



Engage, educate & inspire:
How 11th Hour Racing
amplifies sustainability through
immersive storytelling.

Hannah Springett, CEO & Founder of HLabs

Sign up on nai.hlabs.co.uk for our free digital audit!

"If we save the sea, we save our world. After a lifetime of filming our planet, I'm sure nothing is more important."



David Attenborough



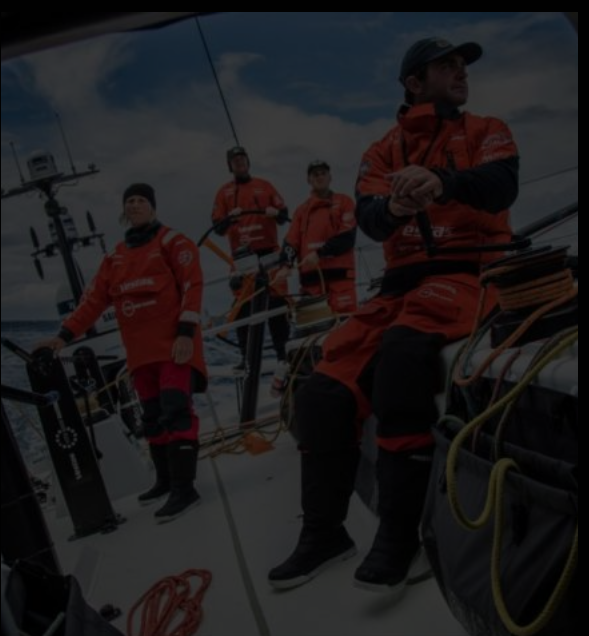
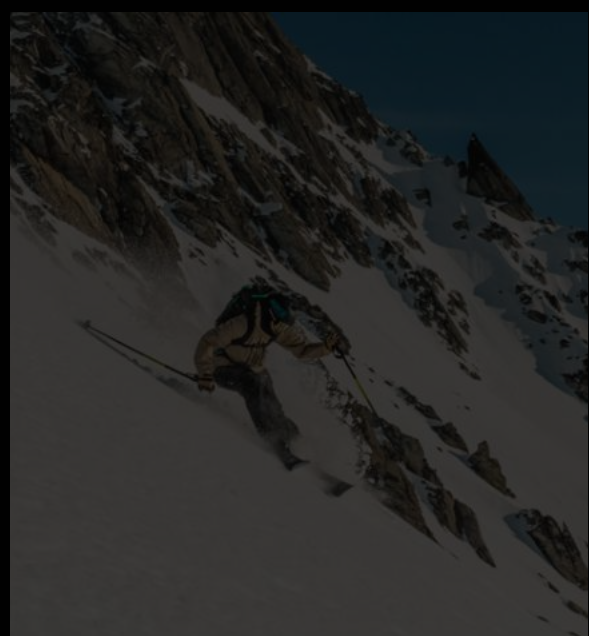
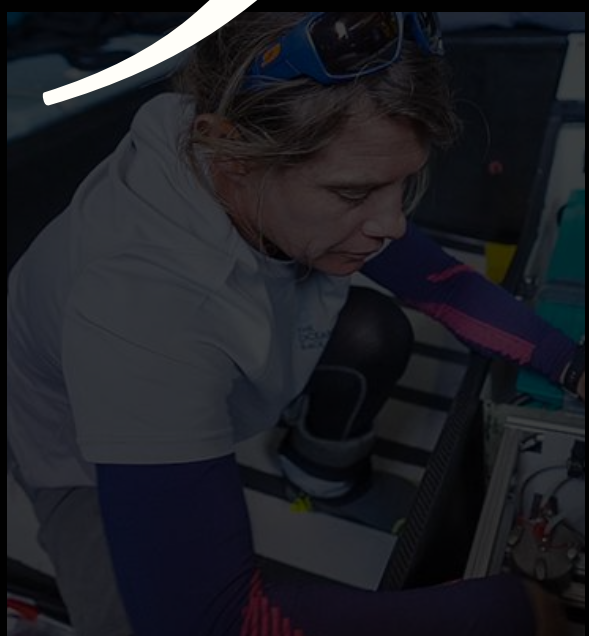
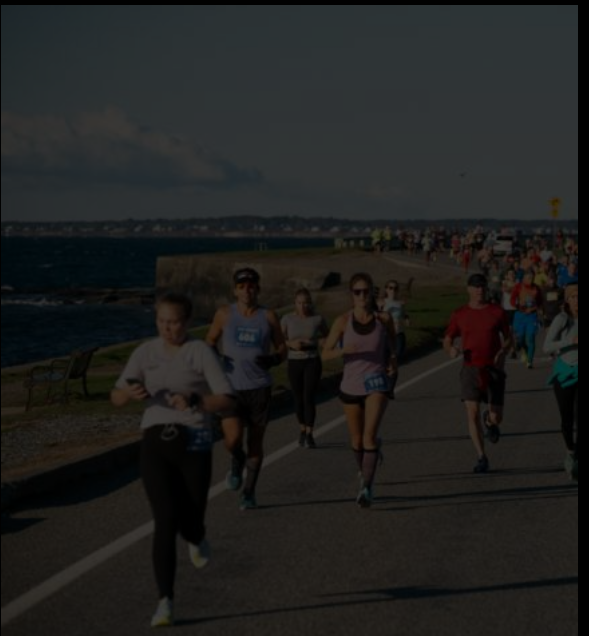
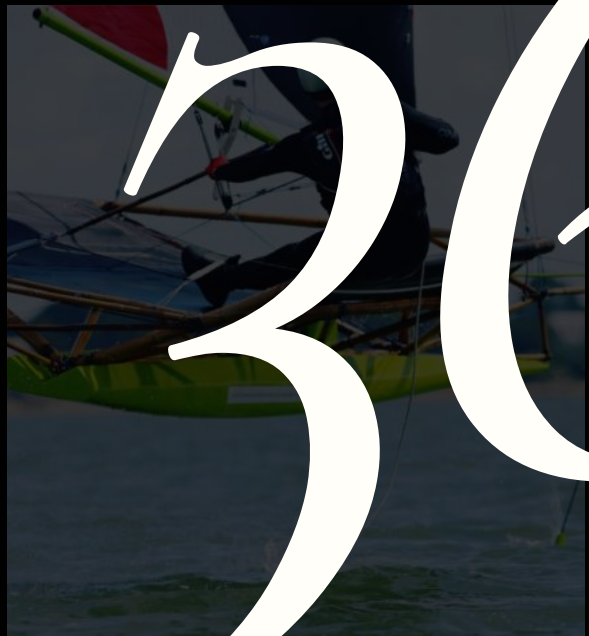
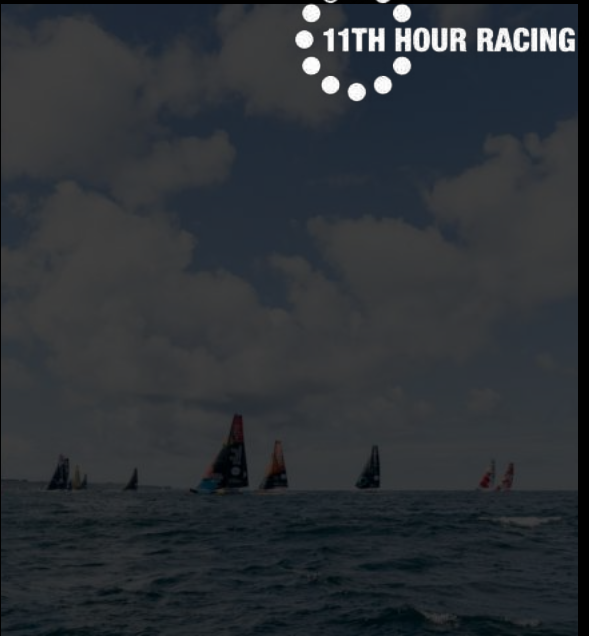
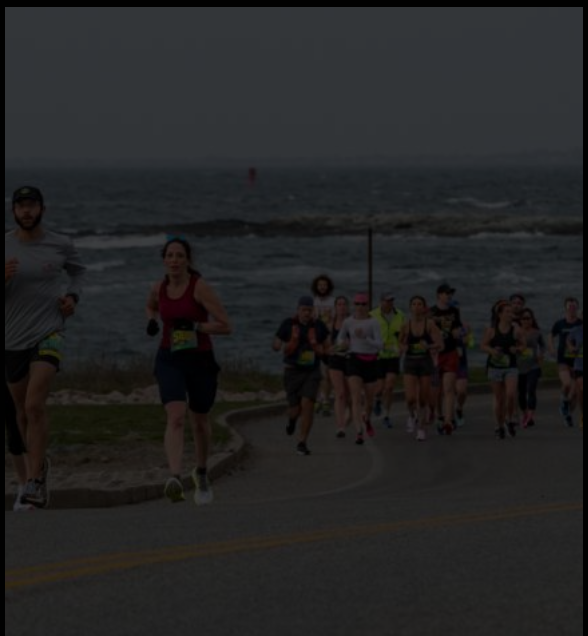
11th Hour Racing are a community of outdoor enthusiasts, industry leaders and evangelists all passionate the ocean. They promote change and encourage us all to take action.



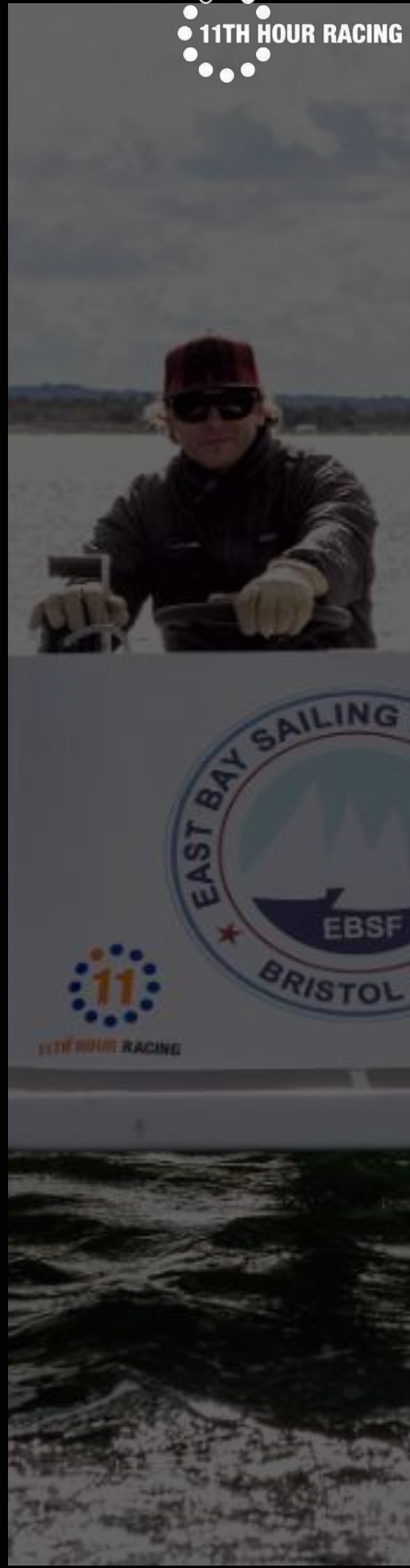
HLabs.co.uk



36 sponsorships



7 ambassadors



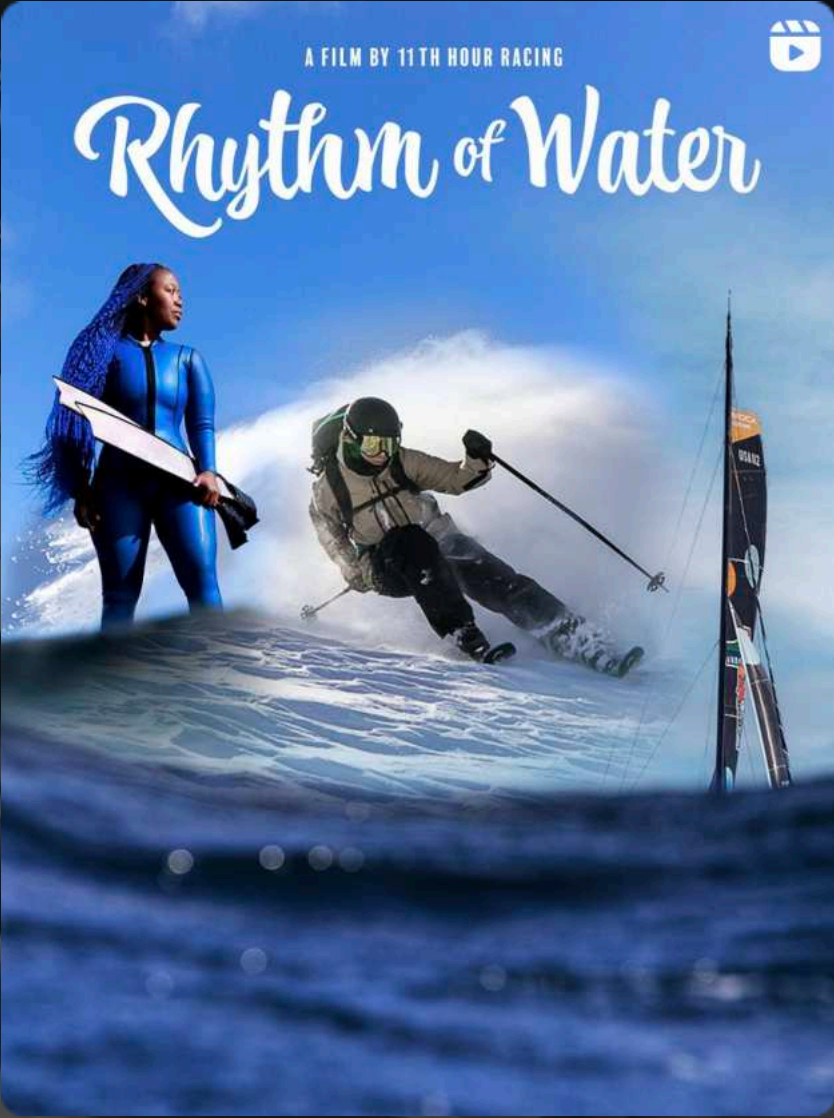
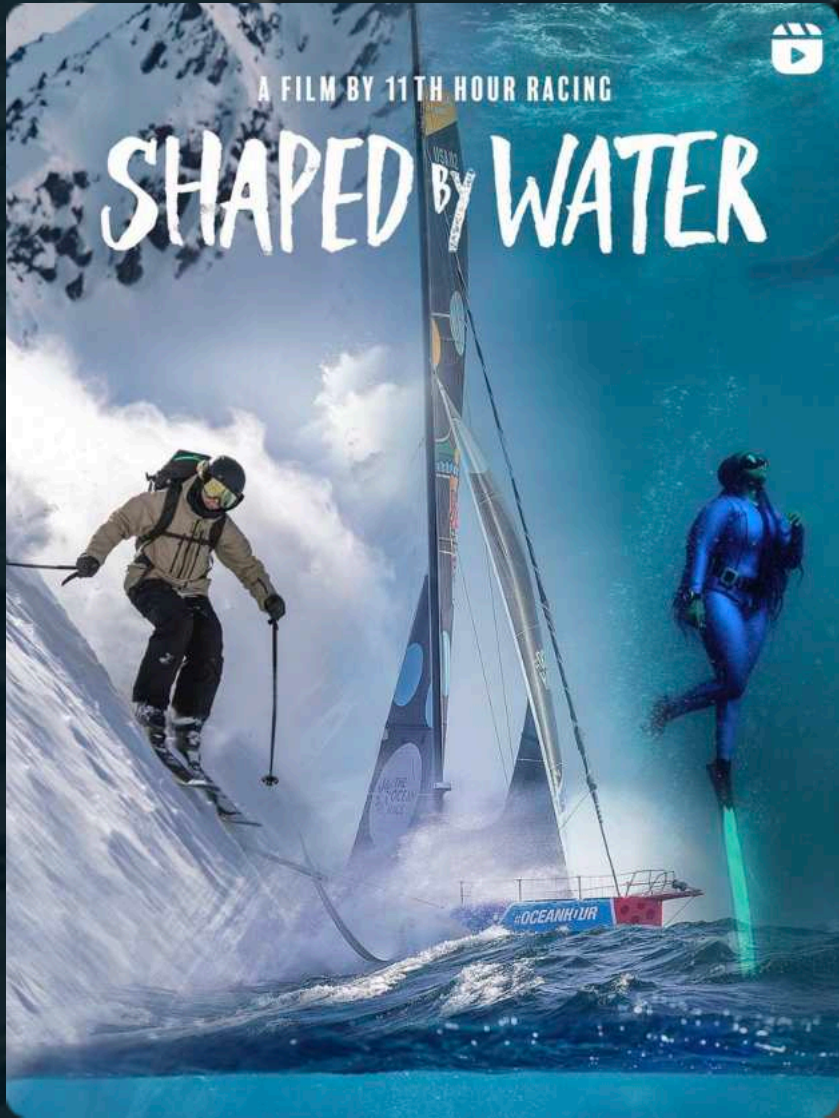
309 grantees

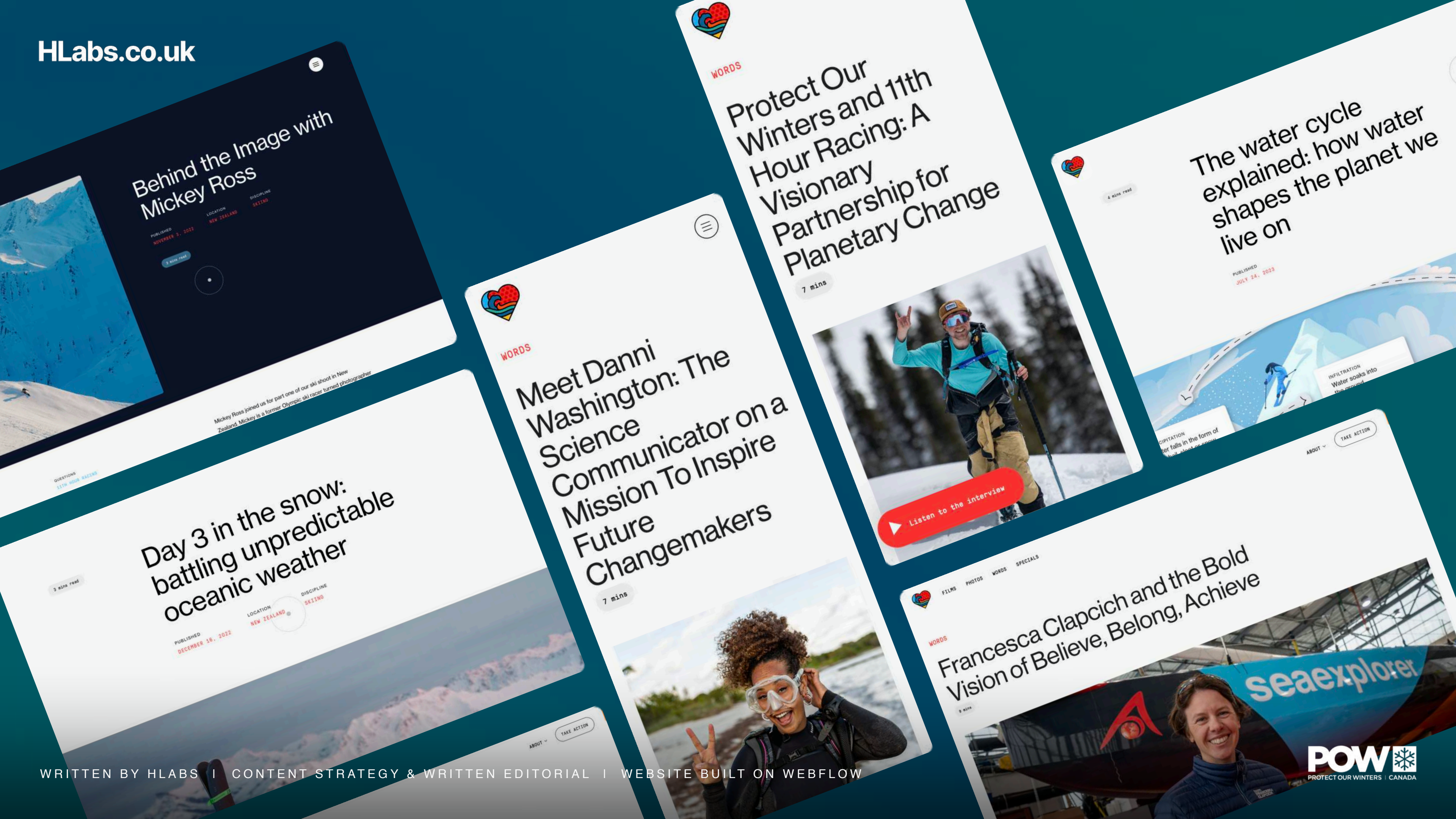
— *Section One*

Drive engagement with interactivity











WORDS

Protect Our Winters and 11th Hour Racing: A Visionary Partnership for Planetary Change

7 mins





11TH HOUR RACING PRESENTS

SHAPED BY WATER

A love letter to the ocean

Alessandra Ghezzi
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8.6 mins

Average session time on their interactive media kit



STORIES FROM THE OCEAN

Water connects us all and shapes our world.

Explore →

When the ocean wins, we all win.
The ocean is the beating blue heart of our planet.
It holds the power to connect us all.
It breathes life into every corner of the natural world.
Join 11th Hour Racing as we delve into the depths of this awe-inspiring ecosystem, uncovering poignant stories waiting to be told.



FILMS

PHOTOS

WORDS

SPECIALS

ABOUT

TAKE ACTION

STORIES FROM THE OCEAN

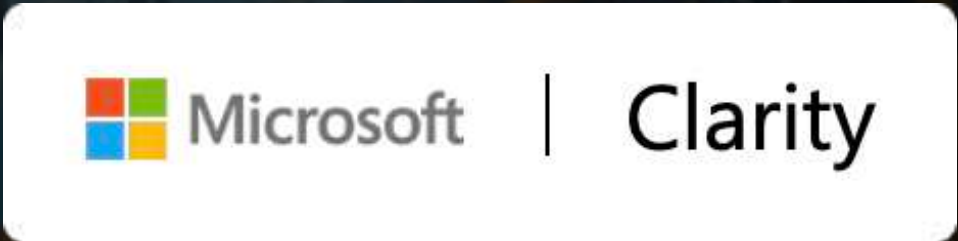
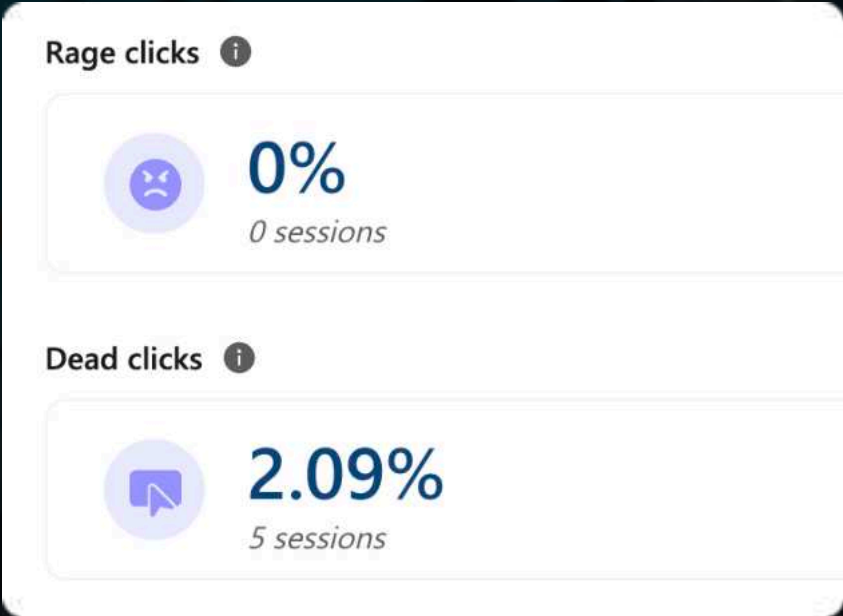
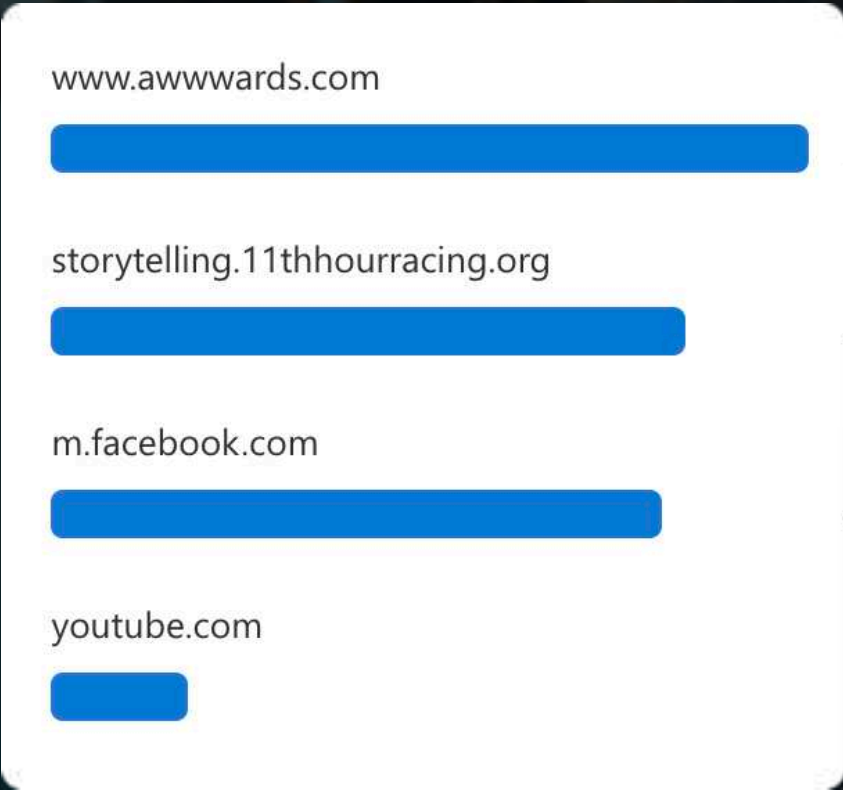
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We use cookies to enhance your browsing experience, serve personalized ads or content, and analyze our traffic. By clicking "Accept All", you consent to our use of cookies.

Accept All



Show percentage of sessions ☐ Off

Submit form	282 sessions		
Form Submission	276 sessions		
Outbound click	64 sessions		
Show more	19 sessions		
Sign up	11 sessions		



< Back to click data >>

Heatmaps insights

Your insights are powered by AI, so mistakes are possible. [Share feedback](#) so we can improve!


User behaviours

- Users on desktop, tablet and mobile devices frequently interacted with the [play button](#), indicating a strong interest in video content.
- A significant portion of users did not scroll beyond 10% depth across all devices, suggesting limited engagement with lower page content.
- Error clicks were common on the [play button](#) across all devices, potentially indicating issues with its functionality.

Key takeaways

- To improve user experience, ensure the [play button](#) is functional and intuitive to use.
- Consider optimizing or repositioning key information higher up on the page to capture attention from users who do not scroll far.
- Enhance engagement by addressing potential technical issues causing error clicks on interactive elements like the [play button](#).

👍 🗑 📄 ☐ Slang off

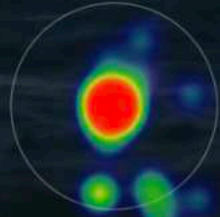


FILMSPHOTOSWORDSSPECIALS

ABOUT TAKE ACTION

FILM

Reduce, Reuse, Recycle. How the SuMo Challenge is promoting Sustainable Boat Building






PUBLISHED


□ . □ . □ □

CATEGORY

SPONSORSHIPS

SHARE THIS STORY





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WORDS

Watch 'Operation Restoration': New Video Series on Ecosystem Restoration




PUBLISHED

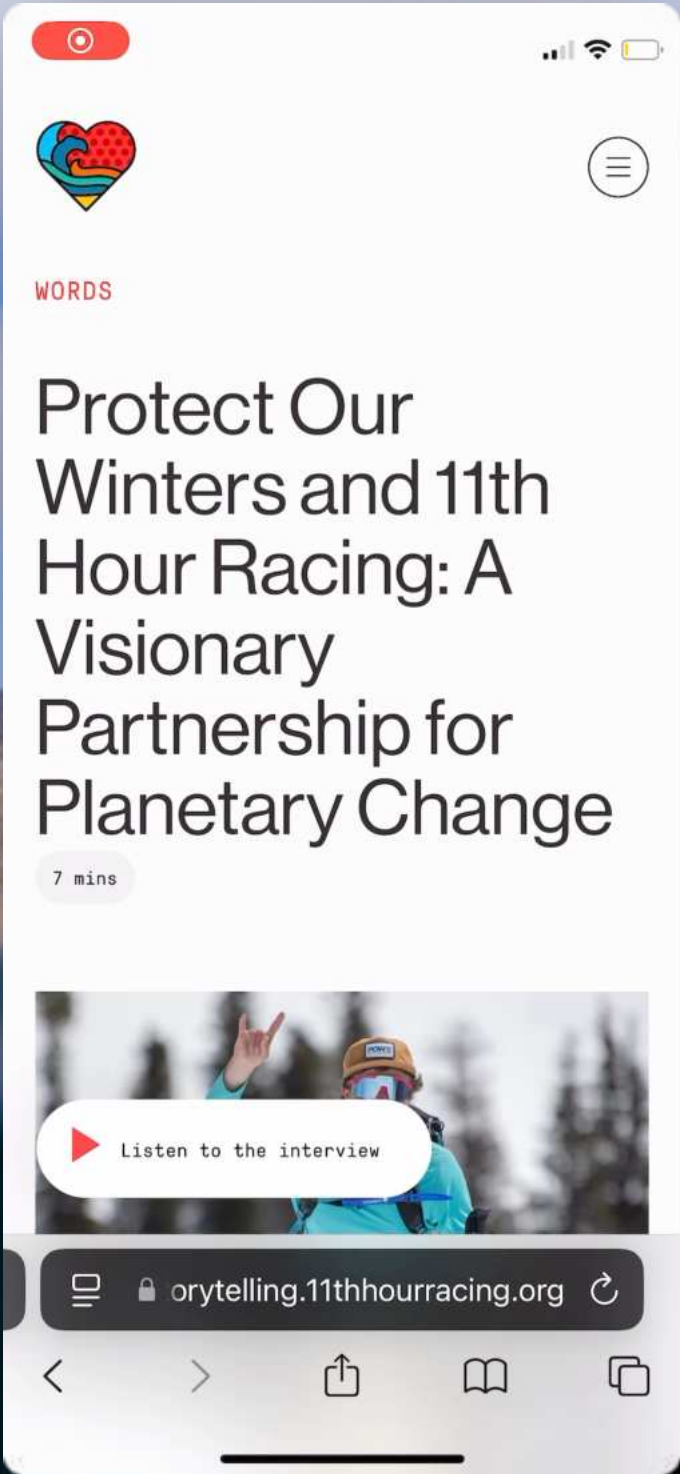
10.16.24

CATEGORY

GRANTEES

SHARE THIS STORY





+568%

We increased engagement by 568% across the website

— Section Two

Educating a global audience



Premium

Operation Restoration | Full Series 3 / 26

11th Hour Racing

OPERATION RESTORATION

ROOTS

12:08

Operation Restoration: ROOTS

11th Hour Racing

OPERATION RESTORATION

OYSTER

14:17

Operation Restoration: OYSTER

11th Hour Racing

OPERATION RESTORATION

RIVER

15:02

Operation Restoration: RIVER

11th Hour Racing

OPERATION RESTORATION

GLOW

15:27

Operation Restoration: GLOW

11th Hour Racing

VCHT works with

250+

VOLUNTEERS FROM AROUND THE WORLD

This also benefits the community by providing spaces where folks can connect with nature in new and innovative ways.



GROW TOGETHER: REAL LIFE EXPERIENCES

Composting is a unique activity that everyone approaches in their own way. Whatever stage of the composting journey you're on, these tips, tricks, fails, and inspiring tales will give you food for thought.

"When I first tried composting at home, I struggled with the ratios - there were too many food scraps and not enough carbon, so it turned into a sludgy mess. I switched to drop-offs at the farmers market, and later, I was thrilled when Newport introduced curbside composting for added convenience.
"

Hilary Kotoun
Newport, R.I.

"One of my biggest tips when at home or college is freezing my compost until I can drop it off somewhere.
"

Antonia Gomez
Cohasset, M.A.

"I love that with residential pickup, I can compost all kinds of food—meat, fish bones, dairy—you name it. It's a total game-changer!
"

Alessandra Ghezzi
Middletown, R.I.

"My trash can never smells anymore (and is much emptier too) because all of the cleanup from cooking is contained in my compost bin. Plus, my garden absolutely thrives when I spread finished compost at the start of the growing season! I love the circular feeling of these choices at home.
"

Nina Hastings
Middletown, R.I.

"Composting is a natural process, and like all things in nature, it takes time. Don't be discouraged if your compost pile doesn't transform overnight. I certainly don't do it perfectly, but Mother Nature is pretty forgiving!
"

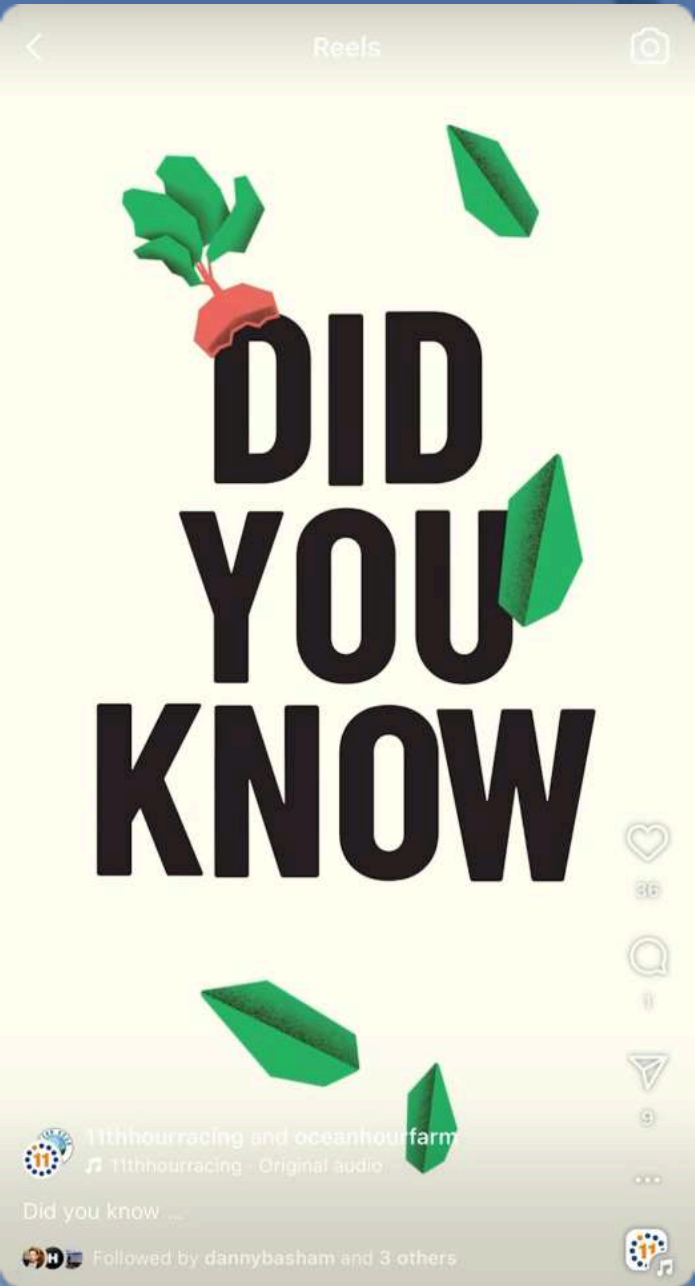
Michelle Carnevale
Raynham, M.A.

HELPING REDUCE METHANE EMISSIONS FROM YOUR OWN HOME IS PRETTY COOL, RIGHT?

Jamie Haines
11th Hour Racing Ambassador

22 COMMUNITY STORIES







THE OCEAN LOVERS GUIDE TO COMPOST



13 million lbs

of food waste has been diverted from landfills



— Section Three

Inspire a generation of change makers

I was in here
somewhere!




152,072

People participated in The Race Below immersive experience,
discovering ways to take action for the ocean

Can you remember how you felt

when you first saw the ocean?



FILMSPHOTOSWORDSSPECIALS

ABOUT

TAKE ACTION

THE RACE BELOW

The race is on for the ocean, and for our future.

Dive Deeper





THE UNSUNG HEROES

Many species call the ocean home but the everyday actions of humans are putting their existence in jeopardy.



Sound on





How can I take action?

Feeling inspired? Discover how you can make a difference.

Learn more





Sound on

The experience inspired more than

32,000

people to sign the petition for the Universal
Declaration of Ocean Rights presented to
the UN General Assembly

 FILMS GALLERIES WORDS SPECIALS

ABOUT  TAKE ACTION

CASE STUDY

Stronger Shores: Driving Coastal Resilience In Puerto Rico

SPANISH

ENGLISH

THE OCEAN FOUNDATION

PHOTO CREDIT



1.8bn

have been inspired by the mission!

To recap...

Engage

- Use video & audio to immerse your audience
- Craft your editorial written content
- Track & constantly improve using recent data

Educate

- Widen your audience to benefit long term
- Utilise illustrations & infographics to increase retention
- Increase dwell time by using compelling scrollytelling

Inspire

- Surprise & delight all the senses in real life
 - Utilise new technology & software
 - Never stop innovating
-



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