusable velcro saving 250 cable ties and 10 rolls of electrical tape

SEASON 2 RESULTS

The winner of the Impact League – and first Podium for the Planet champion – was New Zealand, announced at the Grand Final in San Francisco in March 2022, winning US\$100k for its Race for the Future partner, Live Ocean.



New Zealand

US\$100k to Race for the Future partner, Live Ocean.

Funding research into help forests and their potential to sequester carbon.



Great Britain

US\$35k to Race for the Future partner, 1851 Trust and STEM Crew.

Funding an educational partnership engagement with the Royal Charity, The Prince's Trust.



1

2

3

Australia

US\$15k to Race for the Future partner, Parley for the Oceans.

Funding remote clean-up expeditions in Australia.



PROGRESS

The Impact League is an ongoing initiative and we want to encourage feedback and engagement with our athletes. After our first season:



76% of athletes said the Impact League changed the way they did things as a team



2/3 said that the Impact League had the potential to change mindsets of fans to act more sustainably



84% said they think other sports should have Impact Leagues

Athletes say they saw greatest improvement across their waste and single-use plastic reduction and fuel efficiency from their efforts



“SailGP really does stand out as a sports league that has gone above and beyond to put sustainability issues front and center. The best example of that is the Impact League which rewards collaboration, innovation and wider influence across a range of important criteria.

David Garrido
Sky Sports UK



I would like to see many more sports follow SailGP's example and make sustainability not just a commitment, but a fundamental part of the fabric of sport.

Hannah Mills

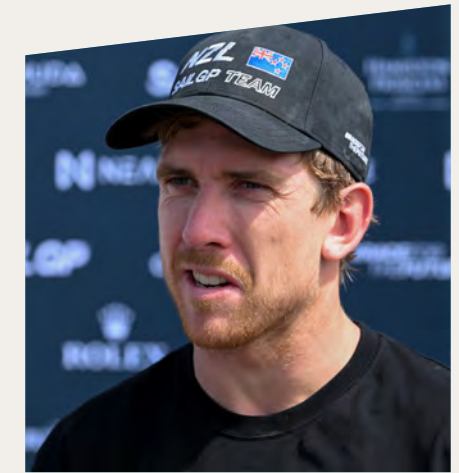
Great Britain SailGP Team athlete and
SailGP Global Purpose Ambassador



The Impact League is a brilliant concept, it really encourages the teams to be leaders, to seek gains where they can and to be competitive. It's also fun and we need more of that.

Sally Paterson

Live Ocean Foundation
Chief Executive



Climate change is the biggest issue of our time and meeting the scale of this challenge requires urgent action from everyone.

Peter Burling

New Zealand SailGP
Team co-CEO & Driver



We need pioneers and ambassadors to help inspire, and one way to do that is by demonstrating the tangible changes they are making.

Professor Richard Thompson

OBE FRS

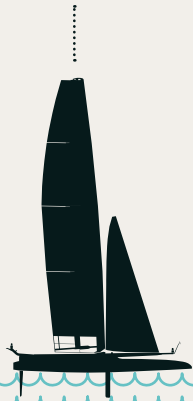
HOW OTHER SPORTS CAN CREATE THEIR OWN IMPACT LEAGUE

The Impact League is based on behavioral science and aims to redefine performance.

OUR KEY PRINCIPLES ARE:

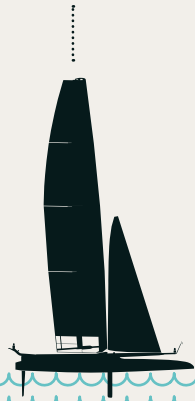
1

Know and focus on your **audience and influence**



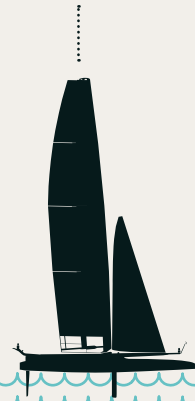
2

Lead from the top, and involve your **entire organization** – some of the best innovation can come from the most unexpected places



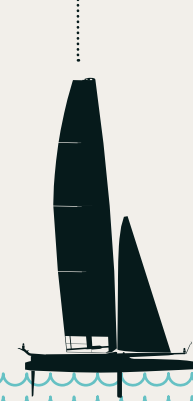
3

Clearly define the impact you want to see and set measurable targets aligned to your business strategy



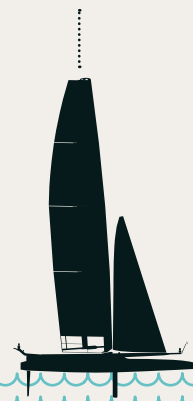
4

Incentivise positive behavior and actions, and also make it fun – we're a sport so we made it competitive



5

Accountability, transparency and fairness are key – set **clear criteria and measurement mechanisms**



By following and evolving these principles, we have grown the Impact League into a **hugely important part of the SailGP brand**, commercial proposition and event experience. As a sport first and foremost, it made sense

to **harness the athletes' natural competitiveness** to create a layer of authenticity and credibility.

This is only the start and we will develop and grow this league, so watch this space.

For Season 3, the Impact League **event winner gets additional time on the water to train** at the subsequent event and we aim for it to be further integrated into the racing over the next few seasons.

We are keen to work with other sports to help them create their own Impact League and embed sustainability into the fabric of their competitions. Get in touch if you would like to find out more by emailing purpose@sailgp.com.



RACLE

SAN FRANCISCO

UBADA

ROLE

05 BETTER SPORT

MORE INCLUSIVE SPORT

Our goal is to provide opportunities and pathways to inspire and accelerate fundamental change across the sport of sailing.

CREATING AN INCLUSIVE LEAGUE

- SailGP aims to be **representative of the future we want to see in sailing**, sport and the global environment in which we operate
- SailGP's focus is the **advancement of inclusion**: initially equity and diversity relating to gender and racial diversity while actively seeking opportunities to **make the league more accessible** to all underrepresented groups

STRATEGIC OBJECTIVES

- **50:50 gender diversity** across positions of responsibility across the business
- Focus on gender equity at the elite level of sailing through SailGP's **Women's Pathway Program**
- To engage with **10,000 young people from diverse backgrounds** by 2025 through our Inspire Program

As a World Sailing Special Event we support World Sailing's Agenda 2030 target of **achieving 50% gender equality on and off the water**. To achieve this we have a Diversity, Equity & Inclusion (DE&I) Committee, chaired by Jon Massie, Global People Director, with representatives from across the company. The Committee meets twice per month to drive strategy, set key goals and make progress through focused actions.



DIVERSITY, EQUITY & INCLUSION IN SAILING



Like many sports, sailing has faced an issue around inclusion, particularly where historical and social disadvantages have prevented women and men from otherwise competing on a level playing field. Sailing presents as a predominantly

white, male sport, especially when it comes to professional opportunities.

According to the World Sailing Trust's Strategic Review (2019), **80% of women and 56% of men surveyed believe that gender balance is**

an issue in the sport. To date, only anecdotal evidence exists to provide a similar picture for racial diversity and other underrepresented groups.

There is little sign of improvement when it comes to progression opportunities

into professional sailing. **Women participating are more often outliers than part of the norm**, and there remain few professional sailing opportunities for female athletes.

OUR APPROACH

We work at the elite and grassroots level to identify talent, offer training, experience and learning opportunities through our Women's Pathway Program and Inspire Program.



THIS INCLUDES:



Professional paid roles for female athletes



Intern opportunities across sailing disciplines



Collaborating with like minded organizations and community clubs to encourage wider change

SEASON 2 OVERVIEW

We made significant progress in our drive to create an inclusive league and change our sport by introducing solid foundations:



Launching the **Women's Pathway Program**



Inspire Program events and engagement activities at every SailGP event with 50:50 gender balance across participants



Establishing SailGP specific policies and best practice, for example, our recruitment policy, equal opportunities & dignity at work policy and our speak up policy



Appointing an Inclusion Program Manager to lead DE&I initiatives both on and off water

KEY RESULTS



50%

of the roles hired into senior leadership or positions with responsibility were female



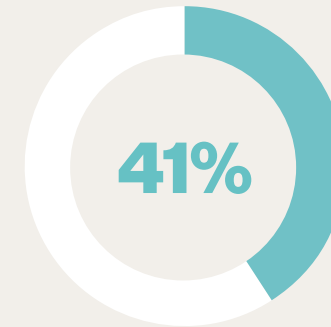
Female athletes racing on every boat since Cádiz



8,130

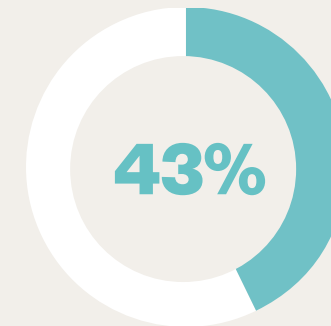
young people engaged through Inspire

Females in senior leadership or positions with responsibility at the end of Season 2 (April 2022)



up **9%** compared with the start of Season 2 (April 2021)

Total number of females in the workforce at the end of Season 2 (April 2022)



up **4%** compared with the start of Season 2 (April 2021)

SEASON 3 AND BEYOND

We will continue to drive DE&I across our organization and the sport of sailing, continuing to develop our strategy and giving particular focus to the following areas:



WE WILL MAXIMIZE OPPORTUNITIES TO NURTURE A DIVERSE WORKFORCE

- **Reduce the potential for bias** and unintended barriers through continuing the recruitment and education policies
- Educate and **further engage** our hiring managers
- Better attract more **diverse candidates**
- Link with the **Inspire Careers program** to nurture and build our future talent pipeline



WE WILL EMBED A CULTURE WHERE PEOPLE FEEL VALUED AND RESPECTED FOR WHO THEY ARE

- Provide **DE&I education** for all staff, specifically for leaders and managers
- **Continually review** our internal engagement forums
- Seek to **improve accessibility** at all SailGP events by auditing, incorporating expert advice, creation and implementation of SailGP service levels



WE WILL ACCELERATE CHANGE IN OPPORTUNITY, DEVELOPMENT AND REPRESENTATION IN THE SPORT OF SAILING

- Take a lead role in **helping to diversify the sport** of sailing for youth through the SailGP Inspire Program
- Provide opportunities both on and off water for female athletes across all teams that aims to **fast-track development** through the Women's Pathway Program
- Seek opportunities within our sport to **improve gender equity across other roles** both on and off water e.g. broadcast, officials, tech team

WOMEN'S PATHWAY

We introduced the Women's Pathway Program (WPP) at the start of Season 2 to realize our ambition of creating an inclusive sporting championship where the best athletes have equal opportunity to compete together on the F50.





FROM SPAIN SAIL GRAND PRIX IN CÁDIZ FEMALE ATHLETES RACED IN 100% OF RACES

The biggest barrier to female athletes reaching the highest level of sailing is a **lack of opportunities** to gain experience, so the Women's Pathway Program aims to fast-track their training and development. Female athletes have now been racing on board since the Spain Sail Grand Prix in Cádiz in the **role of strategist**, gaining valuable experience needed to race the high-flying, high-speed F50s.

SO FAR WE HAVE:

OUTLINED THAT ALL TEAMS SHOULD INCLUDE A FEMALE ATHLETE AS PART OF THEIR RACING CREW IN BOTH FOUR AND SIX PERSON CONFIGURATIONS

HELD TEAM SELECTION CAMPS TO IDENTIFY AND INCLUDE FEMALE ATHLETES IN TRAINING AND ATTENDANCE AT EVENTS

INCENTIVISED TEAMS THROUGH THE IMPACT LEAGUE TO PRIORITIZE FEMALE ATHLETE DEVELOPMENT AND TIME ON THE F50S IN OFFICIAL TRAINING AND RACING

- ENCOURAGED TEAMS TO DEVELOP:**
- Their own DE&I Strategy
 - Actions to increase diversity
 - Time on water for female athletes (in multiple positions)
 - Internal development including mentoring programs
 - External mentoring through Inspire program and Adopt-a-Club

WHAT OUR ATHLETES SAY



This initiative helps to get females into the sport at an elite level, gets them onboard and gives them the space to learn from our fellow team members, which all helps to bridge that experience gap.

Nina Curtis

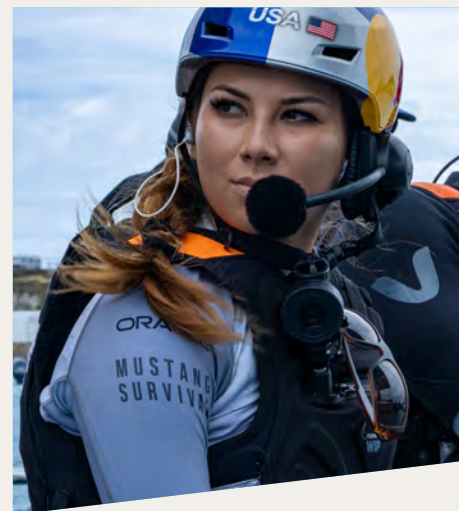
Australia SailGP Team



My role on the Spain SailGP Team means I work on tactics, movement, the crossing and laylines – it's a busy role!

Paula Barceló

Spain SailGP Team



Just by being on the F50 I'm learning so much. It's the best experience in the world being able to race with Jimmy Spithill against the likes of other sailing legends like Ben Ainslie and Peter Burling. It's incredible how fast I'm developing by going out on the F50, and being an active part of the team.

CJ Perez

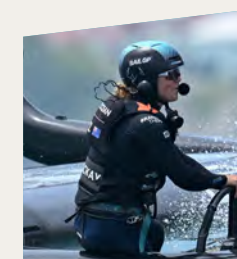
USA SailGP Team



Hopefully we can inspire other female athletes to focus on sailing and get to this level - this is the pathway to get to the very top of sailing.

Katja Salskov-Iverson

Denmark SailGP Team



I do believe all females will step-up to the challenge given the chance, so I'm really pleased to be part of this program and am looking forward to more women joining us.

Liv Mackay

New Zealand SailGP Team

SEASON 3 AND BEYOND



TEAMS TO INCREASE FOCUS ON TRAINING FEMALE ATHLETES WITH THE LONG-TERM GOAL OF WIDENING THE TALENT POOL

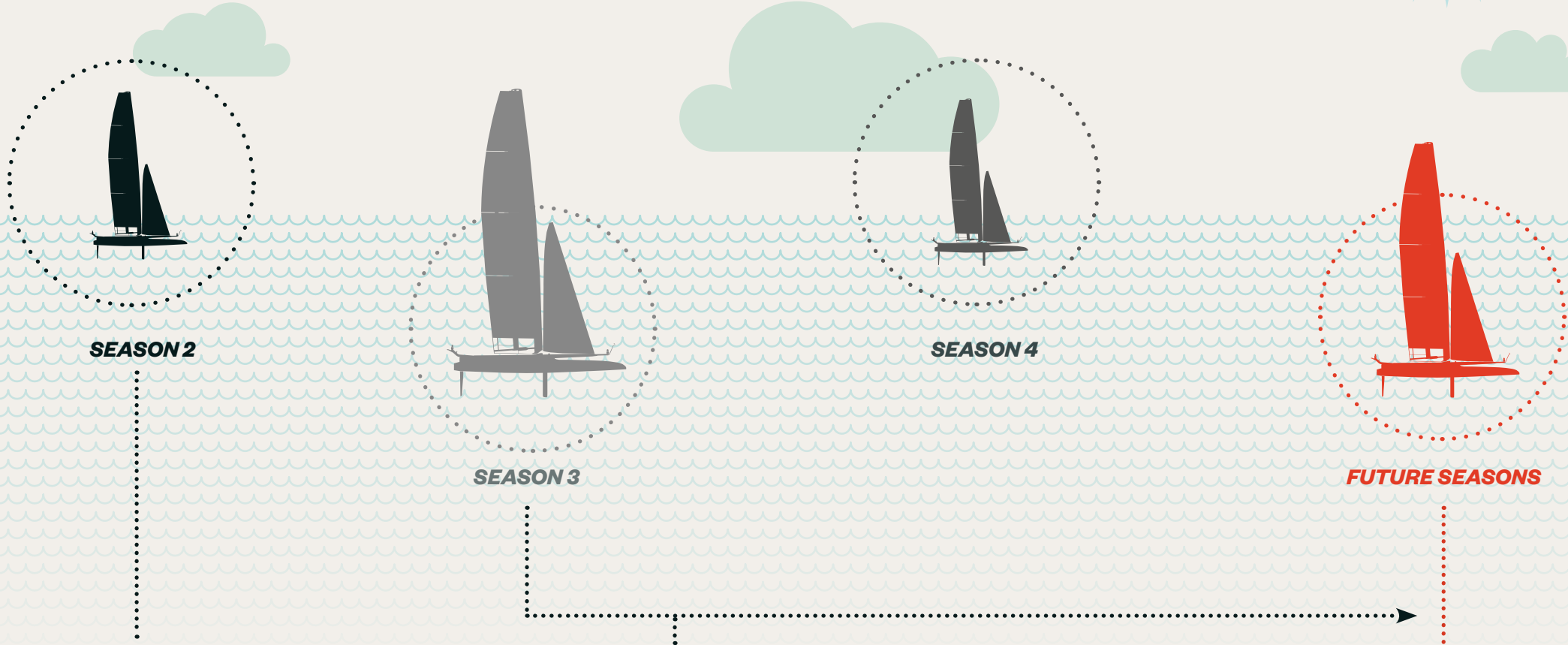


TEAMS TO DELIVER A PROGRAM OF DEVELOPMENT OPPORTUNITIES THAT COMPLEMENT INDIVIDUAL AND TEAM DEVELOPMENT (E.G. ON-SHORE AND VIRTUAL TRAINING SESSIONS, PATHWAY FOILING, ATHLETE PROFILING AND SPECIFIC TRAINING FOR OTHER ROLES ONBOARD)



TEAMS SHOULD SELECT AT LEAST ONE FEMALE ATHLETE ONBOARD IN RACING AT EVENTS

SEASON ROADMAP



SEASON 2

SEASON 4

SEASON 3

FUTURE SEASONS

FEMALE ATHLETES GAIN TRAINING AND RACING EXPERIENCE FROM CÁDIZ ONWARDS WITH ONE FEMALE ATHLETE ON BOARD RACING

INCREASE TRAINING AND RACE EXPOSURE FOR FEMALE ATHLETES

Teams must provide a minimum of three female athletes per team with training and racing opportunities on F50s, plus additional training and development opportunities each season. They should continue to navigate the best approach to achieving our ambition.

BETTER SPORT

An inclusive sporting championship that has gender equity

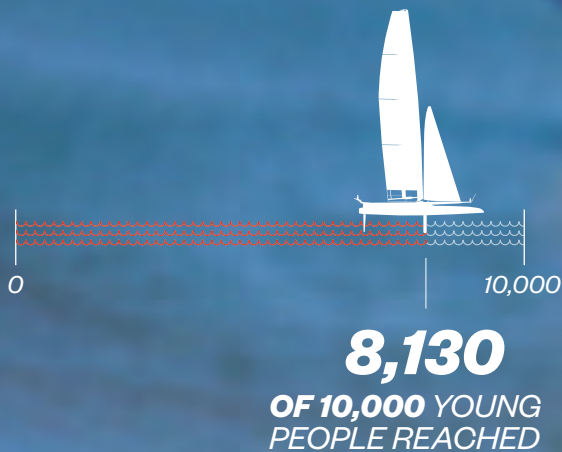
INSPIRE

Inspire is SailGP's **community, education and outreach** initiative, powered by our belief that sailing can be a force for good. Through Inspire we aim to make the **sport of sailing accessible** for young people without barriers to entry around race, gender or socioeconomic status.

Our goal is to leave a positive legacy and build a sustainable sport by providing **equal, life-changing opportunities** and new career pathways for all, regardless of race or socioeconomic background.

By 2025, we want to reach **10,000 young people**. To date we have reached 8,130 young people – over 80% of our target.

Our Inspire Program works with each of our host venues and partners – RS Sailing, WASZP, Rooster, MarkSetBot, World Sailing Trust, ePropulsion, Doyle Sails, and Marlow Ropes – to offer community-focused programs at every event that create positive and ongoing impact. It comprises three pathways: Learning, Careers and Racing.





LEARNING



CAREERS



RACING

INSPIRE LEARNING




3,000
YOUTH PARTICIPANTS

Through the Inspire Learning Program we aim to provide young people with the **ultimate education experience** through sailing. Whether it's an intro-to-sailing session on the water or an on-land, hands-on learning

experience through the innovative **STEM (Science, Technology, Engineering, Math)**-based elements, SailGP Inspire Learning helps young people engage with the science of sailing in a dynamic, inspirational and engaging way.

During Season 2, **more than 3,000** youth participated in STEM-related activities through the Inspire Learning pathway.

Activities were crafted with host cities and partners, delivering

bespoke and COVID safe in-person or virtual experiences. The virtual engagements have been so successful that the Inspire Learning online challenges will remain part of the program.

INSPIRE LEARNING

INSPIRE LEARNING, AARHUS

The city of Aarhus in Denmark was our largest group to-date reaching almost **900 program attendees** leading up to the ROCKWOOL Denmark Sail Grand Prix. Students attending the series of workshops over three days learned about the science of sailing and how the sport is powered by nature using the elements – sun, wind, and water.

Teaching tools including television screens used to deliver the STEM-based modules were then donated to local sailing clubs, schools, and organizations. Modules used during the workshops have since been incorporated into local elementary school curriculums, continuing environmental sustainability education.



INSPIRE LEARNING, SAN FRANCISCO

For the final event of Season 2 in San Francisco, March 2022, the Inspire Learning Program **partnered with Mubadala**, engaging young people from various community groups, schools and local clubs by taking them behind-the-scenes of SailGP and giving them an understanding of the technology that drives the F50.

Our program included STEM learning programs, tech tours, interactive beach clean-ups and a boat design competition. Students were asked to create design concepts for boats driven by nature and submitted ideas that used solar flexible sails, water regenerative propellers and saw sailors recharging the batteries when not in use. Some of those **ideas are being further explored** by our SailGP design team as we continuously look for ways to improve energy efficiency.

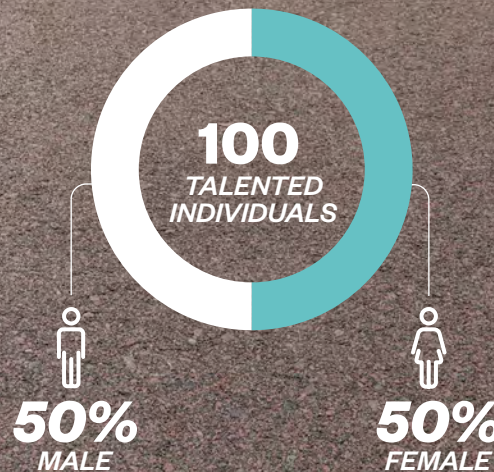
INSPIRE CAREERS



Inspire Careers offers students and young professionals a work experience opportunity within SailGP and to learn more about professional roles in sailing more broadly.

During the Careers program young professionals (18 years and above) are introduced to a variety of roles within SailGP. The Inspire Careers program has a 50% female and 50% racially diverse requirement to help **build a more inclusive talent pool** for SailGP and the wider marine and sports industries.

We worked with over 100 incredibly talented individuals over the course of Season 2, who have worked in roles that span the company, from sustainability, digital and social to technical roles such as boat building and ropes and rigging. We hired six Inspire Careers work experience candidates in contracted roles, across the company.



INSPIRE CAREERS



KATYA CASTELLANOS, HYDRAULICS TEAM

Katya joined SailGP's hydraulics department at the France Sail Grand Prix in Saint-Tropez in September 2021 for work experience. In what is a typically male-dominated area, Katya supported the team with delivering the maintenance of the hydraulic equipment on board. Throughout the week Katya impressed her head of department so much so she was invited back.

Following two more successful events, Katya was invited back to join the tech team full-time starting in the lead up to San Francisco and onwards into Season 3.



TRE MAXWELL, ON-WATER OPERATIONS AND SAFETY

Tre Maxwell was first introduced to SailGP in his home country of Bermuda. His passion for sailing and appetite to learn and get

involved led to him joining our events in Saint-Tropez and Cádiz, working in the wing department and joining the USA shore team. He was then hired as part of our on-water safety operations team.

INSPIRE RACING

Inspire Racing aims to make sailing and foiling more accessible for young locals and offers them opportunities that connect them with the pinnacle of the sport. We aim for 50:50 gender balance.

They get behind the scenes and meet the world's best athletes, before taking part in a racing program on the F50 race course in front of massive crowds across both RS Feva and WASZP fleets. This provides young athletes with an **unparalleled experience and exposure to elite sailing**, as well as further professional opportunities.

We recognize the leap in technology across our sport at the elite level means there is a

huge knowledge and experience gap between the youth generation and athletes. Through the Inspire Racing Program we aim to **bridge the gap** between traditional sailing and our cutting edge F50s, giving young athletes the opportunity to gain vital foiling experience.

In Season 2, 297 Inspire Racing candidates showcased their passion and skills in front of thousands of fans on the F50 racecourses in both RS Feva and WASZP class.



INSPIRE RACING

INSPIRE WASZP GRAND FINAL – CHAMPIONSHIP OF CHAMPIONS

SailGP Inspire held its first ever Inspire WASZP Racing Grand Final event in San Francisco, where the event winners – the top male and top female – throughout SailGP Season 2 were invited back to face-off in the ultimate contest to see who would be crowned the overall SailGP Inspire WASZP racing champions.

The final consisted of 16 of the most talented youth sailors from around the world racing center stage on the F50 race course. Hattie Rogers from Great Britain and Sean Herbert from New Zealand – took home the ultimate prize at the Mubadala United States Sail Grand Prix after winning the first-ever SailGP Inspire WASZP Grand Final ‘Championship of Champions.’



HATTIE ROGERS: INSPIRE RACING BRIDGES THE GAP

Hattie Rogers’ growing experience in foiling stepped up a gear in San Francisco when she was called upon to fill in for a Great Britain team athlete who had fallen ill. Hattie, under Sir Ben Ainslie’s guidance, fulfilled the role with aplomb. She dove into her safety training and all of a sudden was aboard the Great Britain SailGP Team’s F50. After a full day of timing her footwork and learning how to deal with the level of G-force during maneuvers, Hattie was soon sailing like a pro.

She got into the groove, listened to Ben’s command and on the way back to base, Ben handed Hattie the wheel during a calm patch of water. A few seconds later a gust hit and the boat picked up to around 87kph. Hattie’s WASZP sailing experience proved its worth as she handled the powerful conditions, demonstrating the merits of the SailGP pathway. She will now go on to join the team at another event in Season 3 and continue her learning and growth within the cutting-edge section of the sport.

ADOPT-A-CLUB

We introduced the 'Adopt-a-Club' program, **pairing local sailing clubs with SailGP teams** to expand access to the sport for young members who might otherwise find it difficult to participate. Nominated by their respective clubs, pairs of young athletes were given the opportunity to race onboard RS Fevas during the event race.

As part of the Adopt-a-Club experience, youth members from each club gain **exclusive access to the SailGP technical site** to get behind the scenes and meet and greet the athletes. This is a once in a life-time opportunity for many club members.

SEASON 3 AND BEYOND

The goal for Season 3 is to gain consistency and improve the quality of the program with an increased focus on our community-driven host venue agreements with Bermuda, Plymouth, Copenhagen and Christchurch. Further specific goals include:



LEARNING

- Focus on diverse schools and student involvement
- Integration of pre-learning opportunities for local schools in venue, design and buoyancy challenges
- Further refinement of the curriculum and growth learning zone



CAREERS

- Increase female application numbers
- Launch the internships across the league and pilot core departments by mid-2022
- Improved ways of retention and pathways post SailGP events



RACING

- Continue to create an inclusive sailing pathway whilst identifying global talent
- Improve gender equality across the racing program with a focus on boosting female participation and alignment with the WPP
- Create better performance pathways for young athletes across the league



CHAMPIONS FOR CHANGE



BETTER SPORT BETTER PLANET DRIVE THE ADOPTION OF CLEAN ENERGY BETTER SPORT BETTER PLANET

CHAMPIONS FOR CHANGE #RACEFORTHEFUTURE CHAMPIONS FOR CHANGE #RACEFORTHEFUTURE

CHANGE DELIVER IMPACT SHARE KNOWLEDGE ACCELERATE CHANGE DELIVER IMPACT SHARE KNOWLEDGE ACCELERATE

CHAMPIONS FOR CHANGE #RACEFORTHEFUTURE CHAMPIONS FOR CHANGE #RACEFORTHEFUTURE

CLEAN ENERGY BETTER SPORT BETTER PLANET DRIVE THE ADOPTION OF CLEAN ENERGY

CHAMPIONS FOR CHANGE #RACEFORTHEFUTURE CHAMPIONS FOR CHANGE #RACEFORTHEFUTURE

CHANGE DELIVER IMPACT SHARE KNOWLEDGE ACCELERATE CHANGE DELIVER IMPACT SHARE KNOWLEDGE ACCELERATE

CHAMPIONS FOR CHANGE #RACEFORTHEFUTURE CHAMPIONS FOR CHANGE #RACEFORTHEFUTURE

CLEAN ENERGY BETTER SPORT BETTER PLANET DRIVE THE ADOPTION OF CLEAN ENERGY

CHAMPIONS FOR CHANGE #RACEFORTHEFUTURE CHAMPIONS FOR CHANGE #RACEFORTHEFUTURE

BETTER SPORT BETTER PLANET DRIVE THE ADOPTION OF CLEAN ENERGY BETTER SPORT BETTER PLANET



BETTER BUSINESS

OUR VALUES

OUR GOAL IS TO DELIVER EVENTS WITH INTEGRITY AND TRANSPARENCY, CREATING PARTNERSHIPS TO ACCELERATE CHANGE UNDERPINNING 'BETTER SPORT' AND 'BETTER PLANET'.

WE WORK ACCORDING TO OUR VALUES:



DELIVER QUALITY

We are powered by exceptional talent and our passionate dedication to accelerating positive change in sport and beyond

BREAK BOUNDARIES

We continuously challenge convention to revolutionize our sport. We're bold, visionary thinkers building a culture of creativity and innovation

MAKE AN IMPACT

We do everything for a reason: to make a lasting impact on our sport and the wider world through sustainable practices and innovation

STAND TOGETHER

We work as one team, championing diversity and respecting individuals. We're collaborative and responsible, valuing trust and honesty in all we do in pursuit of lasting success for SailGP

STRIKE A BALANCE

We focus our energy on what's important and aim for the right balance. That means knowing how to prioritize our work for best results while caring for our health and wellbeing

GOVERNANCE AND DELIVERY



GOVERNANCE

The CEO is ultimately responsible for delivering the business and purpose and impact strategy, and reports into the SailGP Board of Directors which meets quarterly and includes representation from the majority owner.

Our purpose and impact strategy **is set by the Director of Purpose & Impact in collaboration with key heads of departments**. The strategy addresses sustainability across the organization and responsibility for delivery is embedded across all departments. The Director of Purpose & Impact sits on the senior leadership team and reports into the Chief Operating Officer.



DELIVERY

During Season 2 we have **built up a dedicated Purpose team** – a multidisciplinary, cross-departmental team to drive and champion the purpose and impact strategy across the organization. They report into the Director of Purpose & Impact. We are also supported by our long-term strategic sustainability partner, Dr Susie Tomson, the Director of Sustainability at thinkBeyond.

SailGP follows **recognized international standards** and creates appropriate internal procedures.



ISO 20121 – SUSTAINABLE EVENTS CERTIFICATION

ISO is the international standards organization setting widely accepted global standards. **All SailGP events were certified to ISO 20121 standard in 2020** by third party auditors, with recertification taking place every three years. We have an active, always-on management system to deliver against our objectives and targets.

WORKING WITH THE UN

SailGP is signed up to the UN Sports for Climate Action Framework through the United Nations Framework Convention on Climate Change, committing to the following five principles:

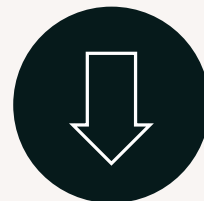
- 1 Undertake systematic efforts to promote greater environmental responsibility**
- 2 Reduce overall climate impact**
- 3 Educate for climate action**
- 4 Promote sustainable and responsible consumption**
- 5 Advocate for climate action through communication**

Through signing up to the Climate Action Framework we have also joined the Race to Zero – a global campaign to rally leadership and support from businesses, cities, regions and investors for a healthy, resilient, zero carbon recovery that prevents future threats, creates decent jobs, and unlocks inclusive, sustainable growth.

We are also a participant in the United Nations Framework Convention on Climate Change's Climate Neutral Now initiative, becoming the first sport awarded three gold medals in recognition that we have:



Completed a **full measurement of our value chain** covering all Scope 3 emissions since day one



A **robust decarbonisation plan** that we are implementing to reduce absolute carbon emissions by 55% by 2025



Fully contributed towards mitigating our remaining footprint by supporting UN renewable energy projects in developing countries



SailGP has set clear, ambitious goals and found inventive and effective ways to ingrain sustainability into the organization and competition, engaging with athletes, operations, decision makers and fans.

Lindita Xhaferi-Salihu

Sports for Climate Action lead at UN Climate Change (UNFCCC)



SailGP is setting the bar high for sport sustainability by being the first to achieve triple-gold status in the Climate Neutral Now initiative. This is a great example of steps that sports organizations can take to reduce their own climate impact.

Niclas Svenningsen

Manager at UN Climate Change (UNFCCC)

WORKING WITH WORLD SAILING

World Sailing is the international federation for the sport of sailing, recognized by the International Olympic Committee and the International Paralympic Committee. As a World Sailing Special Event, SailGP has aligned its purpose and impact strategy with the World Sailing Sustainability Charter and we are currently delivering and working on 100% of the criteria:

- A **comprehensive sustainability strategy** approved by World Sailing
- Targets meeting the **Sailors for the Sea** World Sailing Platinum Standard
- Operations in accordance with **ISO 20121**
- A **waste management plan**
- A **carbon reduction roadmap** aligned with the UNFCCC Sports for Climate Action Framework
- Report annually in line with the **UNFCCC Sports for Climate Action Framework**
- A **procurement code encouraging life cycle assessments**, end of life planning and engagement of suppliers with environmental credentials
- Align with **UN Clean Seas** program and put in place marine mammal plans
- **50% gender equality** on and off water by 2030
- Support and promote **innovative solutions** to sustainability challenges, with at least one non-fossil fuel powered support boat during events
- Engage communities in **activities such as STEM**, the World Sailing Trust and local marine environmental projects



WORKING WITH OUR PARTNERS



SailGP uses a variety of Oracle Cloud Infrastructure (OCI) services to transfer and analyze data in near-real time allowing more of our technology support work to be accomplished remotely, lowering our carbon footprint through flying fewer people and less equipment to race destinations. This includes the league's broadcast control room, video production, and our race umpiring, which are operated remotely.



CDP is a not-for-profit charity that runs the global disclosure system for investors, companies, cities, states and regions to manage their environmental impact. SailGP became the first sport to commit to disclosing our carbon footprint through CDP, and through the partnership, we are aiming to inspire 50 cities and 1,000 business decision makers to disclose.



Kuehne+Nagel Group is one of the world's leading logistics providers. It operates in sea logistics, air logistics, road logistics and contract logistics, with a clear focus on integrated logistics solutions. We are working together to reduce emissions from our freight and logistics.



Gen 2 Carbon is focused on the delivery of next generation carbon fiber recovery systems and the expansion of recycled non woven technologies. Recycled carbon fiber has been used to create a hospitality bar, hospitality planters and Impact League trophy as well as working with SailGP Technologies to utilize recycled carbon fiber to produce F50 components.



Aggreko is a leading provider of mobile power solutions. SailGP and Aggreko are working together to deliver clean energy systems across all SailGP events.



As SailGP's official pure air zone supplier U-Earth helped us create safe and pollution free environments for sailing teams, staff and guests across our Season 2 events.



As our official plant-based meat partner for the Great Britain Sail Grand Prix in Plymouth, Beyond Meat showed our fans, athletes and guests that they can enjoy food without compromising on taste or the environment.



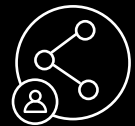
ePropulsion is a global leader in marine electric propulsion systems and services. We are collaborating to provide solar charged battery-powered outboards.

THOUGHT LEADERSHIP

CHAMPIONS FOR CHANGE

In Season 2, we recognized an opportunity to use our events to **inspire wider change by bringing people together** to share valuable insights and learnings. So we launched Champions for Change, **a forum for sustainability leaders** to present and discuss their approaches to tackling climate change.

Featuring curated, high-quality speakers and content, Champions for Change brings sustainability, technology and innovation to life at SailGP events. It aims to:



Develop and share learning and experiences



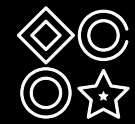
Drive the adoption of clean energy



Showcase the 'power of sport for good'



Create a network of SailGP city, corporate and strategic partners to accelerate positive impact around the world



Be impact-driven at the heart, differentiating us from other industry events

Over **200**

guests attended Champions for Change at three events in Season 2, with a wider audience engaged through follow-up communications.

SEASON 2 CHAMPIONS FOR CHANGE EVENTS AND KEY TOPICS:

- **ROCKWOOL Denmark Sail Grand Prix | Aarhus (19 August 2021) – ‘Cities Race for the Future’, in partnership with CDP**
- **Spain Sail Grand Prix | Andalucía - Cádiz (8 October 2021) – ‘Ocean Innovation’**
- **Mubadala United States Sail Grand Prix | San Francisco (25 March 2022) – ‘Tech for Good’**



INDUSTRY SPEAKING OPPORTUNITIES

As part of our strategic aims we also spoke at numerous high-profile and industry events to raise awareness of our purpose and inspire future collaborations and change. Highlights include:

COP26, GLASGOW:



SailGP became a lead sporting voice at COP26, and was invited to do a TEDx talk, calling on other sports to create their own Impact League



SailGP sustainability ambassador and Great Britain SailGP Team member Hannah Mills campaigned at COP26 and joined other athletes in a two-minute video to appeal to global governments to create a healthy and safe planet

NET ZERO FESTIVAL BY BUSINESSGREEN



Director of Purpose & Impact Fiona Morgan and Sir Ben Ainslie discussed the Impact League and how it can set an example for other sports to follow

EDIE SUSTAINABILITY FORUM



Fiona Morgan joined industry experts to discuss the importance of collaboration in sustainability



COMMUNICATING WITH OUR FANS

We want to **inspire fans to take action** and recognize that sustainability can be a positive aspect of sport and our lives. We also ensure we communicate our strategy to our staff who help us to deliver on our purpose and impact strategy.

Purpose is embedded into the sport and across **all our communication channels with fans**. This includes the broadcast of the races, our stand-alone series and all our social media channels. **Fans are kept up-to-date** with clean energy initiatives, local impact projects, Impact League highlights and results as well as SailGP's Women's Pathway Program and Inspire.

SailGP's total broadcast audience (dedicated and secondary) saw an **increase of 222% to 828.1 million viewers** during Season 2. SailGP's social media followers **grew to over 1 million globally**, racking up almost **112.5 million views** across the season – an increase of 428% from Season 1. We generated 21,990 media articles worldwide.



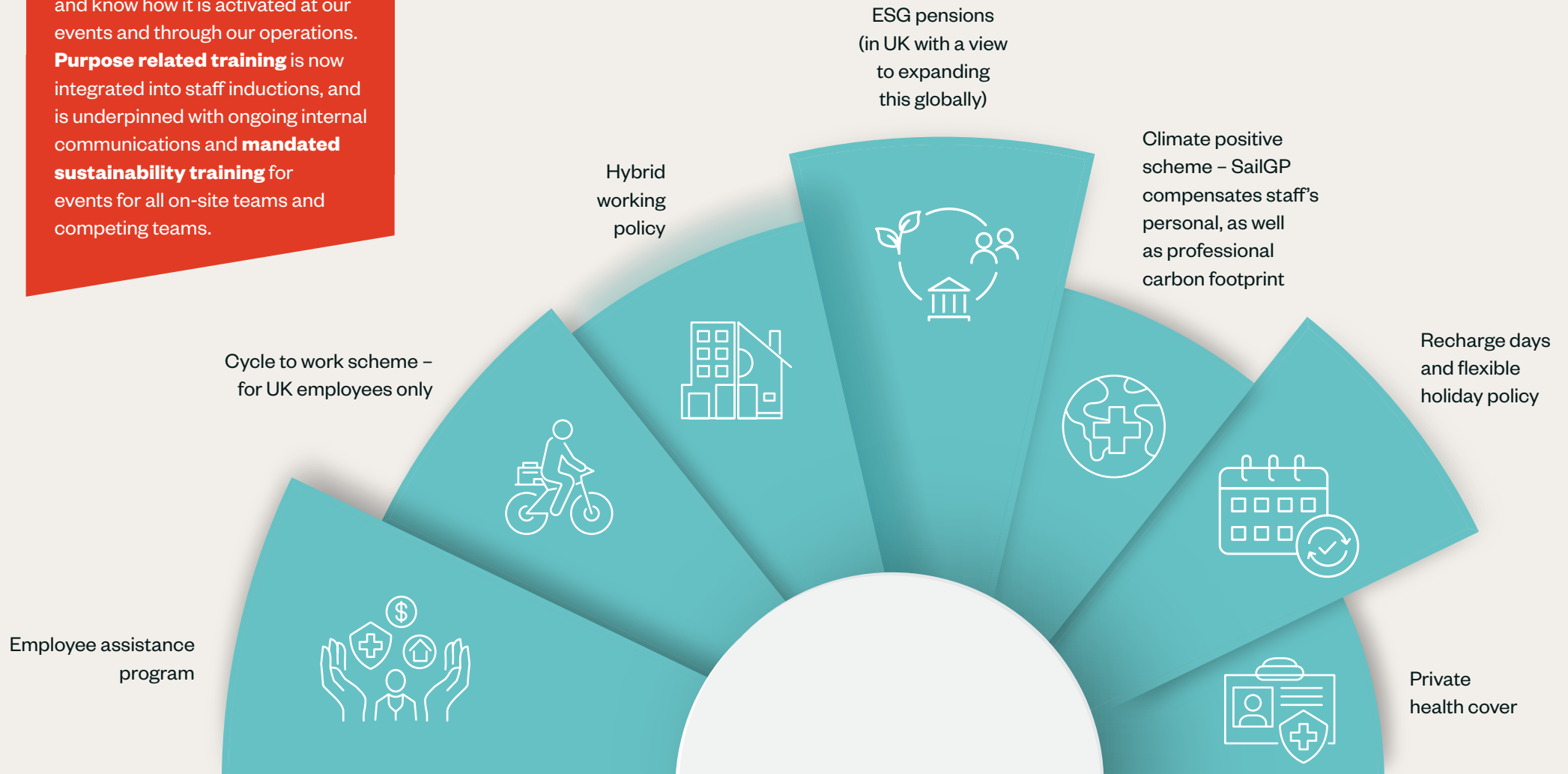
Hannah Mills OBE

became SailGP's Global Purpose Ambassador, with the Olympic gold medalist and environmental advocate working with SailGP to raise awareness, improve practice and inspire wider sustainability change.

PURPOSE DRIVEN WORKFORCE

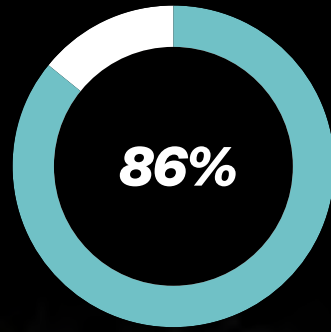
We want to make sure all people who work for SailGP understand our purpose and impact strategy and know how it is activated at our events and through our operations. **Purpose related training** is now integrated into staff inductions, and is underpinned with ongoing internal communications and **mandated sustainability training** for events for all on-site teams and competing teams.

IN LINE WITH OUR VALUES AND PURPOSE WE SUPPORT OUR WORKFORCE THROUGH A RANGE OF MEASURES, INCLUDING:

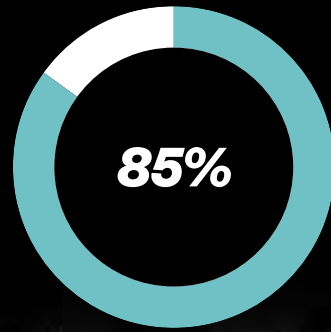


STAFF ENGAGEMENT

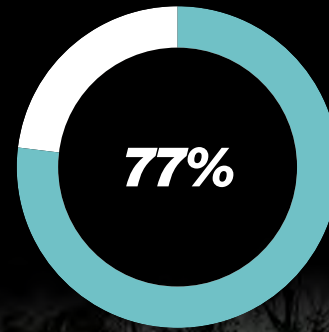
Every quarter, we reward SailGP employees who champion our values, including those who 'Make an Impact' through their work towards our purpose. In Season 2, these were awarded to people in the following business areas: Partnerships, Inspire, Sailing Team and Purpose.



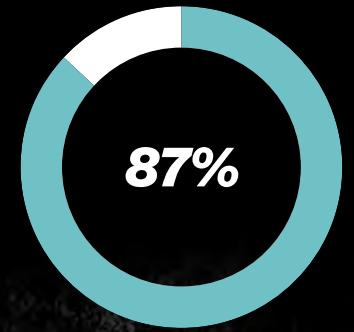
OF OUR PEOPLE FEEL SAILGP IS A PURPOSE-DRIVEN COMPANY



BELIEVE SAILGP'S COMMITMENT TO SOCIAL RESPONSIBILITY AND SUSTAINABILITY IS GENUINE



OF STAFF BELIEVE SAILGP REALLY ALLOWS US TO MAKE A POSITIVE DIFFERENCE



OF PEOPLE ARE PROUD TO WORK FOR SAILGP



RECOGNITION

DURING SEASON 2, WE WERE RECOGNIZED BY A NUMBER OF PRESTIGIOUS INDUSTRY AWARDS FOR OUR PURPOSE AND IMPACT WORK.



WINNER OF THE SUSTAINABILITY IN SPORT AWARD
SPORTS TECHNOLOGY AWARDS 2022



SHORTLISTED FOR THE ENVIRONMENTAL SUSTAINABILITY AWARD
SPORTS INDUSTRY AWARDS 2022



SHORTLISTED FOR THE CAMPAIGN OF THE YEAR
BUSINESS GREEN LEADERS AWARDS 2022



SILVER AWARD FOR SUSTAINABILITY IN SPORT
SPORTS BUSINESS AWARDS 2021



WINNER OF BEST USE OF REMOTE PRODUCTION
BROADCAST TECH INNOVATION AWARDS 2020



SHORTLISTED FOR ONE PLANET AWARD FOR SUSTAINABILITY IN SPORTS TV
SVG TV AWARDS 2020

RACING FOR THE FUTURE

It is vital for all of us to keep the momentum following COP26 and the opportunity to accelerate inclusion in our sport.

As we move through Season 3, we aim to grow sustainably by being more efficient and reducing our carbon footprint, and by championing a more inclusive sport.

We maintain our determination to drive gender inclusivity in our league – offering the same opportunities to male and female athletes. We are committed to opening up sailing at the elite and grassroots levels, making our sport more accessible, inclusive and entertaining, while broadening the talent pool we'll need to create a positive impact away from the racing.

We will collaborate with the wider industry, fans, partners and host cities to play our part in mitigating climate change. This includes working with the wider marine industry to accelerate change and promote the use of clean energy and technologies, and inspiring greater action through the Impact League – showing the rest of the sports industry what we can

achieve if we take concrete action and make sustainability a core part of our competitions.

Season 3 will build on our foundations with more impact and innovation, for both our sport and the planet as we race for the future.

GLOBAL PARTNERS



ROLEX

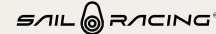
N NEAR ORACLE

 cognizant

KUEHNE+NAGEL 



iXblue



Acronis



FRAGOMEN



Marlow



ENGENUITY



MARKSET BOT

hamlins

aggreko

waterdrop



GEN2
CARBON





SAIL GP™

Contact: purpose@sailgp.com

6th Floor, Kings House
174 Hammersmith Road
London, W6 7JP
United Kingdom

sailgp.com
[@SailGP](https://www.instagram.com/SailGP)

#RACEFORTHEFUTURE