

Sailors for the Sea Clean Regatta Platinum Level Sustainability Report



Sustainability Report 2024

37th America's Cup

Barcelona, Catalonia - Spain

22. August - 27. October 2024

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SUSTAINABILITY IN THE 37TH AMERICA'S CUP:

The 37th America's Cup emphasizes sustainability as a key element. The organizers have taken action to guarantee that the event leaves a positive legacy for the sport and the environment.

Vision and Mission

The 37th edition of the America's Cup marks a decisive step in integrating sustainability into one of the world's most prestigious sailing events. For the first time, a comprehensive effort is being undertaken to reduce the environmental impact of every aspect of the event, from its preparation stages to the races themselves. This ambitious approach reflects the organizers' growing awareness of the need to protect marine ecosystems, especially since the race is intrinsically connected to the ocean. We recognize our debt to the sea, which has long been a source of inspiration and life, and we understand the critical importance of preserving it for future generations.

However, it's important to emphasize that these efforts extend beyond this one event. They are part of a long-term commitment to establish sustainable practices for future editions of the America's Cup. The lessons learned during this 37th edition will form the basis for refining and enhancing environmental strategies in the years to come. As an international sailing community, we are committed to implementing innovative solutions that will benefit not only this event but also other major sports events worldwide. This edition marks the start of a journey toward a more environmentally conscious organization, with the hope that our dedication will inspire similar efforts across the sports industry.

By acknowledging the need to reduce our ecological footprint, we aim to demonstrate that even large-scale global events can play an active role in protecting our planet. Through these initial concrete steps, we are laying the groundwork for a future where the ocean, at the heart of the competition, will be preserved and respected as it deserves to be.

VISION	MISSION
As the oldest sporting trophy and one of the most innovative sporting entities, the America's Cup represents both where we've been and where we are going. The Louis Vuitton 37th America's Cup will be a pinnacle sporting event which is About Change that innovates and evolves to create a new sustainable platform for continuous development.	<ul style="list-style-type: none">• To promote and foster eco-friendly practices and initiatives across the Louis Vuitton 37th America's Cup events and its stakeholders.• To create and boost technology and innovation within the sport of sailing and beyond.• To design accessible and inclusive waterfront and water-based events.• To further the reach of sailing as a catalyst of change through the principles of World Sailing's Agenda 2030.

Sustainability strategy

The sustainability strategy for the 37th America's Cup emphasizes reducing environmental impact while setting new standards for future sporting events. This strategy is built around **three key areas** to target the impact ([Environmental, Social and Economical targets](#)) and **five pillars of focus** ([Water, Energy, Waste, Procurement, and Inclusion](#)) which inform a **six-part action plan** (Action area I: [Carbon](#), Action area II: [Energy](#), Action area III: [Transportation/Mobility](#), Action area IV: [Water](#), Action area V: [End of Life](#), Action area VI: [Inclusivity & Diversity](#)).

GUIDELINES – BEST PRACTICES:

The following guidelines are informed by the work and efforts made before, during, and after the event. The goal is to implement all 20 “best practices” outlined by Sailors for the Sea, while also developing new initiatives aimed at further advancing sustainability in sailing events.

ELIMINATION OF SINGLE-USE ITEMS

1. Eliminate Single-Use Water Bottles and Provide Water Refill Stations

- *Inform participants that there will be **water refill stations** available and identify where these stations will be located with proper signage.*
- *Communicate to participants ahead of time that the event will **not offer single-use water bottles or single-use plastic cups**. Request that they bring their own water bottle to refill.*



At the 37th America's Cup, a major initiative has been implemented to minimize plastic waste by replacing single-use plastic water bottles with water refill stations placed throughout the event. In accordance with this commitment, Aigües de Barcelona has installed more than 30 water fountains in different areas of the tournament such as the Race Village, the Plaça del Mar and Bogatell beach.

In these locations, people can come with their reusable water bottles and fill them up with filtered water. This action encourages participants, teams, and spectators to use reusable bottles, significantly reducing the amount of plastic that could otherwise end up in landfills or polluting the oceans. The addition of these refill stations is a step towards lowering the environmental impact of the event, reflecting the America's Cup's broader commitment to sustainability.

Furthermore, this initiative shows how small, manageable changes in event management can lead to substantial environmental benefits, particularly in combating plastic pollution. It serves as a strong example of how high-profile events like the America's Cup can influence public behavior while directly reducing the event's environmental impact. Through this practical and effective measure, the America's Cup is actively supporting ocean conservation and setting a positive precedent for future events.



For all volunteers, the America's Cup Event (ACE) organization provides stainless steel water bottles to encourage sustainability and lessen the environmental impact. These bottles reduce plastic waste and are durable, reusable, and fully recyclable. By preventing chemical leaching and maintaining beverages' temperature for prolonged periods of time, they also provide health benefits.

2. Eliminate Plastic Straws

- *Don't offer **plastic straws**. Make sure you communicate this goal to any event partners.*
- *Provide **straws** made from materials **other than plastic** (beware of bioplastic!). We've seen some unique solutions including metal, paper, hay, even pasta!*



The food and beverages event partners have been made aware of not using plastic straws and provide recyclable packaging. One drink supplier has chosen to use paper straws designed in accordance with their business' more general environmental objectives, which include cutting back on single-use plastics and enhancing the general sustainability of its products and packaging. These straws are made from responsibly sourced and compostable materials.

3. Serve Food with Plastic-Free Dinnerware

- *Provide **reusable dinnerware**.*
- *Encourage participants to bring their **own mess kit** – such as their own drink cup, bowl, and utensils.*
- *If you **must use single-use items**, consider ones that are **easily compostable**, such as wooden ones. Beware of bioplastic alternatives that need commercial composting facilities to break down.*

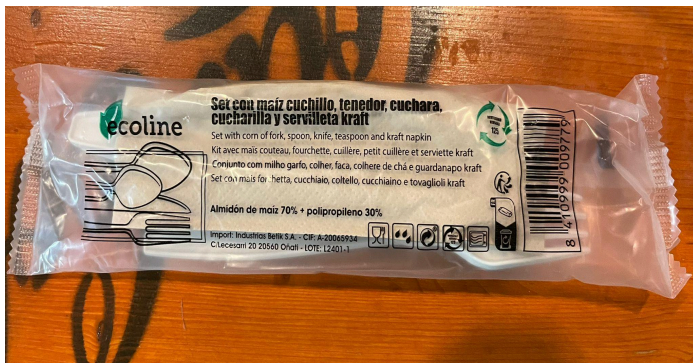


The sustainability motto of the organization and the event also transfers to elements related to food. All food-truck restaurants must provide compostable and recyclable dinnerware. This is reviewed by “Van Van Food” before the restaurants are installed.

In this line, also the cups that are distributed during the event are made of aluminum and the cutlery is made of compostable material. To be specific, the cutlery is made of 70% corn and 30% propylene. Plastic packaging is not used.



The suppliers and drink stands in all the different locations where you can follow the regattas, provide reusable aluminum cups for their beverages. In these locations they charge 1€ for the cup and if you return it, this amount is refunded. This system reduces waste and promotes recycling. It also saves resources as it can be used multiple times.



In the volunteer center, all dinnerware provided to the volunteers is made of 70% corn and 30% propylene and is 100% compostable. This type of dinnerware offers a balanced

approach to sustainability and practicality by combining the eco-friendly advantages of corn-based materials with the strength and versatility of propylene.

Additionally, giving out the water bottles to volunteers encourages participants to bring them and refill water in their own bottle. By distributing reusable aluminum water bottles to volunteers several important goals that benefit both the volunteers and the organization can be achieved, such as minimizing their use of disposable plastics, reinforcing environmentally conscious behavior.



In the volunteer center, all dinnerware and trays provided to the staff is reusable. After eating, trays, cutlery, glasses, and plates are returned to the designated boxes on the table, organized by categories as shown by the signs. The dinnerware is then cleaned and reused the following day, minimizing the need for disposable alternatives.

4. Skip Bags or Go Reusable

- Reevaluate whether you need to package materials in bags or other containers at all. Consider whether your attendees already have many tote bags and, if so, **avoid bags** altogether or deliver supplies in containers participants return at the end of the event.
- Use **reusable bags** while provisioning for your event. Take them with you while shopping for food and supplies.
- Provide reusable bags to competitors to hold event documents, lunches or anything else that might typically come in a plastic bag.



While provisioning for the event, the ACE organization decided to give volunteers and staff reusable bags. These offer several benefits. They reduce plastic waste by eliminating the need for single-use plastic bags. Since they can be used repeatedly, it saves money on disposable bags for event supplies and they can be used long after the event, showcasing the organization's commitment to eco-friendly practices. Finally, it encourages the volunteers to not only use these reusable bags at the event but also while shopping for food and supplies, reinforcing sustainable habits.

Regarding the provision of supplies such as uniform and other items, it is delivered in carton boxes.

5. Award Practical Items or Use a Perpetual or Upcycled Trophy

- *Source **trophies** created with **upcycled materials**.*
- ***Award something utilitarian**, such as gear: spray tops, life jackets, sunglasses, hats, reusable bags, etc. **Or** award something **educational**, like knot-tying boards for kids!*
- *Make a **trophy coupon system**, where competitors can choose their prize.*



SailTeam BCN awards basil seeds to the high school students that come to visit one of the viewing areas of the tournament known as the Race Village. They receive training about sustainability initiatives and how the 37th America's Cup has implemented sustainable practices.



As part of the school training initiative, the ACE organization gave students eco-friendly gifts. This included a reusable tote bag made from 100% organic cotton. This bag is perfect for everyday use and reduces reliance on single-use plastics bags, encouraging sustainable habits. Alongside the bag, students were also given a hat and a flower pot to cultivate basil seeds (received by the SailTeam BCN), further emphasizing the theme of sustainability and self-sufficiency. By growing their own herbs, students can experience the benefits of homegrown produce, while also reducing their carbon footprint by minimizing the need for store-bought items. These thoughtful gifts promote sustainable living, helping students incorporate eco-conscious practices into their routines.

COMMUNITY INVOLVEMENT

6. Publicize Your Sustainability Efforts

- *Share Sailors for the Sea's conservation message with your community and beyond through press releases, social media posts and in your local news outlets.*
- *Use your organization's webpage to spread the word, make note in your Notice of Race, and in communications to event participants and attendees.*
- *If you have long-term sustainability goals, create a page on your website dedicated to these efforts.*

More than 20 Media coverage for BCN Sotamar

<https://www.merca2.es/2024/07/16/la-louis-vuitton-37a-americas-cup-y-world-sailing-anuncian-a-bcn-sotamar-como-ganador-de-su-proyecto-local-insignia-de-sostenibilidad-1855113/>

<https://www.blaucopamerica.es/2024/08/02/barcelona-tendra-arrecifes-para-el-submarinismo-y-un-biotopo-de-la-copa-america-en-el-aquarium/>

<https://planetmediterraneo.com.es/la-louis-vuitton-37a-americas-cup-y-world-sailing-anuncian-su-proyecto-local-insignia-de-sostenibilidad/>

<https://www.que.es/2024/07/16/la-louis-vuitton-37a-americas-cup-y-world-sailing-anuncian-a-bcn-sotamar-como-ganador-de-su-proyecto-local-insignia-de-sostenibilidad/>

https://www.americascup.com/cat/news/3173_LA-LOUIS-VUITTON-37a-AMERICA-S-CUP-I-WORLD-SAILING-ANUNCIA-EL-SEU-PROYECTO-LOCAL-INSIGNIA-DE-SOSTENIBILITAT

<https://www.latribunadeguadalajara.es/noticia/z52a551d2-af28-7e75-64515f404d25123b/202407/el-proyecto-bcn-sotamar-destaca-en-la-americas-cup>

<https://www.libertaddigital.com/deportes/mas-deporte/2024-07-16/la-louis-vuitton-37a-americas-cup-y-world-sailing-anuncian-a-bcn-sotamar-como-ganador-7148063/>

<https://www.europapress.es/deportes/noticia-biotopo-trofeo-copa-america-gana-proyecto-sostenibilidad-america-cup-world-sailing-20240712180924.html>

<https://www.europapress.es/catalunya/noticia-proyecto-bcn-sotamar-validara-certificara-soluciones-innovadoras-ambito-marino-20240802123151.html>

El Periódico de Catalunya: <https://www.elperiodico.com/es/blau/legado/20240802/barcelona-recuperacion-fondo-marino-regeneracion-biodiversidad-marina-106450217>

<https://www.elperiodico.cat/ca/barcelona/20240803/barcelona-tindra-esculls-per-submarini-sme-106488454> (Edició català)

La Vanguardia: <https://www.lavanguardia.com/local/barcelona/20240802/9849064/copa-america-impulsa-restauracion-biodiversidad-port-vell-barcelona.html>

Betevé Notícies Migdia: <https://beteve.cat/btv-noticies-migdia/btv-noticies-migdia-2881/>. A partir del minut 14'57"

Betevé (web): <https://beteve.cat/medi-ambient/projecte-bcn-sotamar-regeneracio-ecosistemes-marins-triat-copa-america/>

ABC: <https://www.abc.es/natural/proyecto-sotamar-promovera-restauracion-biodiversidad-marina-barcelona-20240802125106-vi.html>

El Nacional.cat: https://www.elnacional.cat/ca/barcelona/bcn-sotamar-projecte-copa-america-restaurar-biodiversitat-marina-port-vell_1262501_102.html

The New Barcelona Post: <https://www.thenewbarcelonapost.cat/copa-de-lamerica-installa-a-laquarium-regenera-vida-marina/>

Diario El Canal: <https://www.diarioelcanal.com/bcn-sotamar/>

Diario del Puerto: <https://www.diariodelpuerto.com/maritimo/la-fundacion-bcn-port-innovation-presenta-un-nuevo-proyecto-de-regeneracion-del-ecosistema-marino-AA20647160>

Naucher Global: <https://www.naucher.com/barcelona-aspira-a-convertirse-en-un-central-park-submarino-con-el-proyecto-bcn-sotamar/>

El

Debate: https://www.eldebate.com/espana/cataluna/barcelona/20240802/proyecto-bcn-sotamar-validara-certificara-soluciones-innovadoras-ambito-marino_217755.html

<https://www.diarioeconomia.com/2024/08/02/el-proyecto-bcn-sotamar-certificara-soluciones-innovadoras-para-el-sector-maritimo/>

<https://www.diariodelpuerto.com/maritimo/port-de-barcelona-y-copa-america-demuestran-su-compromiso-con-la-preservacion-de-los-ecosistemas-marinos-GB20650666>

<https://www.rtve.es/play/videos/trending-copa/david-pino-bcn-sotamar-juan-sebastian-elcano/16248360/>

AMERICA'S CUP BRINGS HYDROGEN TECHNOLOGY & E-SPORTS PARTNERSHIP WITH GENERALITAT DE CATALUNYA

31 AUGUST 2023

America's Cup today announced a new technological partnership with ACCIÓ, the public agency for the competitiveness of Catalan enterprise which is part of the Ministry of Business and Labour of the Generalitat of Catalonia.

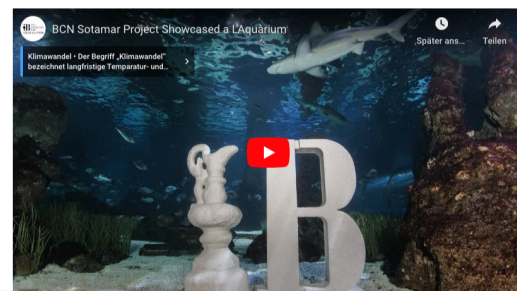
The wider partnership is a collaboration agreement to promote participation of local businesses in events related to the America's Cup and centred around sharing of new Hydrogen technological advancements led by Emirates Team New Zealand, the Defender of the 37th America's Cup and team that brought the America's Cup to Barcelona, and their innovative developments of 'Chase Zero': the hydrogen powered foiling chase boat. This is a key milestone to boost the use of this sustainable zero emissions source of energy in the marine industry.



BCN PORT INNOVATION PRESENTS THE FIRST STEPS OF THE BCN SOTAMAR PROJECT, HAND IN HAND WITH THE LOUIS VUITTON 37TH AMERICA'S CUP

2 AUGUST 2024

BCN Port Innovation Foundation, together with America's Cup Event Barcelona, has presented at L'Aquàrium de Barcelona the BCN Sotamar project, an initiative with a holistic approach to protect marine ecosystems. This project addresses habitat degradation, biodiversity loss and the effects of climate change, integrating actions to generate a positive impact.



SUSTAINABILITY AND INVESTMENT IN BARCELONA'S BLUE ECONOMY AT THE HEART OF 37TH AMERICA'S CUP AND WORLD SAILING SANCTIONING AGREEMENT

Copy

24 APRIL 2023

The 37th America's Cup has been officially sanctioned as a World Sailing Special Event with sustainability at the heart of the agreement.



AGBAR AND THE LOUIS VUITTON 37TH AMERICA'S CUP PARTNER TO JOINTLY PROMOTE SOLUTIONS TO PRESERVE WATER IN THE CURRENT DROUGHT SITUATION IN BARCELONA

28 FEBRUARY 2024

As a 'Sustainability Partner' of the Louis Vuitton 37th America's Cup, Agbar, the leading water management and environmental services company, will provide critical support to jointly promote solutions to reinforce the sustainability of the Louis Vuitton 37th America's Cup that will take place in Barcelona between August and October 2024.

The 37th America's Cup has published details of its sustainability partnerships on its official website, emphasizing the importance of promoting sustainability initiatives in the event. Raising awareness about these partnerships is crucial, as it highlights the event's commitment to minimizing its ecological footprint and fostering sustainable practices. By showcasing these efforts, the America's Cup wants to inform the participants, attendees, and the global audience. This awareness helps drive collective action, ensuring that both the sporting world and its supporters contribute to improving the environment and preserving the sea.

Here are some examples of publications in the official website of the competition:

- Hydrogen technology and partnership with the Government of Catalonia

https://www.americascup.com/news/2389_AMERICAS-CUP-BRINGS-HYDROGEN-TECHNOLOGY-E-SPORTS-PARTNERSHIP-WITH-GENERALITAT-DE-CATALUNYA

- Partnership with Agbar to promote solutions for the preservation of water

https://www.americascup.com/news/2789_AGBAR-AND-THE-LOUIS-VUITTON-37TH-AMERICA-S-CUP-PARTNER-TO-JOINTLY-PROMOTE-SOLUTIONS-TO-PRESERVE-WATER

- Agreement between AC37 Event Ltd and World Sailing and commitment towards sustainability and blue economy

https://www.americascup.com/news/2157_SUSTAINABILITY-AND-INVESTMENT-IN-BARCELONA-S-BLUE-ECONOMY-AT-THE-HEART-OF-37TH-AMERICAS-CUP-AND-WORLD-SAILING-SANCTIONING-AGREEMENT

- Sotamar project

https://www.americascup.com/news/3205_BCN-PORT-INNOVATION-PRESENTS-THE-FIRST-STEPS-OF-THE-BCN-SOTAMAR-PROJECT-HAND-IN-HAND-WITH-THE-LOUIS-VUITTON-37TH-AMERICA-S-CUP

- Local flagship sustainability project (BCN Sotamar)

https://www.americascup.com/news/3172_LOUIS-VUITTON-37th-AMERICAS-CUP-AND-WORLD-SAILING-ANNOUNCE-LOCAL-FLAGSHIP-SUSTAINABILITY-PROJECT

7. Involve Local Organizations

- Invite **local environmental groups** to **host an informational booth, activity or movie night at your regatta**. Think aquariums or local conservation groups.
- If you are hosting **a youth event**, consider having **environmental education activities**. Check out our **KELP (Kids Environmental Lesson Plans)** program for ready-to-go games.
- Coordinate your **composting efforts** with a local facility or farm to collect your food scraps.

Whenever feasible, the organization prioritizes local suppliers, ensuring that at least 70% of event-related spending supports businesses in Barcelona or the broader Catalonia region. This approach reduces transportation emissions and promotes local economic development. Furthermore, local suppliers are thoroughly evaluated for their sustainability practices to ensure alignment with the event's environmental objectives.

The America's Cup organization used the opportunity to engage with local groups and communities. By collaborating with local businesses, the event creates a positive social footprint that extends beyond the sailing races. One initiative includes working closely with local companies in several different areas ranging from energy and water to food and beverages.



As part of the America's Cup commitment to inclusion and social responsibility, the event decided to work with “Cuina Justa”, a special work center and an insertion company employing 350 workers, 70% of whom have disabilities. The aim is to provide employment and integrate them into the labor market through gastronomy, producing products and services.

The America's Cup organisation also decided to implement a food surplus program that delivers surplus food to local associations and charities. This initiative not only reduces waste but also ensures that vulnerable community members have access to food.

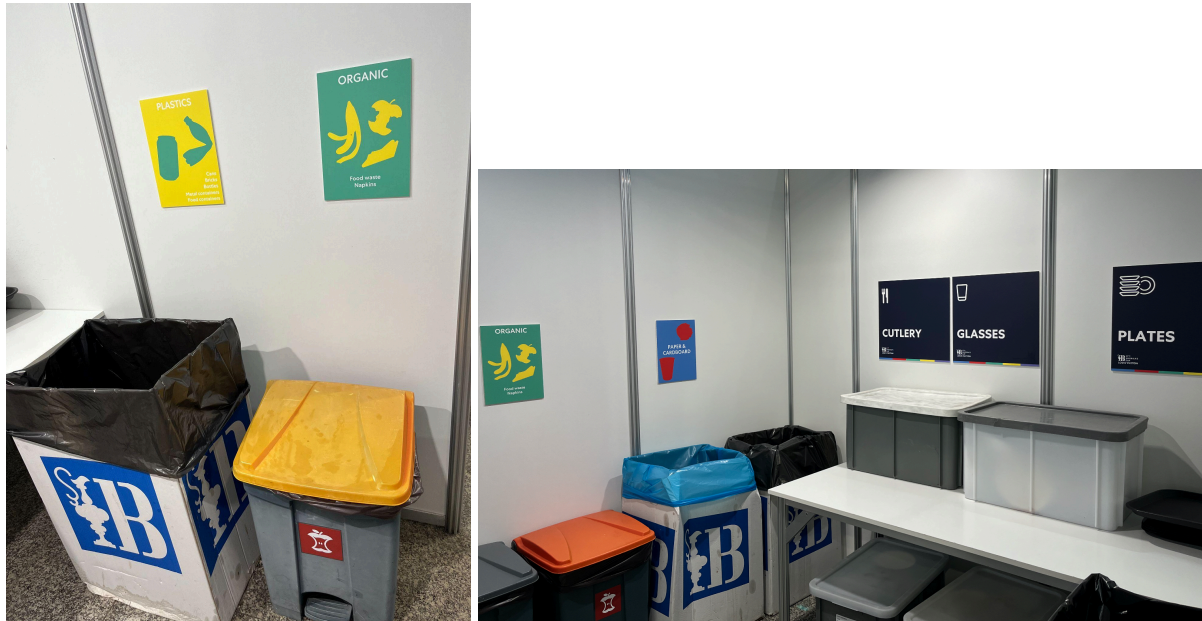


Education and awareness are also important pillars for the America's Cup. A notable initiative involves local high schools from Catalonia, which are invited to come to the Race Village. During these visits, students receive insights into the world of sailing, including explanations about the America's Cup's connection to the sea and its sustainability initiatives. This educational experience aims to inspire the next generation to understand the importance of sustainability in maritime activities. Through these efforts, the 37th America's Cup exemplifies how large-scale events can foster local partnerships, promote social responsibility, and educate youth about the world of sailing, sustainability and the critical importance of the ocean and its preservation.

In the picture above, a member of SailTeam Barcelona explains to the students the Foundation 0 Power Hub, designed in collaboration with them. It provides a model for sustainable power generation, storage, and water management. The system primarily relies on the photovoltaic panels installed on the roof of the SailTeam BCN base. The energy generated is used for the operations of the base. The Hub is also used for thermal energy harvesting by collecting heat from the sun which is stored and then used to have heated water. Finally, the Hub also has a water management system that draws seawater, which is desalinated for later use.

8. Post Educational and Reusable Signage

- Give thought to the materials used to make your signs. Ideally, make **signs** from materials that can be **used year after year**.
- Be mindful about how you convey your sustainability messages. **Action-oriented messages** can effectively promote positive measures that will make an impact.
- **Signs near your waste bins** are necessary to help those properly sort their trash, recycling and composting.



There are signs near waste bins, as well as by stations for returning reusable items like cutlery, glasses, and plates to guide people in properly sorting their trash and recycling, ensuring that waste is processed correctly and reducing contamination in recycling streams. Clear signage helps people make informed decisions, minimizing the likelihood of items being discarded in the wrong bins. Additionally, after the two and a half months competition ends, these signs will be reused for future events.

By providing these signs, event organizers create a more efficient system for waste management and the reuse of items.



Regarding other signage, the 37th America's Cup in partnership with Barcelona Capital Nàutica put up different sustainability educational banners in the Race village. Considering the broad audience that the America's Cup has, it is vital to use this platform to promote responsibility and action as well as raise environmental awareness about critical ocean-related issues, including marine pollution and waste, port sustainability, and climate change. These specific banners address the growing issue of waste in the ocean. By showcasing facts and raising awareness on plastic pollution, these posters educate visitors on

the detrimental impacts of littering, improper waste disposal, and how these pollutants endanger marine life and ecosystems.

Ports, too, play a key role in maritime activities and are closely linked to the event. The second banner highlights the relation between ports and the environment and explains how ports in Catalonia, especially the Port of Barcelona, is adapting to become greener and more sustainable. To that end, specific measures include electrifying some of the wharfs to avoid the need for craft to use polluting auxiliary motors when docked. This will help reduce the port's carbon footprint and improve the air quality in the city. Another initiative relates to establishing the Olympic Port as a center for the blue economy and local gastronomy.



The different partners and sponsors also use the opportunity to present educational signage. On the one hand, information related to the sea. On the other hand, information about the new technology and evolution of yacht racing.

9. Serve Local Food or Source Seafood Sustainably

- Offer **locally sourced** foods, and if applicable, work with your catering company to do so. The whole menu doesn't have to be local. Creating a featured appetizer can be a fun way to showcase your local cuisine.
- Consider providing **organic options**. Farming foods organically means not using synthetic fertilizer or pesticides and thus less harmful runoff reaching our waterways.



The gastronomy provided in the event can be categorized into two. The one offered in the Official Race Village in Moll de la Fusta and the Fan Zones in Plaça del Mar and Bogatell beach which are the three public spaces from where spectators can watch the races live and take in a cross-cultural programming program both before and after the races. The other related to the food offered in the volunteer center to all volunteers and staff of the 37th America's Cup. In both places, ACE contracted food providers that offered food based on local, healthy and varied recipes. The aim was to promote and emphasize the richness, variety, and quality of cuisine in Barcelona and Catalonia as well as create a gastronomic proposal that incorporates references to the participating countries of the America's Cup.

The food stands available to the broader public are managed by "Van Van Food", a collective with a long history in Barcelona that specializes in planning events that blend local cuisine and culture. They are responsible for the selection and administration of the various restaurant spaces in the three public spaces mentioned above. It's interesting to highlight that in the Race Village there was a grill zone where the Fishermen's Guild of Barcelona will provide fresh fish and seafood, encouraging culture and respect for the marine environment and the city's maritime tradition while combining the worlds of sailing and fishing. In addition, the Barceloneta Market will provide dishes featuring meat and vegetables in order to promote local trade.



For volunteers and staff, the food was prepared and delivered by “Cuina Justa”, a social economy company with twenty-seven years of experience whose mission is to improve the lives of people with disabilities within the world of gastronomy by developing products and services. The offered catering included different recipes prepared with local and seasonal products.

In relation to all the surplus food, it was collected and distributed to social entities nearby. It was especially given to soup kitchens.

RESPONSIBLE WASTE MANAGEMENT

10. Organize A Green Team

- *Recruit youth involved with your organization or check to see if your club or organization has a volunteer list.*
- *Make an **announcement identifying volunteers** during the skippers’ or pre-event meetings.*
- *Give **volunteers tasks** such as overseeing the **implementation of specific Best Practices, communicating the Clean Regatta mission** to participants and media, or maintaining trash, recycling and compost bins.*



The ACE recruited a dedicated volunteer team, known as “Team B”, whose role was integral in supporting various aspects of the event. The recruitment process focused on gathering local and international volunteers to support the three different event areas: On Water, On Land, and Media. The aim was bringing together individuals passionate about sailing, environmental protection, and event management.

The aim of the sustainability department and team is to promote sustainable practices and reduce the environmental impact during the America’s Cup. The volunteers had different roles to fulfill. Here is the list:

- Ensuring Responsible Practices: Volunteers ensure that attendees and suppliers follow responsible practices throughout the event. They also share best practices with suppliers as needed to promote sustainability.
- Conducting Surveys for Carbon Footprint Data: Volunteers conduct surveys to collect data, which will be used to calculate the event’s carbon footprint. This will help track the environmental impact and identify areas for improvement.
- Guiding School Groups on Sustainability Tours: Volunteers accompany school groups visiting the Sustainability Route in the Race Village, providing educational guidance and enhancing their understanding of sustainable practices.

11. Ensure Proper Waste Bin Placement and Signage

- *Begin by doing your **research and identifying potential sources of waste before the event**. This includes talking to vendors and communicating your goals to be as waste-free as possible.*
- *Check with your **local waste management company** to ensure you are posting the **proper recycling and waste management rules**.*
- *Ask your **Green Team** to help make signs for the bins before the event based on the information you've collected from your vendors and local waste management company.*



Proper waste bin placement and signage was ensured during the event.

Before and during the event, signs and recyclable bins were made and distributed to the different locations (Race village, Fan zones, Bogatell beach and volunteer center) to promote a well recycling system for all participants and visitors.

Before the event, clear guidelines were communicated to all partners and vendors, emphasizing the commitment of the 37th America's Cup to waste minimization as a key pillar of the environmental strategy.

12. Divert Food Waste from the Landfill

- *If your organization is equipped to **compost** in your own “backyard”, we recommend **collecting only fruits, vegetables and grains** and staying away from dairy and meat. If you are **sending your food scraps** elsewhere, communicate with collectors to **learn what they will accept**.*

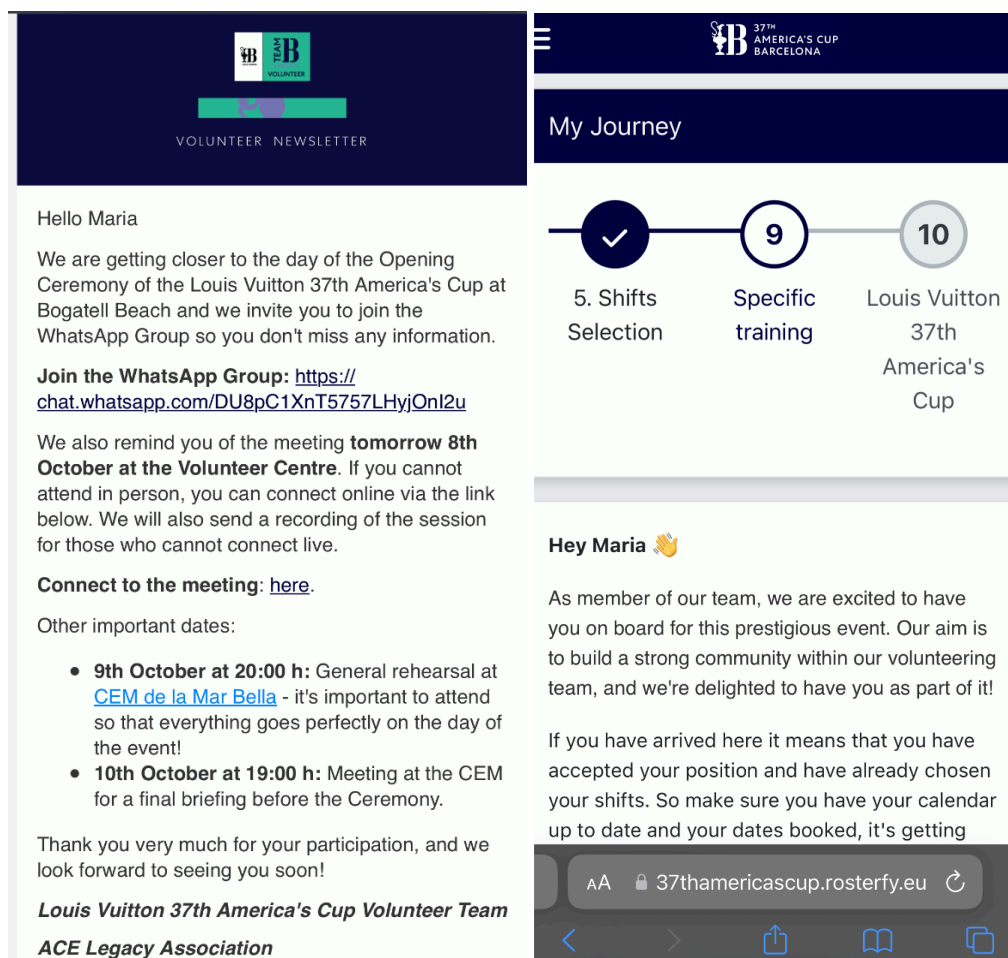
- If you can **coordinate with other composting groups**, they might use industrial composters. This machine utilizes a process called anaerobic digestion, which breaks down biodegradable material without oxygen. This process is more intense than “backyard” composting and can often handle more than just food scraps (including meat and dairy), such as the “bioplastics”. However, double check the facility will accept bioplastics, as they can degrade the health of the soil.
- If you **can’t compost, donate any untouched leftovers** to a food pantry or shelter or encourage participants to only take what they can eat.

The event has adopted a strict zero-waste-to-landfill policy, ensuring that at least 90% of all waste generated will be reused, recycled, or composted. In line with this, single-use plastics will be completely eliminated from the event, with a strong focus on using biodegradable or reusable alternatives. This will extend to food packaging, promotional materials, and merchandise, ensuring that sustainability is a priority at every level.

The organization doesn’t have a composting system but all leftover food from the event was successfully distributed to a local soup kitchen, ensuring that it didn't go to waste and will help feed those in need. This practice not only minimizes waste but also supports the local community. This initiative also encouraged volunteers to be mindful and only take what they can eat.

13. Use Paperless Event Management

- Write **updates on a whiteboard** with dry-erase markers.
- **Email important information to participants.**
- Use **online regatta management systems** such as, Phlotilla, Regatta Guru, Yacht Scoring, or Regatta Network to **handle regatta registration, event management and media communications.**



All coordination, communication, and distribution of important information to the 2,300 volunteers for the 37th America's Cup is conducted through WhatsApp, email, and the internal platform. This approach reduces the use of paper and supports a paperless event management.

ENVIRONMENTAL STEWARDSHIP

14. Host a Beach or Marina Clean-up

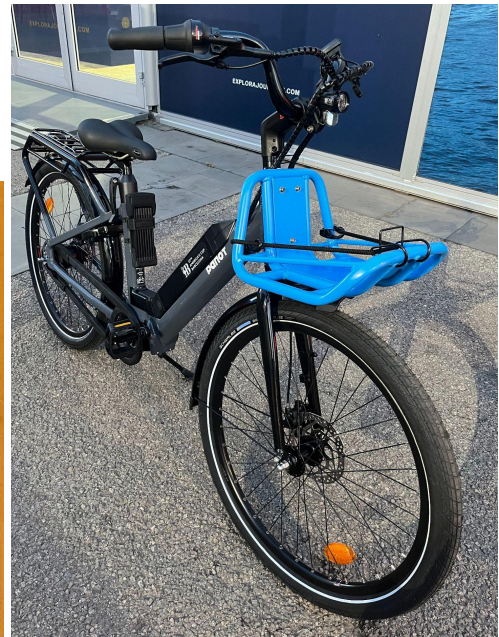
- Consider **partnering with a local organization that can help with planning, logistics and volunteer management.**
- If you have the **resources**, consider **installing a device**, such as a SeaBin or Marina Trash Skimmer.
- If you don't have the time or resources to organize a full-on **clean-up**, ask participants at the end of the event to clean up their area, or take part in a #2minutebeachclean

Clean-up with local association and Port Fundaiton for BCN Sotamar project.



15. Promote Alternative Transportation

- *If you are in a bike-friendly location, **promote bike riding** by having **bike racks available** at the event and informing participants of this option.*
- ***Encourage public transportation** whenever possible by highlighting the nearest bus or train stop to your event.*
- *If participants **must fly to the event**, suggest that they investigate **offsetting their carbon footprint**. We recommend The Ocean Foundation's SeaGrass Grow Calculator.*



Free transportation tickets were given to volunteers to promote public transport use. This initiative encourages volunteers to choose public transit over personal vehicles. This shift in means of transportation reduces traffic congestion, lowers greenhouse gas emissions, and contributes to cleaner air.

In this context, the organization also promoted and informed volunteers and staff about using greener transportation methods. For instance, the organizers have introduced a convenient option for participants to book electric bikes for use during their working shifts. This initiative aligns with the event's commitment to reducing its carbon footprint and encouraging eco-friendly travel among volunteers and staff.

16. Increase Awareness of Wildlife and Habitat Protection

- ***Before your event**, research what types of marine wildlife may be in or near your local waterways. Remember, some species are migratory and may only be present at certain times of the year. Determine **how your event could impact wildlife and provide information** to participants.*
- ***If your event is hosted in an area concerned about invasive species**, **educate** your participants about the **proper way to clean boats** prior to entering a new body of water.*
- ***If boats will anchor during or after the event**, **provide guidance on proper anchoring techniques**, such as not anchoring in sensitive habitats including seagrass beds or coral reefs.*

We have implemented an internal biodiversity plan, including measures such as prohibiting anchorage to preserve the seafloor.

BCN Sotamar mentioned previously:



Wildlife awareness and habitat protection is increased through educational signs and banners throughout the Race Village. These visual aids serve to inform visitors about the importance of preserving natural habitats and the vital role that local wildlife plays in

maintaining ecological balance. The picture presented here is about biotopes and underwater gardens. These unique ecosystems are crucial for marine biodiversity, providing essential habitats for a variety of aquatic species.

In this context it is worth presenting the flagship sustainability project of the Louis Vuitton 37th America's Cup. BCN Port Innovation's "BCN Sotamar" initiative intends to restore marine biodiversity at Sant Sebastià beach through the installation of concrete biotopes on the seabed. These biotopes will provide a suitable habitat for the proliferation of various marine species. Their design includes cavities that encourage the growth of marine organisms as well as important varieties of algae and marine plants. Alongside the units installed at Sant Sebastià Beach, two state-of-the-art SMART ENHANCED REEFS (SER®) have also been installed in the main tank of L'Aquàrium, located in the heart of Port Vell. These reefs are shaped like the America's Cup trophy in 3D, along with the 'B' logo of Barcelona, and are accompanied by detailed and interactive explanations about the importance of marine biodiversity and regeneration for the public.

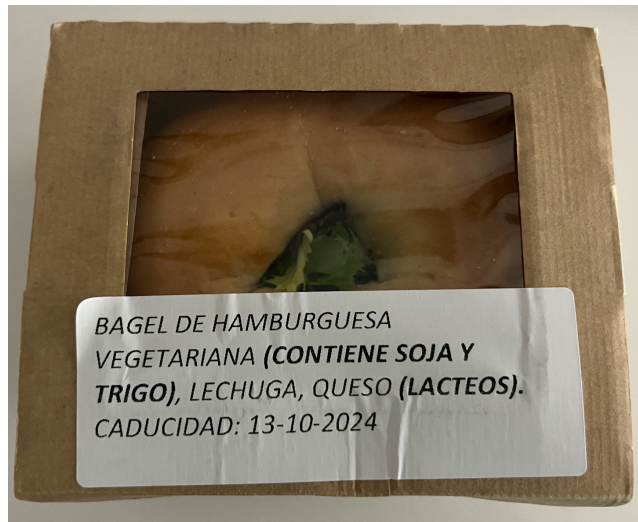


Finally, here is another example of raising awareness of the local wildlife, habitat protection and restoration of ecosystems through an educational banner. It focuses on designing more innovative models to restore the marine ecosystems and encourage nature to flourish through better use of resources and increased biodiversity. Consequently, various initiatives are underway, including efforts to safeguard the biodiversity of seabirds and turtles, as well as establishing a habitat restoration project to evaluate ecosystem health and pinpoint priority areas. Furthermore, the artificial island near Nova Icària beach has been equipped with buoys to protect the European shag, while measures along the Catalan coastline are being implemented to support the increase of the Kentish plover population, among others.

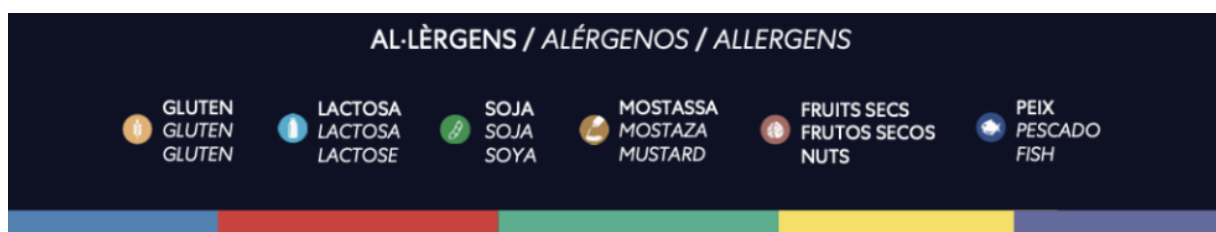
17. Offer Vegetarian or Vegan Alternatives

- Consider implementing a “Meatless Monday” if you have a week-long event.

- Try the “**reducetarian**” option of having a **meat plate** as a **side dish** and a **vegetarian** dish as the **main entrée**.
- Instead of meat patties, try **veggie burgers**.
- Look into the **health benefits of eating plant-based** and **communicate the information** to participants.



Prior to the event, volunteers and staff communicated any food intolerances or dietary restrictions they had, ensuring that everyone’s needs were taken into account. As a result, meals were prepared in accordance with these guidelines, allowing everyone to enjoy suitable food options throughout the event. The example picture is of a veggie burger instead of a meat patty.



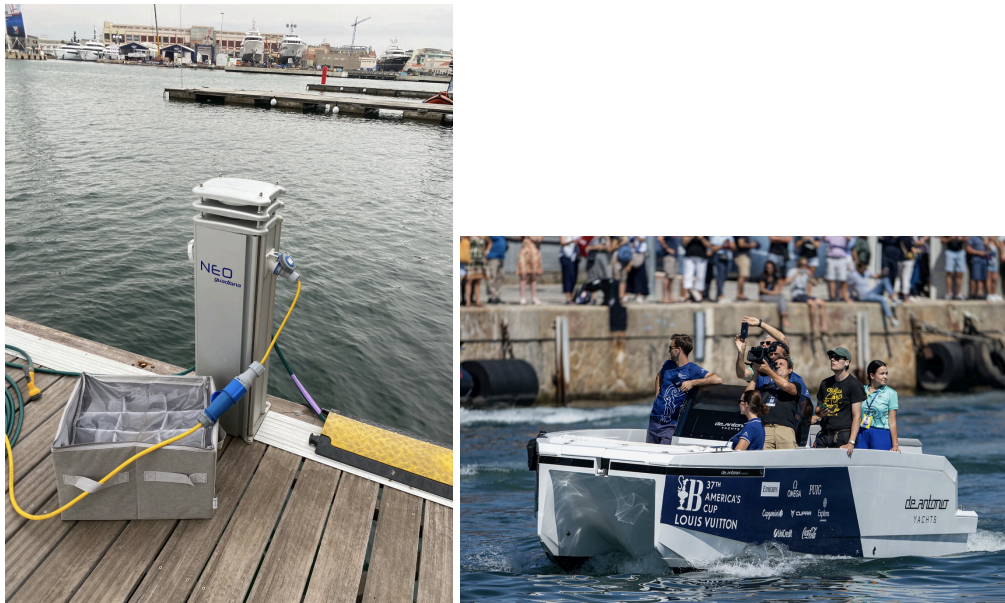
The food stands that were set up at various locations where you can follow the regattas offer a wide selection of foods and considers the needs of people with dietary restrictions such as vegetarians, vegans or gluten intolerant. All the menus include what plates include allergens.

18. Use Eco-Smart Management Techniques

- Consider creating a **spectator boat area** off the course where boats are required to anchor and have engines off rather than idle around the course.

- ***Rent or purchase a MarkSetBot** – these robotic marks use electric self-propulsion and GPS technology to set and adjust marks on a course. This technology is efficient, smart and it eliminates the need for fossil-fuel burning power boats whose sole purposes are moving around marks.*
- ***Do not offer bow stickers or any form of identification which may become marine litter.***

Electric boat:



The Robotic Sailing Mark System is an cutting-edge technology implemented at the 37th America's Cup to minimize environmental impact, particularly concerning emissions and seabed damage. In partnership with MarkSetBot, this system involves the use of battery-powered, self-propelled sailing marks that can move autonomously to designated positions on the racecourse.

These robotic sailing marks are equipped with GPS technology and powered by eco-friendly batteries. Unlike conventional race markers that are anchored to the seabed, these marks use motors to navigate to their designated locations on the water. They can be remotely controlled, allowing for adjustments in position throughout the race, which facilitates a more dynamic and precise setup. This innovative approach not only reduces the reliance on fuel-powered boats typically used to position and move the marks but also prevents the use of heavy anchors, which can harm fragile seabed ecosystems.



Solar panels:



19. Prevent Toxins from Entering the Water

- Create **safe refueling areas** with fueling spill pads. Provide all **motorboats** with a **bilge sponge and fueling spill pad** in case of a fuel or oil spill.
- **Avoid sunscreens with oxybenzone, octinoxate and petrolatum** (commonly known as mineral oil). Instead use products that contain zinc oxide and titanium dioxide (in micro, not nanoparticle form), which are less toxic to the environment.
- **Request “water only washdowns” at the end of racing.** Consider designating a cleaning area on a permeable surface (such as grass) that will absorb any runoff before it enters the water. You might also consider stocking the area with pre-mixed cleaning solutions that you know are safe for the environment.

Aigües de Barcelona (Agbar) plays a crucial role in ensuring the environmental responsibility of the 37th America's Cup by testing and monitoring the quality of the water throughout the event. As the official water partner, Agbar is responsible for conducting regular water quality assessments in the areas where the races take place, as well as around key event locations. This process involves testing for various parameters such as temperature, salinity, pH levels, and pollutants to ensure that the waters remain clean and healthy for both marine life and the competitors.

Through the use of advanced technologies and real-time monitoring systems, Agbar can quickly detect any changes in water quality and take prompt action if needed. This partnership not only guarantees that the event meets stringent environmental standards but also provides valuable data that can contribute to the long-term preservation of the marine ecosystem in the region. By collaborating with Aguas de Barcelona, the America's Cup reinforces its commitment to sustainability and environmental stewardship, ensuring that the ocean, which is central to the competition, is carefully protected.

20. Encourage Green Boating Practices

- **Encourage participants to make a *pledge to become a Sailors for the Sea Green Boater* by sharing this link in race communications: www.sailorsforthesea.org/greenboater. Every Green Boater will receive a free, digital Green Boating Guide with tips on how to boat in an environmentally responsible manner.**
- **Require anchored boats on the course to turn off engines instead of idling.**
- **Recycle, reuse or properly dispose of old sails/parts/boats.**

All race-related materials, from boat components to temporary race infrastructure, will be reused or responsibly recycled after the event.

If your event goes above and **beyond these 20 Best Practices**, please tell us about your accomplishments during the certification process through our website. We want to recognize these extraordinary efforts in the form of awarding your regatta a higher level of certification (under our discretion and on a case-by-case basis).

Examples of extra efforts include:

- Sourcing event clothing from sustainable materials
- Innovatively reusing materials from a previous year's event

→ Mentoring other organizations and helping with their efforts to become a Clean Regatta

→ **Sourcing your energy from renewable resources**



All onshore facilities, including the Race Village, media centers, and the AC 37 hospitality areas, operate using renewable energy. Solar panels are installed throughout the event venues, and any additional energy needed is supplied by certified green energy providers. Backup generators use biofuels, ensuring energy reliability while maintaining sustainability objectives.

→ Researching legitimate carbon offset options to counter the impact of participant travel and associated emissions

→ Conducting an energy audit of your venue

→ Coordinating pump-out services

New sustainable features launched for the 37th America's Cup:

- Green hydrogen boats: There are nine hydrogen boats total—three for the ACE organization and one for each team. Leading the way in this cutting-edge technology, Emirates Team New Zealand made hydrogen boats a requirement for entry under the America's Cup Protocol, which oversees the competition. They were also the first to introduce “Chase Zero”, their own hydrogen foiling support boat.

The combination of hydrogen fuel cells and lithium battery electric propulsion aims to provide greater range and speed while maintaining zero emissions and a low carbon footprint.

“Chase Zero” is powered by two 80kW Toyota hydrogen fuel cells, one in each hull, which provide most of the energy needed to the boat. The hydrogen gas is passed through a catalyst which strips the electrons away from the H₂ molecules. These electrons are then used to power the boat and return to the positively charged H⁺ ions which are combined with oxygen from the air, leaving nothing but pure H₂O (water) to exit the exhaust of the fuel cell. This electricity is then either stored in the battery or fed directly into the electric motors that provide the propulsion to the boat. The batteries on board also play a critical role in allowing “Chase Zero” to accelerate and achieve its top end speeds. The boat can cruise at approximately 30 knots with the 160kW generated from the fuel cells, but to achieve the higher end speeds over 50 knots we are able to draw from the batteries as well to bump this up to around 420kW for shorter periods. The fuel cell will then re-charge the batteries once there is excess power available again.

By focusing on carbon reduction, the event highlights the urgent need to address climate change, demonstrating leadership by implementing innovative technologies such as hydrogen-powered boats. This initiative is also conveyed to the public through educational banners and their official website.

REDUCING THE CARBON FOOTPRINT OF NAVIGATION AND MARITIME TRANSPORT

Actualment, el 90% de les mercaderies que consumim es transporten per mar. És evident, doncs, la necessitat d'innovar el transport marítim i assolir la emissió zero. Seguint l'informe New Mapping of Zero Emission Ports and Demonstration Projects, publicat pel Global Maritime Forum el març de 2021, i estar en contacte amb el sector a través de la seva campanya per fer el consum de combustibles fòssils per part del sector nau.

Després de promoure la incorporació de motors a base de cèl·lules de combustible d'hidrogen a les embarcacions de menor grandària, amb la intenció d'aplicar-les en un futur pròxim, el transport fluvial marítim de curta distància. Aquesta iniciativa es presenta com el sector energètic més net del marítim. La seva capacitat d'emmagatzemar energia, la seva eficiència per produir electricitat i la possibilitat de ser transportat mitjançant canonades fan de l'hidrogen un element amb un gran potencial. La seva implementació, però, encara presenta reptes com l'alta pressió i les estrictes condicions de transport, que dificulten el seu transport per via aèria o marítima.

Són aquests avantatges, i especialment els últims dos, que l'hidrogen estàguen en el punt de mira de diferents institucions internacionals, entre elles la Comissió Europea, que planeja una implementació gradual del seu ús amb la voluntat d'integrar la seva producció.

Una altra alternativa per a la descarbonització náutica és l'ús d'embarcacions elèctriques. En el darrer any, Catalunya ha assolit tres embarcacions elèctriques de gran capacitat: el primer vaixell de 100t elèctric i recarregable per a vaixells portuaris. Un nou model zero emissions i permet executar totes les tasques d'arribada que requereix la vida del port.

D'altra banda, al port de la Riera de l'Alba hi ha instal·lat el primer regidor de vambs elèctric de Catalunya de l'Estat espanyol. La iniciativa aterra una embarcació esportiva en una hora i la situa com a referent per a futur ports verds de la costa catalana.

DESCARBONITZACIÓ DE LA NAÚTICA I DEL TRANSPORT MARÍTIM

CAPBUSSA-TIH
EMBARCACIONS ELÈCTRIQUES

- Marshalls collect litter and clean the regatta course (including wood, plastics, and other items found on the sea) before the race starts. With this action, the America's Cup is sending a clear message: the ocean is not merely a resource to be used, but a vital ecosystem that deserves protection and respect. It is a stark reminder of the responsibility that all individuals and organizations—especially those connected to the maritime world—have toward safeguarding the seas. The impact of these cleanup operations goes beyond the event itself. Daily collection of debris helps mitigate long-term damage to marine environments, as plastics and other waste that are not removed can degrade into microplastics, which pose serious threats to ocean life and even human health. By addressing the issue at its source, the Onwater teams contribute to global efforts to reduce ocean pollution, demonstrating that sustainability in sport can have real, tangible impacts on the environment. In the long term, the insights gained from the Onwater teams' daily cleanup efforts will not only shape future editions of the America's Cup but also add to the broader conversation about how large-scale sporting events can drive environmental action.
- For the 37th America's Cup, there is a focus on water conservation both onshore and at sea. Measures include the installation of rainwater harvesting systems, the use of desalination units for seawater treatment, and ensuring that no fresh water is used unnecessarily. Water used during the event will be treated and recycled where possible, while real-time monitoring systems will ensure that water usage is minimized. Furthermore, the organization will collaborate with local authorities to protect the coastal and marine environments from contamination by ensuring that no untreated wastewater is discharged.