

## AC34 Sustainability Plan Summary

The AC34 consists of three main stages: the America's Cup World Series, the Louis Vuitton Cup and the America's Cup Finals. The America's Cup World Series is a regular circuit of races, bringing sailing races to top venues around the world, beginning in 2011 until the summer of 2013. San Francisco is scheduled to host the America's Cup World Series in the summer of 2012. The Louis Vuitton Cup will be held in the summer of 2013 in San Francisco, and will see challengers from around the world race for the opportunity to compete in the subsequent America's Cup Finals. The America's Cup Finals will be held in San Francisco Bay in 2013.

**America's Cup World Series San Francisco:** August 11-19, 2012 and August 27 - September 2, 2012

**Louis Vuitton Cup:** 04 July – 1 September 2013

**America's Cup Match (Finals):** 7-22 September 2013

The Sustainability Plan is identified in the AC34 Host Agreement, which defines the roles and obligations of the parties to the Host Agreement with respect to the AC34 races and related matters in San Francisco. The parties to the Host Agreement are the City, the Event Authority (ACEA), and the Committee (ACRM).

America's Cup Event Authority (ACEA) – a neutral, independent company responsible for event management, marketing, communications, and the television broadcast.

America's Cup Race Management (ACRM) – a neutral, independent company tasked with all of the sporting aspects of the event.

America's Cup Organizing Committee (SFACOC) – a non-profit, tax-exempt organization that supports the City and County of San Francisco in preparing for and hosting the AC34. The Event Authority and Committee are working jointly to raise the funds necessary to stage the AC34.

### City and County of San Francisco

The AC34 Draft Sustainability Plan provides an overarching view of event-related sustainability activities that will be implemented by various organizations involved in delivering the AC34 events in San Francisco. It describes how these organizations intend to deliver the AC34 as an event with a positive social purpose and lasting legacy. The Sustainability Plan reflects the relevant elements included in other plans identified in the Host Agreement - outlined in detail here (and covered in table 1 of the Sustainability Plan):

<http://www.oewd.org/media/docs/AC34/AC%20Implementation%20Plans.pdf>

1. Water & Air Traffic Plan
2. People Plan
3. Advertising Plan
4. Ambush Marketing Plan
5. Public Safety Plan
6. Zero Waste Plan
7. Workforce Development Plan
8. Sustainability Plan
9. Youth Involvement Plan
10. Parks Event Operations Plan
11. Team Bases Operations Plan

The Sustainability Plan is divided into five event sustainability themes:

- **Energy and Emissions** - Optimize use of energy and minimize associated air emissions through efficient planning and technological innovation.
- **Resource Efficiency** - Maximize natural resource and land use efficiency, minimize waste, and sustainably source materials and products.
- **Natural Habitats and Wildlife** - Protect and support biodiversity, habitats and wildlife.
- **Inclusion** - Provide an inclusive and welcoming experience for event spectators and the event workforce, and maximize legacy benefits for the City's residents and businesses.
- **Engagement** - Raise sustainability awareness, foster pro-environmental behavior and sustainable lifestyles.

The Event Authority plans to implement the ISO 20121 standard (Sustainability in Event Management) for the events in San Francisco. This new international standard applies the management process model of "Plan, Do, Check, Act" by dividing the planning process into the following steps: (1) pre-event planning to identify issues, strategies and measurement methods (Plan); (2) carrying out the strategies intended to meet sustainability objectives (Do); (3) monitoring and measurement of sustainability strategies (Check); and, (4) review and corrective action to improve sustainability, during and after the event (Act). The Event Authority will also follow guidelines established by the Global Reporting Initiative (GRI).

Specific Commitments/Strategies include:

Achieve carbon neutrality for the Event Authority's owned carbon footprint for event activities taking place in San Francisco. This footprint includes emissions from activities under the operational control of the Event Authority for these AC34 events.

Minimize the need to transport equipment, materials and people in planning for and staging the AC34 events: minimize travel distances for all goods and services; prioritize low emission travel solutions for delivery of materials and products and mobility solutions for the event workforce; utilize a low emission water fleet for event operations promote the use of bicycle, pedestrian and transit connections between major event venues, including dissemination of information to users such as maps and signage; provide bicycles, including cargo bicycles; work with the City to expand bike sharing and the EV charging infrastructure.

Procure low-emission fuel for event boats; provide shore-side power for moored spectator and event boats; showcase innovative renewable energy mobile event equipment.

Support the City's strategies to deliver the Zero Waste Plan; work with event vendors and sponsors to meet zero waste performance standards for give-aways and merchandise; develop sustainable sourcing and procurement guidelines; avoid the use of single-serve water bottles in event venues; work with event delivery partners to provide drinking water filling stations in or near event venues; require that vendors use reusable or compostable service ware in event venues.

Require that all activities use least-toxic products and practices; prevent discharge of untreated sewage from event boats in ocean, Bay or harbor; require that waste water from toilets/tanks used in event boats is pumped out and treated; retain and pumpout onshore all gray or black water produced on event boats; prevent all oil and chemicals from entering the marine environment; design and maintain any temporary docks or other marine structures to reduce usage by, and injury to, wildlife; reduce noise impacts during events; support efforts to prevent the import of aquatic invasive species into or out of the San Francisco Bay from spectator boats; adopt integrated pest management; prohibit balloons at controlled event venues; include habitat and wildlife protection in any official event programs developed; provide appropriate fencing, monitors and buffer areas to protect sensitive habitat, wildlife and cultural resources in public parks.

Encourage and provide a mechanism for stakeholder participation during event planning; provide physically accessible work environments and venues; draw from the knowledge and skills of a local event workforce; utilize local and diverse businesses and foster local economic development; require ethical business transactions, equity in hiring and sourcing, and a fair wage as required by law; invite feedback on AC34 event venue access; create opportunities to involve the City's children, youth and families, including sailing related programs and activities and event-based experiential learning opportunities; provide learning opportunities and internships for the City's youth.

Develop an overall awareness and engagement strategy for the AC34 that identifies target audiences and strategies aimed at fostering pro-environmental behavior; provide incentives for spectators to take sustainable actions during the events; raise awareness about the natural heritage of the Bay – incorporate ocean, bay and coastal educational programming into event activities; support agencies and local partners in the development of a strategy to educate visiting boaters; provide clear and easy to use maps and event schedules, with advice about sustainable transportation choices to get to the AC34 events; provide multilingual versions of informational material; create a program of stakeholder outreach to provide event information and solicit feedback.