

Case Study

A new blue print for sustainable sports teams



Land Rover BAR is committed to a sustainable path in its challenge to win the America's Cup. We recognise that as a sports team, we are in a privileged position and we believe our influence should extend far beyond the race course.

Together with the support of its Exclusive Sustainability Partner, 11th Hour Racing Inc., the team are creating a new blueprint for the sustainable operation of marine companies and sports teams. We aim to operate so that we do not compromise future generations, taking a balanced approach to economic activity, environmental responsibility and social progress.

There is an opportunity for all sports teams to become truly sustainable businesses. We plan to lead the way by educating and inspiring younger generations, who will then drive sustainability forward instinctively.

Embedding sustainability

Land Rover BAR assessed the most effective way to embed sustainability across all its operations. The Olympic inspired

international standard, ISO20121, is a sustainability management system for events and provided a robust framework for the team to implement. The structured approach took the team through the Plan-Do-Check-Act management system cycle, culminating in identification and prioritisation of the main sustainability issues and opportunities. These informed a process to set the team's sustainability objectives, targets and actions.

Key parts of the management system involve identification of stakeholders and identifying the most effective methods by which to communicate with them, as well as robust monitoring procedures, able to measure progress against the established targets.

The team achieved third party certification from the British Standards Institute in January 2015.

Benefits of a management system

To set a new blueprint for sports teams, Land Rover BAR wanted to be able to demonstrate the integrated approach they had taken and show how sustainability can provide real tangible benefits for the team. Achieving third party certification means all our areas of operations have been scrutinised by an independent expert providing credibility to our sustainability messages. It also provides assurance not only to our Exclusive Sustainability Partner 11th Hour Racing Inc., but to all our partners who increasingly want to resonate our sustainability message.

At an operational level, measuring and monitoring the team's impact means increased resource efficiency, saves money, and reduces negative environmental impact. Efficient energy and waste management are all part of business as usual now. The development of the team's legal register and compliance audits manages the team's risk of incidents and subsequent potential reputational risk. As the team has matured, responsibilities have been shared across the team resulting in sustainability being at its operational heart, rather than something bolted on.

Our approach is long term and we are investing in the future skills in the region. We have committed to providing opportunities for work experience, internships and apprentices and these have

provided us with an effective means to deliver projects from developing life cycle models of our race boats, through to construction of our docking RIBs, all while building the long term skills base.

Extending sustainability through the supply chain

A team like Land Rover BAR can achieve much more by engaging their supply chain, and ensuring that they are delivering on the same sustainability commitments. As a result, we put in place a procurement code which is a contractual part of our supplier agreement. As we mature we are able to track our suppliers across a number of sustainability indicators and are taking a pro-active approach to support them. For example, we are working with our technical clothing supplier, Henri Lloyd, to reduce the packaging supplied to us with the team's clothing. We have set ourselves a challenging target to increase the number of suppliers we work with who have operational environmental management systems.

We also have a choice of suppliers and these choices can deliver social benefits. For example, we are working with Portsmouth based Recycled Assets Company, a local social enterprise providing employment to disadvantaged individuals while providing the team with an economic competitive service.



Recognition

On achieving certification, the Rt. Hon David Cameron, MP, commented, "I'd like to congratulate Ben Ainslie Racing on achieving their ISO 20121 status. I think when you are working at the high end of something like sport, proving that you can do that at the same time as meeting the highest standard in terms of sustainability is a great achievement."

Acknowledgements

Land Rover BAR worked closely with the RYA, and the British Marine's environmental project, The Green Blue in developing the management system and its on-going auditing and compliance. The Green Blue works with British Marine member, RYA affiliated clubs and recognised training centres to provide support in this area. They supported Weymouth and Portland National Sailing Academy (WPNSA) to become one of the first organisations ever to become ISO 20121 certified, receiving certification on the same day as the London 2012 Olympics, the EU Presidency and Coca Cola.

LAND ROVER 

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All inquiries, comments or suggestions related to the sustainability report should be directed to sustainability@landroverbar.com

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