Fiche #1



Use recyclable and biodegradable materials

Indicator: Waste

Create a strategy and a system to deliver environmentally friendly events, by minimizing the environmental impact and delivering community benefits. The goal of these initiatives is to inspire change and educate the sports community to increase understanding of the importance of sustainability.
Get inspired by the following 3 events and adapt as much as possible practices in your events.

Sustainable Practices

- **Innovative Recycling Initiatives:** Implement unique recycling initiatives like "Operation New Tennis Balls", 18,000 balls have been recycled since 2010, and encourage the recycling of materials like tournament covers for promotional items, etc.
- **Sorting Points with Signage:** Set up numerous sorting points across the site with reinforced signage to guide spectators in responsible waste segregation, fostering waste prevention awareness.
- **Bio-Waste Management:** Prioritize efficient bio-waste management from VIP catering and players, contributing to the overall sustainability of the event.
- **Reduction of Plastic Waste:** Minimize plastic waste by adopting reusable glasses and launching collection campaigns, such as the successful 1500 caps collection in 2018.

~2019 Internationaux de Strasbourg

Green Communication

- **Eco-Labeled Print Media:** Choose print media with official eco-labels to align communication with environmental sustainability goals.
- **Impression Reduction:** Actively reduce print impressions, especially in VIP packs and invitations, promoting dematerialized alternatives.
- **Eco-Responsible Event Logo:** Incorporate an "eco-responsible event" logo recognized into communication materials, symbolizing the commitment to environmental responsibility.
- **Eco-Designed Dishes:** Opt for eco-designed dishes in catering to minimize environmental impact and enhance the overall eco-friendly profile of the event.

~2019 Internationaux de Strasbourg

Eco-Friendly Strategies

- **Medals and Podiums:** Emulate Tokyo 2020's sustainable approach by using recycled materials for medals, such as 100% recycled metals from small electronic devices, and constructing podiums from post-consumer plastic and recycled marine plastic waste.
- **Sustainable Sourcing:** Prioritize sustainable sourcing for construction materials. For instance, explore the use of recycled aluminum from temporary housings after natural disasters, aligning with the Tokyo 2020 Games' commitment to sustainability.
- **Utilization of Wooden Materials**: Follow the Tokyo 2020 model by incorporating wooden materials sourced from multiple municipalities into construction projects. Ensure a circular approach by returning materials after use for potential further utilization in building memorial monuments or similar structures.

~Tokyo 2020 Olympic and Paralympic Games

Example of Materials

- **Minimize Packaging:** Reduce food packaging and opt for biodegradable lunch boxes. Strive for 95% compostable food packaging.
- **Reuse in Branding:** Utilize reusable materials for boards, branding signage, and accreditations to promote sustainability.
- **Circular Economy Branding:** Implement circular economy practices in branding by repurposing fabric banners for mattresses and posters.
- **Innovative Recycling:** Address hard-to-recycle materials, such as leftover lanyards, through innovative recycling organizations like Terracycle.

~2022 FIBA Women's Basketball World Cup

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Fiche #2



Encourage the workforce, spectators, and participants to use public or sustainable modes of transport

Indicator: Transport

To contribute to a greener future, encourage everyone involved – from our workforce to event attendees – to prioritize eco-friendly transportation options. Collaborating with local authorities, providing free public transport options, and integrating electric cars for organizational purposes. Opting for hotels near event sites reduces travel distances. Consider initiatives like reimbursing tram tickets, car-pooling perks, and railway discounts to make your travel more sustainable.

Green Commuting

- **Public Transports**: Collaborate with local transportation authorities to provide free public transportation vouchers or passes to event attendees, making it more convenient and cost-effective to use sustainable modes of transport.
- **Use of electric Cars for the organization:** Incorporate electric cars for organizational purposes such as event management, transportation of staff, and logistical operations, promoting a commitment to sustainable practices.
- **Choice of Hotels Next to the Tournament:** Choose Hotels next to the sports event to reduce travel distances.

Sustainable Mobility

- **Tram Incentives:** Encourage public transport use by reimbursing tram tickets for spectators. Use promo code
- **Car-pooling Perks:** Offer free parking for spectators in car-pools (3 or more in a car).
- Railway Discounts: Provide promotional codes on IS tickets for spectators. Use of promo code
- **Eco-friendly Travel:** Partner with an official electric and hybrid car provider for the players and the organizing team to travel.
- **Accommodation**: Proximity to the tournament site to reduce your travel.

~2019 Internationaux de Strasbourg

Sustainable Journeys

1. **Efficient Logistics:** Utilize the large parking lots and free shuttle buses to reduce traffic and emissions during the event.
2. **Runner's Train:** Opt for the environmentally friendly "Runner's Train" round-trip ticket option, for a convenient and sustainable travel experience.
3. **Material Coordination:** Support efforts in minimizing the carbon footprint by coordinating material transports, especially to key locations like drink stations.
4. **Emission Reduction Goals:** Join in reducing emissions by gathering statistics, setting clear goals, and implementing a comprehensive travel policy for employees.
5. **Participant Responsibility:** Acknowledge the environmental impact of participant travel and choose sustainable options such as public transport, train, or carpooling.

~Göteborgsvarvet Marathons

Events Practices

- **Government Support:** Leverage government backing to encourage sustainable travel, with 90% of attendees utilizing trains with provided free travel.
- **Event Site Proximity:** Design event sites for proximity, minimizing car usage, and enhancing pedestrian mobility.

~FIBA Women's Basketball World Cup 2022:

- **Railway Promotion:** Actively promote railway transportation for efficient and sustainable commuting.
- **Government Initiatives:** Collaborate with initiatives like the Tokyo Metropolitan Government's initiatives, including telework, Jisa Biz for off-peak commuting, and Traffic Demand Management for peak-hour control.
- **Sustainable Solutions:** Encourage candidate cities to develop sustainable transport solutions, prioritize public transport and active travel, implement eco-friendly logistics for goods movement, and promote sustainable tourism in host cities/regions.

~Tokyo Olympic Games 2020

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Fiche #3



Educational Programs

Indicator: Environmental Awareness Raising

Step into an event experience that goes beyond entertainment—committing to sustainability through educational programs designed to inspire and inform. From workshops on waste reduction and eco-friendly practices to the appointment of environmental ambassadors, the guidelines aim to foster a culture of sustainability. Engaging exhibitions showcase innovative initiatives, while specific events, integrate educational programs and on-court sorting competitions, actively raising awareness about environmental protection.

Educational Empowerment

- **Workshops:** Conduct workshops on topics such as waste reduction, energy conservation, and eco-friendly practices to engage participants and foster a culture of sustainability.
- **Ambassadors:** Appoint environmental ambassadors or advocates who can promote and communicate sustainable practices before, during, and after the event.
- **Exhibitions:** Host exhibitions showcasing eco-friendly products, technologies, and initiatives to inspire and educate participants and attendees.

Green Awareness

Educational programs were run during the competitions to raise awareness of the importance of protecting our environment and promoting sustainable lifestyles.

These initiatives not only encourage fan engagement and proper waste sorting but also promote sustainable practices and celebrate collective earth-friendly choices. Join in this educational journey, where every action contributes to a positive impact on the environment.

~FIBA Women's Basketball World Cup 2022

Waste Sorting

- **Fan Engagement and Education:** Foster active participation and learning by integrating an entertaining and competitive element into the waste sorting process during the in-game action.
- **Raise Awareness on Waste Sorting:** Increase fan awareness about the significance of proper waste sorting, emphasizing distinctions between recyclable, compostable, and landfill-bound items.
- **Promote Sustainable Practices:** Encourage the adoption of sustainable practices by showcasing that all materials used in the games are either recyclable or compostable. Reinforce the concept that sustainability can be integrated into various aspects of daily activities.
- **Highlight Environmental Impact:** Reinforce the positive environmental impact of waste sorting, emphasizing that the competition actively contributes to reducing the overall ecological footprint of the event.

~ 2020 Pac-12 Men's & Women's Basketball Tournaments

Environmental Impact

- **Community and University Engagement:** Enhance the sense of community and university involvement by incorporating university bands into the competition. Foster a collaborative and festive atmosphere while addressing environmental concerns.
- **Demonstrate Real-world Application:** Provide a tangible and real-world application of sustainable practices. Show that waste sorting is not just an abstract concept but a practical and achievable action that can be implemented in various settings.
- **Celebrate Earth-Friendly Choices:** Commemorate the collective effort of fans, university bands, and organizers in making earth-friendly choices. Reinforce the idea that sustainable actions contribute to a positive outcome for the environment.

~ 2020 Pac-12 Men's & Women's Basketball Tournaments

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Fiche #4



Local Environmental Initiatives

Indicator: Landscape & Biodiversity

Embark on a journey of environmental stewardship with these impactful guidelines, spanning local initiatives to global sports sustainability drives. From fostering eco-conscious practices in local tournaments and advocating sustainability in international sports to leading collegiate initiatives, each set of guidelines serves as a compass for communities, athletes, and fans to navigate towards a greener, more sustainable future.

Sustainable Playbook

- **Elevate sustainability** in sports by adopting Pac-12 Team Green's guidelines. Start with a zero-waste challenge, engage fans, and establish best practices, fostering a lasting environmental impact. Launched in 2018, Pac-12 Team Green underscores a profound commitment to sustainability.
- **Collaborate with partners** for innovative solutions, emphasizing that it's not just about competition but creating enduring environmental change.
- **Prioritize continuous growth**, innovative practices, and diverse partnerships. Stand out with unique assessment criteria, including the Innovation Credit section, ensuring transparency and inspiring lasting change in waste management practices. Embrace these guidelines for a comprehensive commitment to environmental responsibility across the community.

~Pac-12 Team Green 2018

Sustainable Initiatives

- **Educational Panels:** Collaborate with environmental organizations, such as WWF, to conduct educational panels. Focus on topics like marine conservation, plastic pollution, and sustainable practices to enhance participants' awareness.
- **Plastic-Free Initiatives:** Encourage participants to give up plastic bottles by providing alternative solutions like water dispensers, and promoting a plastic-free event.
- **Sustainable Transportation:** Promote the use of public transportation, bicycles, or scooters to reduce the carbon footprint of the event. Consider offering incentives or discounts for participants who choose sustainable modes of transportation.

~ 2023 Gdynia Sailing Days

Public Awareness

- Signpost Establishment: Implement a visible signpost strategy to effectively raise awareness about eco-responsible gestures that attendees should adopt during the tournament.
- Tournament Website Highlights: Ensure comprehensive coverage of eco-responsible actions on the tournament website, offering a centralized platform for attendees to access information and stay informed about sustainability initiatives.

~ 2019 Internationaux de Strasbourg

Green Engagement

- Collective Contribution: Adhering to these guidelines ensures a collective effort towards a positive environmental impact. By fostering a culture of responsibility and conscious action, these principles guide diverse settings and events towards a sustainable future.
- Garbage Segregation: Implement a comprehensive garbage segregation program to effectively manage waste and promote recycling during the event.
- Beach Cleaning: Organize beach cleaning activities to contribute to the conservation of coastal environments and raise awareness about the impact of marine litter.

~ 2023 Gdynia Sailing Days

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Fiche #5



Reach carbon-neutrality & Measure of Carbon Footprint Indicators: Energy & Environmental Awareness Raising

Calculate and analyze the carbon footprint of the event, considering factors such as energy consumption, transportation, and waste generation
Strive for sustainability by adopting these guidelines to reach carbon neutrality. Key principles include analyzing energy consumption, promoting renewable sources, and managing waste effectively.

Energy-Efficient Event

- **Non-Disposable Equipment:** Choose non-disposable equipment for organization display stands to minimize waste and promote sustainability.
- **Limited Electricity Usage:** Reduce energy consumption by limiting electricity provision to exhibitors. FIBA's example of providing electricity in exceptional cases ensures a more energy-efficient event.
- **Carbon Offset Purchase:** Compensate for unavoidable emissions by purchasing equivalent offsets through verified carbon offset projects. This step ensures a commitment to carbon neutrality and contributes to broader environmental initiatives.

~FIBA Women's Basketball World Cup 2022

- **Continuous Improvement in Waste Handling:** Strive for continual improvement in waste management, with a focus on recycling. Increase the percentage of recycled materials each year, contributing to a more sustainable and eco-friendly event.
- **Energy-from-waste Facility Utilization:** For non-recyclable waste, implement a strategy to send it to an energy-from-waste facility. This facility should generate renewable energy or district heating, minimizing the environmental impact of waste disposal.
- **Commitment to 100% Renewable Electricity:** Ensure that all electrical power used during the event comes from 100% renewable energy sources, including solar, wind, and water power. Collaborate with reliable energy partners, to guarantee a sustainable and eco-conscious energy supply.

~Göteborgsvarvet Marathons

Eco-Friendly Games

- **Inclusive Facilities:** Prioritize inclusive sports facilities to cater to diverse youth, promoting accessibility.
- **Eco-Friendly Design:** Integrate eco-friendly design principles for sustainability and reduced environmental impact.
- **Renewable Energy:** Adopt renewable energy sources like solar panels for sustainable facility power - ensure green practices in construction.
- **Green "On the Roof" Tournaments:** Utilize outdoor facilities, like the Cracovia Stadion roof terrace, for eco-friendly tournaments. Rely on natural light, green surroundings, and zero-waste regulations for an emission-free event.
- **Energy Efficiency:** Implement energy-efficient technologies, such as LED lighting and smart energy management, and prioritize low-carbon transportation options using daylight and natural environments.

~Disabled Sports Center in Hala Cracovia

Green Evolution

- Holistic Organizational Approach: Adopt a comprehensive approach that considers all organizational functions to systematically reduce the event's carbon footprint.
- Continuous Improvement: Embrace a continuous improvement strategy, annually refining processes to solidify the event's status as the first eco-friendly event in France.
- Periodic Assessment: Conduct a carbon footprint assessment every two years for accountability and to identify areas for improvement.
- Ambitious Emission Reduction: Set ambitious targets for carbon emission reduction, aiming for significant accomplishments similar to the nearly 30% reduction achieved by Internationaux de Strasbourg since 2010.

~2019 Internationaux de Strasbourg

Greening Sports

- **Transparent Carbon Tracking:** Strive for transparency by tracking and calculating CO2 emissions since 2018. This practice not only ensures accountability but also provides a foundation for continuous improvement.
- **Certification Commitment:** Aspire to achieve certification for carbon neutrality, demonstrating a commitment to environmental responsibility. ESL Gaming's recent UN certification serves as a benchmark for other gaming entities.
- **Collaboration with Environmental NGOs**: Collaborate with environmental NGOs, such as Planted, to strengthen sustainability initiatives. Leverage partnerships to offset emissions through reforestation and fund innovative projects focused on green energy.
- **Carbon-Neutral Esports Tournaments:** Pioneer carbon-neutral esports tournaments, setting an example for the gaming industry. Develop strategies based on offsetting CO2 emissions, like ESL Gaming's initiative to plant 80 trees, ensuring a positive environmental impact.

~2018 ESL Flowe Championship

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Infographic #1

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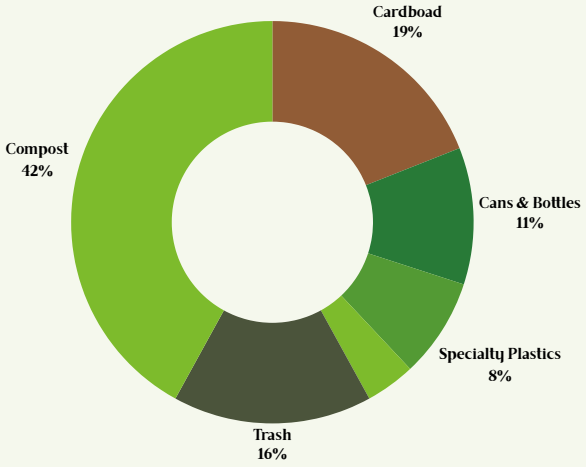


ADEQUATE WASTE STATIONS WITH BINS CLEARLY MARKED AND WATER STATIONS

Indicator: Waste

When organizing a sports event, it is essential to conscientiously address its environmental footprint. Gain insights from successful environmental initiatives, by incorporating drinking water stations to diminish the reliance on single-use plastics, and implementing well-marked waste stations. Install water stations strategically to actively encourage participants to opt for reusable water bottles, consequently minimizing the demand for single-use plastics. Motivate participants by providing advance information about this sustainable option. Additionally, establish waste stations featuring clearly labeled bins for various waste types, fostering proper recycling and disposal practices throughout the event.

Green Game 2023



Green Game 2023

Tested out several zero-waste design best practices to improve waste diversion: centralized waste stations, restrictive lids for co-located bins, uniform bin sequencing, color-coded waste streams, eye-level bin signage, and standardized bilingual labeling featuring photo examples.

61%

FIBA EVENT 2022

of waste was recycled, thanks to adequate waste stations with bins well-marked, informing people about what to throw in which container.

84,2%

Green Game 2023

Achieved a successful in-game diversion, the attendees correctly sorted more than half of all waste items! Compost bins were organized around the arena in co-located stations with recycling and trash bins to support the arena's transition to green purchasing and promote access to this new waste stream.

12 TONNES

FIBA EVENT 2022

of material were recovered and sent for recycling, upcycling, or composting.

Pac-2 Basketball Tournaments 2020

A hydration challenge was hosted and guests received a reusable water bottle with a UPC that could be scanned whenever refilling at a hydration station.

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Infographic #2

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REDUCE THE AMOUNT OF MATERIALS TO WHAT IS FUNDAMENTAL

Indicator: Waste

In the quest for sustainability, we prioritize minimizing material consumption to essentials. Strategies include transitioning to online systems to reduce reliance on printed materials. Options for participants to decline physical items, adoption of environmentally friendly disposables, and digital information dissemination are key practices. These contribute to a broader commitment to environmental responsibility, emphasizing the importance of reducing ecological footprints and embracing sustainable alternatives.

Implement strategies to minimize material consumption, such as transitioning to online systems to reduce the need for printed materials.

Göteborgsvarvet Marathon 2020

All disposables, such as paper towels, cleaning supplies, copying paper and other similar products are environmentally friendly.

Göteborgsvarvet Marathon 2020

All disposables, such as paper towels, cleaning supplies, copying paper, and other similar products are environmentally friendly. The majority of the signs in the event area are made of a type of environmentally friendly and 100% recyclable plastic.

Göteborgsvarvet Marathon 2020

participants in the half marathon can choose to decline their medals.

Göteborgsvarvet Marathon 2020

All information is available in digital form. Invoices can be sent our digitally and registration is completely digital. We also set requirements regarding how our sponsors, partners and suppliers work with sustainability.

Göteborgsvarvet Marathon 2020

Participants can choose to decline their finisher t-shirt.

Gdynia Sailing Days 2020

reduced the consumption of printed materials, through a working online system,

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Infographic #3

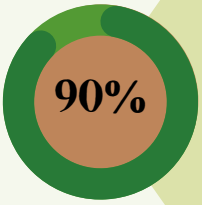
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ALL KINDS OF MATERIALS THAT CAN BE USED BY LOCAL ORGANIZATIONS ARE DONATED

Indicator: Landscape & Biodiversity

Promote community well-being and environmental responsibility by adopting a thoughtful approach to material donations. Encourage physical activity and community engagement by collecting and donating sports equipment to local clubs and schools. Repurpose surplus uniforms by donating them to community groups in need. Minimize textile waste by donating clothes left behind after events to local charities. Collaborate with food banks to redistribute surplus event or restaurant food, addressing community food insecurity responsibly. Embrace these practices to foster a culture of resourcefulness, community support, and sustainable initiatives.



Olympic Games Report

Around 24 billion pairs of shoes are manufactured each year and sneakers account for the largest share. More than 90% of those will one day end up in a landfill site.

Göteborgsvarvet Marathon 2020

All of the clothes that are left behind at the start and finish line after the race is donated to charity.

Sport Materials:

Collect and donate sports equipment such as balls, bats, and other gear to local sports clubs, schools, or community centers. This promotes physical activity and community engagement.

Clothes left Behind:

Gather and donate clothes left behind after events or activities to local charities, shelters, or thrift stores, supporting those in need and minimizing textile waste.

Uniforms:

Donate unused or surplus uniforms, potentially from events, sports teams, or organizations, to local schools, clubs, or community groups in need.

Surplus Food:

Collaborate with local food banks or shelters to redistribute surplus food from events or restaurants. Ensure safe and hygienic handling while addressing food insecurity in the community.

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Infographic #4

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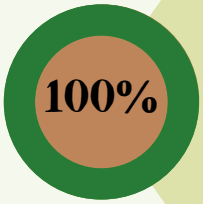


USE OF ORGANIC, LOCAL AND SEASONAL PRODUCTS

Indicator: Supply Chain

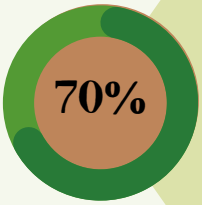
Consider incorporating organic, local, and seasonal products into the supply chain, adopting sustainable practices for event planning. Partner with caterers committed to sourcing organic ingredients, collaborate with local farmers and businesses to minimize transportation emissions, and design event menus based on seasonal produce for freshness and reduced environmental impact.

Embracing this approach supports local economies, aligns with sustainability principles, and contributes to a greener event experience.



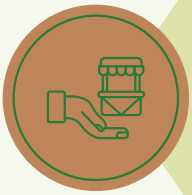
Göteborgsvarvet Marathon 2020

Work systematically to minimize environmental impact by transitioning to 100% vegetarian food. Emphasize the use of organic, locally produced, and Fairtrade-labeled foods to align with sustainability goals.



Internationaux de Strasbourg 2019

Incorporate sustainability into food providers and equipment with a focus on using organic, local, and seasonal products, aiming for up to 70% adherence to these principles.



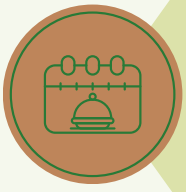
Local Sourcing:

Work with local farmers, producers, and businesses to source food and beverage items, reducing the carbon footprint associated with transportation and supporting the local economy.



Gdynia Sailing Days 2020

Opt for sustainability by offering local meals in biodegradable bowls. Provide a vegetarian option for attendees, contributing to eco-friendly practices.



Seasonal Menu:

Develop event menus that align with seasonal produce, ensuring freshness, flavor, and reduced environmental impact.



Allgau Triathlon 2019

Promote sustainability in catering with a regional, seasonal, and predominantly vegan menu. Utilize reusable cups at catering points to reduce single-use plastic waste.

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Infographic #5



SELECTION OF PROVIDERS ACCORDING TO SUSTAINABLE DEVELOPMENT CRITERIA

Indicator: Supply Chain

When selecting vendors and suppliers, prioritize those that align with the event's commitment to sustainable development, focusing on organic, local, and seasonal products. Implement a procurement code to ensure contractors adhere to sustainability practices. Utilize partnerships and sponsorships to enhance the impact of zero-waste and sustainability efforts, engaging marketing partners for effective fan engagement. Emphasize the consumption of organic products and select providers based on sustainable development criteria. Engage all stakeholders in driving sustainability throughout the event.

Pac-2 Basketball Tournaments 2020

Leverage partnerships and sponsorships to enhance zero-waste programs, adding value to existing sponsorships and attracting new partners.

Pac-2 Basketball Tournaments 2020

Maximize the impact of sustainability efforts by focusing on fan engagement through various activations.

FIBA EVENT 2022

Implement a procurement code for contractors, emphasizing sustainable sourcing practices, including considerations for supplier environment policies and product life after the event.

Internationaux de Strasbourg 2019

Emphasize the consumption of organic products, such as spirits from suppliers "Arthur Metz."

FIBA EVENT 2022

Actively engage athletes, fans, partners, organizers, and all stakeholders in driving sustainability within sports.

Internationaux de Strasbourg 2019

Select providers based on sustainable development criteria, ensuring alignment with eco-friendly practices.

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