

Coverage

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By [Ed Kemp](#), marketingmagazine.co.uk, 17 September 2009, 08:30am [Be the first to comment](#)

America's Cup team TEAMORIGIN agrees partnership with Carbon Trust

LONDON - TEAMORIGIN, the British entrant into the America's cup founded by Sir Keith Mills in 2007, has today unveiled a partnership with Carbon Trust.



The partnership will run under the banner of 'Race for Change', and will give a platform for up to four principle commercial team partners to reduce their CO2 emissions.

Under the deal the Carbon Trust will offer TEAMORIGIN and its partners advice on reducing their carbon footprints.

TEAMORIGIN aims to secure a further four secondary partners as well as up to eight supplier deals.

Mills said that he had already held informal discussions with a number of multi-national companies and that any brand that came on board would have to sign up to the Carbon Trust's Carbon Standard. He hopes to have the first deals in place by early 2010 with a view to the next America's Cup which will be hosted in 2011 at the earliest.

Mills added that he hoped the partnership with encourage other teams and the America's Cup itself to follow best business practise regarding their carbon footprint.

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