



By sailors, for sailors
doylesails.com

MAPPING OUR JOURNEY TO A BETTER FUTURE

SUSTAINABILITY APPROACH 2023 AND BEYOND



DOYLE

Since 1982, Doyle Sails has delivered outstanding quality and innovation to our loyal customers across the globe. As a global company, we recognise that all our business activities have an impact. Impacts include our people, products, our community and the environment.

The ocean's health is key to the sustainability of our business, and we endeavour to improve our actions to ensure the sea is protected continuously. Sustainability is a foundational pillar from which we outline our goals and benchmarks to achieve a more sustainable business.

Our pillars are at the heart of every decision we make and will constantly evolve as our voyage develops. We are on a journey of improvement, and our pillars are frequently updated to align with our goals. We aim to think globally with our plans but take local action to ensure our journey impacts the local communities first, ultimately leading to a fairer, regenerative and sustainable business and planet.

MAJOR SUPPORTER OF

LIVE OCEAN
FOUNDATION

S2S
sail2shelter





2022 SUSTAINABILITY ACHIEVEMENTS

2022 is only the beginning of Doyle Sails journey to a better future. With plenty of projects still in the works, there is plenty to celebrate as a business making small changes to make a difference.

The statistics only tell part of the story but each square metre of waste that is recycled, each sail that is saved from landfill and each tree that is planted is adding up, protecting our ocean playground and our planet for the years to come.

1200KG

Stratis manufacturing process backing plastic recycled into pallets, fence posts and conduit

222 TREES

Planted in partnership with Trees that Count. A tree is planted for every finished sail that leaves Doyle NZ

6500SQM

Stratis Sail Art laid on sails instead of environmentally damaging paints and only uses the bare minimum amount of ink required

85 SAILS

Given a second life through our Circular Luggage project and partnership with Sail 2 Shelter

OUR GOAL:

Be a business that is working towards contributing to the circular economy

WHY IS THIS IMPORTANT TO US?

We are looking at spots where we can improve waste in our business, across all our areas. Our sail offcuts are minimized due to our unique mapping but are actively looking for ways to reuse and recycle offcuts, old sails, and waste from our inward and outward materials.

BY OCTOBER 2023:

- Investigate the alternatives to wrapping and shipping pallets for export
- Find a solution to recycle the backing liner of all our surfaces that are laid
- Continue to work at minimizing wastage across our manufacturing process
- Continue to grow our Circular Luggage projects to promote a wider reach and give more sails a second life
- Investigate recycling and reuse options for retired sails throughout the globe to mitigate the need to ship them to a specific location and further reduce footprint
- Begin to manage materials in various consumables across the building in break rooms, office supplies and places beyond just our factory floor.

BY OCTOBER 2024:

- Engage with our suppliers in their management of materials and how we can reduce wastage across both of our supply chains
- Grow our circular projects, utilizing not just end of life products but manufacturing defects and consumable waste from across the factory and loft.
- With our successful Stratis Sail Art printing removing painting from 95% of our sails, to progress the final 5% and additionally print on nylon sails. This removes the harmful effects of using toxic paints in our production line.

OUR CHALLENGES:

- We are reliant on suppliers that we don't have control over their processes
- For our clients, performance still outweighs sustainability, so we don't have the need to push for an R&D project into more environmentally friendly fibres.
- Our clients need their membranes and finished sails to arrive without damage from shipping movements.



OUR GOAL:

To minimise of emissions and work towards being a carbon reduced business

WHY IS THIS IMPORTANT TO US?

Our company and the planet are being affected by climate change and every business should be doing what they can to reduce waste, emissions, and impact even if it's only a little bit at a time.

BY OCTOBER 2023:

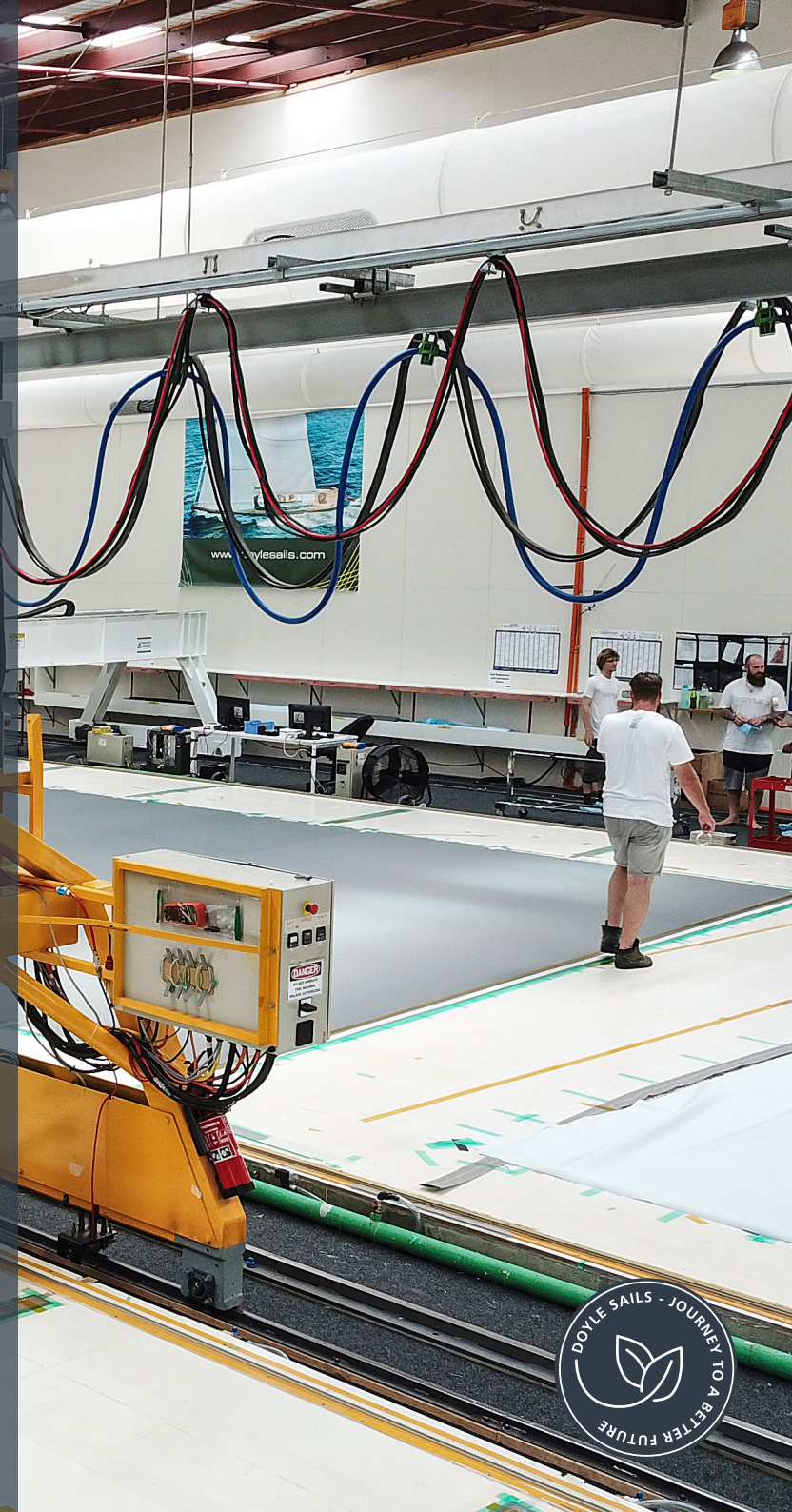
- Engage in Toitu Carbon Reduce programme to begin mapping our carbon footprint
- Start changing our fleet of forklifts to electric to mitigate the use of LPG
- Engage with Trees that Count to plant a tree for every sail that is delivered out of Doyle New Zealand and encourage other lofts in the group to do the same
- Continue to use shipping partners that are offsetting emissions and have their own sustainable plans
- Continue to use Stratis Sail Art as our primary form of branding sails to limit the harmful toxins that are released when painting sails.

OUR CHALLENGES:

- New Zealand is a small country located a long way from international suppliers and the location of our larger markets that we export to
- Our manufacturing process has evolved over time and is slow to change. Greener technology in the composite industry still has only limited options.
- We are based in a city and an industrial area that has limited access to public transport, currently 99% of staff would drive to work.

BY OCTOBER 2024:

- Offset our unavoidable emissions by more than 100%
- Investigate how our staff can reduce their commuting emissions
- With our successful Stratis Sail Art printing removing painting from 95% of our sails, to progress the final 5% and additionally print on nylon sails.



COMMUNITY INVOLVEMENT

OUR GOAL:

To engage in our community to promote youth and women pathways into our sport

WHY IS THIS IMPORTANT TO US?

Sailing as a sport is at the heart of what we do. Without pathways to help bring youth and women up to the elite level of sport, the sport can't progress.

BY OCTOBER 2023:

- Ensure we are promoting what our partnerships are doing that relate to our values and goals
- Engage our staff into some of the partnerships, e.g. tree planting project with RNZYS.
- Continue to support local clubs such as RNZYS and RAYC as well as international pathways such as SailGP Inspire

OUR CHALLENGES:

- The sport we activate in is widespread across the world and across a range of levels. Resource limits what we can put our efforts so hard to capture everything that is relevant across the board.

BY OCTOBER 2024:

- Establish a plan to actively enhance these projects and pathways each year
- Engage in partnerships with sailors who represent the pillars of our sustainability approach



OUR PEOPLE

OUR GOAL:

To upskill and develop our staff to their best potential, providing a workplace that people want to stay and grow in

WHY IS THIS IMPORTANT TO US?

We know the importance of growing our work force and developing apprentices through hands on experience with our expert sailmakers and other staff, providing an inclusive workplace helps great an environment where staff want to stay and grow.

BY OCTOBER 2023:

- Implement a social committee to organise team building, social and rewarding activities
- Look into having a staff/crew uniform to promote a cohesive feel
- Begin to do staff newsletters to introduce new team members, share business successes and involve the entire company
- Invest time and resource into professional development for all our teams such as leadership courses.
- Continue to look for potential for people to grow and learn more

OUR CHALLENGES:

- Variance in people, skill sets and ambitions means it will not be a one plan fits all for development and upskilling.
- Often many of our employees are travelling, rates of turnover can be high for putting time and resource into training and development.

BY OCTOBER 2024:

- Develop a programme for all professional development and training, not just in our sailmaking programme

