SAILTEAM BCN

{ Foundation⁰ }

Sail Team BCN

Sustainability & Impact Report

America's Cup Barcelona 2024

Index

Foreword

As sailors and athletes the earth and ocean are our playing fields, and together we must look after them and create innovative ways to protect them.

We as a team were so fortunate to partner with Foundation Zero, and together we set some ambitious objectives to create sustainable and cultural changes within the America's Cup, driven by the vision of showcasing that sailing teams can run a base without plugging into the grid or mains water supply. As partners we aligned and agreed a strategy which focused on five core pillars: Energy, Water, Waste, Diversity and Education. Cultural change is not easy, especially within a new team, but together we endeavoured to make a change; within our working environment, with our suppliers, and within the industry, inspiring those around us on the way.

As with any project and new technology we have lots of learnings we can take from the journey, but we truly believe that together we can make the changes required to take our sport to the next level, of operating in a more sustainable way. We believe that with the knowledge we have, that it is possible for every sailing team to run their team bases with zero emissions.

We look forward to building on these foundations for the next edition of the America's Cup.

Ross Daniel
Sail Team BCN Team Manager

Driving sustainability in partnership with Foundation Zero

Sailing has always been deeply connected to nature. It teaches us to respect the forces of wind and water, while reminding us of the delicate balance of the ecosystems we depend on. But today, these natural systems face unprecedented challenges. The climate crisis demands bold action and collaborative solutions across industries, and sport is uniquely positioned to lead the way.

As sustainability sponsors of SailTeam BCN at the 37th America's Cup, Foundation Zero embraced this opportunity to explore how sustainability could be embedded into the heart of a high-profile sporting event.

True change requires not only innovation but also transparency about what works and where improvements are needed. This partnership was a chance to test ideas, share learnings, and identify pathways to reduce environmental impacts in ways that can inspire broader adoption across the sailing, sports and events industries.

We are proud of the steps taken and recognize there is much more to be done. This report highlights the successes and lessons of this journey, serving as a starting point for future initiatives that aim to regenerate and protect the natural systems we rely on.

Thank you to SailTeam BCN, America's Cup, and everyone who contributed to this shared mission. Together, we have taken important steps toward a future where sport and sustainability work in harmony.

Ana Pimenta
On behalf of Foundation Zero

Overview

The 37th America's Cup

The America's Cup, the world's oldest and most prestigious sailing competition, dates back to 1851 and brings together elite teams vying for the "Auld Mug" trophy. The 37th edition, held in 2024 in Barcelona, saw defending champions Emirates Team New Zealand face challengers INEOS Britannia, Luna Rossa Prada Pirelli, Alinghi Red Bull Racing, and American Magic competing on the AC75 foiling monohull. The America's Cup is also a driving force for innovation. Advancements in sailing technology and design are continually pushed, inspiring progress in both the sport and maritime engineering.

SailTeam BCN

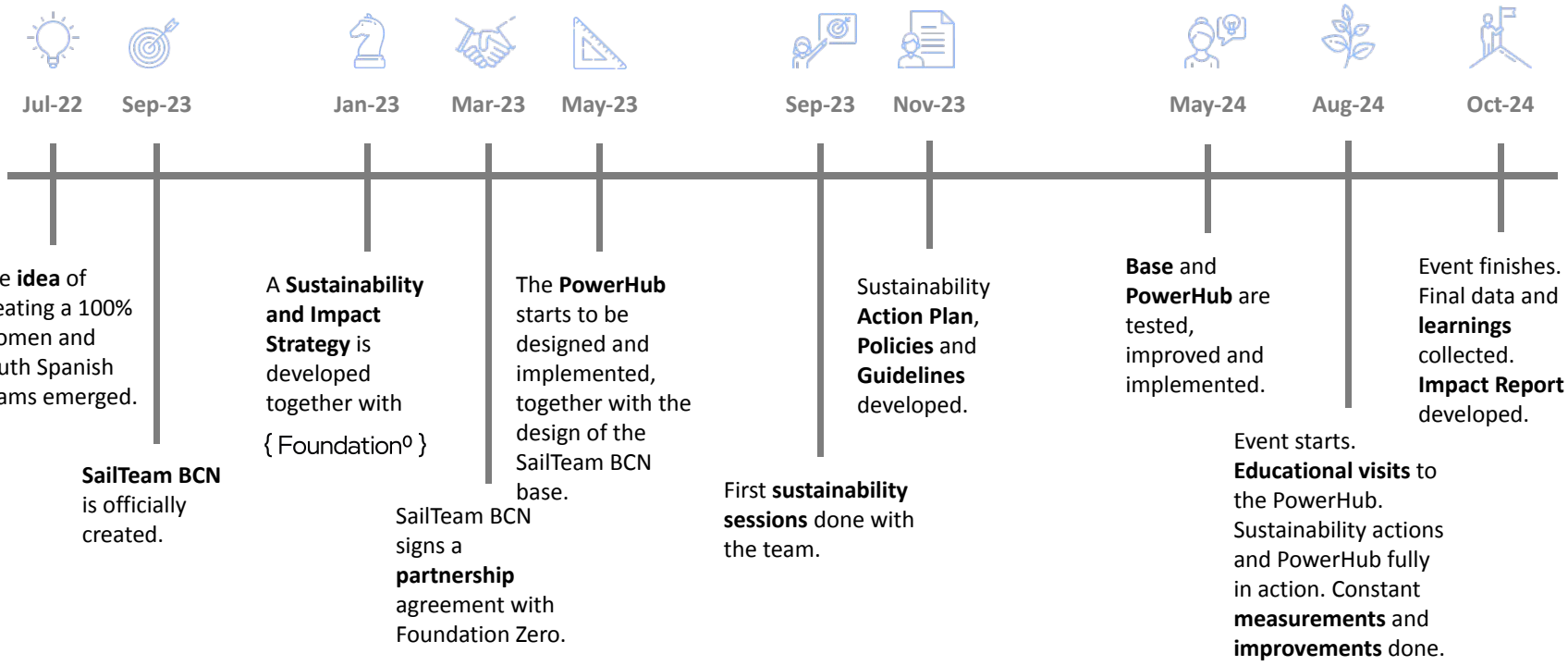
A collaboration between an experienced group of sailors and campaign managers together with the Real Club Náutico de Barcelona (RCNB) have received approval from America's Cup Event Management Company (ACE) and Emirates Team New Zealand to be the Spanish challenger for the event in 2024. Thus, SailTeam BCN was established as the Spanish challenger for the 37th America's Cup Women's and Youth titles.

Our primary sponsors were Caixa Bank and Foundation Zero, along with several key partners.

Youth and Women's America's Cup

The Puig Women's and UniCredit Youth America's Cup events serve as development pathways held alongside the main America's Cup competition. The 37th America's Cup marked the third edition of the Youth America's Cup and the first-ever Women's America's Cup. These events unite the next generation of foiling talent, offering a global stage for young sailors and women to showcase their skills on the AC40 foiling monohull. In addition to the six established America's Cup teams, six additional slots were opened for invited teams, among them the spanish Sail Team BCN.

Our journey towards impact and sustainability



Our commitment in 5 pillars

To guide our sustainability strategy, we focused on five of the Agenda 2030 Sustainable Development Goals (SDGs).

Reduce the carbon footprint and optimise the use of energy

Reduce the use of water and protect the oceans

Avoid or reduce as much as possible all kind of waste

Promote and inspire women's participation and leadership

Provide learning opportunities for the new generation

Impact & Sustainability Highlights

We participated in the Women's and Youth America's Cup

6 women were part of the final team and managed a **3rd place**

8 youth made were part of the final team and managed a **6th place**

We built a Team base using mostly recycled materials

50%+ materials were second-hand or from recycled materials

Remaining equipment and furniture was rented

Foundation Zero PowerHub supplied energy and water for the team base

PowerHub provided **83%** of energy used at the base

28,910 L of fresh water from the grid avoided

Catering provided ensuring water savings and avoiding food waste

We minimized food waste to **1 tray** (~2 kg) per day in a 45 guest average catering

We weighed our waste daily

62% of waste generated at the base was recycled

14.4 kg of total waste generated daily

We organized educational visits to the PowerHub to talk about renewable energy and sustainability

240 local school children participated in a guided visit of the Power Hub

640 people participated in guided tour of the PowerHub

We participated in talks about women in sailing

100+ articles or talks about women and youth

We measured our footprint to gather learnings and share them

61.9 tonnes of C02 emissions

53% of travels during the event were done by foot, bike or public transports

50% of catering food was vegetarian or plant-based

#1 Energy

Commitments & Goals

Use 100% renewable electricity in the base during the event, and reduce the consumption of energy as much as possible.

At least 30% of trainings will be using remote simulators.

At least 50% of travels done by foot, bike or public transports.

Include plant based or vegetarian food options at the Sail Team base catering.

What have we done?

- Foundation Zero developed the PowerHub: a portable freight container that provided electricity, cooling and water management for our team base using renewable energy
- We measured our carbon footprint during the event.
- Team members had access to Bicing* to move around the city by bike
- Catering team (Fran Lopez - Time Out) was requested to provide vegetarian options and locally sourced food.

Results

83% use of renewable electricity produced by the PowerHub.

78% of trainings were done with remote simulators avoiding rib emissions and other negative impacts.

53% of travels during the event were done by foot, bike or public transports.

50% of catering food was vegetarian or plant-based.

Main Learnings

- **Communication is key when Implementing an innovation:** Using the PowerHub for the first time ever presents challenges, and it is essential that the entire team is aware and fully engaged to effectively manage obstacles and learn from the process. Clear communication is crucial for transforming a sailing project into both a sustainability and sports challenge.
- **Planning practical ways for measuring:** Calculating C02 footprint is a demanding task and even more in this type of sailing event context. Planning practical ways to measure beforehand is fundamental for having a reliable outcome. Finding ways to motivate individual changes can have a big impact on the carbon footprint of the team.

*Bicing is a bicycle-sharing system in the city of Barcelona promoted by the City Council.

1.1 The Foundation Zero PowerHub

What is it?

The Foundation Zero PowerHub is a remodelled freight container that uses renewable energy to provide power, heating and cooling functions, and fresh water production and management for the Sail Team BCN Base. It functions together with the Supply Box that stores the batteries, cold buffer and water tanks. It was designed for the needs of the team base as well as the expected weather conditions for the months of the event (August to October). The uses include: Office room (container 1), workshop (container 2) simulator room and storage(container 3), kitchen for catering and bathrooms (container 4) and hospitality service with TVs (sheltered area between containers). The base was made to be installed for a 3 month use in Port Vell, the venue for the 37th America's Cup.

Sail Team BCN Base | Port Vell Barcelona

How does it work?

The main energy source of the PowerHub is the sun. 200m² of photovoltaic panels on the base's roof collect energy for all necessary functions, while a battery system stores any excess energy to ensure continuous power supply in periods without sunlight. A thermal system uses vacuum tubes to capture heat, storing it in a phase-changing material that can be used to run a Yazaki absorption cooler, which operates on heat rather than electricity. The Hub also includes a water management system, including a desalinator for non-potable water and a recycling unit to reuse grey water. To maximize efficiency, the team monitored various data points, optimizing performance. The PowerHub was connected to grid power as a plan B for bad weather or extra power demand.

Watch the video to get to know more about how the Power Hub Works or visit Foundationzero.org

Main goals of the PowerHub

- Provide 100% renewable energy to the Sail Team BCN base, avoiding the use of the grid.
- Act as a testing and validation platform for new developments.
- Show to the public what is possible with sustainable technology.

1.1 The Foundation Zero PowerHub

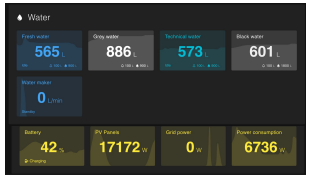
The solar panels provided power to meet the base's electricity needs as well as to operate the PowerHub itself. The PowerHub used 70% of the total energy generated as this included energy for water production and management, as well as producing and storing the cooling for the air conditioning.

Grid Power

The batteries in the supply box were charged using grid power whenever their levels dropped below 30%. This was needed because of different factors, such as increased base usage at night, prolonged periods of bad weather, the need to produce more freshwater than expected, as well as technical issues at the PowerHub. The batteries could be charged by the grid from 30% to 40% to ensure continued operation during these days. Over a 62-day period, total energy consumption reached 6,358 kWh, with 83% of this energy generated by the Power Hub's solar panels. The remaining 17% (1,080 kWh) was sourced from the grid to supplement the base's energy needs.

Data collection

Data recoleccion for analisis and online monitoring



Live data dashboard for operating the base daily

Live data web page for passers by

Average solar panels collected daily over the 62 day period was 118 kWh.

The day recorded with a highest amount of electricity consumption total and no grid power use marked 130 Kwh.

Learnings

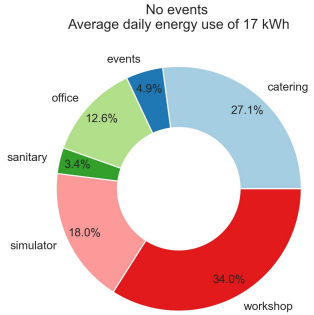
- **Improve communication with users:** Implementing a more specific interface for users to monitor and manage energy consumption. This could display daily energy usage, highlight which activities consumed the most energy, and provide a weather forecast with expected energy needs based on upcoming days. This could empower users to make informed decisions, track progress, and learn about mindful energy use.
- **Have a Plan B for the unexpected:** As part of the learning process in using and testing the Power Hub in its first ever location, the base endured some power cuts. The team needs to have a Plan B in case there is no power or water temporarily.
- **Expectations differing from practice:** The thermal system inside the PowerHub had technical issues so cooling was supplied almost fully by the electrical chiller. However, the electrical chiller had lower output than expected, leading to challenges to supply enough cooling.
- **Better use of the air conditioning:** Keeping doors closed is essential. By adding curtains and shading cold air could have been better preserved.

1.2 Energy consumption at the Sail Team BCN base

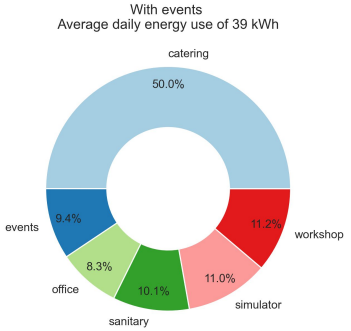
To understand the impact of different energy demands at the base, we analyzed two distinct periods, separating the Power Hub's own energy consumption from that of other activities.

Period 1: August 22nd - September 15th ("No Events") - During this phase, the base was primarily used for simulator training and internal Sail Team activities, with a significant focus on air conditioning due to the seasonal heat.

Period 2: September 16th - October 22nd ("With Events") - During this period, the base hosted nearly daily hospitality events, welcoming a total of 971 guests and supporting an additional 25 team members daily. The number of people on-site ranged from 25 to 60, with occasional peaks. Activities during events required catering for breakfast and lunch, continuous use of two TVs and speakers, and, in some cases, the fan.



Period 1



Period 2

Simulator room

Team presentation

Hospitality event

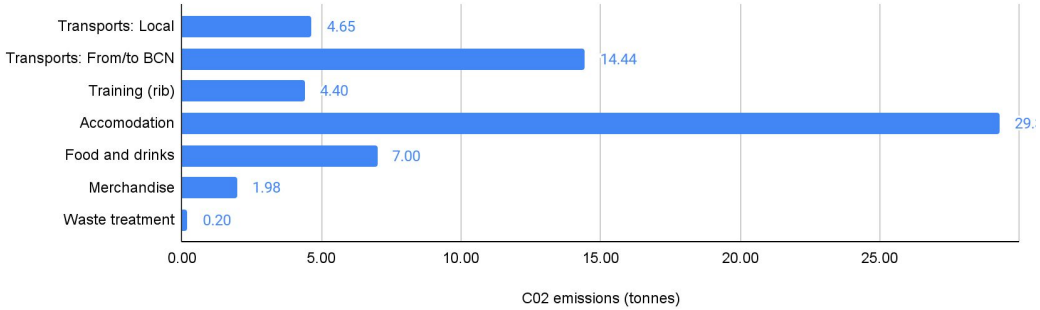
Daily catering

1.3 Our carbon footprint

In order to measure our impact and learn from this event and our practices as a team we measured our carbon footprint during the period the base was functioning (August 22nd - October 22nd). This calculation only includes direct emissions (Scope 1).

The team's total C02 emissions during the event were **61.9 tonnes**.

The calculation includes the following categories:



Team support van travelled **4,687 km** during the event period

Food and drinks for lunch, coffee and snacks served **1,874 people,** estimating **50%** was **vegetarian food**

700 reusable bottles were produced and handed out during the event

523 kg of recyclable waste and 209 kg of non- recyclable waste produced during the event

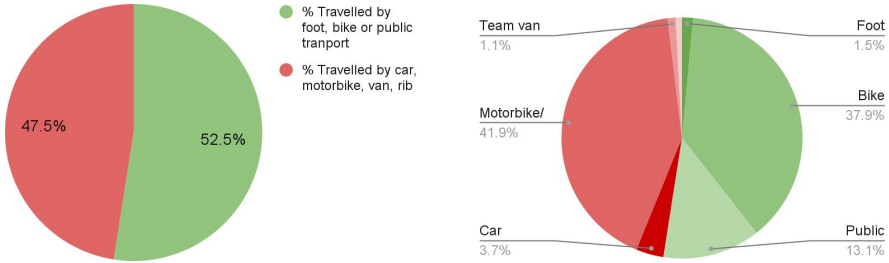
200 L of drinking water was purchased during a period of 10 weeks.

My Climate C02 emissions calculator was used for these calculations.

1.4 Travels within the city during the event

In order to measure our carbon footprint the complete team, youth and women sailors and the support staff (24 people) filled a survey answering their way of travel and their distance to the Sail Team Base. They also stated how they traveled to Port Olimpic (2.5 km from Sail Team Base) where the AC40 boats were launched for racing. The amount of travels for each person was based on the team calendar.

Means of transport (in % of distance travelled)



% out of total km travelled by women, youth and support team from 22nd August to 15th September. Includes travel from home to the base and back, plus from the base to Port Olimpic and back based on the team training and racing calendar.

Break down of %distance and %C02 emissions for each transport.

	Distance (Km)	% distance	CO2 emissions(t)	%C02 emitted
Foot	249.6	1.49%	0	0.00%
Bike	6,354.2	37.91%	0	0.00%
Public transport (metro)	2,192.0	13.08%	0.41	14.30%
Car	618.8	3.69%	0.188	6.59%
Motorbike/ scooter	7,026.7	41.92%	1.7	59.58%
Team van	177.9	1.06%	0.06	2.10%
Rib	144.2	0.86%	0.50	17.43%

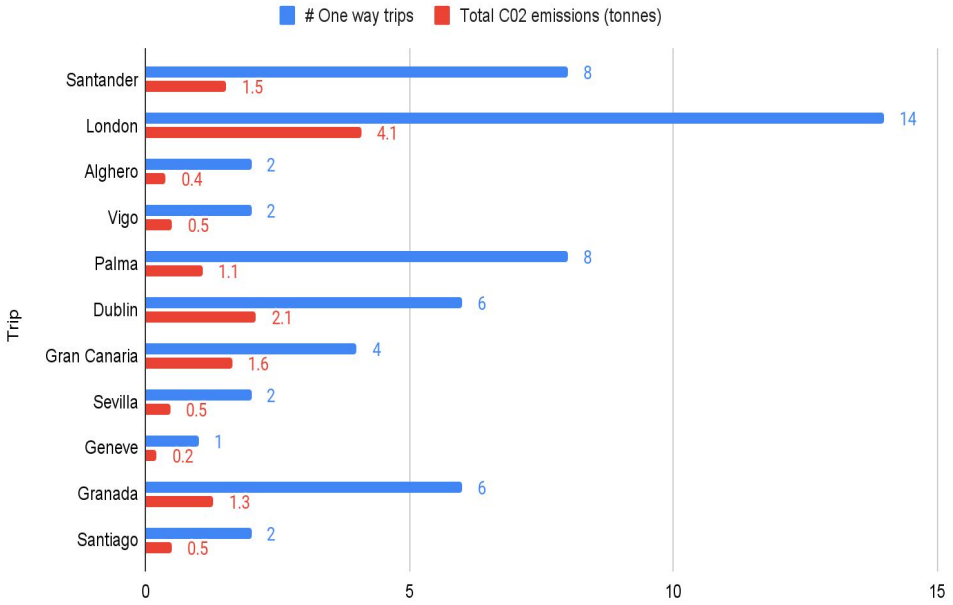
Learnings

- **Promote Bike Usage for Sustainability:** Sailors had access to Bicing city bikes, which helped minimize the use of cars, vans, and ribs. 15 out of 24 team members used bikes for at least part of their travel.
- **Address Long-Distance Travel Needs:** The highest number of kilometers traveled was on motorbikes, even though only 4 out of 24 members used this mode of transport. This was primarily because those individuals lived farther away. Tailored strategies could be explored to support sustainable travel for long-distance commuters.

1.5 Travels to/from Barcelona

Most of the team members where not permanently based in Barcelona. We consolidated the amount of trips to the city each team member have made during the period of the event, from August 22nd to October 22nd.

A total of 55 one way flights were taken, 26 inside Spain and the remaining 29 inside Europe. Total travels to the city produced 14.4 tonnes of C02, accounting for 23.3% of our calculated carbon footprint.



Learnings

- **Share data to encourage mindful travel choices:** During a 3-month event, traveling home, visiting family, or attending other jobs and sailing competitions is important for team members. Sharing CO_2 emissions data for flights can raise awareness and encourage more sustainable travel decisions. Setting team or individual goals for emissions can further motivate the group and provide a clear way to track and reduce their carbon footprint.

#2 Water

Commitments & Goals

Use recycled cleaning water when possible

Use eco-friendly sunscreen

Implement filters in the water and develop volunteer actions to help clean the ocean

Results

28,910 L of fresh water from the grid avoided during the 62-day period of the event

200 L per week of drinking water from an external chilling dispenser provider

566 L was the average daily water consumption (when there was an event) (vs 321 L when there was no event)

What have we done?

- As well as harvesting energy, the PowerHub, developed by our partner Foundation Zero produced fresh water from the salt water in the harbour, using excedent energy from the solar panels.
- The PowerHub had a water recycling system that could transform grey water into technical water.
- We worked together with the catering team to be as careful as possible with the use of water, and thinking of policies at the base for guests to be collaborative with this goal.

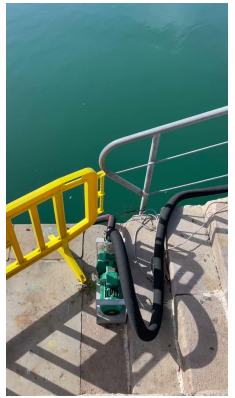
Main learnings

- **Collaborate with flexible, sustainability-focused partners:** Partners with a strong commitment to sustainability are essential for a project of this nature. They must be able to adapt under the pressures of events, making decisions that prioritize or at least take into account environmental factors. The ability to learn and adjust in real-time is essential for continuously improving sustainable practices and ensuring the project's success.

2.1 PowerHub water management

The PowerHub sourced water from the harbor using a pump to produce fresh water for the base, a process that required significant energy. This water supplied the totality of the base including: the kitchen sink, two bathroom sinks, the toilet flush, and an outdoor hose. The base was not connected to the municipal water grid. This water is not considered drinkable because of the need of regular testing to filter out any contaminants that may be in the harbour water. Drinking water was brought weekly by a chilling dispenser provider: 200L a week.

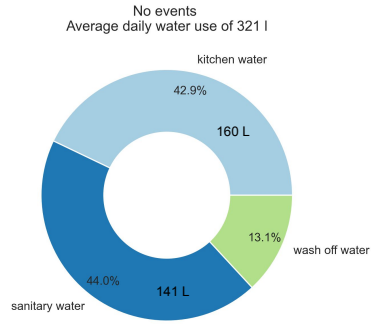
The PowerHub also featured a water recycling system, which treated grey water from the three sinks and repurposed it as technical water for flushing toilets and using the hose. This system imposed certain restrictions, such as prohibiting grease from being washed down the sink to avoid clogging and system inefficiencies. Lastly, black water from the bathroom was stored in a dedicated tank, which required emptying twice a week by a sewage truck.



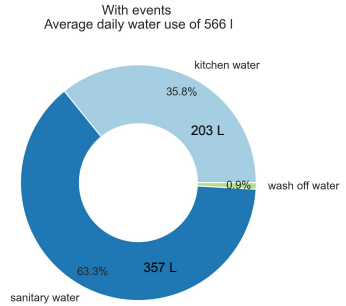
2.2 Water consumption at the base

To analyze the impact of varying water demands at the base, we categorized consumption into two distinct periods: *no events* and *events*. The base was equipped with a 1000-liter fresh water tank, which supplied both the kitchen and bathroom sinks. When the water level in the tank dropped to 400 liters, the water maker would automatically begin production. This system allowed for semi-"on-demand" fresh water production, triggered by the rate at which the stored water was consumed. The water maker produced 3/L per minute**. <u>A total of 28910 L was produced and consumed during 62 day period of the event.</u>**

The use of catering did make water consumption higher, but only by 43L average whereas sanitary water used for bathroom increased by more than double from 141 to 357L average.



Average 25 people per day at the base - No catering

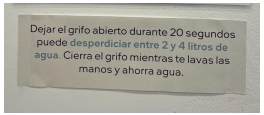


Average 48 people per day at the base - with catering

2.3 Saving water

The catering team was highly mindful of water consumption, as the PowerHub served as the sole water source, leaving no backup plan. The limited capacity of both the fresh water and grey water tanks further emphasized the need for careful water management. Due to the recycler's inability to handle oil, catering avoided rinsing greasy items in the sink. Instead, bamboo and cardboard plates were used for oily foods to minimize water contamination.

Another challenge was the frequent use of new glasses for drinks, which significantly increased the amount of water and energy needed for washing. To address this, signs were placed encouraging guests to reuse their glasses as much as possible, helping to conserve water and reduce energy consumption.



"We are now much more aware of how much water we use just to wash a plate, you asked us so much that we were aware of all this. Obviously I take with me a lot of improvements." - *Monica (catering manager)*

The black water tank required emptying at least twice a week by a sewage truck, highlighting the significant volume of wastewater generated. An unexpected issue arose when users occasionally left the toilet flush running, which could fill the black water tank by approximately 300 liters in under an hour - equivalent to 50 flushes (average 6L per flush).

This issue was difficult to control, so we implemented measures to address it: signs were placed in each bathroom to remind users to be mindful, and the tanks were more closely monitored using live data to prevent overflows and optimize management.

What have we learnt?

- **Optimize Water Recycling Systems:** Using a water recycler not designed to handle oil and grease caused operational complications, requiring catering to use organic, non-reusable plates and generating unnecessary waste. Additionally, the recycling system did not perform as expected -the technical water produced was of poor quality, and the exact cause of the failure could not be identified.
- **Monitor Water Usage in Real-Time:** Installing a kitchen interface to track water usage could provide real-time insights into consumption, tank capacity, and low-level alerts, enabling more efficient water management.
- **Prevent Water Loss and Overflows:** Implementing an alarm system to detect when flushes are left running could save significant amounts of water and help avoid the stress and environmental risks associated with black water overflows.

#3 Waste

Commitments & Goals

Team base's construction using 100% recycled materials

Zero plastic at the base's construction and operations

Reuse, recycle or anaerobically digest most of the waste produced

End-of-Life management of all products and materials used during the Cup

What have we done?

- We built a removable base mostly using recycled materials
- We weighed our daily waste produced at the base with a recycling plan to learn and understand our footprint
- We worked with the Fran Lopez - Time Out catering team to develop a sustainability strategy regarding waste with the goal of reducing amount of reusable plates and to minimize as much as possible the amount of food thrown away. No single use plastic was used.

Results

We minimized food waste to **1 tray per day** (approx 2kg) in a 45 guest average catering.

62% of waste generated at the base was recycled

50%+ materials were second-hand or from recycled materials

Main learnings

- **Clarify Bin Usage for Effective Recycling:** Given that guests came from countries with varying recycling policies, clear instructions on bin usage were essential to ensure proper waste sorting.
- **Identify Recycling Gaps:** With about 30% of waste remaining unrecycled, photographing the contents of the "grey/other" bin could have helped pinpoint specific items to target for improved recycling practices.

3.1 Building a sustainable team base

The base was designed to operate for the duration of the 3-month event at Port Vell. It served as a hub for the team to train and gather, a venue for hosting invited hospitality guests, and an office space for the support team. The base was connected to the PowerHub and Supply Box, which provided the necessary energy and water. Recycled and second hand containers were used as rooms and also supported the ceiling structure.

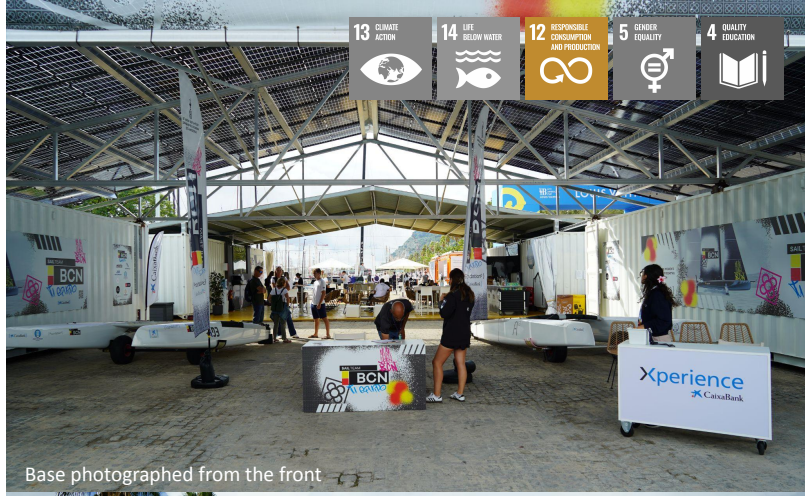
Most of the furniture was rented: tables, sofas, fans, water dispenser, fridges. Kitchen appliances were supplied by the catering.

The bathroom walls were made out of recycled container parts and old truck tyres.

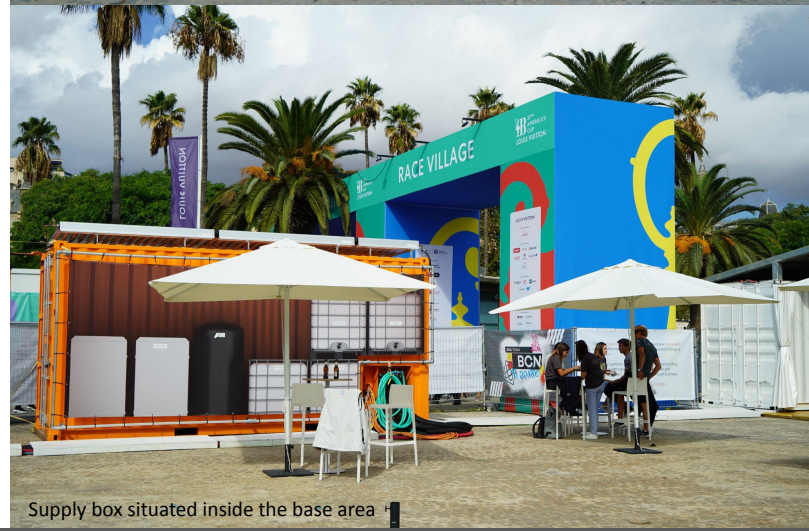
The solar panels were stored together with the Power Hub and Supply box for its next destination.

The bar, shelves and floor, made specially for the base were built with recycled BSB wood.

The base was dismantled at the end of the event, and most of the materials used were stored for the base's next use.



Base photographed from the front



Supply box situated inside the base area

3.2 The goal of zero food waste

When we waste food, we also waste all the energy and water it takes to grow, harvest, transport, and package it, and if food goes to the landfill and rots, it produces methane - a greenhouse gas even more potent than carbon dioxide.

Preparing food for the right amount of people

The amount of people eating at the base varied each day. The exact number of people was shared with the catering on a daily basis to avoid wasting food as much as possible. Food was always calculated for 25 team members, but also, for hospitality guests and family and friends.

As racing schedule changed very quickly due to the nature of sailing, guests also changed a lot on a daily basis. This made the goal of being accurate with the amount of guests a challenge for the event managing team, and also for the catering who had to adapt. The Time Out catering stored frozen canapes in the fridges and prepared the amount on demand. Cooking food also focused on zero waste was very stressful for the catering team because people usually expect to always have the table full.

Avoiding extra food becoming waste

The catering did a big effort to throw as less as food as possible, including:

- Breakfast: Yoghurt and granola could always be used the following day
- Cheese and ham: sliced as it was being eaten
- Food that was already sliced and not eaten was used to make sauces or eaten by the staff
- Bread was used to make toasts that were part of the ingredients of a few of the lunch canapes
- Old croissants were used to make croissant pudding
- Lunch: If there was enough food left in good state it was taken to the Time Out market to be eaten by the organisation's staff.

On average, 2 kilos of food waste per day (roughly 20 canapés) had to be discarded. The bulk of this waste consisted of uneaten canapés, along with leftovers from guests' plates.

"The last minute change of diners, 20 up, 20 down, even 40 up… relocating this food that was already pre-cooked. For me it was very difficult."
Monica (Catering manager)

3.3 Reducing amount of waste at the base

With the need to use bamboo plates for oily food (see page 15) we tried to reduce the amount of plates needed. In the beginning, the catering offered food in different plates like rice and canelones, and this made people to use more plates as they had to be be served in portions. We decided to only prepare finger food that was allocated in trays, so a person would grab only one plate and fill it with the finger food. This also made less use of forks, which saved up rinsing water.

"We changed the type of menu that was served. At first there were more "spoon" dishes, therefore many more cutlery and plates were used. Now we make a more "finger food" meal, so people always use the same plate"

Ayna (catering team)

Learnings

- **Adapt Menu to Minimize Waste:** Ideally, keeping the original menu would have been preferable, but concerns about waste and water usage led to necessary adjustments.
- **Partner with a Sustainable Catering Team:** Collaborating with a catering team that is committed to sustainability and willing to learn and adapt throughout the process is crucial.

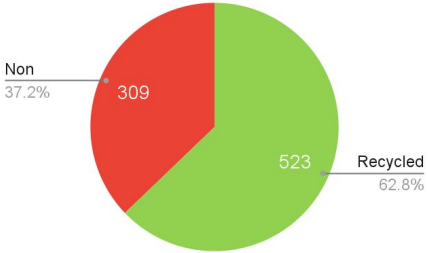
Amount of reusable plates used (disposable avoided)	#	1,497
Amount of reusable glasses used (disposable avoided)	#	4,491
Amount of reusable cups used (disposable avoided)	#	2,994
Amount of reusable cutlery used (disposable avoided)	#	2,994
Amount of disposable organic plates used (bamboo-cardboard)	#	1,500

Hospitality event at Sail Team BCN Base

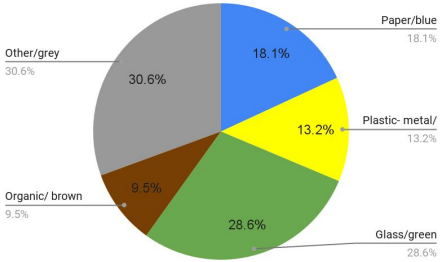
3.4 Waste generated at the base

We estimate to have produced a total of **892 Kg of waste** during a 62 day period. This results in a daily average of 14.4 kg. The day where more waste was produced resulted in 46 kg in total.

In Barcelona, glass (green) and paper (blue) waste is 100% recycled, organic waste (brown) is used for compost and biogas, Plastic and metal (yellow) are picked apart and separated between recycled and not recycled., and other is not recycled and goes to landfill or it is incinerated.



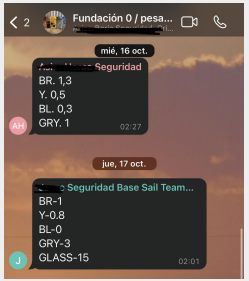
Assuming 50% of the Yellow type waste is identified as recyclable we calculated that out of our total waste



Percentage of waste produced from total in Kg.

Waste measurement

Tracking waste production was key to learn and calculate the project's environmental footprint. We worked with the security team to centralize the bins, provided by the local council, in one area for daily weighing. Using a scale, the security team weighed each container separately on a daily basis and shared the data via a WhatsApp group - a method they suggested after initial challenges with paper logs. The daily routine became streamlined as everyone contributed consistently.



To accommodate guests from various countries with different recycling practices, we added signs to guide proper waste separation in Barcelona.

#4 Diversity

Commitments & Goals

Build a 100% women's team

Gender equity across positions of responsibility

Serve as an example for the future of sports

Results

100+ articles and talks about women and youth in sailing

40% women in Sail Team BCN support positions

6 women sailors participated in trainings and competitions

3rd place at the **first** Puig Women's America's Cup

What have we done?

- We did a recruitment and selection process open to spanish women sailors and participated in the first ever Puig Women's America's Cup
- Our women sailors participated on national and international interviews for television and radio, numerous articles and social media
- We have participated in talks and panels about women in sailing.

Main Learnings

- **The Women's America's Cup highlighted Women's Involvement in Sailing:** The event not only showcased high-level sailing but also generated significant crowd interest, emphasizing the growing appeal and potential for greater female participation in the sport.
- **Opportunities for Women in Sailing:** Providing women with opportunities to develop their skills in high-performance sailing regattas, such as the America's Cup, is essential in helping to shorten the gender gap in the sport.
- **Technology to Bridge the Fiscal and Physical Gaps:** Technology and development plays a key role in reducing physical barriers that might limit women's roles on boats, ensuring more inclusive participation in high-performance sailing.

4.1 The first ever Women's America's Cup

The event

For the first time in the 173-year history of the America's Cup, a stand-alone Women's event—the Puig Women's America's Cup—was held, open to female athletes of all ages. Alongside the established America's Cup teams from New Zealand, Great Britain, Switzerland, Italy, the USA, and France (each fielding a Women's Team), six additional yacht clubs participated, representing Sweden, Spain, the Netherlands, Canada, Germany, and Australia. This first ever event aimed to shorten the experience-gap in America's Cup regattas going forward and allowing female athletes to upskill on the modern foiling monohulls. Teams raced on the one design foiling monohull: the AC40. The main sponsor was Puig.

Sail Team BCN women's team

We did a recruitment and selection process open to spanish women sailors from which 6 made the final team.

The team managed an outstanding result, with a final third place. They were the first of the invited teams, as well as the first team among those that did not have an A40 boat to train with.

Sail Team BCN women in support roles

Out of 12 support team members, 5 were women. Their roles included coaching, partnerships management, logistics coordination, and base management.

Source: America's Cup

4.2 SailTeam BCN participated in more that 100 articles or talks about women or youth in sailing

The Women of Sail Team BCN (Forbes)

Puig Women's America's Cup athletes (WWD)

New frontier for women's sailing (Olympics)

Sail Team athletes on national and international TV

Click to watch the Women's America's Cup press conference

4.3 Talks about Women in sailing

Navigating Inclusivity in Sailing and Sport panel

We participated in *Navigating Inclusivity in Sailing and Sport* panel organised by Nordics in Barcelona and Barcelona Capital Nautica. **The discussion emphasized the importance of gender equality and inclusivity in the frame of the first ever Women's America's Cup.** The four-woman panel included two sailors from the Swedish Challenge Women's Team, alongside two Foundation Zero colleagues, and focused on the challenges faced by women in the sailing industry.

Magenta Project STEM clinic

The Magenta Project is a global charity dedicated to building a sustainable network and program that promotes greater equity and inclusion for women in sailing. **This three-day clinic during the America's Cup was designed for women pursuing STEM careers in the sailing industry.** They engaged in specialized workshops and networking sessions within the sailing industry. As part of the clinic, we provided a guided tour of the PowerHub and SailTeam BCN base, where we discussed renewable energy and innovation in the field.

Between the water and the wind

An open talk *Women, Sport and values* was held at the SailTeam BCN base between Spanish synchronised swimmer champion Ona Carbonell and SailTeam BCN's coach Mónica Azón highlighted the challenges women face in reaching the elite levels of sports. Both athletes spoke about the sacrifices their professional careers required, emphasising the values that sports have instilled on them, showing the importance of girls and women in sports.

Learnings

- **Importance of representation:** Many female competitors shared that they had never even dreamed of participating in the America's Cup, largely due to the historical lack of female representation in the sport.
- **Continuing Gender Gap:** While progress is being made, a significant gender gap still exists, especially in terms of job opportunities within professional sailing, limiting women's full participation in the industry.
- **Fully Female Events:** Fully female events play a crucial role in empowering women, offering them opportunities to showcase their skills and break down barriers in a traditionally male-dominated sport.

#5 Education

Commitments & Goals

Build a 100% youth's team

Raise awareness for the oceans, planet and sustainability

Serve as an example for the future of sports

What have we done?

- We have done a recruitment and selection process open to spanish youth sailors and participated in the Youth America's Cup
- We welcomed a total of 640 visitors to a guided tour of the PowerHub
- We welcomed 240 students, ages 13 to 17, from local schools for a guided tour of the Foundation Zero PowerHub, talking about SailTeam BCN and renewable energy
- We developed an APP to make it more accessible to learn about the PowerHub.

Results

8 youth sailors participated in trainings and competitions

240 local school children participated in a guided visit of the PowerHub

640 people participated in guided tour of the PowerHub

What have we learnt?

- The **PowerHub sparked Curiosity:** The PowerHub attracted curiosity from passersby and visitors, demonstrating the effectiveness of displaying hardware in public settings as a tool for educating people about renewable energy
- **Learning by using:** By using the Power Hub as the primary provider of energy and water, direct users gained valuable hands-on experience, which helped foster a greater understanding of resource production and consumption through practical application

5.1 The Youth America's Cup

The event

The UniCredit Youth America's Cup offers a pathway for young sailors aiming for the America's Cup. It showcases emerging foiling talent from around the world. This edition was the third ever to be held, the first was in San Francisco 2013 and the second in Bermuda 2017. The race boat and format was exactly the same as the Women's Americas Cup.

Sail Team BCN Youth team

8 team members composed the final team, 4 onboard and 4 as spare and technical aid. One was female and also part of the women's team. **The team managed a successful 6th place,** classifying to the semifinals. They were the first of the invited teams, as well as the first team among those that did not have their own AC40 boat to train with.

SailTeam BCN youth in support roles

3 support team members were youth (U26) and took on shore team and logistical support roles. All 3 were sailors, and 1 was also part of the selection process.

5.2 Internal team education

All team members stated that they have done at least 2 changes in terms of attitude and actions related to sustainability and impact during the project, in partnership with Foundation Zero.

Insisting with my family to avoid single use plastic and teaching sailors at my academy about water, energy use and recycling.

Big awareness about the use of air conditioning and electricity

Using my voice as a sailor to talk about sustainability and the fact we can have a more sustainable base

Consciously eaten more vegetarian meals and educated myself about environmental issues.

Using more the bike and public transport around Barcelona

Awareness about the use of air conditioning and electricity

Insights shared by various team members on key lessons learned from the project's focus on impact and sustainability

Our sport isn't very sustainable and has room for improvement, it's possible in the future to have a team base with zero emissions.

Water and electricity is not for free. It is limited and we can't take it for granted and use it up. It is not easy to get used to new practices, but it is possible and technology can help us.

The PowerHub could potentially be transferred to other sustainable circuits/projects/events in less developed sites.

The difficulty of implementing sustainability goals while maintaining guest satisfaction.

5.3 We welcomed 240 local school children to visit the Foundation Zero PowerHub

School visits

We partnered with the America's Cup school visits program. We welcomed 240 students from local schools, with ages from 13 to 17 years old, for a guided tour of the Foundation Zero PowerHub.

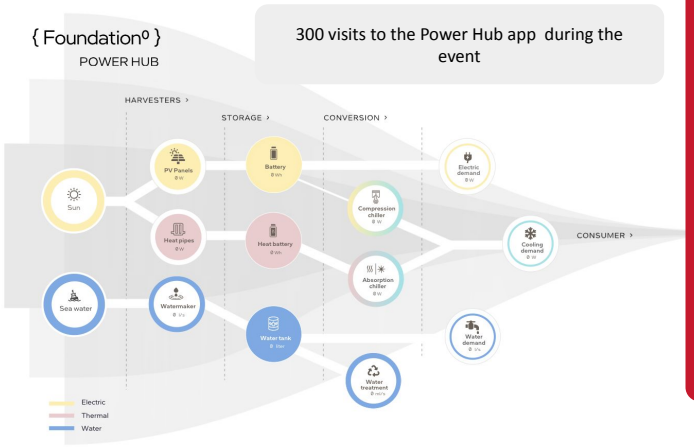
The America's Cup school visit, titled "A Day at Port Vell," provided students with a guided tour of the America's Cup Race Village. The group explored the village, where they could watch live racing and learn about key topics, including the history of the America's Cup, sustainability efforts, and the importance of the sea and water conservation. Students received an introduction to the race, the boats, and made stops at various stands, with volunteers from the America's Cup accompanying them throughout. Other organizations involved included BCN Port Innovation, AGBA, Barcelona Capital Nautica, and the America's Cup Organization.

At the Foundation Zero PowerHub, students explored the importance of innovation and the synergy between nature and technology, with a focus on renewable energy. Each student received an "earth pill" to plant a it at home, encouraging them to nurture it and experience firsthand the power of nature.

5.4 PowerHub open to visitors at the Race Village

The America's Cup race village, in Port Vell, offered a vibrant, open-to-the-public space filled with interactive activities, cultural performances, and close-up views of elite athletes and races. It combined cutting-edge sailing with a family-friendly atmosphere, making it a memorable event for both locals and visitors. **The Power Hub was located at it's entrance where visitors strolled through daily.**

The container had its doors open with a TV screen in order with a video of the partnership playing, where sailors talked about their connection to the sea and the importance of renewable energy. The doors gave access to a QR code that sent you to an app, on this map you accessed an overview of the system with an explanation of each part and the live data of the demand and production.



What have we learnt?

- **Passers by stopped to observe:** The Power Hub piqued the curiosity of passersby. A looping video showcasing Sail Team BCN's connection to the Power Hub further helped attract interest.
- **Simplify the message for Better Engagement:** A concise explanation of the Power Hub's function, displayed directly on its doors, would make it easier for the public to understand its purpose.
- **Facilitate Access to Live Data:** The QR code linking to live data from the Hub did not generate as much interest as anticipated, suggesting the need for more accessible of visually engaging information.

5.5 More than 600 people received a guided tour of the PowerHub

We welcomed more than 600 guests on a guided tour of the PowerHub, over a two month period, sharing insights about renewable energy solutions. Part of these guests were hospitality visitors of Sail Team BCN base who were there to watch the race and get to know the team. We gave them a tour of the PowerHub between a tour of the whole base. The other part of the guests were invited by our partner Foundation Zero. Visitors included people from: Caixa Bank, Musto, Real Club Nautico Barcelona, Re Zero, Clean Sailors, Swedish challenge, Port of Sitges, Sail Proof, The Magenta Project, Netherlands Business support office, Nexus, World Trade Center, America's Cup Organization, among others.

Impact and sustainability checklist for your team/ event

General considerations

Evaluate your team: Are your own team members and support team aligned with the sustainability and impact mindset? Are your stakeholders and suppliers committed to sustainability and impact? How?

Set goals and indicators: Choose a scope and guidelines that is aligned with your purpose and that you will be able to manage.

Develop a detailed and feasible action plan: It is important to assign a responsible for each action and ensure collaboration from all the team to ensure proper support and achieve the expected results.

Involve everyone: Receiving input and share with all team members the strategy and goals is key. They will be affected by these impact and sustainability actions, thus receiving input from them is very important. In addition, do not forget to involve other stakeholders, including sponsors, visitors and suppliers.

Energy

Where does your energy come from?
Do you have access to **renewable energy sources**?

What will be your main electrical needs? How is your **energy consumption**?

What **information** does your team need to be aware and careful in terms of daily energy consumption?

What factors will you consider when measuring your **carbon footprint**?

How can you facilitate **sustainable transport** for your team that is both comfortable and efficient?

Water

What will be you main **water usage**? What is really essential and what can be reduced?

Do you have access to **renewable sources** of water?

Who will be **operating** the main water usage? Are they aware of your sustainability concerns?

Diversity

Evaluate your team: Do you have a diverse team, including women in important management roles? If not, why not?

Participate and organize panels to talk about diversity and inclusion. Talk to diverse groups to gather their insights and point of view about gender inequality.

Use your p**ress and media** to talk about diversity in your team.

Education

Educate your team about the importance of each sustainability policy. Involve all team members and make learning as practical as possible. Use real examples and case studies.

What part of your project is **unique** and has potential to educate all your stakeholders (team, sponsors, guests, visitors, schools, suppliers). Define a target audience.

Share and be open as much as possible. Learnings from others are key to do better next time.

Waste

What do you think will be your main s**ources of waste**? Investigate what you can do to avoid or reduce your waste.

Plan a way of **measuring waste** daily. Check or photograph non recyclable bins to learn what items are not being recycled and potentially change them.

Plan to avoid **food waste**. Plan together with the catering team and share how important it is for the team/event.

Reporting and sharing learnings

Plan what indicators you want to measure and report before starting the event. Choose indicators that can be educational and easy to understand to the general public. Use real life references.

Make **gathering data easy and manageable** for the team as during the event there will be other priorities and urgencies.

Be as **concrete** as possible in your reporting and **share your learnings** with interested parties.

Thank you

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