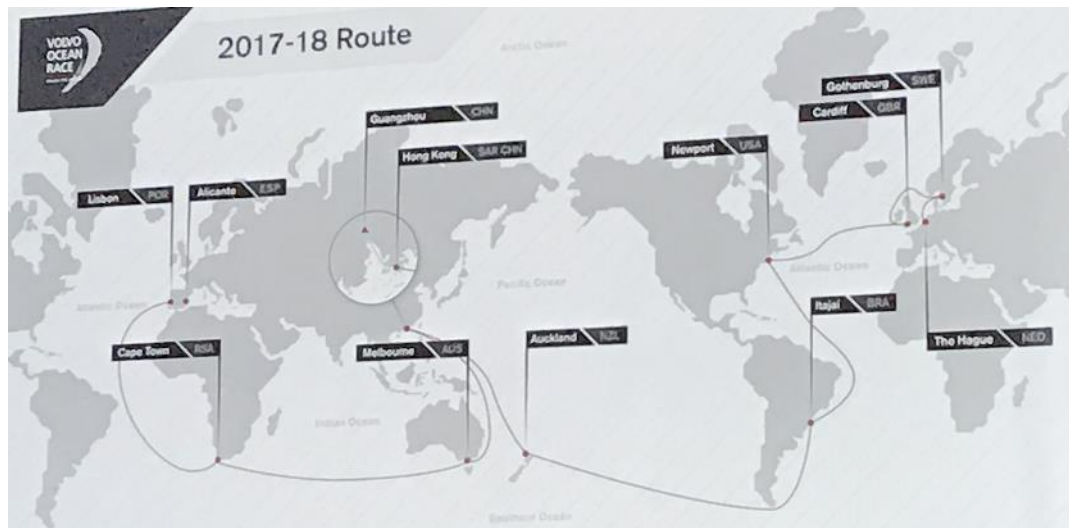


# Building and developing a brand and business with sustainability at its core and how this approach has attracted sponsors and business partners

Charlie Enright – Skipper of Vestas 11th Hour Racing Team (Vestas 11th Hour Racing)

# Volvo Ocean Race

- Sponzoři: Vestas (energie), Volvo (recycling plastic), Bluewater (water provider), 11th Hour Racing (works with the sailing community and maritime industries to advance solutions and practices that protect and restore the health of our ocean)
- = Global platform (not just a race) → Ocean health



# Aktivity 11th Hour Racing

- Legacy project – v každém průjezdném místě závodu Volvo Ocean Race
- Scientific research
- Educating people
- United Nations – Ocean summit

⇒ Atraktivní pro sponzory a partnery

