

Coverage

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British racing green

Team Origin, Sir Keith Mills's challenge for the America's Cup, has engaged Lord Stern in a joint effort to put elite sailing at the forefront of the fight against climate change. Mills, a board member of England's World Cup bid, was introduced to the government's climate-change adviser by the bid's chairman, Lord Triesman, who had also recruited Stern as an ambassador for England 2018. Mills now intends to sign up four commercial partners to a five-year sponsorship programme with Team Origin, and each must contractually commit to a stringent package of carbon-emissions constraints designed by the Carbon Trust. Mills will approach up to 40 of the FTSE 100 companies before Christmas and, having put together the London 2012 bid's commercial programme, is confident he can persuade four principal sponsors to sign up to the programme, each contributing between £3m and £4m a year. "We are using the team and the sport to demonstrate how a company's reduction in carbon emissions is good business," Mills said. As a first step

Mills, the multiple Olympic champion and Team Origin skipper, Ben Ainslie, and all his crew have personally signed up to the 10:10 campaign launched by the Guardian this month.