

Co-funded by the
Erasmus+ Programme
of the European Union



GREEN GUIDELINES

How to conduct
a sustainable sport event

April 2018



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Recommendations developed by Partners of "Sport for All and Environment" Project (SforAE) co-financed by "Erasmus+ Sport" Small collaborative partnership (reference number: 590833-EPP-1-2017-1-PL-SPO-SSCP). Webpage of the Project: www.sforae.eu. The recommendations created by teamwork that officially started at March 8-9, 2018 from the SforAE Kick-off meeting held in Wrocław (Poland).

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The idea of "Sport for All and the Environment" (SforAE) Project is raising an awareness about the benefits from ecological behaviours in sport for all. Its aim is an environmental education through sport and sport promotion in safe and clean environment. The principal is to share the message that physical activity keeps mankind in a good and healthy shape and extends the individuals lives, when saving the natural resources is key to keep the environment beautiful and in a good condition for the next generations. This parallelism is the base for the SforAE Project. It includes 5 partners from 4 countries:

- [Asociácia športu pre všetkých Slovenskej republiky](#) (Slovakia)
- [Česká asociace Sport pro všechny, z. s.](#) (Czech Republic)
- [Fundacja na rzecz Odzysku Opakowań Aluminiowych RECAL](#) (Poland)
- [Magyar Szabadidősport Szövetség](#) (Hungary)
- [Przemyski Klub Biegacza](#) (Poland)

Apart from education, the aim is to establish strong cooperation between partners to create a synergic effect for them. The project involves the exchange of experiences and the joint development of guidelines for ecologically sustainable sports events. It also includes organization of 5 flagship events (one in each Project country) and support with promotional materials in a form of free of charge canned isotonic drinks for about 100 different sport events. The events must be organized sustainable for environment, including collection and recycling of empty cans.



Introduction

The most important challenges facing sport event organizers are of course the concern for a high level of sports competition and the care for the efficient course of preparations and the event itself. The list of contemporary expectations posed before sport events is definitely broader, and this publication is an attempt to inspire people responsible for their course, assuming a smaller impact on the environment.

The authors of this publication during its preparation acted with the idea that many sports disciplines to actively cultivate require a healthy and clean environment. For practical reasons, different thematic areas have been distinguished to facilitate the reader's movement within a clear division. It is worth remembering that during the preparation for your sport event, even the partial implementation of our recommendations will favorably reduce the impact on the environment. In the case of their use, remember to communicate it to the participants and the fans in a legible way. If it is clearly noticeable then surely your effort will be appreciated!

Recycling

In practice, every, even the smallest sport event has to face the fact of waste production and the problem of littering. Remember that the best waste is one that is not produced. However, when deciding to provide participants with different products/materials, think about ordering things that are easy to recycle, to exclude the worst option – waste landfilling. While preparing this chapter, we acted according to the rules: “Leave the place as you found it” and “What you brought you should also take home”.

Possible activities related to the reduction of waste generated during the event and its recycling.

- When purchasing materials for your event, make sure that all ordered goods packed in unavoidable packaging are recyclable. Preferable permanent materials easily and infinitely recyclable.
- Request recycle bins from the venue to encourage waste separation at source and reduce waste to landfill.
- Include participants in the waste reduction process by promoting environmental awareness and informing them about recycling programs available.
- Ensure that any waste is separated at the source for future recycling. Provide visible bins. Make sure that wastes are separately collected all the time.
- Use appropriate recycling bins in all areas, located in central locations, readily available and clearly marked.
- Give purchasing priority to recyclable and post-consumer recycled products. Weight of packaging is important too.
- Minimize paper use and maximize the reuse of any informational material handouts.
- Determine the number of participants of the venue prior to printing documents, so as to avoid the surplus.
- Pay attention to emptying toilets and saving paper towels.

Practical example: For a proper realization Partners of the SforAE Project offer a canned,



still water for sport events participants. The cans are provided for free but only to those who will use delivered bags and containers to organize selective collection of empty aluminium cans. We also provide promotional banners about benefits from the recycling. Aluminium cans collected during all supported events are extremely easy in recycling and all of collected cans must be transferred to recycling what in case of aluminium is possible infinitely and without losing the quality. It's called: Permanent material.

Food wasting

The topic of waste generation described in the previous section also includes a special issue that we decided to discuss separately due to its large impact on the environment. The problem of wasting food is a huge challenge also facing the organizer of a sport event. Do not forget that the packaging is responsible only for a small part of the "environmental footprint" of the entire product. By far the largest impact on the environment is the content of the packaging, and especially this concerns food, which requires not only huge space but also huge energy expenditures devoted to cultivation, acquisition, preparation and, of course, transport.

Recommended ways to eliminate destruction and waste of food:

- Request products that are eco-friendly and locally manufactured. Request food that is local, seasonal and organic whenever possible. Ensure that products are sustainably sourced.
- Minimize food waste by cooking or ordering the necessary amount and link with composting / food bank management system. Provide recycling and composting bins in convenient locations.
- Procure food with recyclable and/ or minimum packaging weight.
- Ensure recycling as well as litter containers are available close to food trucks.
- Consider what type of food service would have the least waste – buffet, sit-down, a-la-carte.
- Use the right amount of food and water for participants – different for adults and children, different in the hot and cold season, different for many types of physical activity.

Practical example: When organizing a sport event, check the possible transfer of food and drinks (with a short shelf life) to people in need, for example to a food bank located in your area. It is worth checking the possibility in advance to be prepared for possible implementation, if necessary. Composting a food is its permanent loss, so treat this option as a last finality.

Transport

It is difficult to imagine even a smaller sport event whose participants do not use transport. Traveling to smaller or larger distances is part of many sports disciplines, often representing their character. The preparation and setting of a sport event also requires

quick and effective transport. That is why in this area you will find the most examples that we decided to share.

Possible activities related to the transport and movement:

- Use transport that uses low-emission technologies and its use during the organization of the event.
- Choose the venue of the event to be easy to reach by public transport.
- Encourage attendees to walk or use alternative transportation to reduce carbon emissions and air pollution.
- For all unavoidable vehicular travel, encourage car-pooling.
- Offer accessible public transportation services.
- Use low emission shuttle vehicles, bicycles, hybrid cars, etc.
- Choose sustainable and socially responsible accommodation close to sport events.
- Air travel has the highest carbon footprint and if possible, an alternative should be considered.
- Rail and bus travel are less intensive and as the terminals are centrally located, it further reduces the need for taxi transfers.
- Provide information about how event visitors can use public transit by showcasing maps, bus and subway routes for participants. Provide equal opportunities for disabled persons on transport.
- Joining a few people on a shared car journey should be encouraged for local participants.
- Parking place should mean the least possible intervention in nature: it should be not allocate on area with grass, or covered with plants for parking even in areas outside the protected area.
- In naturally inhabited areas we should move about only on dedicated walking paths, and if necessary, life communities must be protected by cordons.
- Provide special award for travelers by most green way (coming by bike/walk).
- Offer bike parking place inside your event (bikes can go inside, cars don't).
- Provide information about limitation of cars for sponsors/providers (only 1 car for a company is allowed) and parking place for participants only for full car of people.
- On the on-line registration ask participants about what kind of transportation they want to use for coming.
- Try to use in the car as much space as possible during transporting goods (as full car as possible but safe).

Practical example: The average car, while burning every liter of gasoline, generates about 2.5 kg of carbon dioxide (CO₂), while about 3 kg of CO₂ burns diesel fuel. In the case of cars powered by gas engines, the emission is "only" about 1.5 kg of CO₂ for each burnt liter of autogas.

Co-sharing

The changing and emerging business models give us the opportunity to make many different choices. An increasingly popular model of conscious consumption in Europe is the community or temporary use of highly specialized goods or services. You do not need to



buy, for example, a time measurement system so that participants in your sport event get to know their exact results.

The issue concerns the possibility of limiting the environmental impact of many individuals by co-operating or using a rental of various products.

- For example, limiting long hours of car transport to other means of transport combined with car rental near the venue.
- Rental or co-sharing of various types of equipment/goods/tools.
- Try to use the existing architecture and facilities.
- Try to use many times commercial materials and banners (you can put every time the different logo like a sticker/label).

Practical example: For a proper realization SforAE Project the Partners decide to co-operate with well-known and almost pan-European Every Can Counts campaign. It provides a ready to use guideline for not only different graphic materials but strongly help us in case of collection empty aluminium cans distributed with drinking water to sport events participants.

"Green" orders

The subject of "green" public procurement is an issue that can be applied not only in public administration. More and more companies and organizations decide to take into account ecological aspects when choosing from a variety of goods or services.

A proposal of various pro-environmental criteria that can be used in the implementation of a public procurement.

- Make sure your communication is consistent with your sustainability message by avoiding unnecessary paper, flyers, mail-outs, etc.
- Use the products / goods from recycled materials.
- Also in toilets and for printing you can use recycled paper.

Practical example: We used in SforAE Project aluminium cans to distribute drinking water because we know that's a permanent material and over 70% of ever produced aluminium is still in use in different applications. You can be sure by ordering products made of permanent materials that some of them are produced from recycled material and can be easily recycled without losing quality.

Volunteering

Volunteers are often very valuable support for the event, and volunteering itself means real commitment to the project and supporting its goals. Therefore, it is one of the most important elements of "green" events.

Proposals to involve people who are not related to the project to activities for recycling (e.g.: parents and friends of event participants or observers).

- Encourage viewers and accompanying people to help you with different tasks that can be easily transferred to others, e.g.: organizational services, garbage collection,

distribute information, preparation of refreshments, etc.

- Use locals for volunteering, giving them work, making them motivated.
- Involve more people, e.g. using slogans on banners: “don’t leave the granny at home”, “bring one more person with you”.

Practical example: Some companies run employee volunteering programs, which means that by cooperating with one entity, you can acquire several, several or even several dozen volunteers at once.

Energy

The subject of energy touches every, even the smallest area of our functioning. Remember that in practice it is not possible to conduct a sport event without energy. However, you can always find areas where you want to reduce energy consumption.

Solutions leading to reduction of energy consumption or the use of renewable energy sources.

- Check whether the venue can provide for the use of natural lighting and ventilation.
- When lights need to be used ensure that they are energy efficient.
- Minimize the registration form or use electronic registration.
- Buy green power for the event if available in the area.
- If your event is outside, ask the city or community hosting it what are their waste and energy reduction policies.
- In case of using fire in an open space: making the necessary security measures.
- Provide the solar batteries for laptops or mobile phones.
- Choose the proper size of the generator if it is necessary.
- Try to use alternative energy on the event.

Practical example: When deciding on the location of your sport event, check the possibility of using "passive" architectural solutions. Remember that the most energy-efficient one can turn out to be an outdoor event.

Water

There are many sports disciplines that cannot be practiced without good quality water. On the other hand, there are problems with sourcing in many regions. Remember that your sport event in a rational way makes use of such a valuable resource as water, especially drinking water.

Reducing the negative impact on water by:

- Rational use of water and the elimination of water waste.
- Encourage delegates to save water by providing notices in bathrooms at the event venue.
- Offer suggestions on how to reduce water consumption.
- Provide proper size of the water portion.
- If it is possible, no chemicals should get into the water during the event (sun tans, heating creams).
- When the water temperature is over 24 °C, do not use fatty ointments to help the heat management of the body.



- In case of an event related to water, we should call the attention to the significance of the place, its richness, and methods of saving water. Take care of fishing preserves.
- Check the water system if it is not working.
- Don't throw anything into the water.

Practical example: We offer high quality non-carbonated water to SforAE participants, which, unlike many functional drinks, can also be used by children. In this way even younger participants of sport events can support our "green" projects by handing over empty beverage cans for recycling.

Noise

In many cases, supporters are not able to maintain their emotions, which often have an outlet in the form of noise. Formulating our recommendations in this area, we were guided by the need to not disturb the environment with noise in an excessive way, especially in areas of valuable nature.

Examples of reduction of noise emitted to the environment.

- Look at the amount of noise you will create. Work with the local community to ensure they are aware of the impacts and how you can reduce them.
- Don't use fireworks.
- Near the Nature Places use smaller pots of noise instead of one giant sound combo.
- Try to create "quiet times" (or lower music periods) during the events.
- Make people aware of their own noise – "you are too loud" test system.

Practical example: Usually, we operate in the range of 40–70 dB of the sound level, the level of 90 dB corresponds to intense street traffic, and 140 dB to the start of a fighter aircraft. Recommended by the WHO (World Health Organization) level is 50 dB of noise in the environment during the day.

Air quality

Air, like water, is one of the elements used in certain sports. Unfortunately, in some places/periods its quality leaves much to be desired.

Solutions to reduce the emission of pollutants into the air during the organization and duration of the event and to ensure high quality indoor air (mainly fresh air):

- Only materials that do not contain or emit persistent, bio accumulative and/or toxic substances should be chosen for indoor fittings, and construction materials.
- Request rooms with windows that open for ventilation and natural lighting.
- Try to use fresh air as much as is possible.
- Try to choose/use passive buildings.
- Create special smoking areas if it is necessary.

Practical example: In the area of the entire European Union, measuring stations operate to check the quality of the air around us. Their results are usually available online. Check the air quality around your sport event and inform participants and fans about it.

Carbon footprint and offset

"Carbon footprint" is a relatively complex method that allows you to measure the impact of your sport event from the perspective of CO₂ emissions. Remember that this is an advanced tool, however, regardless of whether you try to measure it, you can always think about environmental compensation.

Ways of measuring and reducing the carbon dioxide emissions associated with the organization of the event. What you cannot reduce must try to compensate.

- Check whether the venue can provide an option to offset the carbon emissions of the event by purchasing renewable energy certificates.
- Calculate the carbon footprint of the event. Your calculation should include as much as you can anticipate (transport of materials, staff and equipment, electricity used during the event, etc.).
- Purchase renewable energy credits to offset emissions associated with the event.
- After the event, leave the venue and the green surfaces in the condition before the event.
- Use environment-friendly equipment (sport and other).
- Promote your ecological approach.

Practical example: Try to compensate of carbon dioxide impact generate by your sport event. Idea to plant a tree is so simple but you can think about reduction of energy in a different space and relocate consumption of energy by your event. That's zero emission standard.

Certifications

It is mainly about various sports certificates. There are also specialist certification systems for green events. British BSI 8901 standard does not apply directly to sport events, but in a comprehensive way allows the assessment of the event in environmental terms.

- Use the solutions available under the "Public domain". Without the need to incur financial expenses, you are able to use images, maps and other free solutions that have been developed as a public good.

Practical example: **"ABOVE THE BAR®"** Qualification System primarily aims at developing the professional level of leisure sport and other events, guaranteeing proper quality in order to ensure that participants attending the events spend their free time under well-organized conditions: so that the **"ABOVE THE BAR®"** qualification is the guarantee of high quality for them.

Other

We know that the recommendations we offer do not exhaust the list of solutions that can be used during your sport event. During the workshop preparing these recommendations, we have a few more examples that elude the division proposed

on the previous pages of the publication. Let us finally share with you some suggestions that we hope will complement the previously outlined image of a modern and environmentally sustainable sporting event.

- Introduction of educational elements: products teaching about environmental consciousness or raising awareness.
- Show the “green” way of thinking => also through playful and creative ways which can help to engage kids.
- When possible print documents on both sides of the page to decrease usage of paper.
- Emphasizing positive effects and benefits of being “green” (a negative campaign is not efficient).
- When you have promotional gifts: think about something useful.
- Remember about insurance (know your responsibility).

Practical example: Quizzes and games can be organized in connection with environment protection. During SforAE Project realization we are going to use games related to recycling and consultation for residents about selective collection rules.

Summary

The examples presented in this guide are to be a source of ideas for you to organize an event that will have a smaller negative impact on the environment. Remember, however, that Rome was not built at once and we do not have to immediately introduce all recommendations (although this is warm welcome). Therefore, think about what elements are possible to implement during your next event. For the next, improve your "green" activities and expand them with new ones. Gradually, most of our proposals will certainly be implemented. And additionally, by switching to "green" thinking, you will certainly come across other, equally ecological ideas for implementation.

Disclaimers

This publication was prepared jointly by Partners of “Sport for All and Environment” Project (SforAE) co-financed by “Erasmus+ Sport” Small collaborative partnership (reference number: 590833-EPP-1-2017-1-PL-SPO-SSCP). It reflects only the author's view and the Agency and the Commission are not responsible for any use that may be made of the information contains.



