

CONTENT

01 Context

02 OW in France Framework

03 A Two-Tiered Approach

- 3.1 Vendée Globe
- **3.2** Benjamin Dutreux as a Project Ambassador

04 Registered Impact

- 4.1 Sponsorship Vendée Globe
- 4.2 Sponsorship Benjamin Dutreux



1. CONTEXT

Establishing an early and continuous engagement with the local community requires a deep understanding of the importance of identifying key stakeholders that will champion the support for groundbreaking energy empowerment projects.

It is not merely a matter of being informed; local communities, due to their closeness to the projects – in terms of impacts and benefits - actively engage with the industry and its operational dynamics.

It involves comprehensive understanding of the local context and taking deliberate action. Recognizing the community's pride and cultural involvement—particularly in key regional events that hold special significance—is essential. When these events align closely with our mission, such as sharing a strong connection to the ocean, they offer an even greater opportunity to foster meaningful collaboration and participation.

2. EMYN PROJECT'S FRAMEWORK

Our Îles d'Yeu & Noirmoutier (EMYN) project is a key sponsor in the Vendée Globe, the biggest and most prestigious solo, nonstop, unassisted sailing race around the world. The first ever Vendée Globe took place in 1989 with 13 skippers taking sail and it has been held every four years since.



The very nature of the event, with its ability to showcase an entire region on the international stage while maintaining an ocean-centric focus, makes participation critical for offshore wind projects like EMYN.

• **Historical context:** While studying the Pays de la Loire region—and specifically the Vendée department—a few years prior to the bid, the project team quickly realized that sponsoring the Vendée Globe race could serve as a strategic way to gain the support of key local stakeholders. This was due to the race's significant benefits for the region and its immense popularity among the local population. As a result, in 2012, the team made a



commitment with the Vendée departmental council (the main sponsor of the race) to sponsor as many editions of the Vendée Globe as the lifespan of the project, should the bid be successful. This commitment eventually became an integral part of the project's bid.

- What is the purpose? To showcase the project's commitment to a major event that is significant not only for the marine world but also for the region and the entire country. It also enhances Ocean Winds' and EMYN's visibility in France, particularly in Vendée, building on the by leveraging the region's existing investment in the EMYN project, with Vendée Energie as a shareholder. France is home to a total of four Ocean Winds projects, three under construction (EMYN, Dieppe Le Tréport (EDMT), and Les Éoliennes Flottantes du Golfe du Lion (EFGL)) and one under development (EFLO, Les Éoliennes Flottantes d'Occitanie), highlighting OW's dedication to propelling the energy transition.
- What do these partnerships mean? EMYN's involvement in the Vendée Globe is two-fold: it serves as an event sponsor while also forming a personal partnership with skipper Benjamin Dutreux. On one hand, partnering with this iconic regional event that is Vendée Globe underscores EMYN's dedication to the region and showcases how renewable energy projects can coexist with the area's sporting and cultural heritage. On the other hand, supporting Benjamin Dutreux—who hails from Île d'Yeu, the very home of the EMYN project—highlights a more personal connection to the ocean and the local community. Together, these partnerships demonstrate EMYN's broader commitment to regional engagement, sustainable development, and athletic excellence.



One of the significant values of this partnership is its ability to show the people of Vendée that Ocean Winds not only recognizes the local implications of its projects but also takes pride in being part of the region's rich maritime culture as part of the region's economic and touristic dynamism (1 euro invested in the Vendee Globe event corresponds to 5 euros benefit for the Vendée territory). Supporting the Vendée

Globe, a race that is a source of immense regional pride and international recognition, reinforces EMYN's commitment to the Vendée community.

The benefits of this collaboration extend beyond cultural engagement. By 2025, EMYN will be operational, providing green energy to almost 800,000 people—a number equivalent to the entire population of the Vendée region. This milestone underscores how the project contributes to the region's sustainable future, ensuring that Vendée remains at the forefront of renewable energy innovation while preserving its maritime legacy.

3. A TWO-TIERED APPROACH

EMYN's sponsorship is two-tiered, encompassing both the Vendée Globe race—an iconic event celebrated locally and on the global stage—and a dedicated partnership with skipper Benjamin Dutreux. This dual involvement allows us to connect with the broader Vendée community and world of professional sailing while supporting an individual who embodies the region's maritime spirit.

3.1. Vendée Globe

a) A Rich History

First launched in 1989, the Vendée Globe has become emblematic of France's cultural and sporting landscape. Known as the "Mount Everest of Sailing," this prestigious race has recently celebrated its tenth edition in January 2025. The event receives extensive national media coverage, with live broadcasts, updates, and documentaries closely following the skippers' progress.

EMYN has proudly supported the Vendée Globe since 2013. This enduring collaboration reflects a commitment established from the very beginning of the EMYN project, as it was outlined during the project's bidding process. By integrating this sponsorship into its foundational planning –the bid process–, EMYN demonstrated a deep understanding of the Vendée region's identity and priorities, ensuring alignment with its cultural, economic, and environmental values.

This early and intentional commitment has not only built trust with the local community but also reinforced EMYN's role as a responsible and deeply rooted partner in the region, highlighting its dedication to supporting both local heritage and the energy transition.

b) Event Reach

The Vendée Globe continues to grow in popularity and impact, serving as a global platform to showcase the Vendée region and amplify EMYN's role as a key regional stakeholder:

Visitor Numbers:

✓ The 10th edition in 2024 has already broken records, drawing over 360,000 visitors in the first week alone—a 20% increase from 2016 figures. This growth exceeds expectations, especially given the disruptions to attendance during the 2020 edition due to COVID-19.



✓ In 2024, the construction kick-off year of the project, EMYN was present at the Vendée Global Village at an interactive stand, spreading awareness on the project and busting myths about offshore wind. During this edition, the Vendée Globe Global Village welcomed 1.3 million visitors in total, with EMYN receiving an average of 230 visitors per day within a span of the 23 days.



Media Coverage:

- Tens of thousands of reports and articles have highlighted the race and the Vendée region, underscoring its cultural and economic significance.
- ✓ The live broadcast of the 2024 Vendée Globe's start has seen a substantial boost, with 60 broadcasters transmitting the signal, compared to 41 in the previous edition—a 46% increase.
- ✓ EMYN held a press conference within the Village which had a very positive impact among the media.



This growing global reach not only elevates the Vendée region but also provides EMYN with another opportunity to highlight the region's excellence, showcasing its projects and amplifying its visibility as a driving force for renewable energy. By aligning its mission with this iconic event, EMYN reinforces its commitment to regional pride and sustainability, leveraging the Vendée Globe to position the



region and its initiatives, including the project, on the international stage.

c) Key Partnerships

In addition to its direct collaborations with the Vendée Globe and skipper Benjamin Dutreux, EMYN has established notable partnerships with local and regional entities, further strengthening its presence and integration within the community.

Local Partnerships

This 2024-2025 season, EMYN maintained a strong presence at the Vendée Globe Village from October 19 to November 10, 2024, with an innovative and welcoming stand. The centerpiece of the stand was a collaborative LEGO model, inviting visitors to symbolically build the wind farm while learning about renewable energy. Designed in collaboration with local companies, the stand highlighted the importance of supporting and engaging with the regional economic ecosystem.



"At Brickevent, all our activities share a common thread: LEGO® bricks. Our mission is to enable everyone to develop through play, and each custom model project is designed to align as closely as possible with our clients' expectations.

So, when EMYN reached out to us for a participatory model project aimed at engaging the Vendée Globe audience, our enthusiasm was immediate!"

- Gaëlle Vincent, BrickEvent CEO

Vendée Énergie

A notable aspect of EMYN's integration into the Vendée region is its shareholder Vendée Energie, a Société d'Économie Mixte (SEM) created by the Syndicat Départemental d'Energie et d'Equipement de la Vendée (SYDEV) and the Vendée Departmental Council. In 2022, Vendée Energie acquired a stake in EMYN, reflecting a shared vision to enhance regional energy self-sufficiency and contribute to France's renewable energy goals of achieving 40% renewable electricity by 2030. Additionally, the Vendée Department, which oversees Vendée Energie, serves as the title sponsor and organizer of the Vendée Globe, exemplifying the region's dedication to celebrating its maritime heritage and advancing sustainability and innovation.



3.2. Benjamin Dutreux as a Project Ambassador

a) Why Benjamin?

Benjamin is a resident of Yeu Island and a passionate sailor. In 2015, the project connected with him as he sought sponsors for his first "La Solitaire du Figaro" race. From the start, Benjamin's positive attitude and aligned values made him an ideal partner.

Recognizing this, EMYN strategically partnered with Benjamin Dutreux—a Vendéen local and talented French skipper—to foster a deep connection with the cultural and social fabric of the region. EMYN became Benjamin's first-ever sponsor, placing trust in his commitment to serve as a positive-impact ambassador, a role he continues to embody. Since 2015, the project has proudly sponsored Benjamin, supporting him in his journey and reinforcing a meaningful partnership where he has participated in many high-profile races, culminating in his first participation in the "Everest of the Seas." His dedication and achievements further validate the project's decision to support him.

This year's edition featured 40 skippers from 11 nationalities, with about two-thirds sailing under the French flag, underscoring its national significance. Benjamin Dutreux shares with our project a passion for the ocean and a commitment to sustainability. His dedication to maritime projects and marine conservation aligns seamlessly with EMYN's mission to promote sustainable practices.

"With EMYN, we share common values, starting with commitment—EMYN is my first partner in Figaro—and we both rely on the same natural source, the wind."

b) A Decade of Partnership

The year 2025 marks a significant milestone: the 10th anniversary of EMYN's partnership with Benjamin Dutreux. Over the past decade, this collaboration has strengthened EMYN's connection with the local community, enhanced its regional visibility, and reinforced its commitment to protecting the marine environment while advancing renewable energy initiatives.

EMYN's support for Benjamin dates back to 2015, with active involvement in raising awareness and promoting the protection of the marine environment, aligning their shared vision for a sustainable future.

"EMYN is here to drive the energy transition forward and help us reduce our environmental footprint."



c) EMYN x Benjamin Dutreux Partnership Timeline

- **2015:** The EMYN team meets Benjamin Dutreux, and the partnership is born.
 - **2016:** Benjamin proudly wears the EMYN colours competes in his first ever Vendée Globe and places 9th out of 29 competitors.
 - **2022–2023:** Partnership continues to thrive as Benjamin promotes ecological awareness and renewable energy education in schools, highlighting EMYN's leadership in advancing the energy transition for a greener future.
 - **2024:** Dutreux kicks off the 10th edition of the Vendée Globe with a visit to the EMYN stand at the Vendée Globe Village, where he shares anecdotes and ambitions before setting off on his second-ever Vendée Globe race.
- **2025:** Benjamin successfully crosses the finish line after 77 days out at sea coming in 10th place out of 40 on January 26th, 2025 proudly representing EMYN.





4. REGISTERED IMPACT

4.1. Vendée Globe





Visited our stand at the Vendée Globe Global Village Signed up for newsletters or followed EMYN on social media at the stand

Number of educational materials distributed (e.g., brochures, infographics)











550

270

10,000

7,700

300

Wind turbine in Lego

EMYN notebook

Windmill goodies

Seed sachet

Pencils

4.2. Benjamin Dutreux's Partnership

Benjamin Dutreux has represented us at multiple events, where he shines a spotlight on his sponsors and engages with thousands of people:





