



WORLD TRIATHLON SUSTAINABILITY GUIDELINES FOR EVENT ORGANISERS



UNDER CURRENT RATE OF
PLASTIC CONSUMPTION

12BN

TONNES OF PLASTIC LITTER
WILL END UP IN LANDFILLS AND
THE ENVIRONMENT BY 2050 *

* Source: UNEP Single-Use Plastics:
A Roadmap for Sustainability



Contents

WORLD TRIATHLON	4
PRESIDENT'S FOREWORD	4
INTRODUCTION & PURPOSE	5
WHY SUSTAINABILITY	6
WHAT DOES IT COST?	6
MEASURING CARBON EMISSION	7
WORLD TRIATHLON SUSTAINABILITY CERTIFICATION	9
KEY STEPS TO DEVELOPING A SUSTAINABILITY PLAN	11
CREATING A SUSTAINABILITY PLAN	13
Governance	14
Staffing	17
Site, infrastructure and accessibility	19
Accommodation	21
Procurement	22
Mobility	24
Energy	30
Catering	34
Waste management	38
Water management	41
Biodiversity	44
Healthy lifestyle	46
Merchandising and gifts	49
Raise awareness and activation	50
Communication	54
CLIMATE CHANGE ADAPTATION	56
CARBON NEUTRAL EVENTS	57
CONCLUSION	58
REFERENCES	58

WORLD TRIATHLON

PRESIDENT'S FOREWORD

The world we are living in is changing rapidly. Industrial and economic progress has come at a great cost to the planet, but it is not too late to make decisions and take actions that can halt the damage done to our environment and stem the tide of global warming.

It is in the very nature of our duty as the governing body of one of the world's fastest growing sports that World Triathlon reaches all corners of the globe. We host large-scale events in major cities attracting thousands of participants and even more spectators. We now know the impact that daily occurrences such as global travel and the use of plastics has on our planet, and we want to become a leader not just among fellow International Sports Federations, but global organisations of all kinds, in taking action and encouraging our stakeholders to do likewise.

Part of that, of course, is to encourage all of our partners around the world to pursue policies of greater environmental consideration. This important document outlines just how we can do that. It is comprehensive, but not exhaustive. We have pulled together important methods that will help our events become as sustainable as possible, but we also know that each territory is unique and that fresh ideas and new technology must be shared and embraced to truly make the kind of impact that is necessary.

We hope that the idea of certifying events to recognise them for their sustainability will ensure we are all striving to do more to save our planet and that the legacy of every initiative, programme and policy taken by event organisers will be that they are considered, adopted, refined or developed by another event.

When our environmental impact is taken seriously and considerately, it doesn't necessarily need to be more expensive or more time-consuming. It does, however, need to become a habit. Minimising our negative impact on the Earth is all of our responsibility and I am proud to say that World Triathlon could not be taking it more seriously.

So whether you are only just beginning to think of ways in which you can make your event greener, or you already have significant sustainability programmes in place, thank you for playing your part in this most important of considerations for all of our futures. Please keep this document at the heart of your planning and your conversations between stakeholders, and let's all work harder, together, to preserve our planet.

Yours,

Marisol Casado
World Triathlon President and IOC Member

INTRODUCTION & PURPOSE

The science is clear. What were once suppositions are now irrefutable facts. Human activity has had an enormous negative impact on the Earth to the point that its regenerative capacities are overshoot, threatening ecosystems and lives.

Like any other, the sports' industry we belong to must share responsibility. It is our duty to minimise likely negative impacts and use our incredible potential to reach the masses and bring about positive change that can still make a difference.

World Triathlon has joined two international initiatives:

- Clean Seas (UNEP/IOC)
- Sport for Climate Action Framework (UNCCC/IOC)

This document is an invitation to our event organiser partners to engage in the journey of social, economic and environmental sustainability within and through the delivery of their event.

Some are already engaged, either on a voluntary basis or due to local legislation, and others have not yet started. Regardless of where you are on this journey, this document offers a non-exhaustive list of actions to help keep you moving into the direction of sustainability.

It will also serve as a framework for a World Triathlon Sustainability certification system, which will recognise the commitments of Local Organising Committees (LOCs) to minimise their footprint.

SPORT FOR CLIMATE ACTION NETWORK (UNEP/IOC)

A sectoral approach developed by UNCCC/IOC aiming to take action and raise awareness to mitigate the impacts of climate change in line with the Paris Agreement objectives: to reduce our carbon emissions by 50% by 2030, reach net zero emissions by 2050 and promote and raise awareness around climate change.

>> <https://unfccc.int/climate-action/sectoral-engagement/sports-for-climate-action>

CLEAN SEAS (UNEP/IOC)

World Triathlon joined the IOC/UNEP "Clean Seas campaign" in 2018 and strongly advocates event organisers to combat marine plastic pollution.

>> cleanseas.org



WHY SUSTAINABILITY

Any gathering of a large number of people can have a potential negative impact on the air, soil, water, resources, infrastructure and people. This includes not only the location where the event takes place but beyond – participants may consume natural resources such as materials, energy and water, generate waste, create local air and water pollution, and contribute to climate change through greenhouse gas emissions.

By taking sustainability planning into consideration, event organisers have the opportunity not only to minimise potentially negative impacts but also, given the large number of stakeholders involved, concretely influence change by leaving a positive legacy and hopefully inspiring those involved to live more sustainably.

'Sustainability' can be defined in many different ways. However, a more sustainable approach to event management will typically:

- Provide an accessible and inclusive setting for all
- Have minimal negative impacts on the environment
- Provide a safe and secure atmosphere
- Encourage healthy living
- Promote responsible sourcing
- Deliver excellent customer experience
- Encourage more sustainable behaviour, and
- Leave a positive legacy.

WHAT DOES IT COST?

Engaging your event on the path of sustainability does not necessarily mean spending more money. Many initiatives can be done at no cost, and some could even reduce expenses. However, it is true that other initiatives will require upfront investment that will yield returns over time.

If you flip your perspective, you will also quickly notice that sustainability measures will give you easier access to existing or new public/private funding as such

organisations are increasingly linking their support to the inclusion of sustainability in your event strategies, and also give your event an even stronger public perception that cannot be bought.

MEASURING CARBON EMISSION

The starting point should be to calculate your organisation's carbon footprint. This is useful for providing a baseline of your current situation and will help you to identify more precisely those priority areas on which to focus efforts in order to reduce your climate impact.

The term "carbon footprint" can be misleading, as a proper carbon footprint includes gases other than carbon dioxide, including some gases that do not contain any carbon atoms.

These are greenhouse gases (GHGs), so-called because of their role in absorbing and emitting thermal radiation in the atmosphere. A more correct term is "GHG inventory", or "climate footprint".

For events, and especially the larger scale championships due to be held in the future, the focus has to be on estimating potential carbon emissions and developing plans to limit them in advance.

If you wait until the event takes place to calculate your carbon footprint, you have no opportunity to implement any reduction measures. The approach here needs to be one akin to environmental impact assessments, whereby decisions are made on the basis of assumed impacts, rather than actual ones.

The challenge for event situations like this is the reliability of the assumptions. You can draw from the experience of other events and similar projects but there will always be an element of uncertainty. Nevertheless, by following standard principles and methodologies, you should achieve a reasonable picture of the likely impacts, sufficient to formulate credible reduction and mitigation plans. When the event finally takes place, you can capture actual data and compare these with the original estimates. Knowledge gained from this will help for future events and for perfecting methodologies.

The scope of your carbon footprint should comprise the GHG emissions caused by your organisation's activities over a given period (e.g. a single year), or related to a specific project, such as a sports event. GHG emissions are considered either direct or indirect:

Scope 1: Direct emissions from fuel combustion in owned machines, devices and vehicles.

Scope 2: Indirect emissions from purchasing energy, in particular electricity, steam, heat or cooling.

Scope 3: Indirect emissions from upstream and downstream activities, such as travel, purchased goods and services.

Direct emissions are under the full control of the organisation, while indirect emissions are not. However, as indirect emissions can sometimes be several times higher than direct emissions and your organisation may be able to exert some influence in these areas, a comprehensive carbon footprint must include these emissions in the scope of the study.

To calculate the GHG emissions associated with each activity, you will need to convert the data you have collected using emission factors. The carbon footprint is the summation of these GHG emissions expressed in kg CO₂eq or tonne CO₂eq. For larger organisations and/or events, there are specialised organisations that can help you complete the calculations. Smaller organisations and/or events can use an online calculator that will be helpful in calculating GHG emissions from the information you put into the online tool. These are most useful when you are new to reporting and the data you wish to convert into GHG emissions is simple. If feasible, in these cases it is recommended that you add an additional 15% of emissions to your final calculations to ensure that you are on the conservative side.

Some examples of such calculators can be found at the following links:

<https://offset.climateneutralnow.org/footprintcalc>

<https://www3.epa.gov/carbon-footprint-calculator/>

<http://www.carbonfootprint.com/calculator.aspx>

<http://myclimate.org>

? DID YOU KNOW

Recycling plastic takes 88% less energy than making new plastic

<https://www.cleanseas.org/if-you-cant-reuse-it-refuse-it>

WORLD TRIATHLON SUSTAINABILITY CERTIFICATION

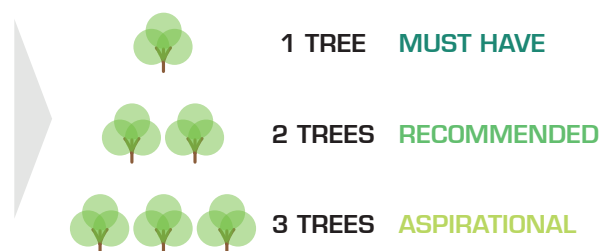
While the numerous events organised under World Triathlon showcase the sport and contribute to its influence, they can sometimes have a negative impact on the environment. Aware of this responsibility, World Triathlon wants to give the organizing committees the means to initiate or continue their transition towards social and environmental responsibility. As such, the events implementing sustainable measures will receive gold, silver or bronze certification based on their level of commitment and progress across the categories of engagement.

World Triathlon has defined 15 areas/ categories (see *Creating a Sustainability Plan* section) where specific steps/actions have been identified. Each action has been rated according to their potential impact and operational application as follows:




The World Triathlon Sustainability certification has three different levels:

- Gold,
- Silver, and
- Bronze.

To obtain the different levels of certification, the organizing committee should implement the following number of actions.



WORLD TRIATHLON SUSTAINABILITY CERTIFICATION CATEGORIES

ACTIONS		GOLD	SILVER	BRONZE
	MUST HAVE (18 actions)	100%	100%	75% (14 of 18)
	RECOMMENDED (33 actions)	75+% (25 of 33)	50+% (17 of 33)	
	ASPIRATIONAL (7 actions)	50+% (4 of 7)		

EVALUATION PROCESS

1. Each LOC willing to join the programme should send an intention of interest to sustainability@triathlon.org
2. Following this, the LOC will be invited to attend a webinar session around the World Triathlon Sustainability Programme.
3. Subsequently, the interested LOC must submit a dossier with the various sustainability policy commitments, initiatives and objectives, to World Triathlon.
4. A panel of 3 persons set by World Triathlon Executive Board and World Triathlon Sustainability Commission will evaluate the documents and recommend the outcomes to the World Triathlon Executive Board, who will decide upon certification
5. The certification status will be reviewed and monitored during the planning process.
6. The certification status is valid for one year and the LOC must reapply every year.
7. A post-event report highlighting the impacts/metrics is to be submitted to World Triathlon. This report, along with the above documents, are needed for the following year certification based on a slimline process.
8. World Triathlon will audit the Event Sustainability Plan during the event through their assigned technical personnel.



KEY STEPS TO DEVELOPING A SUSTAINABILITY PLAN

It can seem complicated to create a sustainability plan from scratch, World Triathlon has developed an simple guide on how you can proceed:

1. PREPARE

- Confirm that top management has full 'buy in' and actively demonstrates leadership and commitment
- Assign and communicate roles and responsibilities to key individuals
- Ensure everyone understands your organisational context
- Decide what's in and what's out of scope
- Declare your commitment and intentions in the form of a policy – written and agreed by top management
- Communicate your policy to staff, suppliers and other key stakeholders
- Make your policy easily accessible and available to stakeholders

2. PLAN

- Identify your legal and other obligations
- Map out your stakeholders and identify your key ones
- Plan how you will engage with your stakeholders
- Identify and prioritise significant or key issues
- Establish objectives and targets for your priority issues
- Prepare action plans – setting out what needs to be done

3. DELIVER

- Assess your suppliers' ability to meet your sustainability requirements
- Define sustainability criteria for your key processes and controls, and clarify what needs to happen to meet the criteria
- Be responsive to unexpected issues
- Identify the resources you need
- Evaluate the competence of key staff and suppliers, and take action to correct any shortfalls
- Plan what and how you will communicate (and to whom)
- Specify your communication channels
- Decide what you need to document to prove your plan has been carried out as planned

4. LEARN

- Plan how you will monitor and measure sustainability at the event(s) you deliver
- Evaluate how things are going and identify lessons learned
- Review your performance with top management

-50% CO2 EMISSIONS BY 2030 AND NET ZERO EMISSIONS BY 2050

TO KEEP THE INCREASE OF THE GLOBAL TEMPERATURE WITHIN 1.5°C ABOVE PRE-INDUSTRIAL LEVEL AND LIMIT THE RISKS AND IMPACTS OF CLIMATE CHANGE, THE GLOBAL CO2 EMISSIONS MUST BE REDUCED BY 50% BY 2030 AND REACH NET ZERO EMISSIONS BY 2050.

* Paris Agreement, UNFCCC COP21, 2015









CREATING A SUSTAINABILITY PLAN

15 different categories

The list is not exhaustive. It is important that you, as the LOC, think about what is important for your event according to specific local conditions. Any alteration to the proposed action or additional initiatives are welcomed and should be discussed.

Evaluate which objectives are your priorities and set up your action plan to address them.



GRADE	ACTION/STEPS
	Commitment by the whole organisation to the sustainability goals
	Determine objectives
	Select actions
	Report
	Create a Command, Control, and Communication policy - C3
	Communicate and transfer knowledge

COMMITMENT BY THE WHOLE ORGANISATION TO THE SUSTAINABILITY GOALS



Engaging in sustainable development requires a systematic approach to integrate it as early as possible when designing the event and getting the key players involved early.

- Inform and involve members of the organising committee on sustainability opportunities
- List existing sustainable development actions and assess opportunities for improvement
- Identify all stakeholders (environmental organizations, participants, visitors, local residents, municipalities, etc.) and assess the potential impact on their activity and involve them from the beginning
- Identify within the organising committee who is competent, senior enough to have influence and eager to be involved in sustainable development and appoint them as sustainability team leader. Also identify team members from people who are already involved or interested in sustainable development.
- Allocate dedicated time to sustainable development and the project review.
- Establish an organisational chart for the sustainability team and define its tasks. Ideally each department of the LOC should be represented



DETERMINE OBJECTIVES

Select objectives based on current status of actions and identified improvement opportunities. Objectives should be reviewed based on the impact of the measures, its cost, the difficulty/opportunities of implementation, and its awareness raising/brand potential.

A starting point can be suggested for the LOC to work on the following areas: mobility, waste, food and energy, because of the importance of their impact.

- Set a common vision within the organising committee for highlighting the priorities for “sustainable development”
- Involve the organising committee in defining objectives
- Use carbon footprint calculation to measure major environmental impacts
- Set Specific, Measurable, Accountable, Realistic and Timely (SMART) goals
- Establish monitoring indicators (or success criteria)
- Present the objectives to all stakeholders
- Integrate sustainability into the communication plan (internal/external, frequency)



SELECT ACTIONS

Break down the objectives into actions and allocate financial and human resources.

- Identify and select the actions to be undertaken based on a thorough assessment or on the basis of the key themes (mobility, waste, food, energy)
- Appoint a responsible person for each action
- Collaborate with all stakeholders to select the most appropriate solutions and involve them in the implementation
- Establish KPIs to measure success
- Validation of the action plan by the organising committee
- Communicate the final action plan to all stakeholders



REPORT

It is key to evaluate the measures undertaken to identify potential improvements to streamline implementation for a possible future edition and to finalise the communication both pre and post event.

There are different methodologies through which to report: Life Cycle Assessment (LCA), the carbon footprint, the ecological footprint, the Global Reporting Initiative (GRI) or the ISO 20121 standard. They have the advantage of making the results comparable with other events that would have also opted to use these tools and to set a normative framework. They are more designed for use by large events and often require professional support, but simpler assessments can also be carried out through the monitoring of the objectives and the KPIs.

- Identify the reporting method or methodologies:
 - » Life cycle analysis (LCA): analyzes the impacts generated throughout the life of a product or event, from the extraction of the raw materials necessary for its production or realisation until its elimination or end of life (restoration of sites for example), through the various phases of use
 - » The carbon footprint: allows you to record the direct or indirect emissions of greenhouse gases from an activity or a site. This method is based only on easily accessible data. *World Triathlon recommendation
 - » Ecological footprint: converts the resources needed for a person or organisation according to their lifestyle or operating system. The conversion can be done to land surface needed for water consumption or CO2 production

- » the Global Reporting Initiative (GRI): an international initiative presenting a range of indicators to assess the sustainability of companies and organisations
 - » ISO 20121: provides guidelines and best practices for controlling the social, economic and environmental impact of the event
 - » Additional ISO standards exist and can be found on the IOC Sport For Climate Action 'sustainability essentials' document
- Set up a report template based on actions, KPIs and objectives and make it readily accessible
 - Set up a data collection mechanism (people in charge, frequency of the surveys, etc.)
 - Capture participants' and volunteers' perceptions on the events' sustainability initiatives

CREATE A COMMAND, CONTROL, AND COMMUNICATION POLICY - C3



A centralised Command, Control and Communication system is a key element of the success of an Event Sustainability Plan.

Sustainability should be integrated into the events contingency and C3 plans. The Venue Command Centre (VCC) should monitor this element during the course of the event.

- Integrate sustainability C3 plan in the event operation plan
- Allocate responsibility of applying the C3 plan through VCC
- Perform round-table simulations to test decision-making




COMMUNICATE AND TRANSFER KNOWLEDGE



During the planning and implementation period, the LOC should collect action plans, reports, challenges, feedback, etc, into a central database. All this knowledge should come in a format that can be transferred to any future event LOC as best practices and 'lessons learned' experience.

- Set up the mechanism to collect data (through KPIs)
- Organise post-event review sessions to discuss key findings
- Invest in training and mentoring for members of the sustainability team



GRADE	ACTION/STEPS
	Protect working conditions
	Protect diversity
	Promote active and balanced lifestyle

PROTECT WORKING CONDITIONS



- All working conditions must be safe and hygienic and follow the international norms
- Working hours should not be excessive
- Provide continuous training opportunities
- Contribute to the development and maintenance of occupational Health and Safety system which must at a minimum comply with local legislations and standards
- Employ personnel at a fair and reasonable wage according to the local market and the job description
- Improve internal communication

PROMOTE DIVERSITY



Includes people of varying gender, age, religion, race, ethnicity, cultural background, sexual orientation/identification, religion, languages, education, abilities,

- When recruiting individuals, do so based on skills, abilities, knowledge and results. Do not let stereotypes affect the process
- Promote gender equity
- Prevent discrimination
- Develop your 'cultural intelligence'
- Observe diverse traditions, celebrations, and holidays from different cultures
- Invite input from others with different backgrounds. Not only does this show respect, but it makes good business sense to have a diverse opinion
- Bring together diverse groups for innovation. Inviting as many backgrounds and cultures as possible who can contribute to the common goal will increase the pace and creativity of innovation



PROMOTE AN ACTIVE AND BALANCED LIFESTYLE



A healthy lifestyle is one which helps to maintain and improve people's health and well-being. Healthy living is a lifelong effect. Ways to being healthier include healthy eating, physical activities and exercise, weight management, and stress management.

- Working hours should not be excessive
- Promote healthy eating habits
- Encourage physical activity
- Promote wellness



GRADE	ACTION/STEPS
	Select environmentally friendly sites
	Use environmentally friendly infrastructure

SELECT ENVIRONMENTALLY FRIENDLY SITES



The choice of site is essential for limiting the environmental impact of the event.

A scalability analysis of the event is needed to determine footprint, by taking into consideration additional elements such as impact on natural environments, relationships with local residents and availability of existing infrastructure.

- Determine the essential criteria, which will contribute to the choice of the site: number of events to be hosted, estimated number of participating athletes, number of expected spectators, special technical needs, etc
- Prefer sites already equipped with existing utilities (e.g. electrical connections, water supplies, toilets) and that are easily accessible by public transport
- Choose a site that does not have a particular ecological sensitivity either re the location of the venue, the field of play, or the access routes
- Investigate the degree of acceptance of the neighborhood for the type of event planned (public consultation)


USE ENVIRONMENTALLY FRIENDLY INFRASTRUCTURE



Organise the event site in a way that minimises environmental impacts (damage to the site, energy costs, etc.) and financial impacts by respecting the World Triathlon Event Organisers' Manual (EOM).

- Establish a venue map with the main elements (entrances, information points, medical, lost and found, expo and food vendors, parking, front and back of house, public seating, VIP area, toilets, access areas for the disabled, etc.) to optimise their location and the necessary infrastructure
- The venue design should keep in consideration the accessibility guidelines found in the EOM for wheelchair users
- Identify opportunities to rent infrastructure rather than buy it, or share it with other events (better environmental and economic performance)
- Give priority to reusable stands that can be assembled and dismantled easily and are adaptable to different needs
- Preferably use recyclable materials and / or products made from recycled materials
- Limit the transport of equipment by using local contractors and / or materials
- Favour building materials with a low environmental impact, renewable, made of recycled and recyclable materials such as wood, e.g. local 100% FSC certified wood
- Focus on unmixed materials to facilitate end-of-life recycling
- The site must go through a detailed risk assessment
- Directional signage should not include any date reference to allow multiple year usage, or have a specific insert that can be replaced every year



GRADE	ACTION/STEPS
	Select accommodation in close proximity


SELECT ACCOMMODATION IN CLOSE PROXIMITY



Criteria such as proximity to the venue or access to public transport, corporate social responsibility and environmental policy are all factors that should be considered when participants select their accommodation.

- Find accommodation options near the event or connected by public transport
- Look for establishments that have implemented a certified environmental policy, particularly in relation to energy consumption, water management, the use of ecological cleaning products or the supply of local produce for meals
- Seek socially responsible hotels (salary level, gender equity, training, adequate checks on illegal workers, etc.)
- Establish a partnership with some institutions and advertise them on the event website so that the public favours these approved places
- Any participants, who are camping, must be educated about the natural surroundings and protection of nature, if the option to camp is offered



GRADE	ACTION/STEPS
	Establish environmental and social criteria for purchases

ESTABLISH ENVIRONMENTAL AND SOCIAL CRITERIA FOR PURCHASES



To be coherent with the sustainability approach, the environmental and social criteria in the purchasing process (of goods or services) should be taken into consideration.

For greater efficiency, the following steps need to take place:

- Analysis of the need (necessity of purchase, quantity, etc.)
- Defined product specifications (functionalities, materials, lifetime, etc.)
- Investigate mode of production (energy and water consumed, chemicals, etc.)

- Working conditions of employees producing the goods/services (salary, gender equality, trade union rights, child labor, etc.)

As such, the event also encourages companies to develop ecologically and socially responsible offers and promotes those products that take these factors into account.

During an event, particularly sensitive products are: food, clothing, merchandising products and communication media.

- List the products and services to be acquired and verify their absolute need











- Select products and services that have a major positive environmental, social and / or financial impact in order to focus efforts on them
- Estimate, as accurately as possible, the quantities of the various resources needed
- Promote renting or pooling rather than buying (better environmental and economic performance).
- Learn about the major environmental impacts during the production of the goods (including in the context of processes managed by subcontractors) and possible alternatives (depending on the market)
- Learn about the social practices of companies
- Inform suppliers of the event's commitment to sustainability and the environmental criteria chosen to obtain suitable offers
- Prioritise reusable goods, possibly removable, and those that are adaptable to different needs (for the next edition or another event), e.g. signage, reusable lanyards and accreditation passes
- Favour the use of goods made from recyclable materials and / or made from recycled products
- Focus on materials with a low environmental impact, renewable and recyclable such as wood and in particular local 100% FSC certified wood, 100% consumer FSC recycled and chlorine-free paper/cardboard, natural textile fibre (cotton, hemp, linen) produced in a sustainable manner. Some recycled content must be incorporated if synthetic textile is used
- Plastic: Synthetic materials should be avoided, especially PVC. If used, it must contain recycled plastic or be made from natural resources and should not contain hazardous substances such as bisphenol A and phthalates
- Ink: if ink or paint are used, they must have minimal impact (water-based or vegetable oil-based). All printed material must be printed locally
- Focus on unmixed materials to facilitate end-of-life recycling
- Focus on FairTrade products (Max Havelaar or equivalent) that guarantee fairer remuneration for producers and working conditions that respect fundamental workers' human rights
- Choose local suppliers to limit material transportation and provide faster after-sales service. If not possible, prefer sea freight over air freight for long-distance shipment if applicable
- Be aware of the packaging of items ordered, in order to limit the packaging, or at least to have it taken back and reused by the supplier
- Think about labels that ensure that certain environmental aspects are taken into account
- Learn about countries of production and working conditions in these countries, including compliance with the fundamental conventions of the International Labour Organization (ILO)
- Prepare a weighting grid with the different criteria for final selection (financial, operational, environmental, social, etc.)
- Stay coherent with the approach implemented for low-impact acquisitions



95% of disposable plastic packaging is wasted

<https://www.cleaneas.org/if-you-cant-reuse-it-refuse-it>



GRADE	ACTION/STEPS
	Identify and evaluate travelling needs
	Encourage participants to travel by public transport
	Awareness of public transport schedules
	Encourage spectators to use public transport
	Organise parking for motorised vehicles/bicycles
	Encourage walking
	Reduce organisers' individual motorised trips
	Use low emission vehicles, if necessary
	Provide bicycles
	Set up a car-sharing system

IDENTIFY AND EVALUATE TRAVELLING NEEDS



A multi-partnership between event organisers, public services, public and private transport companies must be established to develop a temporary plan adapted to the specific needs of the event.

Evaluating mobility needs in advance helps to control travel due to the event. The traffic generated by the event is superimposed on the basic traffic, daily.

There are three types of traffic that a good organisation must be aware of:

- Spectator traffic: all movement of spectators going to or leaving the event
- Logistics and accredited traffic: all the flows related to the organisation (including competitors and entourage)
- Basic traffic: this is the existing traffic outside the event

These can be reduced by the organisers in the following ways:

- Identifying spectator, logistic & accredited and basic traffic throughout the duration of the event

- Analysing venue access via the different means of transport:
 - » Public transport: type, frequency, timetable, main connections, capacity, etc.
 - » Soft mobility: pedestrian access, bike access, number of bicycle parking spaces, safety level of bicycle parking, etc.
 - » Car: road access, capacity, parking available, etc.
- Identifying the target audience, its location and their means of transport
- Defining offers to put in place that encourage a modal shift, by favouring and developing already existing offers: increasing the frequency of public transport, extension of services, new temporary services, preferential services for public transport users, etc.
- Communicating the process internally and externally

ENCOURAGE PARTICIPANTS TO COME BY PUBLIC TRANSPORT



The promotion of public transport depends on its degree of accessibility: the more access is facilitated (stops close to the site, high frequency, adapted schedules etc.), the more the public will have recourse to it. Supplementary / additional services for public transport must be planned with the transport companies.

- Identify the need for public transport
- Get in touch with the regional public transport companies and inform them about the event.
- Check the capacity of the identified public transport lines
- Identify possible actions concerning the public transport service offer:
 - » Create preferential conditions (e.g. included in cost of ticket)
 - » Increase in frequency
 - » Exceptional services: shuttles or special itineraries
 - » Extension of schedules
 - » Creation of new transport routes
- Fit in with the start and end times of the event
- Communicate on the accessibility of the event by public transport
- Staff working for the organisation should be offered public transport passes to come to the venue

AWARENESS OF PUBLIC TRANSPORT SCHEDULES



Encouraging participants to come by public transport means providing accurate and practical information on timetables, routes and average lengths of journey.

- Identify the locations of stations and stops close to the event site
- Inquire about public transport schedules
- Determine the main routes
- Estimate the travel times of these routes
- Systematically communicate this information:
 - » Highlight key information on the website and include it in all communication media
 - » Provide signage at stops
- Organise a transport information point on the event site
- Consider a communication partnership with regional public transport companies
- Communicate the disadvantages of going to the event site by car:
 - » Limited spaces for parking
 - » Cost of parking (specify a special rate to discourage people to come by car)
 - » Expected road congestion
 - » Possible road closures

ENCOURAGE SPECTATORS TO USE PUBLIC TRANSPORT



Providing benefits to spectators who do use public transport makes it possible to reward their efforts and helps encourage those who may otherwise hesitate to do so.

Several benefits can be considered in the form of rewards but also in immaterial form, such as an exclusive show or a dedicated VIP area on-site. The more original the reward, the greater it will be shared and adopted. Event sponsors can also get involved and offer financial or material support for this type of action. Create fair offers for people who may travel with their usual transport pass and those who buy a ticket especially for the event: any such offer must benefit / be open to all users of public transport.

- Identify opportunities to reward people who come by public transport through benefits such as:
 - » Offering vouchers to be redeemed on site
 - » Discount on merchandising items
 - » Activation/entertainment in the bus line or on shuttles to the event
 - » VIP area for public transport ticket holders
 - » Dedicated contests with backstage tour, VIP ticket or other key
- Identify the means of distribution and control
- Communicate clearly and widely this offer and the associated conditions

ORGANISE PARKING FOR MOTORISED VEHICLES/ BICYCLES



CAR PARK

Carefully consider the real need for parking, its location(s) and the number of spaces to be provided to influence participants to prioritise the use of public transport modes and to promote alternative transport.

- Collaborate with the local authorities to organise parking lots
- Identify the real need for parking and the number of essential spaces, based on the events needs
- Define whether existing car parks could meet these needs
- If not, identify the most suitable locations for parking spaces:
 - » Prefer hard surfaces (such as courtyards), areas with existing path(s), and if possible already lit (if the event takes place in the evening)
 - » Avoid areas near water bodies and protected natural environments
 - » Try to discourage car use by locating the car park further from the event site than public transport stops
- Provide parking spaces in the vicinity of the site for people with reduced mobility, possibly for VIPs

for two-wheelers (motorised or not) and for people sharing the same vehicle

- In the event of parking on permeable soil, provide for soil protection measures (pollution, compaction, etc.)
- Provide a “wet conditions plan” in case of parking on permeable ground, implying that temporary parking on permeable ground is no longer usable due to severe weather
- Identify security and logistical needs in collaboration with public authorities: signage, security personnel, fire brigade, traffic and parking management personnel, soil protection, lighting, site cleaning after use, etc.
- Plan alternative solutions if the car park is full: e.g. reserve car parks or measures to collect vehicles before they arrive on site and provide shuttles
- Communicate the location of car parks on the event website, social media or on any other communication medium
- Communicate on carpooling or car sharing platforms
- Indicate the disadvantages of the car (traffic jams, alcohol-related risks, limited parking spaces, etc.) and the advantages of other means of transport

TWO-WHEEL VEHICLE CAR PARK

- Determine a space reserved for the two-wheeled parking near the entrance to the event
- Equip the parking with a sufficient number of stable and solid bicycle racks. The brackets must be able to be easily installed and uninstalled
- If possible, provide a covered shelter
- Provide lighting if the event ends at night
- Consider organising monitoring of the facility, e.g. in partnership with local cycling associations
- For bicycles, indicate access routes with cycle paths
- Set up, if possible a few days before the event, signage to guide two-wheelers to the car park reserved for them

ENCOURAGE WALKING



- Close proximity between the event venues and public transport stations reduces the use of a private vehicle
- Identify pedestrian routes from stations and/or bus stops for walkers and wheelchair users
- Estimate and indicate the travel time for an average walker and edit plans
- Provide signage on site with pedestrian walkways signposted
- Communicate upstream on these pedestrian paths by distributing the plan on the website, in the programme and on any other communication medium

REDUCE ORGANISERS' INDIVIDUAL MOTORISED TRIPS



- The movements of the organising committee logistics must be exemplary, so the credibility of the action is then greatly enhanced
- Establish clear principles regarding mobility and priorities for the use of different modes of transport according to distances, equipment to be transported, etc.
- Establish a list of logistical trips, identify possible convergences, organise them and plan them
- Limit distances travelled internally (volunteers, organising committee)
- Organise vehicles into pools to limit the number of vehicles and regulate the grouping of trips
- Choose local service providers
- Group deliveries, shipments and orders
- Mandate bike couriers when the equipment to be transported is suitable

USE LOW EMISSION VEHICLES, IF NECESSARY



- The impact of motorised travel required to organise the event can be reduced by using more environmentally friendly, fuel-efficient, electric or hybrid vehicles
- Look for partners or sponsors (car manufacturers, rental companies, car-sharing, etc.) who can make their low-emission vehicles available in exchange for visibility
- Define with them the vehicle needs and the modalities of the sponsor/partnership

PROVIDE BICYCLES










- Options possible: use of self-service bicycle networks, bicycle rental and/or purchase. Identify the best option according to the number of bicycles to be made available, existing self-service bicycle networks and financial resources
- Determine the quantity of bicycles to be made available to the public
- Also provide bicycles for members of the organising committee, volunteers and volunteers who will have to travel frequently during the event
- If there are self-service bike stations nearby, contact the service provider to determine possible collaboration options
- Disseminate information on the event's website, at strategic locations and on flyers, and give participants the opportunity to pre-book bicycles in order to be able to quantify the approximate number of bicycles needed

SET UP A CAR-SHARE SYSTEM



- Carpooling is an efficient alternative to individual motorised transport
- It reduces the number of people per car, reduces traffic and parking needs. In addition, it allows the driver and passengers to divide related costs and share a friendly moment
- Look at opportunities with carpool associations
- Communicate any carpooling site partnership
- Consider reserving parking spaces for people carpooling



GRADE	ACTION/STEPS
	Limit the consumption of electrical appliances
	Minimise energy consumption
	Source electricity from renewable sources and incorporate solar panels into the design of the venue
	Limit light consumption
	Optimise the use of heating
	Optimise air conditioning
	Limit the pollution caused by generators

LIMIT THE CONSUMPTION OF ELECTRICAL APPLIANCES



In terms of energy and financial savings, the choice of electrical appliances is crucial.

The key question is to determine if they are absolutely essential!

The energy label simply identifies the energy performance, classifying appliances from the most efficient (class A++++) to the least efficient (class G). Compared to efficiency class A++, a refrigerator or freezer of class A+++ consumes about 30% less energy (this might vary depending your location).

From a sustainable development point of view, other criteria must also be taken into account, in particular concerning the choice of supplier; manufacturing materials (grey energy), disposal and service life of the equipment.

- Define - as closely as possible - the need for electrical appliances

- Choose equipment according to those needs, in order to avoid unnecessary over-consumption
- Identify rental opportunities, rather than purchasing equipment
- Avoid disposable battery devices as much as possible
- Choose energy-efficient appliances, based on the energy label (A to A++++)
- Prefer devices that have a long lifespan and can be adapted by replacing or adding new components
- Raise employee awareness and implement instructions to systematically switch off equipment that is not in use
- Prefer devices made of recycled plastic

MINIMISE ENERGY CONSUMPTION



By paying particular attention to the planning of electrical structures before the event, it is possible to significantly reduce their consumption and costs.

The aim is to determine a concept for the use of electricity as close as possible to needs.

- Estimate the electricity needs of the event (lighting, sound, infrastructure, catering, etc.)
- Identify the required power, number and locations of connections
- Analyze possible alternatives, including:
 - » Limit the use of generators (energy consuming, polluting and noisy), by choosing a place that is already equipped. If necessary, switch to economical and cogeneration generators. Avoid diesel generators, or at least equip them with particulate filters
- Remain reasonable with the quantity and power of the lighting. Identify the needs for lighting in terms of number of lights and their wattage. Consider how the same level of luminosity could be provided with more sustainable / low energy alternatives
- If this is not automatically included in local regulations, contact the electricity supplier and agree on the contractual terms and conditions

? DID YOU KNOW

Energy is the dominant contributor to climate change, accounting for around 60 per cent of total global greenhouse gas emissions.

<https://www.unenvironment.org/explore-topics/sustainable-development-goals/why-do-sustainable-development-goals-matter/goal-7>

SOURCE ELECTRICITY FROM RENEWABLE SOURCES AND INCORPORATE SOLAR PANELS INTO THE DESIGN OF THE VENUE



- The supply of electricity from renewable energies makes it possible to limit the environmental impacts of the event's energy consumption, while promoting their development of renewable options
- Contact the local electricity supplier
- Study the different electricity offers and compare reliability and prices
- Project the price difference on the estimated final invoice
- Identify whether all the electricity needs of the event can be supplied with green electricity or, if not, only part of it
- Identify the possibility of renting solar panels from energy suppliers
- Consider sponsorship or support opportunities from the supplier offering renewable energy

LIMIT LIGHT CONSUMPTION



Lighting is often central to events taking place at night or indoors, whether it is utilitarian or ambient lighting.

Substantial energy savings can be achieved by carefully selecting lighting points, making the most of natural lighting, limiting the power of lighting and using energy-efficient light sources.

The main light sources are light-emitting diodes (LEDs), fluorescents (also called compact fluorescents, or "economical"), halogen incandescents and conventional incandescents (also called "filament"). Energy consumption varies greatly depending on the type of lighting chosen.

- Design spaces to make the most of natural light and avoid obstructing it
- Identify the necessary lighting points as close as possible to the needs and their adequate wattage
- Raise employee awareness and implement instructions to systematically switch off equipment that is not in use
- Select luminaires that are economical and low-glare with a long service life
- Identify the possibility of renting or buying them together with other events with the same types of needs
- Prefer light sources of class A++ or A+ (energy label)
- Avoid the use of halogen bulbs unless it is not possible to use LEDs or fluorescent light sources
- Take into account the following health precautions:
 - » For halogen lamps, require treated glasses to filter out UV rays
 - » For LEDs, avoid using them if the user has to spend a lot of time within 20cm of the light source
 - » For fluorescent light sources, avoid models with only one glass envelope if the user has to spend a lot of time at less than 30cm (for spherical bulbs) and at less than 1 metre for linear light sources (neon tubes)



OPTIMISE THE USE OF HEATING

Optimising heating, while ensuring an acceptable temperature for participants at the venue (e.g. Athlete Lounge) and the public (e.g. VIP Areas), saves energy, which is generally derived from fossil fuels.

Up to 7% of energy can be saved by reducing the ambient temperature of the heating by a single degree.

- Avoid heating open areas, and if absolutely necessary, use a solution powered by renewable energy (refer to the regulations in force)
- Do not cover radiators, do not place furniture or curtains in front of them so that heat can spread from the radiator throughout the space
- Ban individual electric radiators
- Make employees aware of the basic instructions for temperature regulation
- Adjust heating temperatures according to the filling rate of the room and the activity: the more people there are, the more heat will tend to increase, the less people move, the more likely they are to be sensitive to cool temperatures, etc.
- Supply staff with or recommend the use of suitable (sustainable) clothing that allows them to dress for their working situation during the day



OPTIMISE AIR CONDITIONING

Cooling rooms in summer is extremely expensive from an energy point of view.

It is important to properly assess the actual need for air conditioning and first identify the possibilities for natural cooling (via ventilation, draught generation, etc.).

- Identify natural cooling options, including techniques to limit room warming (opening windows at night, closing blinds, shifting the time of the event, etc.)



LIMIT THE POLLUTION CAUSED BY GENERATORS

Choosing a site where electrical connection to the mains/grid is available is an asset for an event.

If not possible, the use of generators must be anticipated and the equipment chosen carefully. They generate air and noise pollution and energy waste.

- For sites not connected to the grid:
 - » provide for a temporary connection, even a minimal one, for service or outdoor lighting
 - » for recurring sites that are not connected, have at least one temporary line installed
 - » analyse the possibility of installing photovoltaic solar panels on the site to cover part of the needs
 - » if necessary, provide generators
- Require generators with a catalytic converter and good soundproofing
- Opt for engines with the highest exhaust emission standard (e.g. EUROx)
- Prefer emergency units with an inverter, which only lights up if necessary
- Avoid emergency units permanently operating with an automatic inverter (which continuously consumes energy even when not in use)
- Avoid diesel generators, or at least equip them with particulate filters
- Prohibit synchronous emergency power units (Twin Pack), permanently operating in duplicate



GRADE	ACTION/STEPS
	Ban single use plastic
	Limit food-related waste
	Propose a sustainable catering offer
	Promote organic, fair trade, labels and fish from sustainable stocks
	Limit beverage waste

BAN SINGLE-USE PLASTIC



Reusable tableware contributes significantly to reducing waste (up to 70%), improving the cleanliness of the site, reducing cleaning and waste disposal costs, and improving the image of the event.

In terms of ecobalance, this system is the most favourable provided that certain thresholds are respected (maximum transport distances for 1,000, 5,000 and 10,000 reusable cups respectively: 15-50 km, 70-200 km, 150-400 km from maintenance facilities). In view of its pedagogical value and its high potential in terms of behavioural change (from throwing everything away to reusing it), this measure remains interesting, even if the thresholds are not reached.

- Assess the need for tableware according to the number of participants, the number of points of sale, the type of event, its duration and the dishes/drinks offered
- Ask stand owners about their tableware needs
- Prefer reusable dishes
- In case of necessary use of disposable tableware:
 - » Prefer recycled cardboard
 - » Ban plastic dishes
 - » Use, for the time being, compostable tableware with caution (with regard to problems related to the disposal process and the origin of the raw material)

- Check with the local authorities of where the event is located whether a stock of cups is available or if there is a subsidy and, if necessary, take into account the terms and conditions of the loan or subsidy
- Benefit from the experience of suppliers of reusable tableware and their communication equipment
- Decide whether or not to use reusable tableware before selecting stand owners and make it a condition of equal commitment for all stands without differentiation
- To standardise the type of tableware to be used to limit costs and simplify logistics
- In order to have a maximum return rate, deposit reusable dishes
- Define, if possible, a uniform deposit for all dishes
- Organise the return points of the dishes in partnership with the stand owners
- Specifically inform tenants and their employees about the processes to be followed
- Precisely record the number of deposit tableware units supplied to each stand in order to determine the money collected to be reimbursed after the event
- Prepare signage for distribution and return points to inform the public

LIMIT FOOD-RELATED WASTE

Limiting food-related waste involves reducing the waste produced around food (packaging, tablecloths, dishes, etc.) as well as reducing food waste itself.

Stand owners can take action on both fronts to satisfy customers, limit food and other waste, and even improve financial profitability.

Leftovers can be donated to charities if allowed, or be sent to composting or a bio gas production plant.

- Favour local products, in order to limit overpacking due to heavy transport
- Avoid paper tablecloths on tables. Prefer individual table mats if required by local legislation
- Limit the use of dishes by using alternative solutions
- Use reusable dishes
- Favour large containers and avoid single portions (coffee, mustard, ketchup, sauces, sugar, cream, milk), which allows substantial savings
- Offer dishes in different portions to adapt to large and small appetites and also to different budgets
- Communicate on the actions taken and the underlying reasons in order to have the support of consumers
- Set up waste bins collecting food scraps on the consumers' side to involve the public and collect data on the effects of the actions implemented

PROPOSE A SUSTAINABLE CATERING OFFER

Promoting sustainable catering within the event helps to raise awareness among a large number of stakeholders: the public and participants, but also food stand owners and their suppliers.

The raw material and the preparation of the dish are often more important considerations than the dish itself.

Moreover, not all objectives must be achieved simultaneously. These elements are a decision-making aid, in the form of an analysis grid, when choosing catering providers.

- Establish a list of needs: number of participants, number of meals and types (dishes, snacks, etc.)

- Identify the offer to be provided according to the target audience: price range, menus (hotdog, soups, etc.)
- Look for meal service providers whose practices are in line with sustainable catering and/or who have initiated consideration of this subject, such as:
 - » Use of local and seasonal products
 - » Use of certified products (organic, FairTrade, etc.)
 - » Vegetarian option
 - » Dishes offered in different portions
 - » Relying on labels to make choices
 - » Consider animal welfare and avoid food listed into IUCN red list of endangered species
- Adopt a charter for stand owners for sustainable catering and distribute it widely on all communication media
- Putting in place elements to limit waste production (limitation of packaging, banned PET bottles and disposable dishes, etc.) can also be discussed with stand owners and/or included in the charter
- Use a stand that is emblematic of sustainable catering, if it is not possible to modify the entire food offer. Provide a particularly visible location with preferential conditions
- Run a promotion stand for sustainable catering
- Support the process with communication to the public to facilitate acceptance, promote your efforts and those of the stand owners

PROMOTE ORGANIC, FAIR TRADE & CERTIFIED PRODUCE AND FISH FROM SUSTAINABLE STOCKS



Fair trade guarantees fairer remuneration for producers and working conditions while respecting fundamental rights.

- Include in the specifications of meal service providers or in the charter of clauses:
 - » To promote organic and fair trade products, when it comes to certain products (e.g. coffee, tea, sugar, etc.)
 - » To promote certified products, particularly in the case of foreign products
 - » To exclude fish not recommended by existing guides. Labels recommended are MSC and ASC

? DID YOU KNOW

Currently, food systems are responsible for 70 per cent of the water extracted from nature, cause 60 per cent of biodiversity loss, and generate up to a third of human greenhouse gas emissions

<https://www.unenvironment.org/news-and-stories/story/hungry-change-global-food-system>



LIMIT BEVERAGE WASTE

The sale of drinks represents a significant income for the organisers, but also a significant burden in terms of waste.

Most beverage packaging is recyclable, but the ecological balance sheets are not the same for PET bottles and aluminium cans. While it is difficult to advocate a systematic alternative that depends on use, transport distances and recycling rates, major trends can be identified.

- Choose reusable packaging that is generally preferable to disposable packaging
- Consume locally produced beverages, which greatly reduces the impact of transport, which is crucial for glass packaging
- Prefer large containers to small ones for the same total quantity
- Prefer pressurised drinks
- Prefer tap water to bottled water
- Install water fountains connected to the water network
- Use reusable cups
- Prohibit straws
- Provide the necessary infrastructure for container recycling and management of any instructions
- Provide access to safe drinking water

RACE DAY



- Consider alternative packaging for water distribution at aid station, e.g. from edible and biodegradable sources such as plants/seaweeds.
- Evaluate the feasibility of requiring the athletes to race with their own collection cup provided by the organiser (cross triathlon)



We buy 1 billion plastic bottles every minutes

<https://www.cleanseas.org/if-you-cant-reuse-it-refuse-it>



GRADE	ACTION/STEPS
	Organise waste management
	Identify the types of waste and their respective volumes

IDENTIFY THE TYPES OF WASTE AND THEIR RESPECTIVE VOLUMES



Identifying the volume of waste produced by the event makes it possible to plan staff and necessary collection equipment to guarantee the cleanliness of the site and the collection of waste.

It also makes it possible to consider possible alternatives to reduce the quantity of waste, either by limiting production (e.g. by reusable tableware, removal of packaging, etc.) or by extending the life of products as much as possible (reuse, donations, etc.).

- Identify the main items of your event likely to produce waste
- Identify the main categories of waste with the event partners and evaluate quantities:

- » Food: organic waste, waste oils, tinplate, other recyclable or incinerable packaging
- » Beverages: glass, PET, aluminium
- » sponsorship (distribution of flyers, programs or objects): paper, incinerable waste (packaging).
- » Material deliveries: cardboard
- » Incinerable waste.
- » Miscellaneous: incinerable waste (non-recyclable waste)

- Identify the areas where alternatives would be possible to avoid or reduce certain waste (food, beverages, purchases).
- Involve partners in the implementation (charter, contractual clauses) and do not hesitate to be inventive.
- Establish indicators and identify the means necessary to take the readings: weighing, counting of filled bags or residual bags, etc.

ORGANISE WASTE MANAGEMENT AND RECYCLING PROCESSES



A waste management concept identifies the methods and means to be implemented upstream.

It includes: logistics, equipment and human resources, options to limit and recycle waste, and the internal/external communication.

- On the basis of the waste estimate (types and volumes), determine the key areas where an upstream reduction is possible, in particular:
 - » Purchasing: realistic definition of needs, reduction of packaging
 - » Food and beverages: reduction of raw material packaging, limitation of food waste, reusable dishes, etc.
- Define the waste to be collected and sorted, based on the estimate made in advance
 - » Organic waste: identify which waste is allowed in your community: raw vegetable waste only or leftovers from meals and meat products
 - » Waste oils
 - » Tinplate
 - » Glass
 - » PET
 - » Aluminium
 - » Paper/cardboard
 - » Incinerable waste
- Select the necessary equipment with partners and define the loan conditions: the type of containers (skips, totems, drums or other), size, number, price, installation and disposal
- Identify the locations according to the configuration of the event: distribute the equipment throughout the site and/or create collection areas, etc.
- For the logistics of the public space of the event:
 - » Prefer 120-litre containers, to facilitate movement and emptying during the event
 - » Facilitate sorting by grouping together incinerable and sorting bins
 - » Choose visible locations
 - » In principle have a bin every 25 metres
- For stand logistics:
 - » Preferably organise sorting at the back of the stands to limit the movement of waste and to provide containers adapted to the specificity and quantity of waste produced
 - » Prefer a sufficient volume of containers to avoid emptying during the event
 - » If this is not possible, ensure that the containers are easily movable without passing through the public area of the event
- Provide waste storage areas at a distance and easily accessible to garbage trucks in the event of delayed collection
- Define the sorting signage: use conventional acronyms and colours to create a publicly known reference system
- Identify the need for staff to keep the site clean during the event (communication with stands and the public, changing bags, collecting any waste on the ground, etc.): plan one volunteer for every 150 participants





- Organise volunteer training and equipment (apron, cap, pair of gloves, pickup pliers, replacement container bags)
- Identify the equipment that the event or stands will no longer need and that could be used by others (associations, sports clubs, leisure centres, etc.)
- Communicate the waste management plan to stand owners and volunteers
- Plan communication to share action and raise awareness among the public and participants
- If plans of the event site are printed for the public, include the sorting areas
- Consider setting up playful concepts, especially during races, to limit waste on the ground as much as possible

? DID YOU KNOW

Each year, an estimated one third of all food produced – equivalent to 1.3 billion tonnes worth around \$1 trillion – ends up rotting in the bins of consumers and retailers, or spoiling due to poor transportation and harvesting practices

<https://www.unenvironment.org/explore-topics/sustainable-development-goals/why-do-sustainable-development-goals-matter/goal-12>



GRADE	ACTION/STEPS
	Protect the water
	Save water
	Use environmentally friendly cleaning products
	Install sanitary facilities

PROTECT THE WATER



For outdoor events, the aim is to preserve the surrounding resources, particularly water.

In view of the risk of groundwater pollution, mainly through temporary installations (toilets, kitchen, parking, etc.), activities should be organised as far as possible from the water protected areas.

The banks are also protected by minimum distances that must be respected.

- Check with the local authorities if the event site is in water-protected area
- Define with the local authorities how kitchen and toilet waste water will be recovered and treated
- Assess the risks of water pollution and develop an action plan, if necessary, with the local authorities
- In the event of an activity on the banks, observe the legal distances between the infrastructure and the water if applicable
- Mount the infrastructures on hard and waterproof surfaces as much as possible and provide soil protection equipment (straw, chips, wooden boards) in case of wet conditions
- Dispose of toxic substances properly (e.g. frying oil) and comply with the safety instructions for the disposal of chemicals in waste water: in any case, never dispose of them in waste water or on the ground
- Inform partners of the measures to be taken and the instructions to be followed

SAVE WATER



The optimisation of sanitary facilities in the broad sense (taps, showers, toilets, etc.) makes it possible to reduce water use and preserve this resource.

It also limits the costs associated with water and energy supplies, without compromising the comfort of users. The potential for water savings is substantial (from 30-60% depending on the systems chosen).

- Analyse the water consumption of the event (toilets, showers, washbasins)
- Check the performance of the installed equipment and check whether flow restrictors are needed
- Identify the main potential sources of savings and means of reduction
- Identify the most suitable systems and install them

USE ENVIRONMENTALLY FRIENDLY CLEANING PRODUCTS



Maintenance and cleaning products have impacts on the environment and human health. They can cause water and soil pollution and cause respiratory and skin reactions.

The choice of products is decisive in limiting these risks: the first reflex is to limit the number of products, and thus avoid cumulative negative effects.

While analysing and understanding components can be very challenging, a few basic principles help to limit risks easily.

- List the products being considered and identify if they are really all necessary
- Adjust the products to the characteristics of the surface to be cleaned and the use
- Consider possible alternatives:
 - » Replace products with microfibres
 - » Replace several products with a multi-purpose product
 - » Replace “brand” products with those that are simpler and equally effective (vinegar, alcohol, etc.) and cheaper components
- Favour highly biodegradable products
- Prefer products recommended by ICES, or products labelled with the Nordic Ecolabel or the EU Ecolabel (or equivalent)
- Provide the necessary protective equipment for users (gloves, possibly masks, safety glasses) and make product safety sheets available to volunteers
- Keeping cleaning products under lock and key
- If cleaning is outsourced, choose a company that already has an environmental policy in place
- Ensure cleaners are educated on environmentally friendly cleaning practices

INSTALL SANITARY FACILITIES



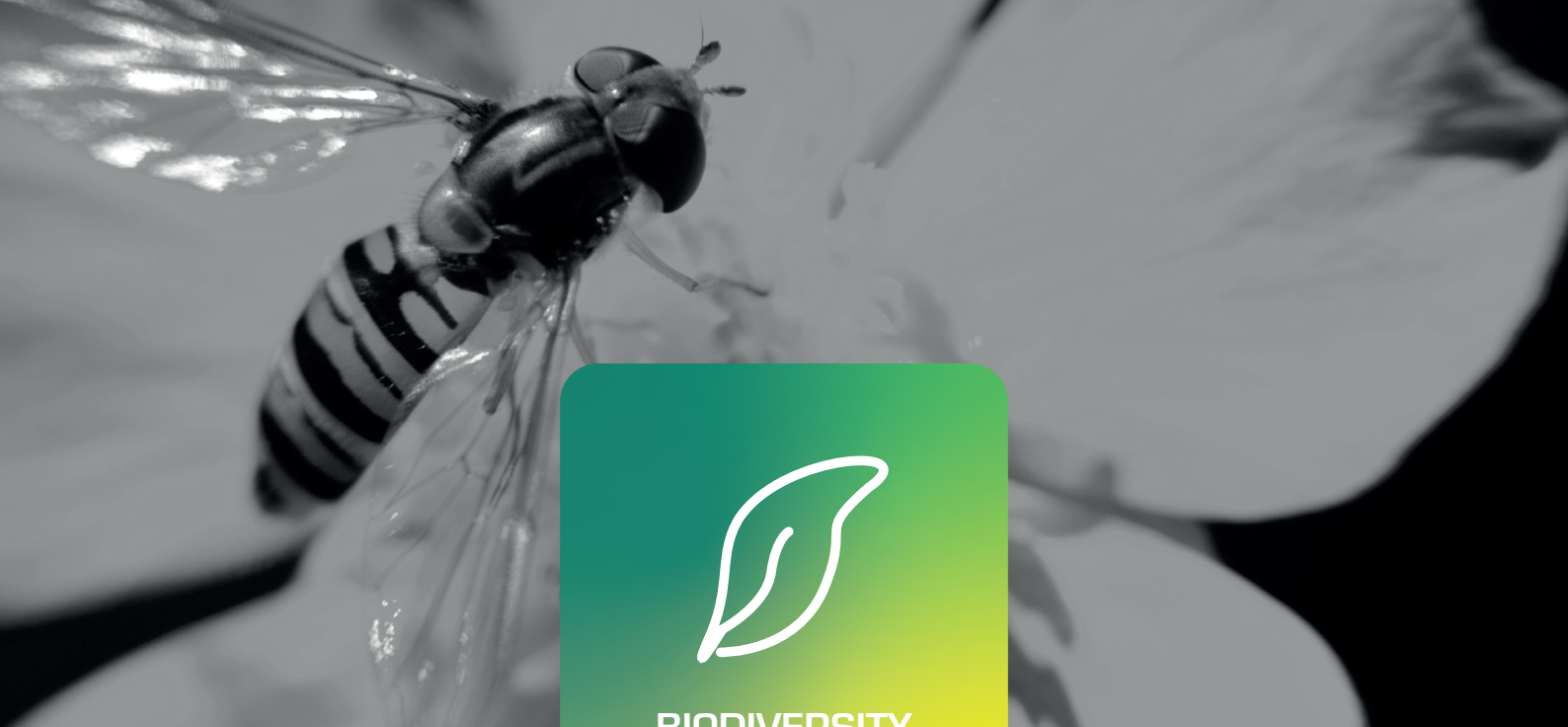
Additional sanitary facilities are often required for events.




- Define with the local authorities the number and location of the necessary sanitary facilities
- Define in collaboration with the local authority services the type of toilets to be installed: water, dry or chemical toilets connected to the network
 - » Define in collaboration with the competent local authority how WC waste water will be recovered and treated
- Provide enough toilets: at least 1 per 150 people
- Prefer sanitary facilities which minimise the use of water
- Locate and place the cabins for chemical toilets on sealed floors
- Choose recycled toilet paper (toilet paper and hand towels), unbleached

? DID YOU KNOW

Man is polluting water faster than nature can recycle and purify water in rivers and lakes

<https://www.unenvironment.org/explore-topics/sustainable-development-goals/why-do-sustainable-development-goals-matter/goal-12>



GRADE	ACTION/STEPS
	Provide a safe swim course
	Preserve the soil
	Protect sensitive areas

PROVIDE A SAFE SWIM COURSE



Ensure the body of water hosting the swim course meets the World Triathlon rules and regulations on water quality.

PRESERVE THE SOIL



For outdoor events, it is important to protect the underlying soil from pollution and the risk of compaction.

Be careful: no two soils are the same and the sensitivity of the environment and its ability to support a load without undergoing irreversible compaction must be specifically established. In addition, weather and, in particular rain, is an additional risk factor.

- Choose a hard and waterproof floor to host the event
- If this is not possible, choose a suitable soil: grassy soils that have not been tilled for a long time will support the loads better:
 - » First use all hard surfaces

- » Prefer existing roads as access roads
- » Avoid water protection areas.
- » Prefer areas that can be self drained
- » Pay particular attention to the assembly/ disassembly phases of temporary installations (canteens, various installations, etc.) due to the potential access of heavy vehicles
- » Avoid creating access to car parks on sloping or elevated areas
- Provide temporary cover to avoid soil damage (plastic or wooden boards): provide for soil decompaction and reseeded after the event; use proven techniques (e.g. non-rotating digger, never ploughing)
- Plan a rain action plan to protect the soil, and provide the necessary budget to fund it
- Inform participants and partners of the rules to be followed to maintain soil quality
- Assess the risks of soil pollution with the local authorities
- Implement wastewater and waste management
- Plan for post-event soil clean-up and rehabilitation (decompaction, seeding)

PROTECT SENSITIVE AREAS



It is important to protect sensitive natural areas and avoid sites occupied by endangered species sensitive to disturbance.

- Request the necessary authorisations from the local authorities in good time
- Choose a different location if natural environments and wildlife cannot be protected
- Scrupulously respect any conditions formulated by the local authorities
- In case of specific questions or emergencies concerning the natural environment or wildlife, contact the relevant protection agencies
- Delimit venue areas, access areas and areas closed to the public
- Edit a site plan with authorised areas and protected areas prohibited to the public
- If the use of vehicles for the organisation of the event is necessary, communicate it to local authorities to obtain a permit
- Protect the trees. If necessary, place barriers around them to preserve the roots and trunk or place corsets in wooden slats to protect the trunks
- Inform all persons working on the site of the recommendations and possible conditions accompanying special authorisations for nature conservation and wildlife protection
- Inform the public about the site where it is located, the fauna and flora that constitute it and the rules necessary for its preservation
- Provide sufficient staff to clear the site of facilities post event

? DID YOU KNOW

Humanity has wiped out 60% of animal populations since 1970.

<https://www.theguardian.com/environment/2018/oct/30/humanity-wiped-out-animals-since-1970-major-report-finds>



GRADE	ACTION/STEPS
	Promote physical activity
	Limit drug-related risks
	Ensure smoke-free spaces
	Fight against doping
	Provide healthy food
	Limit noise pollution

PROMOTE PHYSICAL ACTIVITY



Lack of physical activity combined with poor eating habits and the lack of sleep is one of the main reasons for the increase in the number of overweight people, leading to “non-transmissible” diseases such as heart disease, hypertension, diabetes, certain cancers and depression.

Sports events are an opportunity to encourage the local population to engage in physical activity, either through direct participation in the events or through the inspiration they provide to spectators.

- Define the target audience participating in sports events (age, gender, individual or group registration, etc.)

- Propose offers to attract a wider audience (young people, seniors, families, registration by class, by company, etc.)
- Offer sports initiations to the public in a fun way
- Organise sport activities
- Carry a positive message through sport participation
- Communicate the benefits of physical activity
- Activate sport practising programmes with local communities (school, universities, physically impaired associations, minority groups, etc.)

LIMIT DRUG-RELATED RISKS (ALCOHOL AND ILLICIT DRUGS)



Taking into account the risks associated with drugs is a legal obligation on the one hand and on the other hand linked to the responsibility of the event.

Ensure that legal requirements are met:

- Sales hours:
 - » Prohibit the sale of alcoholic beverages according to local legislation
- For young people (according to local legislation):
 - » No alcohol under xx years of age
- No alcopops, distilled drinks or spirits under xx years of age
- Have at least three non-alcoholic beverages to choose from at a lower price than alcoholic beverages with a clear display of these choices
- Display the legal ages of purchase and consumption of alcohol at each distribution points
- Establish a diverse offer of soft drinks, as well as free drinking water
- Choose cups over bottles and cans

ENSURE SMOKE-FREE SPACES



Tobacco-related measures are a legal obligation in some countries and, on the other hand, related to health promotion and prevention. Tobacco consumption damages the health of the smoker, but also of people exposed to passive smoking.

- Comply with legal requirements
- Display smoke-free signs in a visible and clear manner
- Delimit additional smoke-free areas outside, such as canteens or sheltered stages
- Collaborate with a prevention association to ensure awareness

FIGHT AGAINST DOPING



Sport is often associated with a healthy activity.

This is true in most cases, however, there are risks of abuse and sports event organisers can equip themselves with the tools to promote good sport.

- Adherence to the WADA rules
- Actively fight against doping and make it known
- Encourage participants (individuals, clubs or federations) to commit to drug-free sport

PROVIDE HEALTHY FOOD



French fries, hot dogs and sausages are often on the menu. Fast and cheap, they are easy to serve. However, their nutritional qualities are poor and the environmental cost of the latter two is high – especially if they are beef.

A reflection on the nutritional quality and diversity of the dishes served during the event goes hand in hand with a concept of health promotion, but also with the values and positioning of the event.

Sports events are perfect opportunities to raise awareness of this issue and set an example by proving that healthy meals can be festive, fast and inexpensive.

- Establish a list of needs: number of participants, number of meals and types (dishes, snacks, etc.)

- Identify the offer to be provided according to the target audience: price range, menus (sandwiches, soups, etc.)
- Identify how to revisit the offer to be provided according to standard nutrition criteria either:
 - » One or more vegetables in generous portions (a third of a plate): raw and/or cooked, as a side dish, main course, salad, crunchy vegetables or soup
 - » A meal food (also a large third of the plate): potatoes, cereal products (pasta, rice, polenta, couscous, bread, etc.) possibly complete, legumes (lentils, chickpeas, red or white beans, etc.), or related foods such as quinoa, buckwheat or amaranth
 - » A protein food in a smaller proportion: either a portion of meat, poultry, fish, eggs, cheese, tofu, quorn or seitan, or dairy products such as milk, yogurt, curd, beaten white, cottage cheese or cheese
- Look for meal providers whose practices are in line with healthy nutrition and/or who have started thinking about it
- Think about vegetarian and vegan offers
- Include healthy nutrition in stand selection criteria and contracts
- Use an emblematic stand, if it is not possible to modify the entire food offer, and offer it a particularly visible prime location with preferential conditions
- Support the process with communication to the public to facilitate acceptance, promote your efforts and those of the stand owners

LIMIT NOISE POLLUTION



Noise can cause different problems during an event. Stakeholders, such as the neighbourhood and community, may be upset by the noise level. Knowledge of the relevant legislation and good preparation will avoid unpleasant surprises.

- Comply with the local regulatory framework
- Organise the assembly and disassembly between time defined within the local regulatory framework
- Choose the orientation of the scenes so that the sound does not spread towards houses and direct the loudspeakers in such a way as to reduce the nuisance for the residents
- Use the appropriate technical equipment
- Establish calm zones in the event
- Inform and discuss with the neighbourhood before the event: an announced disturbance is always better appreciated than a nuisance arriving by surprise
- Invite local residents to the event



GRADE	ACTION/STEPS
	Choice of merchandising articles

CHOICE OF MERCHANDISING ARTICLES



Promotional items or merchandising are part of the sources of income for events.

Basing your choices on sustainability criteria makes it possible to offer to the public quality and useful articles, while remaining consistent with the vision of the organising committee.

- Identify the messages to be associated with merchandising elements
- Define target audience and quantity: better targeted quality merchandising rather than mass and poor quality merchandising
- Select the desired merchandising object type(s)
- Promote merchandising items that can be used over the medium- to long-term, without packaging, without batteries, made of natural or recycled materials, from local crafts or fair trade
- Ensure production follows sourcing and ethical trade consideration
- Prefer useful objects (water bottles, bags)
- Consider the possibilities of selling, reusing, or donating the remaining stock after the event
- Include in the selection of the producer and objects the essential “sustainable development” criteria, such as the method and conditions of production, the nature and quality of the raw materials, etc.
- Consider non-material gifts, e.g. donations to environmental/social causes

Other:

- » Consider a donation booth for athletes/spectators to donate their old sport equipment and identify a way to recognise that donation



RAISE AWARENESS AND ACTIVATION

GRADE	ACTION/STEPS
	Integrate sponsors into the process
	Raise awareness to all stakeholders
	Raise awareness and inform volunteers
	Engage vendors and suppliers in the process
	Inform and raise public awareness
	Inform and raise athlete awareness



INTEGRATE SPONSORS TO THE PROCESS

Sponsors are key players. They convey an image that must be in line with the 'sustainable development' vision of the organising committee.

- Include the 'sustainable development' vision in the sponsorship proposal (presentation of the event and the organiser, the budget of the event, press articles, contact, etc.)
- Look for sponsors active in the field of sustainable development or those with activity in line with the vision of the organising committee (local products, clean vehicles, etc)
- Ensure the credibility of sponsors in terms of sustainable development
- Establish a commitment clause for 'sustainable development' in the sponsorship contract consistent with the objectives and actions identified, for example:
 - » Avoid the distribution of flyers
 - » Limit free samples
 - » Limit promotional items to 'sustainable development'-compatible objects: medium-long-term objects, without packaging, without batteries, in natural or recycled materials, from local crafts or fair trade, etc.
- In exchange, offer greater visibility to these sponsors and / or a specific communication on the joint commitment to sustainable development
- Finance the implementation of measures through sponsoring partnerships (green electricity, clean vehicles, etc.)
- Offer special treatment to sponsors while ensuring that a framework compatible with sustainable development is maintained, for example:
 - » Provide access to the event such as combined tickets or a special car park near the entrance of the event
 - » Provide reception areas before and after the event
 - » Provide a reserved area during the event



RAISE AWARENESS TO ALL STAKEHOLDERS

Raising awareness among stakeholders promotes the achievement of the objectives. It will be strengthened by their commitment.

- Invite the stakeholders to a session presenting the issues and impacts of an event's sustainable development
- Present the vision, objectives and actions selected by the organising committee
- Highlight the roles the stakeholders can take in achieving the objectives
- Decide, in agreement with the stakeholders, their involvement in this process



RAISE AWARENESS AND INFORM VOLUNTEERS

Volunteers are the moving engine of an event and its face in front of the athletes, spectators and sponsors. It is these people who can bring the defined sustainable development policy to life. For all these reasons, the relationship with volunteers must be nurtured.

- Provide instruction on how to perform their task and share them through training
- Present to volunteers the objectives and selected actions for the sustainability and its rationale
- Highlight the role of volunteers in achieving the sustainable goals

ENGAGE VENDORS/SUPPLIERS TO THE PROCESS



Involving vendors/suppliers in the “sustainable development” approach of the event helps to raise awareness, increase the overall coherence of the approach and strengthen the educational message to the public.

- Include the vision and goals of “sustainable development” in the selection process
- Write specifications for vendors/suppliers containing the following information:
 - » Logistical aspects: electricity supply, access to water, refrigerators, dishes, waste disposal, supply of stands etc.
 - » Product quality recommendations
 - » Costs
 - » Price policy
 - » Timelines for bump in/out and operational hours
 - » Solutions to dispose of the daily leftovers and at the end of the event
- Look for vendors/suppliers active in the field of sustainable development or with products compatible with the objectives set
- Make a short and accessible summary of the main measures of the ‘sustainable development’ action plan
- Establish a charter or convention incorporating the Sustainable Development Goals, for example:
 - » Systematically inform all the people brought to work on the booth of the sustainable development approach of the event and their actions
 - » Stock up on priority with local and/or organic products
 - » Limit packaging and encourage bulk purchases (drinks, condiments, etc.)
 - » Use reusable dishes (including cups)
 - » Strictly sort the waste
 - » take a step to prevent alcohol abuse.
 - » Promote eco-design of stands (reusable materials, recovered objects, limitation of energy consumption, etc.)
 - » etc.
- Make visible and communicate the commitment of the stand holders on the site of the event and on the website



INFORM AND RAISE PUBLIC AWARENESS

The events are an opportunity to inform the public in a clear way about the issues of sustainable development and to raise awareness.

- Promote the sustainable development approach of the event (vision, objectives, etc.) by making it public and visible (website, press releases, specific section in the program, information boards, sustainable development stand, etc.)
- Communicate the sustainable development actions undertaken during the event, the expected results (to be realistic about them) and the role (and the means) of the public in achieving the objectives (e.g. use of public transport, labelled accommodation, etc.)
- Target actions that involve direct public participation at the event
- To prefer a playful and offbeat tone
- Designate identifiable ambassadors with a clear advocacy message to engage the public
- The LOC may allocate part of the entry ticket, or use crowdfunding for specific sustainability projects
- A spectator may be offered to offset his/her transportation CO2 emissions by choosing to pay an additional calculated fee (according to the scheme developed) considering the distance and the type of transportation
- A spectator may be offered the possibility to donate money or work hours to an environment program that the event is affiliated with



INFORM AND RAISE ATHLETES' AWARENESS



The participants are the primary group experiencing the positive aspects of the sustainability plan. They could take a lead role as ambassadors to reach a bigger audience.

- Communicate the sustainable development actions undertaken during the event, the expected results (to be realistic about them) and the role of the athlete in achieving the objectives (e.g. use of public transport, labelled accommodation, etc.)
- Prepare athletes a custom-made activation around sustainability
- To prefer a playful and offbeat tone to a moralizing and guilty tone
- Identify ambassadors from the athlete with a clear advocacy message to engage the public
- An athlete may be offered to offset his/her transportation CO2 emissions by choosing to pay an additional calculated fee considering the distance and the type of transportation
- An athlete may be offered the possibility of donating money or work hours to an environment program that the event is affiliated with

“ Sport has such a strong, positive influence on our societies. Imagine all athletes, players and their inspired supporters demanding a healthy planet, with wellbeing a possibility for all.”

Niclas Svenningsen
Manager Global Climate Action
UN Climate Change



GRADE	ACTION/STEPS
	Communicate commitments made to sustainable development
	Select appropriate means of communication

COMMUNICATE COMMITMENTS MADE TO SUSTAINABLE DEVELOPMENT



Communicating your commitments and actions in favour of sustainable development makes it possible to enhance the value of the actions carried out, to get participants adhesion and participation to these actions. It also improves the image of the event and promotes the implementation of similar actions.

However, consistency is the key word in a communication that integrates these commitments.

- Define the general concept and objectives: information, awareness, participation, etc.
- Ensure that only what is actually done is communicated and in a way that is proportionate to the effort made, without falling into the traps of greenwashing
- Identify the key message(s): those related to the sustainable development actions of the event itself

and those related to the companies present at the event or supporting it

- In the case of communication related to the 'sustainable development' actions undertaken, communicate the objectives targeted, in order to show that it is not just a wish or greenwashing
- Choose the means of communication according to the target audiences to be reached and environmental friendliness: flyers, website, social media, event tickets, programme, event, stands, etc.
- Define the budget and timetable
- Ensure consistency between the messages and the concept or purpose of the event
- Consider setting up a sustainability information stand on site

SELECT APPROPRIATE MEANS OF COMMUNICATION



Communication is vital. However, it is not without environmental impacts. The choice of the type of communication can greatly limit the impacts.

- Identify, according to the message and target audience, the best way to communicate: website, social media, print, etc.
- If possible, opt for electronic communication: website, e-mails, Facebook or Twitter
- In case of paper printing:
 - » Identify the quantities as efficiently as possible
 - » Optimise document layout and choose a standard format to avoid generating unnecessary paper waste
 - » Choose the right grammage according to the need and avoid overly thick paper weight: ask your printer for examples to compare qualities
 - » Print on both sides
 - » Prefer recycled paper, not paper bleached with chlorine or its derivatives
 - » If recycled paper is not an option, favour paper from a sustainably managed forest
 - » Choose labelled paper, such as: Blauer Engel for recycled paper, which also ensures compliance with strict regulations on the chemicals used, FSC 100% Recycled also for recycled paper. Otherwise, opt for at least 100% FSC-labelled paper that ensures 100% fibre from sustainably managed forests
 - » Choose water-based or vegetable-based inks that limit pollution, especially water pollution, during the recycling phase
 - » Choose a local printer, if possible a certified eco-friendly certified-printer.
 - » Ask for a paper copy before printing in bulk.
 - » Create meaningful signage to raise awareness on site

CLIMATE CHANGE ADAPTATION

Climate-related impacts may already be affecting your organisation and require immediate responses, while other impacts are projected for the future and require forward-looking strategies. These could be applied to sport events, venues, or your offices, and may encompass design criteria, operational management policies and emergency protocols.

The protocols for such cases can be found in the World Triathlon Event Organisers' Manual and the World Triathlon Competition Rules.

1. ADAPTATION MEASURES FOR EVENTS

Event organisers need to consider potential effects of extreme weather on playability, athlete health and the welfare of workforce and spectators.

Some races have had to contend with events being disrupted, cancelled or abandoned due to weather, but in recent years the trend for this is increasing.

More problematic is the situation of extreme heat, where the sport is still technically possible but potentially risks the health and wellbeing of athletes/volunteers, and impacts on performance standards. In many places, such situations are becoming more predictable, and therefore organisers should be planning contingency measures, such as alterations to schedules, in order to avoid the most serious risks.

For workforce and spectators, potential actions can include ensuring there is adequate provision of drinking water, sun cream and shade at events where hot conditions are likely, putting in place more medical support, and providing basic information for people about avoiding heat stress. These are normal precautions in hot conditions, but the issue is that extreme heat is becoming more common, including at times and places where it might not have been anticipated. For the workforce, more frequent rest breaks and adjustment to shift patterns and/or working hours may also be necessary depending on their function.

2. ADAPTATION MEASURES FOR VENUES

The management of venues needs to anticipate a range of potential impacts from changes in rainfall patterns, requiring modifications, etc.

Design of new venues should always factor in climate adaptation measures, including ventilation, orientation of buildings, choice of materials and natural landscaping – vegetation has an important cooling effect, as well as aesthetic and ecological benefits. Location of new venues should also assess potential risks from flooding, forest fires, droughts, landslides and coastal erosion.

Water storage, rainwater harvesting and sustainable drainage systems are other important considerations.

Additional structures to provide shade or establishing areas of natural vegetation may also be sensible.

In some extreme situations, the cost of protecting against flooding or coastal erosion may be too great, and a policy of “managed retreat”, or even total relocation has to be considered.

CARBON NEUTRAL EVENTS

Climate change and its implications have moved many to make voluntary commitments and take action to reduce greenhouse gas (GHG) emissions and even go beyond and achieve climate neutrality. Climate neutrality, or carbon neutrality, is a voluntary market mechanism that promotes net zero emissions from the activities of an entity for a specified period or for an event. It involves the following three steps, the end result of which would be net zero emissions:

Step 1: GHG accounting

Prepare an emission inventory or an estimate of the amount of GHG emissions from your activity or event.

Step 2: Minimise GHG emissions

Take all measures feasible to reduce GHG emissions.

Step 3: Offset your GHG emissions

Purchase high quality “carbon offsets” to “offset” any emissions that remain. Implementing the sustainability recommendations suggested in the previous chapters will help to reduce the amount of GHG emissions that your event will generate, but will not avoid them completely. For this reason, you need to “offset” the remaining GHG emissions.

Carbon offsetting is based on the fact that the impacts of GHGs are not local, but global. Hence GHG reduction measures taken in different parts of the world will have similar climatic benefits. An entity could financially support GHG emission reduction initiatives elsewhere to “offset” the GHG emissions that it could not avoid. To avoid genuine criticisms of “greenwashing”, offsetting should be done only after sincere efforts to minimise an entity’s own GHG emissions.

Applying the above-mentioned principles, if you aim at a climate-neutral event, the following needs to be done:

- Define the GHG emission inventory boundary of your event
- Prepare the emission inventory or estimate all emission sources within your event’s emission inventory boundary
- Reduce the emissions as far as possible
- Offset the balance of emissions, resulting in net zero emissions

Your event will not be viewed as a climate-friendly or low-carbon event, if:

- All the emission sources listed in the event’s emission inventory boundary are not adequately covered/estimated
- If the estimated emissions are not reduced adequately through emission reduction measures and the balance of emissions fully offset

CONCLUSION

All scientific projections are pointing to greater variability and extremes in weather patterns. Although long-term forecasting is fraught with difficulty, climate change is impacting on triathlon. Not only might this affect timing of events (e.g. having to hold them earlier or later in the day when temperatures are cooler), but ultimately we could also be faced with seasonal shifts and having to reconsider calendar slots for particular sport seasons and events.

Aside from the physical consequences of unplayable conditions, climate impacts will have significant consequences for athlete training regimes, public attendance, sponsorship and broadcasting schedules.

We need to act, and we need to act fast. We can reduce the impact by working together.

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