



Multi One Attitude  
Foundation

RACE FOR WATER

## **A DAY DEVOTED TO SUSTAINABLE DEVELOPMENT AT SEA**

**Skippers, scientists, manufacturers and professionals of the sea gathered together on the initiative of the Multi One Attitude Foundation in Lorient's Cité de la Voile Eric-Tabarly on 25 March 2011. Objective: to rally together ocean racing protagonists on behalf of sustainable development.**

A giant 4D show. A skipper hailed like a rock star. On Friday 25 March, the Cité de la Voile Eric-Tabarly was the showcase for the christening of the first MOD70 trimaran, "Race for Water", skippered by Swiss sailor Stève Ravussin. This event rounded off a day devoted to ocean racing and sustainable development, an initiative inspired by the Multi One Attitude Foundation, for which "Race for Water" is the ambassador.

Professionals of the sea, ocean racers, scientists and manufacturers tried to outline responses to questions linked to the pollution of the oceans and the conservation of the water resource.

Dimitri Caudrelier, from the management consultancy firm Quantis, demonstrates the importance of the water footprint, which equates to the overall quantity of water used in producing a basic consumable or foodstuff. For example, you need 2,700 litres to make a T-Shirt. Reducing this footprint involves a global ecodesign approach. For example, the water stress suffered by producing countries must be taken into account in the manufacturing process and a shift towards renewable energies must be envisaged where possible.

Expanding on what Dimitri Caudrelier has to say, Christophe Baley, researcher at the Laboratory of Materials Engineering of Brittany (LIMATB), highlights the fact that inspiration can be drawn from the present models in nature to create new, more ecological materials. Indeed some have already been involved in just such an exercise, including Julien Marin, the architect responsible for "Araldite", a monohull made from 75% flax fibre.

And the sailors in all that? Roland Jourdain, Stève Ravussin and Catherine Chabaud are making their concerns about conserving the oceans very clear. They testify to the vast quantities of plastic waste, which are now forming dangerous sources of contamination for fish and the entire animal chain. There is a global system for observing the oceans which Unesco expert, Maria Hood, knows all about. According to her, to complete the network for observing marine zones, offshore racers could embark automated systems for taking scientific measurements and take part in the launch of sea-going robots in remote areas away from the shipping lanes. In fact, the company NKE Electronics is fine tuning various measuring apparatus designed to be embarked on merchant vessels or yachts. Jean-Claude Le Bleis, its president, is calling up yachtsmen and women, as well as racers, to rally together to improve the network for observing the oceans.

The Multi One Attitude Foundation could act as a bridge between the scientists and the sailors, who occasionally feel powerless when the time comes for action. Anne-Cécile Turner, director, sets out the three stages which characterise the foundation's programme and will be developed over the next 3 years: apprendre, partager et agir (Learn, Share, Act).

This approach corresponds with that which Catherine Chabaud has adopted since retiring from competition in 2001. In the context of an environmental forum about the sea called Grenelle de la Mer, the project leader and former sailor has met up with all those who are looking for solutions to conserve the oceans and reduce the water footprint of the watersports industry. Her conclusion: sailors, who were looking for a role to play, can now rely on the support of the Multi One Attitude Foundation to take action.

For further information: [www.multioneattitude.com](http://www.multioneattitude.com)



[www.multioneattitude.com](http://www.multioneattitude.com)



Multi One Attitude  
Foundation

**RACE FOR WATER**