



**GREEN LEAGUE**  
Sport Alliance for the Environment

# How to plan and deliver sports activities and events in harmony with the environment

by



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# Objective and Expected Results

## General Objective

Recommendations and ideas on how to organise and implement sustainable sports events to raise awareness about the environment and provide an example of reduced events' ecological footprint.

## Expected results

Develop an action plan for the sustainability of your sports events.

Determine whether your pre-existing action plan consists of green elements.

Apply green measures for the minimization of your event's footprint on the planet.

Give original examples of how you could tailor the recommended ideas to your context.

List sustainable ideas per core organisational aspect of an event.

# Let's discuss it!

*What is the most recent sustainable event you have participated in?*

*What elements made it "sustainable"?*



Source: Shutterstock

# WHY A SUSTAINABLE EVENT?



Using resources in a more rational way **reduces operational costs**.



Constitutes a powerful way to **open dialogue and fulfil stakeholders' expectations**.



**Attracts the attention** of the media and spectators, **differentiating** a sport event from other competitions on the calendar.



Puts **additional pressure on sports events** to be **accountable** for their social, economic and environmental impact.



Source: Pexels

# Activity: Towards a Greener Event



***You are members of the organisation committee of your sports club and you are responsible for the annual sports event that takes place every June.***

***This year you want to promote sustainability and a green mindset via your organisation.***

***Discuss and present 5 ideas/per category.***

Site and Venue

Transportation

Food and  
Beverages

Energy and Waste  
management

Funding and  
Supply chain

Communication  
and  
Dissemination

# Sustainable Recommendations



# Sustainable Recommendations

## *Site and Venue*

- Choose existing sites and venues where possible
- Implement a no-smoking policy
- Use biodegradable cleaning products
- Limit the use of vehicles on-site by securing safe parking lots nearby
- Reduce and prevent noise through signage, respect by-laws, training and inspections
- Respect local culture and heritage and avoid using spaces with environmentally sensitive ecosystems



Source: Pexels

# Sustainable Recommendations

## *Site and Venue*

**While picking the venue ask yourself:**

1. Is it centrally located? Athletes, officials and spectators should have short and/or convenient commuting distances.
2. Is it serviced by accessible public transportation?
3. Is it safe and secure for participants, organisers, employees and the community?
4. Is it accessible to all participants (e.g., wheelchair accessible)?
5. Is the necessary venue and equipment already in place?
6. Is there evidence of a sustainability policy in place and use?



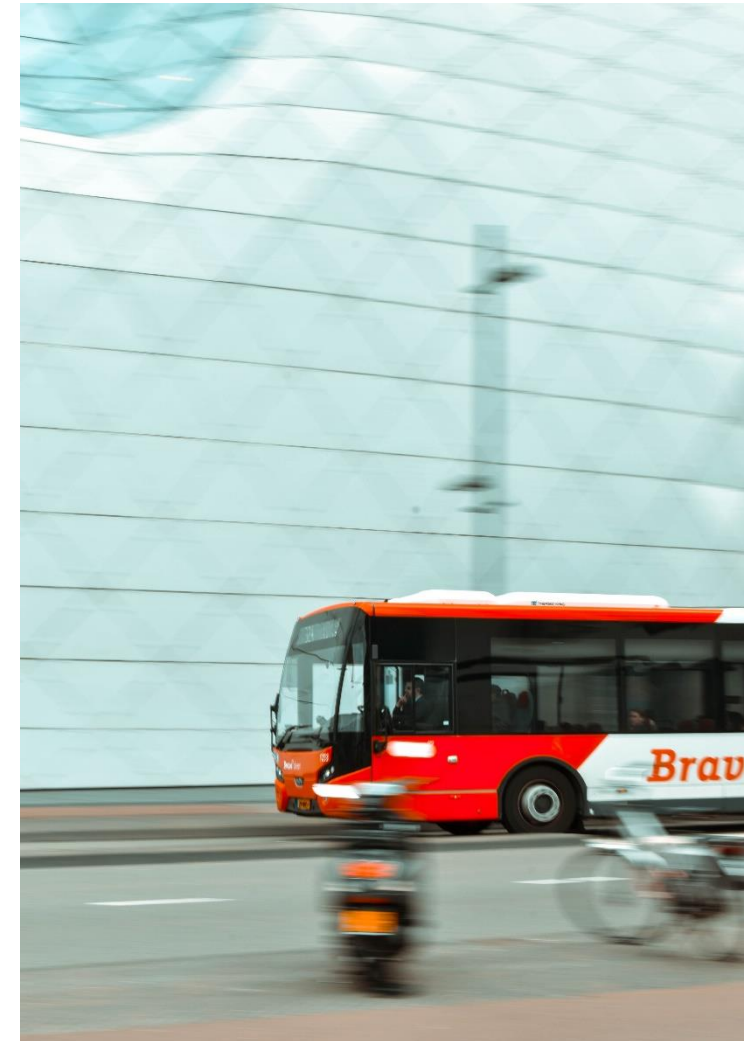
Source: Pexels



# Sustainable Recommendations

## *Transportation*

- ❑ Provide spectators and athletes with information, guidelines, education and incentives to use public transportation services.
- ❑ Liaise with the local public transportation authorities to ensure sufficient, affordable and effective modes of public transportation.
- ❑ Provide information and maps of paths and cycle routes.
- ❑ Offer supervised bike parking or put in place a bike lending initiative during the event.
- ❑ Use low-emission shuttle vehicles, hybrid and electric cars during your team's transportation.



Source: Pexels

# Sustainable Recommendations

## *Food and Beverages*

- Promote and support healthy diets with healthy and low-impact choices (e.g., fruits, vegetables, grains, and other fresh, low-sugar, low-sodium, trans-fat-free, and unprocessed food).
- Remember to provide safe drinking water at all event sites and venues by equipping the venue with water-saver taps.
- Respect athletes' special dietary requirements.
- Source from fair-trade, organic, seasonal, local and regional sources as much as possible.
- Distribute food with biodegradable, recyclable and/or minimum packaging.
- Provide compostable or collapsible cups instead of plastic ones.



Source: Pexels

# Sustainable Recommendations

## *Energy and Waste management*

- Operate site and venue lighting, cooling and heating optimally.
- Reduce water usage and use water from renewable sources.
- Include stormwater capture and reuse; low-flow toilets and no-flow urinals.
- Buy what you need.
- Consider what you provide to competitors and whether it can be replaced by plastic-free alternatives (e.g., reusable water bottles rather than an object for display, e.g., a medal).



Source: Pexels

# Sustainable Recommendations

## *Energy and Waste management*

- ❑ Waste that cannot be avoided should be reused, recycled or sent for composting.
- ❑ Keep the site and venue litter-free through efficient use and placement of garbage and recycling bins.
- ❑ Prepare stickers to aid the visibility of the separate waste and recycling bins
- ❑ Donate clothing and equipment to local sports, community organisations, or second-hand shops.
- ❑ Ask caterers to donate unused food to local shelters.



Source: Pexels

# Sustainable Recommendations

## *Funding and Supply chain*

- Seek sponsors with the commitment and capability to help achieve sustainable sport event (e.g., low waste and low carbon solutions, ethical sourcing and sustainable operations).
- Identify organisations in your community that are working on climate action to find opportunities for collaboration.
- Make sure that your suppliers conform to national/European codes of conduct.
- Use local organisations for temporary jobs, volunteers and contractors and ensure a fair wage system.
- Collaborate with local enterprises and those that support diversity and people with diverse backgrounds.
- Discuss with your sponsors how best to ensure a plastic-free and sustainable vision is maintained while still promoting their businesses.



Source: Pexels

# Sustainable Recommendations

## *Communication and Dissemination*

- Choose a few focused messages and use them throughout the event. Be careful not to “greenwash”, by overusing terms and images that are not accurate or overselling an organisation’s environmental practices.
- Implement electronic systems for event registration, communications, finances, and certificates of attendance where possible.
- For the evaluation process, create QR codes that will lead to online evaluation tools (e.g., Google Forms) and will be available in certain spots in the venue.
- Avoid unnecessary paper, flyers, and mail-outs.



Source: Pexels

# Let's discuss...

## *Watch the video & discuss the following:*

- How can big sport events protect the environment?*
- What citizens can do to influence the organization of such events?*
- Do you have similar stories in your countries?*



<https://www.youtube.com/watch?v=euSNZhTrDNM>



*“Sustainability is a political choice, not a technical one. It’s not a question of whether we can be sustainable, but whether we choose to be.”*

(Gary Lawrence, businessperson, expertise on sustainability issues)



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