

Sports teams represent key role models in society.

By embedding a truly sustainable approach across all our operations we inspire and influence individuals and industry to make a positive change. Through driving innovation, we challenge traditional approaches, through smarter futures we learn to use resources more mindfully, and by inspiring excellence we take the next generation along with us.

Driving Innovation

Drive innovation towards a sustainable economy.

- Innovating a new, cleaner, more efficient process to recycle carbon fibre from its resin composite.
- Pioneering fuel-efficient power boats made from recycled composites.
- Reducing the use of fossil fuels through the development of our Virtual Chase Boat.
- Collaborating with the automotive industry to ensure a reuse and recycling future for our race and support boats.

Inspiring Excellence

To inspire and lead the creation of a Solent centre of marine technology, design, engineering and innovation excellence.

- Our Education Centre, the 'Tech Deck' is a dynamic exhibition to inspire and educate the next generation.
- Providing work placements, internships, apprenticeships and training programmes.
- Operating with a sustainable procurement code and food charter to inspire the region's industry to excellence.

Smarter Futures

Sport has the potential to be the catalyst in creating a more sustainable and environmentally aware world.

- 100% of our base electricity is from renewable resources, generating solar power from all available roof space.
- Working with a local social enterprise to reuse and recycle, and diverting materials from landfill and waste to energy production facilities.
- Motion detectors turn off lights when a room is not in use.
- Landscaping our home to mimic local shingle habitats.
- 400L of water saved every sailing day through a wing-butt water reuse system.

“ We're the first to fully understand what's being done, and our generation has to reverse the damage that we are inflicting on our oceans and environment. ”

Ben Ainslie, Team Principal and Skipper Land Rover BAR

February 2015; Land Rover BAR became the first sporting team in the UK to be awarded the Olympic inspired ISO20121 certification across all its business and sporting activities.

June 2016; Land Rover BAR became the first British sailing team to operate from a BREEAM Excellent building.



Title and Exclusive Innovation Partner



Exclusive Sustainability Partner



Technology in Sustainability Partner



Official Renewable Energy Partner



For more information and to download our Annual Report: landroverbar.com/en/sustainability

“ We were proud to be the first partner onboard with Land Rover BAR, inspiring the team to include environmental and social responsibility as core elements of their strategy. With this approach comes a deep accomplishment: knowing that you are doing the right thing - looking after our precious marine resources and habitats, and enriching the local communities. ”
 Wendy Schmidt, Co-Founder of 11th Hour Racing, President of The Schmidt Family Foundation, and Co-Founder of the Schmidt Ocean Institute (SOI).



Land Rover BAR Base

The team's home incorporates a resource efficient design with high specification, responsibly sourced materials, and renewable technologies to deliver a low carbon emitting, purpose built facility.

- **100%** demolition concrete crushed and reused in foundations
- **97%** of demolition materials recycled
- **21** local community consultation meetings
- **432** solar PV panels covering 100% available roof area, 130MWh/yr from solar PV panels
- **100%** renewable electricity - 201t of CO₂ saved in first year in base.
- **1200** litre rainwater harvesting tanks
- **30%** energy savings at the team base with LED lighting, central atrium providing natural daylight, occupancy sensor control
- **95%** waste reused/recycled/recovered
- **73%** staff members from Solent region
- **60%** reduced waste collections through use of a waste compactor

53

Docking RIBs and apprenticeship programmes

Apprentices from City College Southampton successfully built two specialised docking ribs for the team

20%

Carbon saving with natural and recycled materials

92

57 work experience students, 9 secondees, 21 interns, and 5 apprentices directly engaged by team

10,000

Virtual Chase Boat

The team has utilised technology to develop a Virtual Chase Boat enabling data to be shared in real time, removing the need for one of the team's chase boats, saving 10,000 litres (approximately) of diesel each year

9m²

Solent Oyster Revival

Artificial reef created with protected cages to rebuild the declining native oyster population

1,000

Oysters protected and monitored on our pontoon

8mln

Ocean Health

The threat to our oceans is significant; eight million tonnes of plastic find their way into the seas each year and this is just one of many threats.

zero

No single-use plastic policy to reduce plastic going into landfill and polluting our oceans.

Sustainable seafood, and 'green-cleaning' policy to reduce impact on marine environment.

1st

First-ever 'Seabin' – automated rubbish collection device to be installed at our Portsmouth home, along with monthly 'Camber clean-ups'.

Economic Impact

A KPMG Economic Impact study confirmed that the team's first year of operation put it on target for its goal of building a long-term, sustainable, diversified business to bring technology, innovation and high quality jobs to the UK.

£47m

Economic impact (in Gross Value Added (GVA) terms)

£59m

Media value (in advertising value equivalency (AVE) terms)

730

Full-time equivalent (FTE) jobs created across Great Britain.

HOW CAN YOU HELP?

Switch to renewables!

The team are backing 100% Sport – a global initiative, launched by BT, to inspire sports fans around the world to take action to tackle climate change and reduce carbon emissions by switching to renewable energy.



Single-use plastics – just say NO!

The team are backing the campaign to eliminate single use plastics – carry your own waterbottle, get a refillable coffee cup – just say No!



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