

Sailors for the Sea

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Kiel, 15. November 2019

## **Kieler Woche 2018 – Platinum Level Candidate**

The Kiel Week regattas represent one of the largest annual sailing events worldwide. As a world-renowned annual regatta, we think Kiel Week has an exemplary function within the sailing community. Our vision is to increase awareness of environmental problems and, through our actions, take a leading role in promoting sustainability and working towards a more sustainable event culture in the sailing industry.

While implementation of ecological measures in a regatta of this size poses many challenges, successful execution provides the opportunity to act as a lighthouse project. We have already taken steps toward a sustainable management system by reducing paper and plastic use, promoting e-mobility, and addressing waste management. Our aim for the future is to extend our efforts to eliminate bow stickers, further reduce single-use plastics, and develop education initiatives, thus continuing the journey towards an environment-friendly, international sailing event. Other regattas and projects we organise also embody this philosophy.

2019 was already the second year in which an emphasis was placed on conveying our vision and goals to both sailors and visitors. The steps implemented for a more



sustainable event were promoted through significant local news coverage and social media channels. The individual components of Kiel Week Sailing's sustainability concept must also be transparent and accessible to sailors and visitors alike. The concept is available via the Kiel Week event website-visions, current actions and future goals are explained, highlighting the role of every individual in development of a sustainable future.

Successfully conveying our vision externally is fundamental to generating awareness and inspiring others to act and think sustainably. Prior to the event, all approx. 3,500 participants were e-mailed important logistical information and an appeal to partake Kiel Week's sustainability initiative- each individual makes a difference. The implementation of a no-straw policy across the venue, paired with eye-catching signage, made the problem of plastic pollution more tangible to both participants and visitors. At the (evening) gatherings, special emphasis was placed on reusable dinnerware (plates, utensils, glasses, napkins). In addition, a deposit system for cups was introduced on the entire site.

Which was a challenge for so many participants. Additional dishwashers and a lot of effort from all participants were the key. Use of plastic bags was reduced within the organisation by providing 2,100 linen bags for sailors' documents and 4,050 paper bags for race committee and volunteer lunch packs.

An emphasis on proper waste management was supported by Remondis through the installation of "smart" sorting stations. Informative signage and a sorting quiz – designed for both children and adults – also actively engaged visitors and encouraged them to think about their own waste disposal behaviour.

Thanks to collaboration with our Sponsors like Audi, boot Düsseldorf, Remondis, Vio and others we are able to develop new ideas and implement them punctually.

Kiel Week aims to further develop its management system to achieve and maintain Sailors for the Seas Platinum Level and a third-party certified ISO 20121. The primary goal for the venue is preventing plastic pollution via the development of a sustainable alternative to bow stickers (since 2019 at least PVC-free). Further elimination of on-site plastic use will be supported by reusable bottles and bags for sailors, as well as the



implementation of water-refilling stations or indications of drinkable tap water. Paper reduction will be ensured by the exclusively digital availability of official regatta documents, as well as an improved mobile app and digital notice boards onsite. We aim to further improve waste management and reduce total trash production at the venue, and strive to develop strategies for reduced CO<sub>2</sub> emissions. Sharing knowledge of global environmental problems and offering approaches to combat these is fundamental to spreading the message. Local schools and kindergartens will be involved through hands-on education on sustainable resource use in the context of Kiel Week. The creation of a sustainability forum with various events and discussions marks the next step enabling knowledge transfer.

Sailors for the Sea's Clean Regatta programme provided concrete, regatta-specific points to be implemented. They have helped us to keep the focus and provided important input for new projects. SFTS creates an important basis on which different events come together and exchange information on the topic of sustainability. The oceans form the foundation of our existence, which we should protect as a matter of urgency.

With best regards

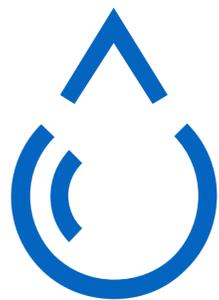
Kieler Yacht-Club e.V.



# SUSTAINABILITY REPORT

KIEL WEEK 2019

SAILING TOWARD  
A GREENER FUTURE



# Taking Action

Together with our partners, sponsors, participants, and visitors, we want to create more environmentally-friendly Kiel Week sailing regattas. As organisers, we see it as our responsibility to place a focus on sustainability, to actively tackle the problem of the pollution of our oceans, and to set an example for others.

# Our goals

A FEW WORDS ABOUT YOUR GOALS

Long-term, we aim to be in accordance with ISO 20121 (ISO) for sustainable event management. Inspired by events like the TP52 Super Series or the Olympic Games in London 2012, which were an impressive success with respect to sustainable management. ISO 20121 offers guidelines and suggestions for event organisation and management of social, ecological and economical impacts thereof.



# The Action Plan

ENSURING A CLEANER REGATTA  
KIEL WEEK 2019

## Event Management

Platinum Level certified  
Sailors for the Sea „Clean Regatta“

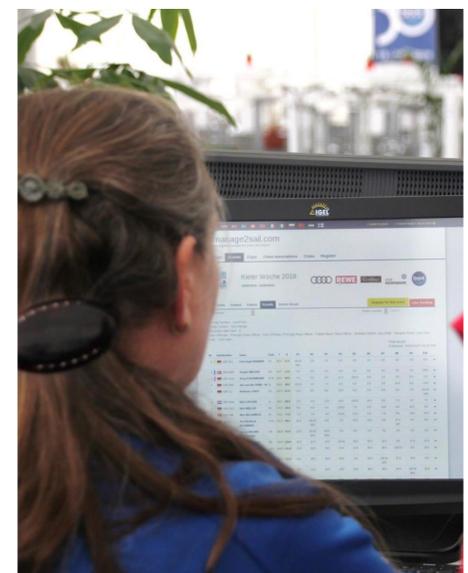
Taking measurable steps to create  
a more sustainable regatta, year for year!



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### Paper-reduced regatta management

- Online-registration, entry and results lists via Manage2Sail
- Only final results of each day posted on the notice board
- Use of FSC-certified paper in the race office when necessary
- Changes reduced use by approx. 3,500 pages of paper



### Public Engagement

- Increase awareness of sustainability problems and goals
- Promotion of the sustainability concept through social media, news coverage, and press releases

## Responsible dinnerware

Reusable porcelain dishes, cutlery and cups  
Only 100% recyclable ViO deposit bottles  
for sale in the venue



## No-straw policy

Elimination of straws at all  
bars and drink stands  
across the venue



# Food & Beverage

## Local and regional sailors' meals

Daily sailors' meals in the Sailors Lounge provided by Carolinen Catering: the local company offers regional products and diverse vegetarian options



## Single-use bag elimination

2,100 reusable linen bags for documents  
4,050 race committee and volunteers' plastic lunch bags replaced by paper bags



## Education

Informative signage  
Visitor engagement: Remondis „Smart Speed Duell“ waste sorting game

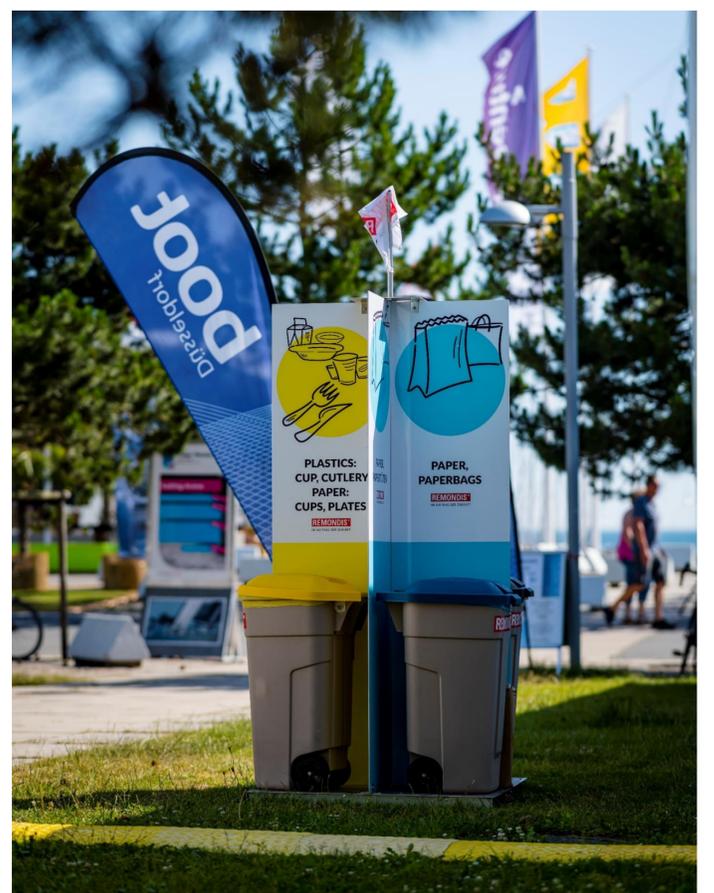


# Waste Reduction

## Good waste management

Strategic placement of waste bins around the venue with explanations of where to put your waste.

Recycling and compost bins located adjacent to trash bins



## Climate Wishes

In cooperation with a regional newspaper we collected climate wishes and hung them up so that everyone can see them.



## Seabin

The Seabin moves up and down with the tide, collecting all floating rubbish. It is located next to the harbour master office in Schilksee.



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# Venue Management

## Event Area

The venue of the Kiel Week sailing regattas is the old harbour of the 1972 Olympics. All temporary buildings and tents, as well as the interior décor, are reusable.



# Race Management

## E-Mobility

Onsite emission is reduced through the use of Audi e-tron vehicles for trailer and shuttle services



MORE TO COME

## Fuel-efficient Driving

Race officials and trainers are instructed to save fuel and drive with foresight.



## Green energy

for the entire event area



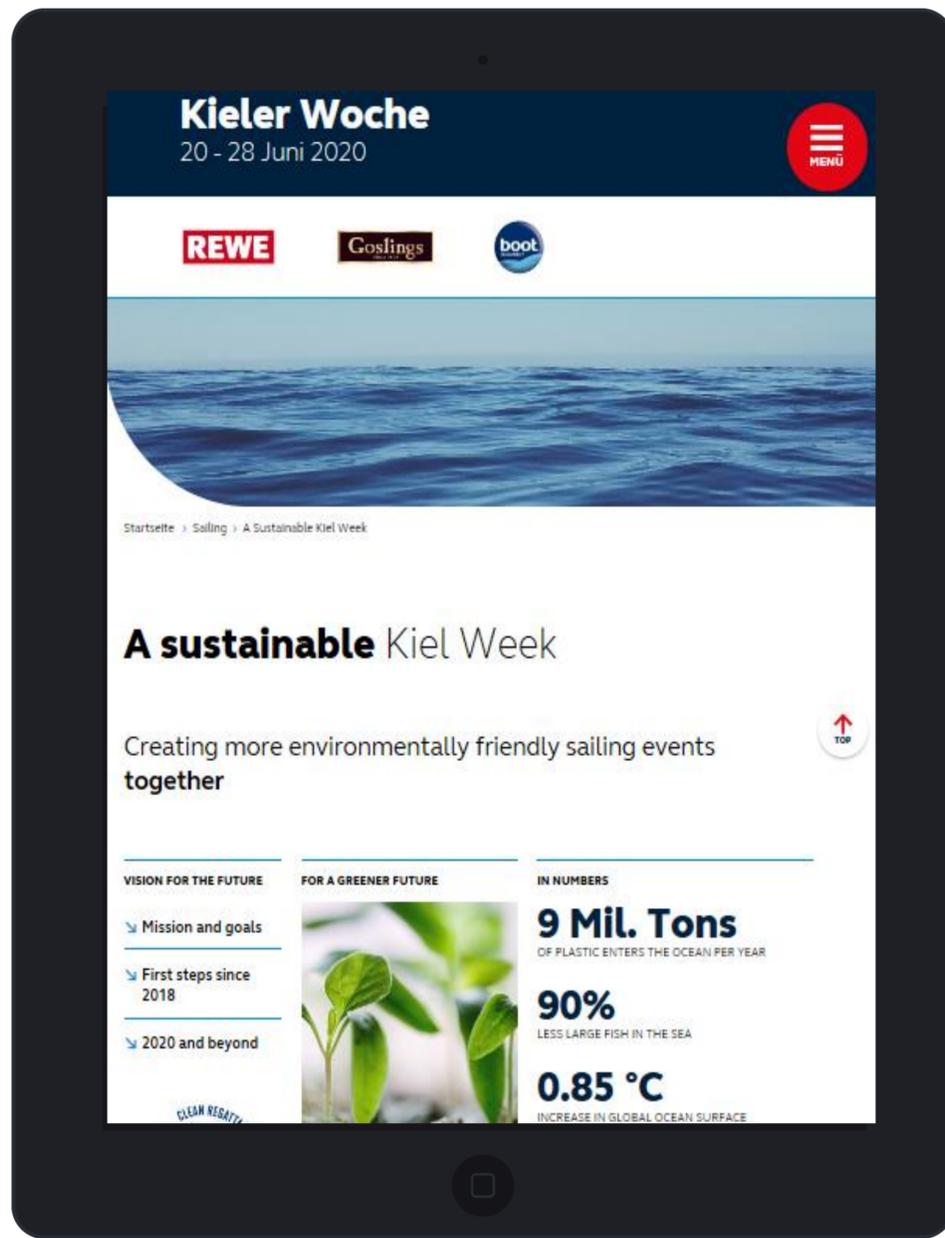
# Media Coverage

TRANSPORTING THE SUSTAINABILITY CONCEPT

The sustainability story was covered by the event's own „Kieler Woche.TV“.

The highlight video was shown throughout the week across the event area, both in the lounges and on the big screen in the sailing arena, as well as online via YouTube and Facebook.





# Kiel Week Website

Our primary goals and milestones are communicated on the popular and frequently visited Kiel Week website.

## We love our project



With over 4,387 participants and thousands more visitors, we are trying to share our journey in a transparent way and learn from each other and work together for a sustainable future of sailing.



# 2020 and beyond



## Community – Information Exchange

- Integration of local schools and kindergartens to teach sustainable resource use in the context of Kiel Week
- Sustainability forum with well-known environmentalists and ecology groups as keynote-speakers



## Sourcing and Resource Management

- Development of a more sustainable alternative for bow stickers
- Further elimination of paper use
- Elimination of harmful cleaning products



## Infrastructure and Natural Sites

- Reduction of the venue's total waste production
- Water refilling stations for further reduction of single-use plastic water bottles



## Climate

- Reduction of water use and protection of water quality
- Development of strategies for the reduction of CO2 emissions



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