



Emirates
GBR 
SAILGP TEAM

CALLING ALL SPORTS TEAMS:
**CREATE VALUE,
NOT WASTE.**

AS PARTNERSHIPS EVOLVE,
SPORTS TEAMS FACE NEW CHALLENGES
IN EXTENDING THE LIFECYCLE OF
THE BRANDED MATERIALS THEY USE.



THE ISSUE

***SPORTS APPAREL
AND BRANDING
CREATES A MASSIVE
WASTE PROBLEM
GLOBALLY.***



***THIS SEASON,
DUE TO SAILOR **TRANSFERS**, NEW
SPONSORS AND INFRASTRUCTURE
CHANGES, WE NEEDED TO
RE-BRAND OUR **KIT & TEAM BASE**.***

THE PROJECT

**WE SOUGHT
SOLUTIONS TO
EXTEND THE LIFE OF
OUR TEAM APPAREL
AND *ENSURE* OUR
OLD TEAM BASE
BRANDING DIDN'T
GO TO WASTE.**



#RACEFORTHEFUTURE

THE SOLUTION

*DURING THE GLOBAL SERIES,
ALL TEAM KIT WAS COLLECTED AND
**REBRANDED LOCALLY, MINIMISING
WASTE** AND THE ENVIRONMENTAL IMPACT
OF SENDING KIT INTERNATIONALLY.*

***NO NEW KIT WAS REQUIRED
TO BE PRODUCED.***

INNOVATION

AINSLIE *TO* **FLETCHER!**
*WE WORKED WITH SPINLOCK TO
ENSURE OUR PERSONAL FLOTATION
DEVICES WERE DESIGNED AND BUILT
TO ENCOMPASS SAILOR AND SPONSOR
BRANDING THAT IS REMOVABLE &
TRANSFERABLE, EXTENDING THE LIFE
OF A PRODUCT CONTAINING MULTIPLE
COMPLEX MATERIALS.*



SECOND LIFE

***WE REPURPOSED OUR
TEAM BASE BRANDING
INTO LIMITED EDITION
BAGS MADE BY
OCEAN REPUBLIC.***



RESULTS ARE IN

THESE PROJECTS HAVE EXTENDED THE LIFE
OF **653 ITEMS**, REDUCED EMISSIONS BY **94%** USING
LOCAL SUPPLIERS, PREVENTED **6,500KG CO₂e** AND SAVED
5.5 MILLION LITRES OF WATER BY NOT PRODUCING NEW GARMENTS.

USE OUR VOICES

***WE EDUCATE OURSELVES
AT EVERY SAILGP EVENT
BY VISITING LOCAL
PROJECTS AND USE OUR
VOICES TO TELL THEIR
STORIES ALONGSIDE OURS.***



MAKE A PLEDGE AND WIN

***MAKE A PLEDGE TO REDUCE
WASTE AND WIN A LIMITED
EDITION BAG MADE FROM OUR
TEAM BASE BRANDING.***





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