



WORLD
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TRUST

*Five years of
World Sailing Trust:
A snapshot*

worldsailingtrust.org



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A word from the Chair

In 2018 I was asked to take on the role of Chair of the newly formed World Sailing Trust. It was with apprehension and excitement that I took this step. Together with the highly skilled board of trustees, we have shaped, challenged and nurtured the sport we love to be informed, decisive and stand as a catalyst for change. We wanted to future proof our sport and transition it to be forward thinking and modern in its approach. Focusing on the two key areas of People and Planet, we aim to promote and enhance sailing in all its forms and protect the waters our sport depends upon.

Sadly, after six years, my tenure as Chair has come to an end, but I look back with a sense of satisfaction and pride on what has been achieved.

In our Planet focus we have proactively been facilitating change regarding the end of life of equipment. Helping athletes and manufacturers move towards a circular mindset and working together to recycle more with incentives to reduce waste.

The award-winning Carbon Fibre Circular Alliance in collaboration with the International Olympic Committee, International Federations and sports equipment manufacturers has worked tirelessly for circular manufacturing with non-virgin carbon fibre.

Also, we have supported the Optimist Class who have led the way with the Recycled Optimist Parts and Equipment,

(ROPE) initiative, to exchange and pass on equipment allowing emerging nations access to the water with pre-loved equipment, growing the sport at the grass roots.

Our People projects have made the most recognised advances in our sport, and as a female in the industry I am delighted that we have been brave enough to address the issues that have, to date, been overlooked.

As an extension of the Strategic Review into Women in Sailing that was carried out back in 2019, our People projects have been continuing to make progress. The nine recommendations from that review have led to action being taken in six areas, with others getting additional research to support actions to be carried out.

We presented Project Juno to hold our sport accountable on how to better support maternity policies in sailing, allowing mothers to return to competition fairly.

One clear aim in our sport is to address the gender balance in race officials, which is something we need to meet on an international level, and our guidelines, 'Taking the bias out of the start line', is a first step to help clubs and organisations move forward on this.

We have undertaken a Participation Study and carried out a MNA Census study. These two surveys were to allow us to understand where our sport is today. We can make

lots of suggestions and recommendations but unless we know where we are starting from, we cannot measure success. We very much hope that this valuable data is seen as a benchmark as to where we currently are in sailing and can start working to move our sport forwards.

This year we published the Gender Design Survey, which has highlighted how the design of equipment is impacting on female performance, and more worryingly, safety. This requires further study to understand the impacts of the sport and all its disciplines on the female body. To date, most research has been carried out on male athletes, so detailed research with an academic institution on a diverse group of female sailors will help support the findings of the Gender Design Survey and serve to address some of the common issues arising in the survey on clothing design, safety and boat equipment design.

2024 is a huge year for our sport where I think we should all celebrate how far we have come but acknowledge how much more we can do. The recent Paris Olympics has reached gender parity amongst most athletes for the first time, albeit there is still a lot of work to be done. We are seeing an America's Cup host a female event for the first time alongside a returning youth event and the 2024 edition of the Vendée Globe will see six female competitive entrants amongst the 40 skippers on the start line. This is all progress.

I would like to take this opportunity to thank the volunteer Trustees who give their time and expertise to address these scopes of work, the support of our partners and the Head of the Trust, Victoria Low, who single handedly, takes all the ideas to task and produces the substance that can help us get results and move our sport forwards.

I feel the Trust is in a good place to continue the strong work it does, and I am excited about what it can achieve in the future. Thank you.

Dee Caffari
15 September 2024



Trustees

Chair

Dee Caffari MBE

2018 - 2024

Trustee

Theresa Zabel

2018 - 2024

Trustee

Duncan Truswell

2018 - 2024

Trustee

Dr Susie Tomson

2018 - 2024

Trustee

Andy Hunt

2018 - 2020

Trustee

Scott Over

2020 - 2022

Trustee

Lindani Spes
Mchunu

2021 - current

Key highlights

2019

World Sailing Trust created Development of governing documents, strategy and mission

Ocean Heroes Bootcamp as part of the Emerging Nations Programme (ENP)

Research and authoring of the groundbreaking, industry-changing Women in Sailing Strategic Review

SailGP Inspire Partner

2020

Publication of Women in Sailing Strategic Review with associated nine recommendations.

Co-publishing of Youth Educational Sustainability Materials

Collaboration on Sustainable Sailing Clubs guide

SailGP Inspire Partner

2021

World Sailing Member National Authority (MNA) Participation Study

SailGP Inspire Partner

US SailGP Team Purpose partner

2022

MNA Census Study

Sustainable Boating Guide with Boats Aboard

Winner 2022 DAME Award at METSTRADE

Winner 2022 BASIS Award: Innovation

Carbon Fibre Circular Alliance established

'Race for Change' Challenge as part of the Vendee Globe Sailing race

Co-author of The Ocean Race Horizon Project with PA Consulting and The Magenta Project

Key highlights

2023

On the Horizon panel discussions championing diversity and inclusion in collaboration with GAC Pindar, The Ocean Race and the Magenta Project

Project Juno Maternity Guidelines and Recommendations published

Taking the Bias out of the Start Line recommendations published

Gender Design Survey

Leading on Equal Pay Equal Play discussion

Carbon Fibre Circular Alliance ongoing

Equipment Recycling Hub initiatives at Sailing World Championships in collaboration with WSL

Management and organisation of Equipment Hub Round table at METSTRADE with leading industry stakeholders

Key note speaker at CU Innovation Day on CFCA

CFCA key note at the JEC Conference, Paris

2024

Carbon Fibre Circular Alliance ongoing

Key note speaker on CFCA and Equipment Recycling Hub at ICOMIA Congress, La Rochelle

Development of research programme into Carbon Fibre usage across sport in collaboration with IOC and Deloitte as part of CFCA

Publication of Executive Summary of Gender Design Study

Development of gender equal sport research into gender prejudices in equipment design, with a focus on safety equipment

Winner - Maritime NPO of the Year, Innovation and Excellence Awards 2024



Awards

World Sailing Trust has been fortunate to be recognised for a number of Awards for the work that it does across both its People and Planet focus areas. These include:

2022 Metstrade Dame Award Beneficiary

Launched in 1991 the DAME Design Awards promote design, in all disciplines, and recognises the best-designed products at the METSTRADE Show. Each year the combined registration fees for the DAME Awards are donated to a nominated charity, as a way for the METSTRADE community to give something back to society.

The Award was giving in recognition of the Trust's work, particularly the Carbon Fibre Circular Alliance.

2022 Basis Sustainable Sport Award

The World Sailing Trust won the Award in the Innovation – Process category for the Carbon Fibre Circular Alliance.

The Innovation – Process category focuses on products and processes that explore new ways of doing things, and develop new solutions for the future and the CFCA faced strong competition from Ascot Racecourse and You.Smart.Thing.

2024 Maritime NPO, Innovation And Excellence Awards

The Trust has won the Maritime Not for Profit Organisation category in the Innovation and Excellent Awards promoted by Corporate Livewire. This has yet to be made public but is further acknowledgement of our work.



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| *People Projects*

PROJECT TITLE

Women in Sailing Strategic Review



READ NOW

PROJECT DETAIL

A defining research project with quantifiable and qualitative information on the status of women in the sport of sailing. Over 7000 contributors to the survey from around the world and most of the nine key recommendations from the Review have now been activated by World Sailing and other affiliated organisations. The recommendations focused on:

- Establishing a Diversity and Inclusion Working Group
- Developing and championing a Gender Charter and an Equality Policy
- Increasing participation and creating space for to women to compete

- Addressing greater gender equality for officials
- Establishing a Gender Design project to assess the impact of equipment on participation
- Establishing a female coaching programme
- Developing a Fast track leadership programme for governance within the sport
- Establishing a Women's mentoring programme

IMPACT

- 1 The catalyst Research Project that led to the establishment of World Sailing's Steering the Course programme and more recent Steering the Course Strategy document, where six of the nine recommendations have been addressed.
- 2 World Sailing became the first Olympic Sport to sign the United Nations Sport for Generation Equality Declaration in 2020.
- 3 The research led to the creation of the World Sailing Equality Charter, which was written by the Trust.
- 4 The Women in Sailing Strategic Review (WISSR) results have also been used as the basis for other initiatives across the sport including amongst others: On the Horizon (The Ocean Race), UpWind by MerConcept, The Famous Project, The Magenta Project Foiling Clinic + Mentoring programme and many more.

Women's sport is in its ascendancy.

To ensure that sailing will continue to grow in spirit, culturally and economically, it is essential to address the gender imbalance and give the greater inclusivity within the sport, at all levels.

Women in sport, and women in sailing in particular, has historically been a minefield of entrenched opinions. Over the past many attempts have been made to address the issue of gender balance in sailing, but no in-depth research or analysis has been carried out at a global level that would look to develop a plan of action for the sport as a whole.

It was in March 2019 that, on International Women's Day in 2019, the World Sailing Trust announced a multi-year initiative to carry out a Strategic Review to explore gender balance across the sport and within the wider sailing industry with the ultimate aim of supporting the growth of women and girls in sailing.

The objectives of the Strategic Review has been relatively simple: identify disparities across the sport, understand why they exist, and consider what might be done to improve the balance, learning from examples within sailing and other sports.

The overriding ambition with this report has been for complete independence, with the objective of giving an overview of the current status.

We are mindful that there are strong views and opinions within the sport on gender diversity, but that because it was the aim of the review to be as objective as possible, we have taken account of this wide range of and offer a way forward for our sport and our industry.

The following pages outline the key findings, look at these in comparison to other sports and makes a series of recommendations that will aim to start addressing the disparities identified.

World Sailing Trust - Women in Sailing Strategic Review



PROJECT TITLE

Gender Design Survey

PROJECT DETAIL

Women in Sailing Strategic Review put forward several recommendations, amongst them a call to industry to bring together key designers, brands and manufacturers to develop best practice guidance for gender equal design that supports increased women and girls' participation in sailing.

The starting point to develop this best practice guidance is to ensure that there is supporting data to highlight if and where there are issues, and how the industry should best address them from a practical and commercial standpoint.

Gender inclusive design in sport reinforces fairness, inclusivity, and safety for all participants and, as one of the most

equipment reliant sports, sailing should not be an exception. Equipment should be designed to ensure that there is fair competition, it is inclusive and provides a safe environment for athletes of all genders to participate and compete on a level playing field.

World Sailing Trust was supported in the development of the survey by Women Who Sail and The Magenta Project, two organisations that are leading the way in creating supportive communities, and equitable and inclusive programmes to support greater gender diversity and inclusion.

IMPACT**1**

Supported by International Governing Bodies

2

The Gender Design Survey has led to the development of a research project, Racing Forward, which is a collaboration across three mixed gender sports, sailing (The Magenta Project), motor racing (More than Equal) and horse racing (Women in Racing).

**PROJECT TITLE**

Taking the Bias out of the Start Line

PROJECT DETAIL

Taking the Bias out of the Start Line is an updated series of guidelines for clubs, events, and those within the sailing community to support greater inclusivity in day-to-day events as well as bigger regattas and championships.

Shortly after the publication of the Women in Sailing Strategic Review in 2019, World Sailing Trust published brief guidelines for sailing clubs to encourage greater gender diversity.

In April 2023 the Trust followed this up with the Project Juno report looking at maternity policy considerations and recommendations.

We recognise that every event in the sailing calendar is different, but we also believe that women belong in sailing, whether that be as an athlete, as an on-water official, a coach, on the jury, as an organiser or within the governance of the sport.

These recommendations aim to establish a status quo and set the ground and set the ground rules for a fair, equitable, safe, and inclusive sport.

IMPACT

- 1 Update series of guidelines for Clubs and Events.
- 2 Working in collaboration with other sports to address common challenges.
- 3 Looking to establish a cultural shift in the management of events to better address diversity and inclusion.

READ MORE

PROJECT TITLE

Project Juno - Maternity Guidelines and Recommendations

PROJECT DETAIL

Project Juno is a report that clearly lays out a set of recommendations and considerations to support better maternity and paternity policies in sailing. Based on research with other sports and key conversations with mothers within sailing, the report brings together six initial recommendations to establish a more inclusive course for women who wish to become mothers and remain in their chosen fields.

Based on four primary areas that athletes, teams, organisations, and stakeholders should consider when looking at how to best support mothers and fathers, the report also called on the sport to remove 'mother blinkers' and

accept that it will only be the best it can be only by being diverse and inclusive. While the report accepted that rules are not in place to deliberately discriminate but comes from a history of being a male-dominated sport.

The World Sailing Trust will also be looking at how new policies can be linked to a better understanding of female athlete health in the sport. With relatively little, exclusively female, research regarding athletes on talent or elite pathways there is a need for myth-busting, education, and better care for and facilitating the development of female sailors – be they mothers or not.



IMPACT

- 1 A basis for the World Sailing Maternity Guidelines in development.
- 2 Continuing to reference data from the Strategic Review to better represent the sport.
- 3 Opportunities for further research into female health with a specific focus on sailing.
- 4 Breaking down barriers and prejudice against pre and post-partum mothers.

PROJECT TITLE

On the Horizon

PROJECT DETAIL

A wide-reaching project that stemmed from a collaboration between World Sailing Trust, The Magenta Project and PA Consulting. Using the Trust's Strategic Review into Women in Sailing, PA Consulting carried out an in-depth analysis of the state of gender equality in professional sailing. The consultancy, which specialises in innovation and transformation, interviewed key stakeholders in the industry and found major barriers, bias and systemic issues that limit female participation in the sport. These insights were fully in line with the results of the Strategic Review, and further underlined three of its key recommendations:

- A fast-track leadership programme to create a pipeline of female leaders across the sport
- Equality design working group made up of boat designers, manufacturers, technical specialists and female sailors
- A diversity and inclusion working group, led by World Sailing Trust

On the Horizon also held a series of panel sessions at key The Ocean Race stopovers, hosted by World Sailing Trust, with panelists drawn from across the industry to specifically discuss pathways, opportunities and obstacles to greater inclusion in both The Ocean Race, and the wider sport.

IMPACT

- 1** The Ocean Race will provide shadowing opportunities across race management, with volunteers from local clubs in every host city that the race stops at.
- 2** The Magenta Project, will develop a women and youth mentoring programme specific to The Ocean Race.
- 3** PA Consulting has developed an equality assessment tool to help the sailing industry measure where they are now and where they can improve.
- 4** On the Horizon Panel sessions were held at five of The Ocean Race 2023 stopovers, including Alicante, Cape Town, Newport, Aarhus and Genoa.



People Projects



PROJECT TITLE

SailGP Inspire Partner

PROJECT DETAIL

A founding partner to the SailGP Inspire programme, which is the community, education and outreach initiative that sits alongside the SailGP events.

The agreement was made in 2019, and included fund raising opportunities at the Inspire Lounges at SailGP events. The global pandemic in early 2020 impacted further development of this partnership.

IMPACT

1

Alignment with a new event set to 'disrupt' the sailing world and sharing of information to support the development of the event's DEI strategy and programme.

PROJECT TITLE

US SailGP Team Purpose Partner

PROJECT DETAIL

World Sailing Trust became the Race for the Future partner of the USSailGP team in for the 2021 season. Working with Rise to Win, the US-based not-for-profit organisation that looks to educate and empower the sports community to eliminate racial discrimination, champion social justice and improve race relations, the Trust developed the Educational Sustainability materials to align with the USA Foiling First community.

The Trust also supported the USSailGP team through offering data and research support to the development of the innovative Foiling First programme, which looks to use foiling as a catalyst for change prioritising diversity and inclusivity in sailing.

IMPACT

- 1 Alignment with international team in sport-leading event.
- 2 Alignment with international NGO and collaborating in developing bespoke educational support.
- 3 Considerable branding on the USSailGP F50.
- 4 Association at leading fund racing events, in particular Bristol YC, Providence, USA.
- 5 Engagement with potential US-based future fundraising partners.



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| *Planet Projects*

PROJECT TITLE

Carbon Fibre Circular Alliance

PROJECT DETAIL

Launched on Earth Day in 2022, the Carbon Fibre Circular Alliance (CFCA) was born from a Demonstration Project with Lineat Composites. The Alliance currently consists of four International Federations (World Sailing, International Tennis Federation, International Biathlon Union and Union Cyclists Internationale) as well as four equipment manufacturers aligned with each sport (Starboard, Wilson Sporting Goods, OneWay and SCOTT Sports) and is supported by the IOC. More information on the foundation of the CFCA can be found here.

WST manages the CFCA on behalf of the IFs and equipment manufacturers and works to drive awareness of the issues around EOL CF in Sport, engaging with wider stake holders including global sports equipment federations such as FESI and World Federation of the Sporting Goods Industry (WFSGI), as well as the recycling community through European Recycling Industries Confederation (EuRIC). In recent months, the Trust has started dialogue with several additional stakeholders, to look to them to fund the CFCA as a stand-alone organisation, including one of the world's leading composite companies, Toray.

In addition, WST is working with the IOC and Deloitte on a specific research programme on the use of carbon fibre across sport, and attitudes to EOL material and recycling.



IMPACT

- 1 The CFCA has attracted interest from a wider range of stakeholders and the Alliance has been invited to present a number of events, both in the marine industry as well as the wider composites industry.
- 2 Key note speaker at Composites United Innovation Day on CFCA.
- 3 CFCA key note at JEC Composites, Paris.
- 4 Key note speaker on CFCA and Equipment Recycling Hub at International Council of Marine Industry Associations (ICOMIA) Congress, La Rochelle.
- 5 Establishing a global report on the use of carbon fibre across sport in partnership with the IOC and Deloitte.

PROJECT TITLE

Equipment Recycling Hub

PROJECT DETAIL

World Sailing Trust collaborated with World Sailing to set up an Equipment Recycling Hub for common but difficult to recycle sailing equipment at the 2023 Allianz Sailing World Championships.

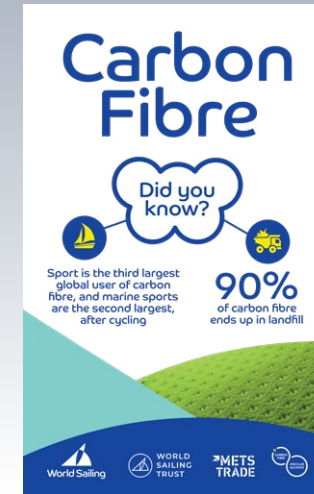
Following the Championships, the collected items were showcased at METSTRADE to bring the issues around the recyclability of sailing equipment to the attention of the wider marine industry.

Five large recycling containers were placed in the busy South Beach Boat Park in Scheveningen. Competitors at the Olympic Classes event were able to bring their end-of-life carbon fibre, glass fibre, blocks and other fittings, rope and clothing to the Equipment Recycling Hub for onward recycling with the aim of collecting data to understand the needs of the Olympic Classes community.

The METSTRADE association also included a round table discussion with key stakeholders from across the industry, including North Sails, Harken, Marlow Ropes, ICOMIA, 11th Hour Racing, MarineShift360, SUMoth Challenge, Eunomia and AutoRecycling, Netherlands.

For 2024, the project is further strengthening its relationship with METSTRADE, looking at developing a series of specific events including Foiling Week and the America's Cup, as well as further engagement at the 2024 METSTRADE in November.

The Equipment Recycling Hub concept was also showcased at the RYA Dinghy and Watersports Show, in collaboration with the Green Blue.



IMPACT

- 1 Proactive initiative looking to raise awareness around equipment recyclability, reuse and repurpose.
- 2 Aligns with Sustainability Agenda 2030.
- 3 Close collaboration with METSTRADE, leading marine industry trade event.
- 4 Close collaboration with ICOMIA, global organisation for the recreational marine industry.
- 5 Working with The Green Blue and Sustainable Sailing on a survey to better understand attitudes to EOL equipment.
- 6 Looking to trial a Returns Incentive Programme or similar with a leading marine manufacturer in 2024.
- 7 Keynote speaker on CFCA and Equipment Recycling Hub at ICOMIA Congress, La Rochelle.

PROJECT TITLE

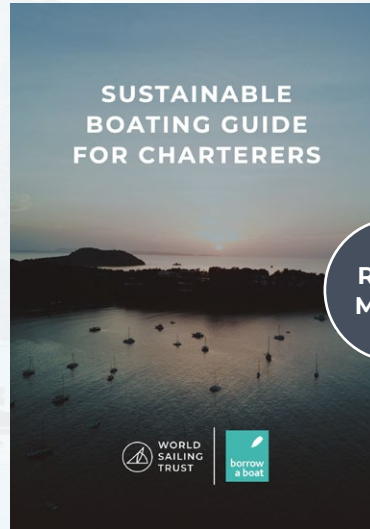
Sustainable Boating Guide

PROJECT DETAIL

Launched in partnership with Borrow A Boat, the Sustainable Boating Guide is the first of its kind and features advice on pollutants (both liquid and solid), physical damage caused by anchoring, the impact to wildlife, and carbon emissions.

From simple tips on eliminating single-use plastic on board and the optimum time to apply sunscreen before entering the water, to guidance on preventing blowback – one of the most common ways in which boats can pollute the environment – the Sustainable Boating Guide provides charterers, of all experience levels, with the knowledge they need to enjoy a more sustainable boating experience.

In 2023 the Guide was further adapted and used by Sustainable Sailing Greece, a Greek environmental foundation, as part of the educational materials for charter companies based in Greece.



READ MORE

POLLUTANTS - SOLIDS

Waste

Marine plastic pollution has been well-documented in the last few years, with the United Nations predicting there could be more plastic in the sea than fish by 2050, and it is important not to contribute to the problem. The Ocean Race also took water samples around the world with almost all of them containing microplastic.

Firstly, aim to eliminate single use plastic. It is lightweight and prone to blowing into the water. Try to minimise the amount of waste you will create by reusing bottles, bags and containers (if provided).

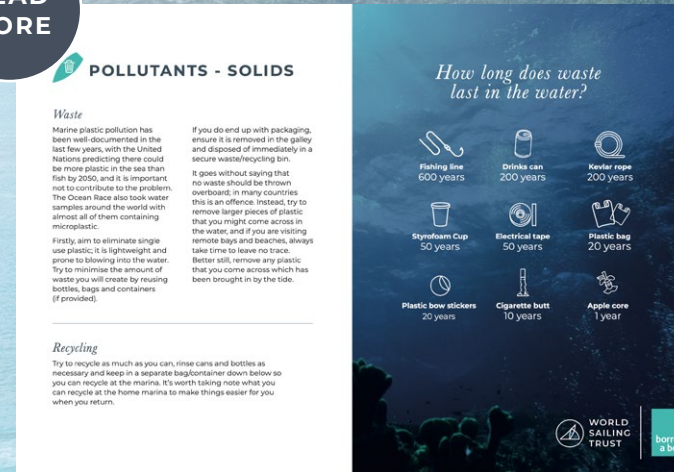
If you do end up with packaging, ensure it is removed in the galley and disposed of immediately in a secure waste/recycling bin. It goes without saying that no waste should be thrown overboard, in many countries this is an offence. Instead, try to remove larger pieces of plastic that you might come across in the water, and if you are visiting remote bays and beaches, always take time to leave no trace. Better still, remove any plastic that you come across which has been brought in by the tide.

Recycling

Try to recycle as much as you can, rinse cans and bottles as necessary and keep in a separate bag/container down below so you can recycle at the marina. It's worth taking note what you can recycle at the home marina to make things easier for you when you return.

How long does waste last in the water?

| | | |
|----------------------------------|-----------------------------|--------------------------|
| Fishing line 600 years | Drinks can 200 years | Kevlar rope 200 years |
| Styrofoam Cup 50 years | Electrical tape 50 years | Plastic bag 20 years |
| Plastic bow stickers 20 years | Cigarette butt 10 years | Apple core 1 year |



IMPACT

- 1 Cobranded guides on all Borrow A Boat charter boats (totally some 45,000 worldwide).
- 2 Opportunity to white label and develop for other organisations.
- 3 Alignment with Sustainable Sailing Greece and associated branding.

PROJECT TITLE

Publications - various

PROJECT DETAIL

World Sailing Trust has been responsible for, and collaborated on, several key publications over the past five years, working with both World Sailing and a wider range of sport stakeholders. These include:

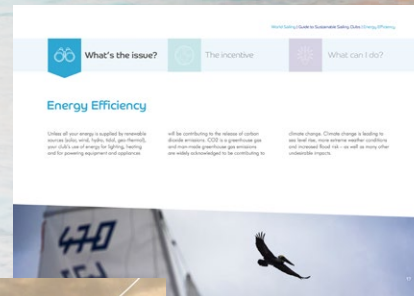
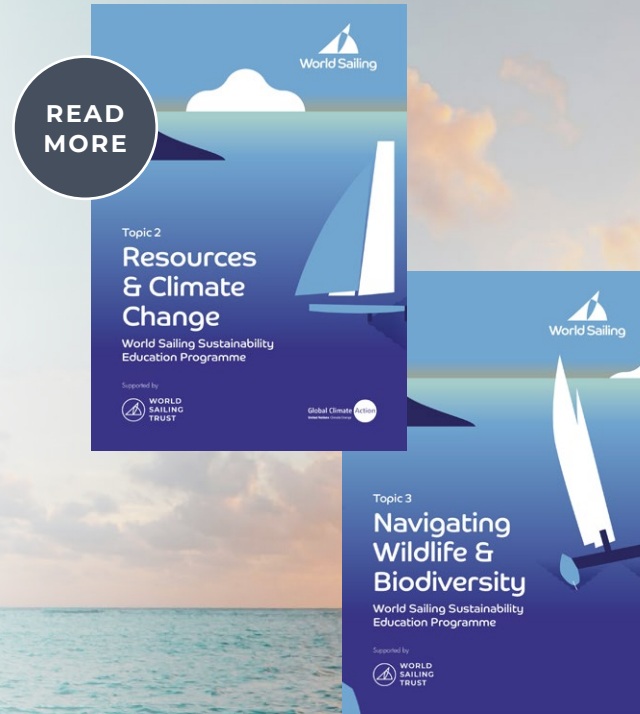
EDUCATIONAL SUSTAINABILITY MATERIALS

In partnership with World Sailing and The Ocean Race, the Trust developed a series of six educational resource to educate young sailors on sustainability. Targeted at children aged 6-12, they aim to educate young sailors on sustainability, enabling them to learn how to protect the marine environment while they sail. The resources are now available in over 12 languages.

The Trust has adapted these resources as 'white label' products for other organisations, including the education programme for the USSailGP team and they continue to be used and adapted across the sailing community.

SUSTAINABLE SAILING CLUB GUIDES

Similarly, the Trust worked with World Sailing and 11th Hour Racing to develop a series of specific guides for sailing clubs. The resources aim to encourage sailing and yacht clubs to embrace environmental sustainability and to act as a catalyst for clubs to make environmental improvements. The resources identify the issues clubs face such as waste management, biodiversity, pollution and event delivery and indicates the incentives of applying sustainable practices and what clubs can do. Supported by case studies, the resources can be applied across small and large yacht clubs.



READ MORE

READ MORE

IMPACT

- 1 Collaboration with major stakeholders in the sport.
- 2 Opportunity to white label resources to extend reach and longevity.
- 3 Use of digital assets to ensure global reach.

PROJECT TITLE

'Race for Change' Challenge

PROJECT DETAIL

As an extension of the relationship with World Sailing, Virtual Regatta pledged to donate a portion of the proceeds from the 2020 Vendée Globe Race to support the work of the World Sailing Trust.

In addition, a separate Charity Race, was held with WST as one of the Race boats, and again the proceeds from this were donated to the Trust.

IMPACT

- 1** Association with one of the leading events in the sailing calendar.
- 2** Opportunity to amplify the work of the Trust to a wider, international audience.
- 3** Good example of collaborative fundraising and alignment with WSL partners.



PROJECT TITLE

Further Research

PROJECT DETAIL

The Trust has carried out several other research projects including:

PARTICIPATION STUDY (2021)

The results confirm the long held anecdotal evidence that sailing is, predominantly, a sport for over 45-year-old, white men. Two-thirds of the 2000 plus respondents were male, of these of 85% were of white ethnicity and over half aged 45 and above.

These results were presented to the 2021 AGM, and it had originally been suggested that this should be repeated every two years to be able to measure progress in the sport.

MNA CENSUS STUDY (2022)

A Census of all 142 MNAs was conducted in Q3 of 2022. With a 42% completion rate, the Census asked a wide range of questions relating the diversity of each MNA, as well as awareness of key sustainability materials and initiatives.

IMPACT

1 Increased awareness around the diversity in the governance of the sport and potential areas for further development.

2 Independent research.





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