A rock climber is shown in a green-tinted photograph, positioned in the upper left quadrant. The climber is wearing a helmet and climbing gear, and is reaching up to a rock ledge. The background is a textured rock face. Large, dark, abstract shapes are overlaid on the image, creating a modern, graphic design. The overall color palette is dominated by shades of green and dark blue/black.

# MAPPING OF EXISTING INITIATIVES (TOOLS AND STANDARDS)

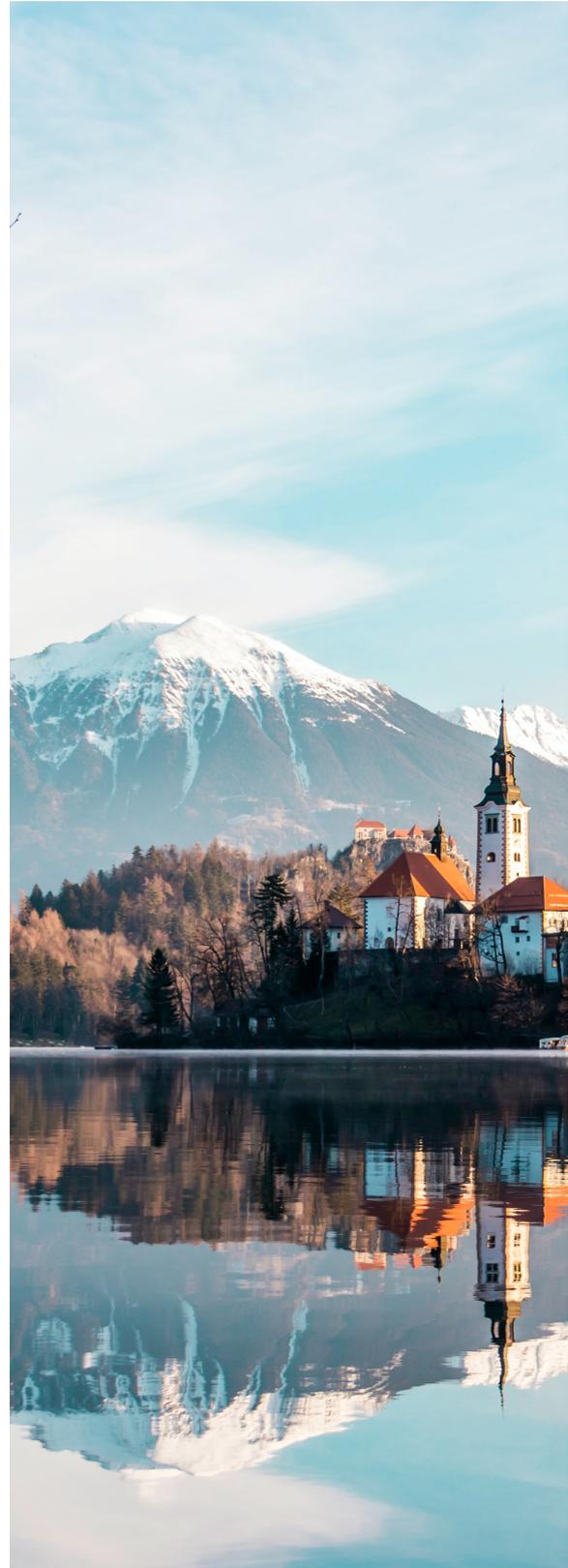


Co-funded by the  
Erasmus+ Programme  
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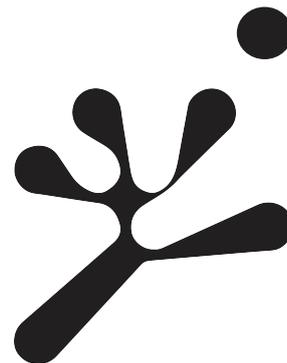


# ABOUT THE INTELLECTUAL OUTPUT - 1



The Intellectual Output 1: mapping of existing initiatives aims at defining an initial vision of what green sport means. The following repository will therefore provide a useful library of existing tools, illustrated with initiatives provided by the consortium members' network and from existing tools and projects implemented to this day.

The IO1 lays the foundation for the Green Sports Hub Europe work while enabling all involved partners to rely on initial library of good practices that they can consult and implement at will.



# GREEN SPORTS HUB EUROPE

The Green Sports Hub Europe (GSHE) project was launched in February 2021 with an ambition to make the sport sector more sustainable and greener. The three-year project, funded by the Erasmus+ Programme of the European Union, sets four key pillars and a clear strategy. The project aims to test the potential of the sports sector as a high-profile and news agenda-driving industry and to be a channel for the societal behavioural change needed to make the European Green Deal a reality. It will focus on good governance, so that leaders acquire the necessary knowledge and competences to place environmental sustainability at the heart of their strategy.

GSHE will aim to be a support system for organisations to share knowledge and best practices, so that they can learn from each other and develop. By making use of experts, listening to the needs of the sector and equipping sports organisations and their events with the necessary tools, project partners will look to translate existing standards on environmental sustainability into concrete action, while aiming for the GSHE approach and tools to become a central component of sports organisation good governance.

The project is coordinated by **Surfrider Foundation Europe** (France), with project partners including;

- > **Association of Cities and Regions for the Sustainable Management of Resources** (Belgium)
- > **Sports Confederation of Portugal** (Portugal)
- > **ukactive** (United Kingdom)
- > **Green Cycling Norway** (Norway)
- > **Olympic Committee of Slovenia** (Slovenia)
- > **European Volleyball Confederation** (Luxembourg)
- > **Rugby Europe** (France)
- > **European Athletics Association** (Switzerland)
- > **EUSA Institute** (Slovenia)





# EXISTING STANDARDS & LIBRARIES



The past years have seen the emergence of numerous initiatives and tools documenting the concept of Sport and Sustainability. If it is almost impossible to compile all of those materials under a single report, it was nevertheless crucial to understand the situation as a whole, identify the key stakeholders, promote existing resources and share this knowledge with the Consortium's partners and their affiliates.

The first part of this report therefore aims at building a state of the art of the most important standards, strategies and libraries that are already being implemented and which set the bases for the future work on the topic of Sport and Sustainability.





## The Sustainable Development Goals (SDGs): A global and cross-sectoral approach

“Since the adoption of the first General Assembly resolution on sport, in 1993, and the Millennium Development Goals to the Sustainable Development Goals, the United Nations has been using sports as a tool for development and peace for decades. Through a significant record of General Assembly resolutions, Secretary-Generals’ reports and High-level Political Documents, the United Nations has recognized the key contribution of sport to the realization of development and peace, particularly in its promotion of tolerance and respect, the empowerment of women and young people and other individuals and communities as well as its contribution to health, education, social inclusion and the reduction of inequalities. It can create a compelling framework for partnerships, advocacy and public awareness raising.

Overall, this toolkit aims at raising the visibility and understanding of the SDGs, showcasing and promoting the contribution of sports and best sports practices in relation to the SDGs by relevant stakeholders including United Nations entities, Member States, sports-related organizations, non-governmental organizations, sports associations, foundations, civil society, academia and the private sector.”

[https://www.sdgfund.org/sites/default/files/report-sdg\\_fund\\_sports\\_and\\_sdgs\\_web.pdf](https://www.sdgfund.org/sites/default/files/report-sdg_fund_sports_and_sdgs_web.pdf)





### **United Nations - Sports for Climate Action Framework (UNFCCC): the International guidelines**

“Sport’s impact on our climate is complex and can be difficult to measure depending on the size of the organization and/or event. However, most sports organisations and fans would now acknowledge that sport’s contribution to climate change – through associated travel, energy use, construction, catering, and so on – is considerable. Moreover, sports’ global interest for billions of fans, and the media coverage generated in response, provide a strong platform for the sport sector to play an exemplary role in meeting the challenge of climate change, and inspire and engage large audiences to do the same.

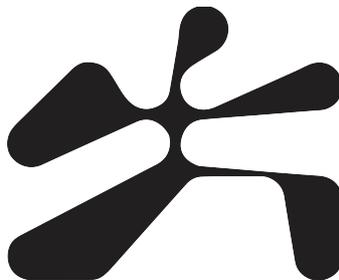
The UN Climate Change invited sports organizations and their stakeholders to join a new climate action for sport movement that will set the trajectory and provide the support for sport to play a winning role in achieving global climate change goals.

The Principles of Sports for Climate Action Initiative will serve to mainstream climate action and will outline actions that, at a minimum, meet fundamental responsibilities in the areas of environmental sustainability and combatting climate change. By incorporating the five principles into strategies, policies and procedures, and by vocalising them to the sports community, organisations are upholding their basic responsibilities to people and planet, but also setting the stage for wider diffusion of the message and long-term success beyond the context of sport.

The participants in the Sports for Climate Action Initiative commit to adhere to the following five principles:

- (a) Principle 1: Undertake systematic efforts to promote greater environmental responsibility;
- (b) Principle 2: Reduce overall climate impact;
- (c) Principle 3: Educate for climate action;
- (d) Principle 4: Promote sustainable and responsible consumption;
- (e) Principle 5: Advocate for climate action through communication”.

[https://unfccc.int/sites/default/files/resource/Sports\\_for\\_Climate\\_Action\\_Declaration\\_and\\_Framework\\_0.pdf](https://unfccc.int/sites/default/files/resource/Sports_for_Climate_Action_Declaration_and_Framework_0.pdf)





### The International Olympic Committee Sustainable Strategy (IOC): 5 areas of action to drive the sustainable movement

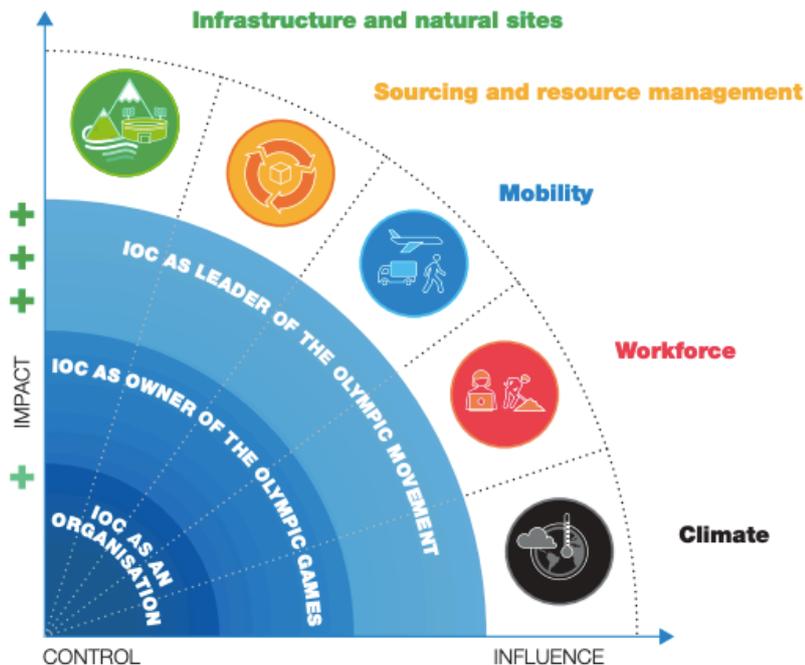
“The International Olympic Committee Sustainability Strategy is framed around the IOC’s three spheres of responsibility, and five focus areas reflecting aspects of the IOC’s activities that have the most significant interaction with sustainability. This framework is illustrated opposite.

The five focus areas reflect aspects of the IOC’s activities that have the most significant interaction with sustainability. They have also been selected by considering today’s key sustainability challenges and the manner in which the IOC and its stakeholders believe the IOC can most effectively contribute.

The five focus areas are strongly inter-related and should be considered as a whole. The first four focus areas relate to things the sporting world does: building and operating venues; procuring goods and services and managing resources; moving people and goods; and managing people. The fifth focus area, climate, is a cross-cutting theme: several objectives within the first four focus areas will contribute to addressing the issue of climate change, but we this is a matter of such critical importance that it required special attention as a focus area in its own right.”

<http://extrassets.olympic.org/sustainability-strategy/1-1>

### The IOC Sustainability Strategy is framed around three spheres of responsibility and five focus areas





**International Union for Conservation of Nature (IUCN): the Bible for sport impact on Climate Change and biodiversity impacts**

IUCN is a membership Union uniquely composed of both government and civil society organisations. It provides public, private and non-governmental organisations with the knowledge and tools that enable human progress, economic development and nature conservation to take place together.

Created in 1948, IUCN is now the world’s largest and most diverse environmental network, harnessing the knowledge, resources and reach of more than 1,300 Member organisations and some 15,000 experts. It is a leading provider of conservation data, assessments and analysis. Its broad membership enables IUCN to fill the role of incubator and trusted repository of best practices, tools and international standards.

“Changing societal values and the expectations of spectators, athletes and sponsors are becoming increasingly significant in the sports sector. There is growing recognition of the need for sport and sports events to be conducted in socially and environmentally responsible ways and this is reflected in the attitudes of governments, public authorities and regulators. This means that taking a proactive and diligent approach to environmental management is a vital part of the sport sector’s licence to operate as well as growing and sustaining fan bases. Although it may not always seem a predominant issue, biodiversity conservation should be a key element in any environmentally responsible approach to sports event management.”

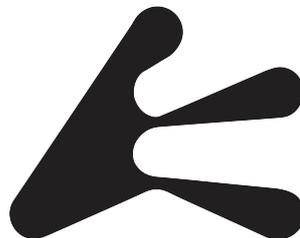
The latest ‘Mitigating biodiversity impacts of sport events’ is part of a series of reports drafted by the IUCN since 2018. The guidelines included in the report aims at providing event organisers with enough knowledge to understand, assess and implement actions not only to reduce the impact on biodiversity but also encourage initiatives that could promote positive impact on the environment.

**2020: Mitigating biodiversity impacts of sports events**

**2020: Sports and urban biodiversity**

**2019: Mitigating biodiversity impacts of new sports venues**

**2018: Sport and biodiversity**



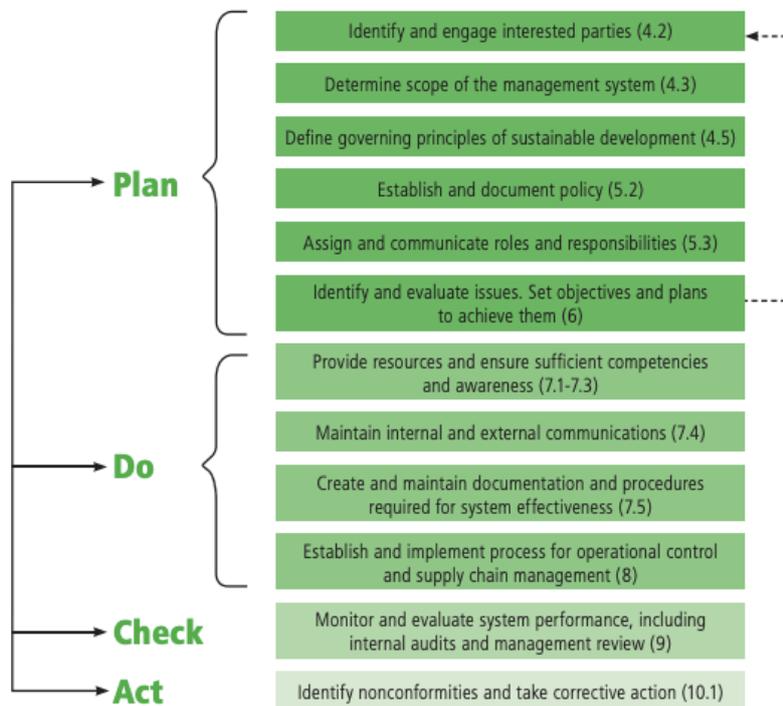


**International Organization for Standardization (ISO 20121): guidelines for sustainable events**

What makes ISO 20121 so important is that it provides state-of-the-art solutions for the event industry worldwide because it has been developed by representatives of this same sector on an international scale. It tackles the event industry’s challenges in all three dimensions of sustainability, at all stages of its supply chain.

ISO 20121 is applicable to any organization or individual – including clients, suppliers and event managers – involved with all types of events, including exhibitions, sporting competitions, concerts, etc. It is as relevant for small conference meetings as large-scale sporting events. One of the results of using the framework is likely to be an increased level of communication within the event industry concerning its approach to economic, environmental and social impacts.

<https://www.iso.org/files/live/sites/isoorg/files/store/en/PUB100302.pdf>



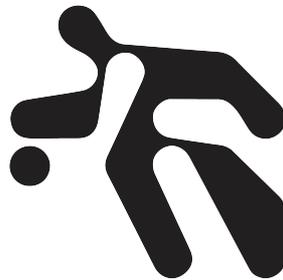


### **International Olympic Committee (IOC): qualitative approach and case studies**

As the leader of the Olympic movement, the International Olympic Committee has compiled qualitative case studies implemented by affiliated committees or international partners (e.g. World Sailing).

This library of sustainable initiative is a little gem as it allows any event organisers to dig into concrete case studies with information on the overall objectives, results and contacts to reach out to project managers or supervisors.

<https://olympics.com/ioc/sustainability/ioc-as-leader-of-the-olympic-movement/case-studies>



### **Sustainability.sport: the most furnished quantitative library in the field**

The sustainability.sport platform has been developed by the Global Association of International Sports Federations (GAISF) with the support from Sport & Sustainability International (SandSI), Sustainability Report and SportandDev.org.

It is to this day, the largest library in number of entries as it allows the reader to search for a wide array of news, case study, event, documents that are linked to the Sport and Sustainability theme. The GAISF is keeping the library up to date and is always looking for new entries.

<https://sustainability.sport/>



**'Aspects of Sustainability' by the Swedish Sports Confederation (RF): A set of inspirations, all in one place**

"The Swedish Sports Confederation's (RF) Aspects of Sustainability is an attempt to start sharing the accumulated knowledge and great ideas that exist among all sports federations and associations. In this way, it can inspire each other and do the right thing: one way to bring to fruition what is often described as a learning organization.

The aspects should be used as inspiration, rather than a list of requirements that must be met immediately in all areas. The idea is that they should work as a knowledge bank to which people could refer for tips and ideas. The aspects are listed in random order, and it is up to the reader to prioritize them according to the sort of event he wishes to focus on. What is important is that all organisers begin their journey to develop sustainability initiatives in conjunction with sports events."

The Swedish Sports Confederation recommends the readers to start with a 5 steps *modus operandi*:

- (1) Build a Team
- (2) A Strong Team with Knowledge of Sustainability
- (3) Select Aspects
- (4) Establish Policy & Goals
- (5) Get to Work...

<https://hallbaraidrottsevenemang.se/wp-content/uploads/2020/06/Aspects-of-Sustainability.pdf>





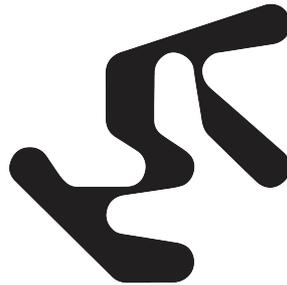
**Sport & Sustainability International (SandSI): home of high-end analysis and scientific reports**

The Sustainable Sport Lab is an international program powered by SandSI that explores, experiments, and engages sustainable innovations that advocate for high-impact systematic change across the global sport sector and foster collaboration among sporting entities to power this change.

The Sustainable Lab aims at empowering change makers, incubate innovation, and accelerate activations that create sustainable solutions across the global sport sector.

The main objective of the Lab is to build a sustainable sport culture that leverages circular and regenerative principles; embraces social, financial, and environmental responsibility, and is driven by purpose, to build a 100% sustainable sport sector.

<https://www.ssl.sport/what-we-do>  
<https://www.sportsustainability.org/>





# WHAT IS A GOOD INITIATIVE?



What marks the difference between a 'good-on-paper' initiative and a great and efficient sustainable initiative?

This question set the tone of the earliest discussions of the Green Sports Hub Europe's Consortium by its complexity and the diversity of vision and definitions of the various criteria involved.

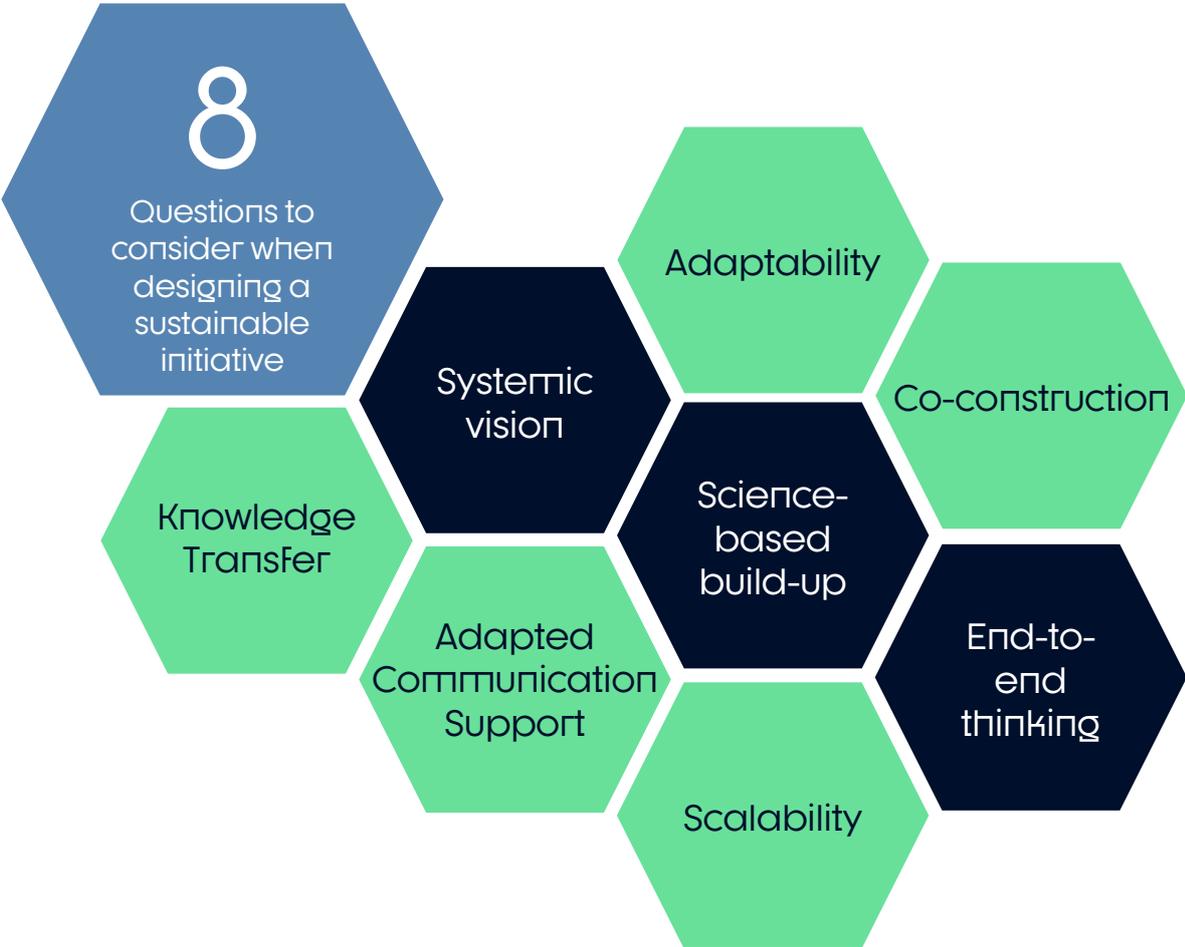
Based on the feedback and point of views of the various partner organisations, the consortium designed a multi-entry points answer to eventually address this complex question. From scalability potential to communication, the idea is here to focus –often limited- resources on what really matters the most.





Defining the criteria that makes any Green project, an efficient sustainable initiative is a complicate task. As one must take into account all the specificities of the different stakeholders involved in the initiative: private companies, NGOs, sport structure, athletes, public institutions, etc; it also has to take into account all the regional data and requirements in order to propose the best adapted solution. For instance, providing electric buses during an event is a great idea. Nevertheless, if the country's electricity is generated by coal power plants, then the hidden carbon impact could also be important.

The Green Sports Hub Europe's Consortium led discussions amongst its members in order to define the key factors to take into account when it comes to elaborate a sustainable initiative:





**Is my initiative based on scientific and supported facts?**

The world of sports knows the importance of leading the way in the daily struggle against climate change and reducing its impacts on the environment –both in terms of carbon footprint, waste production and biodiversity loss-. As resources dedicated to direct them entirely to the implementation of viable sustainable initiatives. To do so, it appears paramount to support the project design with scientific figures and, data and knowledge to make sure that one will not carry on non-sustainable practices during the process. For instance, replacing single-use plastics cups with biodegradable or bio-based materials may seem like a brilliant idea. The only issue is that those terms do not exonerate the product from the use of crude oil or plastic particles. Providing a water-tank rental scheme or eco-cups would be more efficient if led efficiently.



**Is my initiative scalable to various territorial approaches (local, national, international)?**

Designing a sustainable initiative takes a lot of time and energy. Instead of thinking about implementing it during a single moment or location, it is important to imagine the durability and scalability of the project from the earliest stages. If one creates an initiative that answers one of or more

of its problems, it can be sure that it will be interesting for more stakeholders at all levels (local, national, international). If a successful is carried on at regional level, how do we make sure that it climbs up the ladder to the national and international entities for implementation?

**Is my initiative co-built with the right partners?**

As this sentence is true for pretty much everything in life, it is even more important when it comes to design and implement sustainable initiatives. Reckoning impact estimations, scouting partners, providing scientific methodology and knowledge, delivering operational support, fostering communication impact, etc. every partners must be chosen with great care and accordingly to its recognised and acknowledged strength(s).

**Is my initiative designed from one end to the other?**

Too often, event organisers tend to focus on the T-moment of the event and they do not necessarily take the opportunity to address the whole life of the product / project / event: Procurement and eco-conception are as important as the legacy. If one wants to organise a sustainable initiative, it would need to think every detail through. Using wood for design is a great idea, but where does this wood come from? Is it sourced fairly? Is there a more viable solution? What is going to happen with those elements? Is there a circular economy loop set in place or even better, is it going to be reused next year or by someone else?

**Does my initiative have a sufficient adaptability capacity?**

Problematics during sport events are often the same, just like the human being have similar physiological specificities. Nevertheless, the specificities of every event or structure are singular, just like every human being is unique in its own complexity. It



is therefore crucial to address the issues accordingly by taking into account all the details that make your structure or your event unique to make sure that your sustainable initiative can adapt to its needs. Organising an ultra-trail in the desert and a European football-championship are two different things even if the similarities in terms of preparation are obvious. However, one would not implement the same sustainable initiative to those two events in the same way, you need to make sure that the core of the initiative leaves enough slack to adapt to the local conditions or specificities of the event.

It is also crucial to work on the accessibility of the initiative and the engagement of disadvantaged communities or disabled persons. Sustainable practice needs the engagement of all and it is the duty of the organisers to make sure that its initiative fulfil that particular mission.

**Does my initiative receive adapted and sufficient communication support?**

Communication dimension is nowadays crucial to every project or initiative. Sport has also the genuine capacity to convey educational messages to the largest part of the population. It is therefore important to make sure that every initiative has the necessary communication support it deserves in order to reach out to a full range of stakeholders (audience, sponsors, general public, partners, etc.). If one's initiative is well designed and encourage more sustainable practice, it is crucial to spread the word as other actors may need to take example on what has been made elsewhere. Inspiring others is the key to a wider engagement towards sustainable practices.

**Does my initiative encourage the transfer of knowledge?**

When it comes to design the user interface, website or information centre, it is necessary to make it as

inclusive as possible for the other actors of the sector or a wider international audience. One nation may have a brilliant idea regarding the engagement of the athletes but if the information are available in the national language only, then the initiative may remain stuck between the country's borders. On another point, it is important to step in workshops or networks of actor where it is possible to disseminate the initiative to the other stakeholders and explaining what made it successful.

**Is my initiative fuelled with a systemic vision?**

Thanks to a quick survey ran with all the partners of the GSHE Consortium, it appeared that the notion of Sustainability was imagined as a composition of concepts as wide as Social Responsibility, Environmental Respect and Organisational Sustainability. This notion is widely accepted amongst the actors of the sport sector (e.g. ["Winning Sports Events! - Guiding Principles for Sustainable Events"](#) by the Baltic RECoord Project) and proves all the complexity to address the general concept of Sustainability. If one would like to design a sustainable initiative, it would need to fuel its vision with a systemic point of view: cultural, environmental, social, humanitarian, societal, behavioural, economical; all those approaches are linked one to the other, and it is not possible to take one apart of the others. If one wants to answer a systemic issue – such as the environmental crisis – the answer will be a systemic one.





# OUR PARTNERS' INITIATIVES



Gathering different sports structures and organisations under the Green Sports Hub Europe consortium's banner answered both a purpose of representativeness and knowledge-sharing.

To the former, the idea was to break the pre-existing barriers between outdoor, indoor, alpine and stadium sports by bringing on boards leading organisations from each sector.

To the latter, the recent democratization of the "sport and sustainability" concept showed that there was an existing "communication gap" where existing initiatives struggled to gain knowledge outside of national borders.

Therefore, this report aims at facilitating the transfer of available competences amongst the members of the consortium and external partners as well.





# INFRASTRUCTURE & NATURAL SITES

This section is dedicated to initiatives that led to the development and operation of indoor and outdoor sites wherever sports activities take place, including support and administrative infrastructure such as non-competition venues.

## ENVIRONMENTAL IMPACT MEASURES GUIDE – SPAIN

### Objective

Establishes a series of measures that guide Trail event organizers Running to carry out risk prevention, protection and minimization actions that this type of competitions can generate in the environment. Establishes control and monitoring measures by the RFEA during the different phases of organization and development of the competition.

### General description of the initiative

Many are the organizers who ask the pertinent administrations for the necessary permits to organize Trail Running tests. The following document proposes and facilitates a series of measures and actions that will guide and will help organizers to prevent, protect and minimize the impact that their events can generate in the environment, as well as in case it is necessary apply corrective measures allowing the coexistence of Trail Running with respect and nature conservation. To achieve this goal, it is necessary for the organization to maintain a committed attitude during all phases of the event: planning, development and evaluation. In addition to the race organization itself and its entire work team, the administration through its environmental technicians, play a fundamental role in achieving the protection of natural resources and the compatibility between Trail Running tests and conservation of the environment. For this it is essential that a coordinated work be carried out between Organization and Administration, from the planning phase of the event until its evaluation.

### Results

Once the competition is over, the organization must send the RFEA the report of environmental assessment prepared by the coordinator, as well as the possible reports prepared by the environmental technicians of the local governments which will be taken into account for the inclusion of future editions in the calendar.



**Contacts**

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[https://www.rfea.es/trailrunning/publicaciones/Manual\\_MedioAmbiente\\_TrailRunning.pdf](https://www.rfea.es/trailrunning/publicaciones/Manual_MedioAmbiente_TrailRunning.pdf)



**REUSABLE CUPS AT AVIVA STADIUM – IRELAND**

**Objective**

Most of the recyclables collected during games at AVIVA stadium are plastic cups, especially in case of rugby games. However, although a proper treatment is ensured for them by a private contractor, some of them end up in the streets around the stadium, putting pressure on the local community and city council. At the same time, the stadium would like to decrease the use of single use plastic cups.

**General description of the initiative**

Just like the majority of reusable cup schemes in events, the customer pays an extra €1 when buying the first drink. The money that doesn't get returned to customers (due to unreturned cups) is used to wash the cups and is reinvested to replace any unreturned cups. The model is designed to be cost neutral.

This particular pilot test was proved to be rather easy to run and the entire practice easy to be implemented. Several different important factors played an important role in its enrolment. Above all, reusable cups recently became a staple principle in organising festivals, concerts and any other type of mass events. This implies that the visitors are rather accustomed already to this practice.

**Results**

65000 cups were deployed for the Ireland – Scotland match before the test was repeated on 8 February 2020 during the Ireland – Wales match, again a 6 Nations Cup. At the very end of the Ireland – Scotland game, 52360 reusable cups were returned to the washing facility. If these 52360 were replaced with single-use plastic pint cups, they would amount up to 418.88 kg.

In terms of CO2 savings, this pilot test achieved a saving of above 2 tonnes of CO2eq. This saving includes savings by avoiding incineration and manufacturing new single use cups and losses by not incinerating them and the emissions coming from washing.

Furthermore, the key factor that was proven to have driven this pilot forward was the fact that a company which has experience in this particular practice was brought in.

**Contacts**

[https://lifetackle.eu/assets/files/B\\_1\\_3\\_Pilot\\_tests\\_reports\\_v3\\_0.pdf](https://lifetackle.eu/assets/files/B_1_3_Pilot_tests_reports_v3_0.pdf)





## RUGBY EUROPE'S EVENTS – EUROPE

### Objective

The objective of Rugby Europe's "Combined Events" strategy is to reduce intensively the global carbon footprint of the European Confederation of Rugby when the structure is organising global events.

### General description of the initiative

As per its quality of European Confederation of Rugby, Rugby Europe is also organizing continental competitions. In the framework of those events, the administrators of the confederation have identified two leverages to decrease its global carbon footprint:

(1) Teams travel and officials: for obvious operating reasons, it is usually necessary to have the athletes flying, match officials and other officials in the host country.

(2) Local operations: organizing a sporting event has a non-neutral impact in terms of carbon emission.

After extensive feasibility analysis, it was decided to update Rugby Europe's tender process and the structure of its competitions: since a couple of seasons, the priority is made to do the utmost to find hosts willing to host at the same dates both a male and a female event. In addition to helping us mediatize women's rugby, this has allowed the Confederation to reduce the global carbon footprint.

### Results

The results were only beneficial for the European Confederation of Rugby. Indeed, shifting towards a more sustainable approach of operations have permitted to greatly reduce general operating costs whilst fostering external synergies with partners and most of all, a noticeable reduction of environmental impact of operations. All this without a single euro of budget.

### Contacts

Rugby Europe





## PLANICA NORDIC CENTER – SLOVENIA

### Objective

The objective of this public institute is to place the sport and development centre as close as possible as nature. Where else than the renowned National Park Triglav in the middle of forests and mountains?

### General description of the initiative

Expected in 2025, The 47 Million Euros Planica Nordic Centre has been recognised as an architectural masterpiece and a sustainable complex of worldwide superlatives, which will enhances the profile of Slovenia in the international environment of sport and sports facilities. As to its tourist activity, it is characterised by an innovative approach in promoting active leisure time.

A massive Olympic and sport centre has been placed into the heart of the nature and follows all regulations on protecting nature and environment.

### Results

The expected results are as ambitious as the infrastructure itself, carried by the willingness to run the most active sport centre in Slovenia, especially for Nordic sports. Facilities offers sport practice 365 days per year and the Centre's operating has been designed to follow sustainability guidelines.

### Contacts

PLANICA Nordic Center  
[info@nc-planica.si](mailto:info@nc-planica.si)  
<https://www.nc-planica.si/en/>



11 SUSTAINABLE CITIES AND COMMUNITIES



13 CLIMATE ACTION



17 PARTNERSHIPS FOR THE GOALS





## SEPARATE WASTE COLLECTION IN STADIUMS – BELGIUM

### Objective

Belgium Football Team's hosting stadium did not have any separate collection scheme and all waste generated in the stadium ends in general waste. The main objective of this initiative was to improve waste management during games.

### General description of the initiative

Since the stadium didn't have any separate collection scheme at the time of the beginning of the project and nonetheless no data on total waste quantities, RBFA decided to run a waste composition analysis in order to understand better the needs and potentials of a separate collection scheme. SUEZ and Bruxelles Proprete (Brussels Public Cleanliness Company) run a sampling of the waste generated inside the stadium's premises (A), waste bins outside the stadium's premises (B) and litter (C).

Since the pilot stadium that run this pilot test serves as the host ground for the home games of the Belgian men's national teams that plays only up to 8 home games per year, repeating this measure could bring certain benefits and improved waste management performances. The only costs that could be avoided with permanent infrastructure for selective waste collection is the price of the equipment (its rental and placement/collection). The savings could be €2000 per game. The treatment costs are expected to remain the same. This is why it was advised that the owner of the stadium – the city of Brussels to consider installing permanent infrastructure, as the stadium is also used for athletic competitions and concerts. It could bring added value, as other event organisers could benefit from this already available infrastructure.

### Results

The results of this pilot test were more than satisfactory, as the new collection scheme managed to redirect 120 kg of Packaging Material (PMC) from the residual waste. This basically meant that the capture rate of PMC was 83.2%, since 120 kg out of 144.21 kg of PMC was captured. It also reflected in the total amount of residual waste inside the stadium's premises dropped from 1375.17 kg to 1120 kg. Raising awareness and PMC collection pilot was implemented outside the stadium's perimeter where 10550 cans were collected and amounted up to 2.85 tons of empty beer cans which were redirected for recycling.

These results triggered a larger scale project of installing permanent bins within the stadium's perimeter, requested by RBFA and approved by the city of Brussels. The city would cover all the costs which would result in an immense added value of the new separate collection scheme as it would cover not only football games, but also concerts and different athletic competitions held at the stadium. Furthermore, when it comes to the football games only, dues to larger attendance, RBFA will also look into installing large capacity containers outside the stadium perimeter in order to take the pressure of the public street bins and avoid litter. These containers would be placed at strategic points, mainly along the access streets and right in front of the gates.

### Contacts

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**ROYAL BELGIAN  
FOOTBALL  
ASSOCIATION**

**13** CLIMATE  
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FOR THE GOALS





## ENVIRONMENT PROTECTION CODE – SLOVENIA

### Objective

The purpose of the code is to increase the awareness of all sport practitioners that sport bears its share social responsibilities in the fields of environmental and nature protection.

### General description of the initiative

The Code has been confirmed by the General Assembly of the Slovenian Olympic Committee and all members should not only follow the Code, but also to implement its rules within their organizations. The most important part lies in the necessity to raise awareness and social responsibility among sport organizations when talking about the nature and environment protection.

The Slovenian Ministry of Education, Science and Sport recognized the project aims and included into the regulations of financing sport programs and investments into sport facilities on national level notice, applicant receiving bonus score when the Code has been accepted by their General Assembly.

### Results

More than 60 domestic sports organizations accepted and confirmed the Code during their General Assemblies.

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## 15 ENGAGEMENTS CHARTER FOR EVENT ORGANISERS – FRANCE

### Objective

The purpose of the Charter is to engage and legally bind event organisers to follow sustainable rules in order to reach ambitious sustainability goals on the eve of Paris Olympic Games 2024.

### General description of the initiative

Convinced that Sport is an incredible vector to foster the environmental transition of our society, the WWF France brought its expertise to the French Ministry of Sports to update the first version of the Charter of Engagement with key figures and objectives towards the 2024 deadline.

Among the different environmental areas on which the signatories are engaging their structure to comply: sustainable food, mobility, biodiversity protection or waste reduction. For instance, signatories will have to adopt and implement a sustainable and responsible procurement policy and engage to perform at least 90% of their travels by the means of sustainable transportation modes, by 2024.

In order to guarantee the credibility of the engagements of the signature ensemble, the Charter requests the publication of a report based on an evaluation of the different objectives. This request is based on coherence with the will of the actors to develop a culture of evaluation, including the implementation of continuous improvement in the organization of great international sports events.

### Results

Created under the initiative of major international sports events and the French Ministry of Sports, in collaboration with WWF France, the charter of 15 engagements have permitted to more than 350 national or international events to evolve towards more sustainable practices.

### Contacts

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# SOURCING & RESOURCES MANAGEMENT

This section is dedicated to initiatives that emphasizes the sourcing of products and services by organisations and management of material resources over their lifecycle.

## BEACH VOLLEY-BALL BADEN – AUSTRIA

### Objective

The objective behind the organisation of the Beach Volley-Ball Baden is quite simple: the organisers are set to use all materials and resources from an economical, ecological and social standpoint.

### General description of the initiative

Beach Volley-Ball Baden, which has been taking place for 18 years, has established itself as a top international sporting event. The second largest beach volleyball tournament in Austria can look forward to around 20,000 enthusiastic visitors every year, who can experience beach volleyball up close in front of the beautiful backdrop of the Baden lido.

The organisers have set resource saving planning and reduction in energy consumption at the core of their initiative. From the use of wooden advertisement banners to the sourcing of local and seasonal food and drink that come from the fair trade or organic growing, the organisers have shown the importance of targeting each resource individually in order to have a general coherent approach towards the organisation of sustainable sport events.

***“Eco-social aspects and the preservation of resources and the environment are to be integrated in such a way that we provide opportunities for meeting the needs of future generations.”*** – Dominik GSCHIEGL (Organiser and Promoter of Baden Beach Volley-Ball)

### Results

**HSG Events and the Beach Volley-Ball Baden organisers have managed**

**Contacts**

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**SPORT EVENT ZERO WASTE – FRANCE**

**Objective**

This booklet proposes actions aimed at minimizing the production of waste related in the sports events sector. It is based in particular on the approach of “4R”: Reduce, Reuse, Repair, and only if none of the previous options is not possible, Recycle. The list of proposed actions is of course not exhaustive. These are tracks keys, intended to launch a dynamic. These tips are not all transposable to all events, but at conversely, you can imagine many complementary solutions to reduce waste during your sport event.

**General description of the initiative**

40 million practitioners, 16 million licensees and 2.5 million sporting events organized every year. The digits are impressive...and those are for France only. A demonstration of 5000 people alone generates up to 2.5 tons of waste, consumes on average 1,000 kWh of energy and 500 kg of paper! Each sporting event is therefore causing great pressure on the environment and our natural resources.

Zero Waste France designed this booklet as a triggering tool to raise awareness and the beginning of a journey towards an overall positive approach.

**Results**

The Anney marathon, accompanied by the local Zero Waste’s Anney group, undertook in 2018 a global zero waste approach: generalization of sorting, recovery of all organic waste on all concerned supplies (200 kg saved from incineration), recovery clothes by the structure *Bazar sans Frontières* and sponges by partner schools, reduction of packaging for medals and T-shirts, use of ecocup throughout the village, etc.

The City of Herbiers (*France*) deploys for 5 years a waste program reduction targeting its various sports clubs: recycling sector cardboards from a local school, reusable cups in stadiums and bins replaced as much as possible with awareness-raising posters about waste reduction.

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## SPORT ZERO PLASTIQUE – FRANCE

### Objective

Sport Zéro Plastique is a project aiming to eliminate single-use plastic in amateur sport in Paris. The objective: to demonstrate that the best practices emerging in the field can put plastic on the side-lines. The method: use team spirit and competition to encourage clubs to accelerate their actions in favour of ecological transition.

### General description of the initiative

The Parisian Climate Agency (APC) and the City of Paris, in partnership with ADEME Ile-de-France, MAIF and with the support of many actors, launched the Sport Zero Plastic project in early 2021, which aims to mobilize Parisian amateur sport in the fight against plastic waste. This project is part of the City of Paris' "Olympic Transformations" program, one of whose ambitions is to put an end to single-use plastic by the 2024 Olympic Games, and as part of the of actions of the City of Paris 2021.

This project aims to promote the best initiatives to fight against single-use plastic in sports practice, and it includes 3 components: the organization of a challenge between 10 sports clubs; the implementation of tools and equipment to act within the establishments; the support of an amateur championship towards zero plastic and the development of recommendations applicable by all.

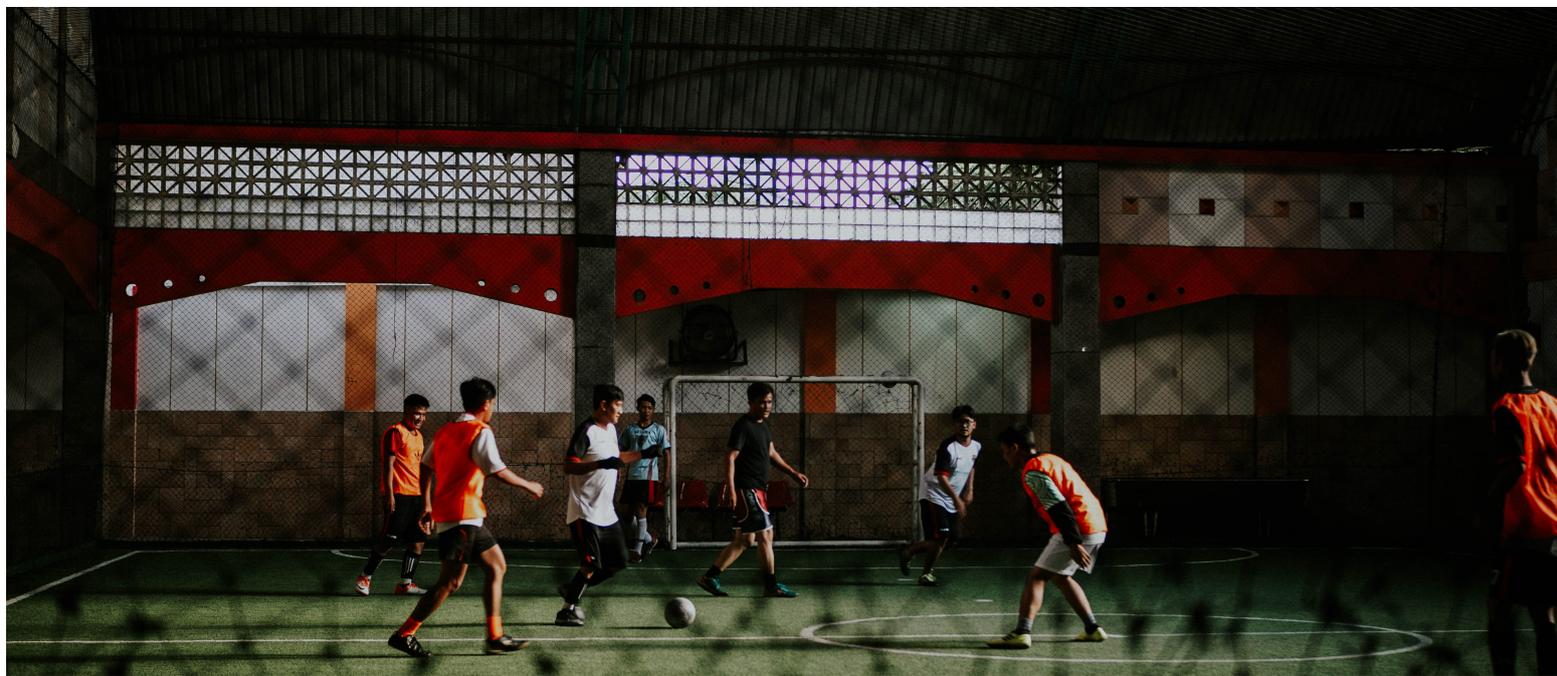
### Results

The Sport Zéro Plastique project aims to make these first pilot projects examples that serve the 500 sports facilities of the City of Paris and the 2,000 clubs that use them. These experiments will serve the City of Paris, which has set itself the goal of achieving zero single-use plastic by 2024.

### Contacts

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# MOBILITY

This section is dedicated to initiatives where mobility of people and goods associated with sport activities are supervised, both at the local and global scale.

## GREEN RUGBY TRY – HUNGARY

### Objective

The National Rugby Federation of Hungary has implemented initiatives in favour of green transportation and mobility during the organisation of the 2021 Men & Women Trophy Tournament. This event was also the perfect occasion to deploy sustainable measures to reduce plastic pollution and waste.

### General description of the initiative

Hungary is hosting one of Rugby Europe's Men & Women 7s Trophy tournaments in Budapest every July and has decided to make it a green event starting from July 2021. The organisers have therefore implemented initiatives to rent electric buses for the internal transportation of Teams and match officials (approximately 390 persons) whilst dedicating specific resources for the medical unit. Bicycles were also let to the disposal of the officials and staff working on the event.

In order to reduce waste production, all the plastic bottles were replaced by drinking bottles and water fountains whilst the content of the catering was made single-use plastic free by promoting plastic free cutlery and degradable cleaning products.

### Results

Those initiatives have permitted to significantly reduce CO2 emissions and waste production during the event.



MAGYAR RÖGBI  
SZÖVETSÉG

### Contacts

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7 AFFORDABLE AND  
CLEAN ENERGY



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AND COMMUNITIES



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# WORKFORCE

This section is dedicated to initiatives that emphasizes the working conditions and opportunities offered to employees, volunteers and contractors.

## **AMBASSADORS SPORT – FRANCE / SPAIN / SERBIA**

### **Objective**

To attract people's attention on Sustainability matters through the voice and image of ambassadors acting as role models for athletics' fans. As it could be athletes, but also volunteers, the important point is to spread the word and have these ambassadors explain and push for sustainability in clubs, committees and associations.

### **General description of the initiative**

In order to stimulate and support ecological transformation projects in French athletics clubs, the French Athletics Federation and MAIF, via its Sport Planète program, launched a call for applications on June 11, 2021 open to licensees of 18 to 35 years old sensitive to environmental issues. 30 winners, selected from 30 different clubs, will be awarded a grant of a minimum amount of €2,000 to carry out their project in their club. These 30 "Sport Planète Athlé Ambassadors" will also be trained in eco-responsibility.

What role for these ambassadors? First, the willingness to change mentalities and thus be an actor in the ecological transition within his club. The ambassadors will also have to implement certain eco-responsible actions in a concrete way: organization of "plogging" sessions, recycling days for sports equipment, assembly awareness-raising operations, etc. The idea is also to animate a community of actors and to raise awareness among the licensees of his club. Finally, the ambassador will also be the relay for the eco-responsible actions of MAIF and the FFA.

Athletes are asked to be ambassadors for initiatives (e.g. Ivana Španović putting the first cap in the bin for the "Cap for handicap" initiative, 27 ambassadors for the FFA benefitting from education on sustainability and then responsible to facilitate the transition.). Volunteers could also become representatives on events as it is the case for the Eco-volunteers in Spain.

### **Results**

Ambassadors possess a greater outreach as they are listened by their fan-base, athletes also are more willing to listen to their counterparts, whilst volunteers usually embodies the voice of an event. Through this ambassador program, the promotion of the ambassador, the relevance of the content permits to engage the audience more efficiently.



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## WASTE COLLECTION & QUANTIFICATION – EUROPE

### Objective

The objective of the Ocean Initiative Program is to engage volunteers, audience and athletes in a waste collection on the competition site, to understand and resolve the issue of marine pollution at the source.

### General description of the initiative

The Ocean Initiatives campaign is a Surfrider Foundation Europe's program to tackle the marine litter issue through education, citizen science and lobby. In concrete terms, Ocean Initiatives are clean-up actions all over the world. These litter collections are organized by volunteers with the support of Surfrider Foundation Europe.

If you choose to organize a collection you will have to follow the procedure. You will have to fill in the information regarding your operation (title, date, location...), choose the elements you need in the free collection kit, and inform a delivery address for the kit. Make sure you receive a confirmation once your operation is registered.

### Results

The organisation can have a better idea on the amount of waste collected, and therefore, tangible and visible resource for your audience.

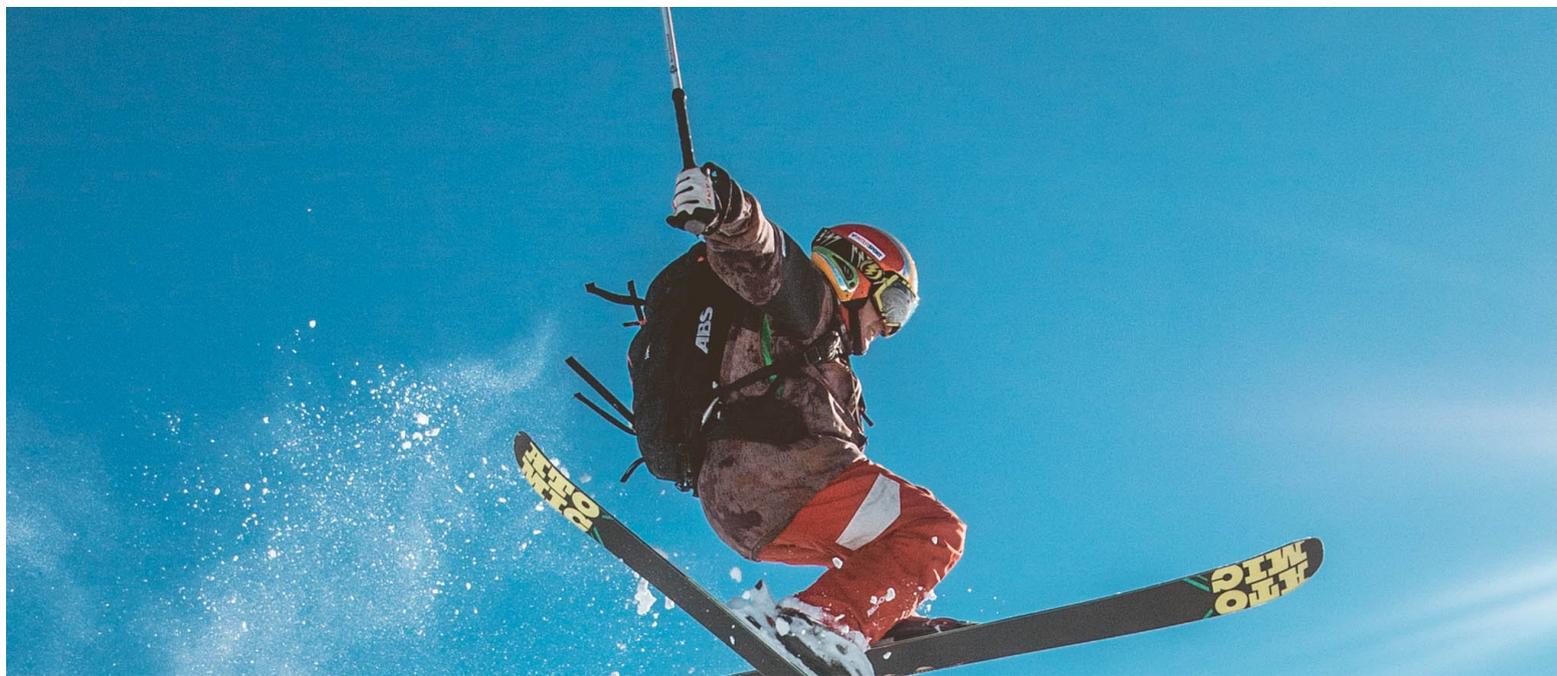
The Ocean Initiative program is not about waste collection only; quantifying collected waste allows you to have a good snapshot of the sources of pollution around your event

Eventually, it allows the structure to build an action plan to reduce or tackle pollution issues at the source (e.g. water bottles pollution would lead to rethink the water procurement during an event).

### Contacts

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# CLIMATE

This section details the initiatives led by the Hub's members and associated partners that are linked with the direct or indirect reduction of Green House gas emissions

## **GREEN GAMES *be fair by nature* – MONTENEGRO**

### **Objective**

The objectives of education, but the complete project as well, is that all national associations and their technical staff attend training and adopt the drafted solutions and recommendations, and implement them when organizing all future events in Montenegro.

### **General description of the initiative**

Based on the organization of the Games of the Small States of Europe 2019 and in accordance with the strategy and the clear commitment of the Olympic movement that, through sport, promotes sustainability and environmental protection, especially through the organization of sports events, the Montenegrin Olympic Committee issued "Green games" program, according to which the Games of Small States of Europe 2019 will be organized and on the basis of which principles the further organizational activities of Montenegrin Olympic Committee will be implemented.

This program is based on the principles of the Strategy of the International Olympic Committee on sustainability and environmental protection, as well as on the strategy of the Ministry of Sustainable Development and Tourism of the Government of Montenegro.

### **Results**

The project of the Montenegrin Olympic Committee "Not just a field game – be fair by nature", which promoted sport and its role in environmental protection was rated as one of the best projects in this area within the Olympic solidarity of the International Olympic Committee.

The project also permitted to draft guidelines of engagement and information that could be shared with both the staff, audience and athletes:  
<http://montenegro2019.me/images/dokumentacija/brosura-eng-zelene-igre.pdf>



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Games of the Small States of Europe  
Montenegro 2019

10 REDUCED  
INEQUALITIES



12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



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## GREEN INSPIRATION – EUROPE

### Objective

Since its creation in 2013, the main objective of European Athletics' Green Inspiration program is to raise general public and organisers' awareness in the field of environmental protection and sustainability whilst promoting or organising a competition.

### General description of the initiative

The program has two main workflows; first is to include Sustainability and Legacy in the bidding process to be implemented during athletics events (e.g. walking distance of places, already existing facilities, temporary constructions without harm to the environment, reuse of facilities afterwards, etc.). Second is to communicate about Local Organising Committees' initiatives through the brand "Green Inspiration".

During the 2017 Belgrade's European Athletics Indoor Championships, while in breaks of competitions, volunteering and cheering for the favourite ones, international team led selected participants through the Green stations. At the each of the stations, participants have had the opportunity to interactively find out what are the Sustainable Development Goals, how sport can support implementation, and how individual can take an active part and make a change.

**"We are extremely pleased that we have become part of the humanitarian action Refugee ScART and that we entrusted making gifts for our guests to the refugees. For the purposes of the**

**European Indoor Championships in Belgrade the refugees manually created unique notebooks and pencils out of recycled materials in the colours of the Championship" – Ana Lukovic, Project Manager of the Local Organizing Committee**

### Results

#### Indoors Belgrade 2017

- Cap for handicap (collection of caps to be recycled, then the money is spent for devices to help people with disabilities)
- Refugee ScART gift (creation of notebooks and pencils by refugees made of recycled materials in the colors of the championships)
- Session for volunteers "Jump 2 Score Green" (2-days workshop)
- Go Belgrade 2017! Maps for walking (maps to encourage guests to use less transportation and to be active)

#### SPAR Cross-Country Tilburg 2018

- Engaging children and teaching them about the merits of a healthy lifestyle
- Refugee involvement through a volunteering programme
- Encouraging participation with the inclusion of a non-competitive fun run on the programme
- Inclusivity with a relay event on the schedule for people with disabilities
- Environmental initiatives (paperless promotion,

### Contacts

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## EUROPEAN UNIVERSITIES GAMES COIMBRA 2018 – PORTUGAL

### Objective

During the multisport event European Universities Games Coimbra 2018, local organisers were encouraged to also pay attention on sustainability and introduce elements and activities in this field.

### General description of the initiative

The European Universities Games of 2018 allowed the organisers to implement activities on three different areas of sustainability:

First, in terms of transport and mobility; participants were for instance encouraged to walk between the venues whenever that was possible. Bicycles were proposed for the staff and volunteers for short to mid-range distances; most bikes were donated by the University of Coimbra's Sports Sciences and Physical Education Faculty, also used as a pilot project for the implementation of a bicycle sharing project at the University of Coimbra called Ucicletas. Participants were eventually offered an option to arrive to the venue by train, whilst the organisers made sure to have one of the welcome points at the train station.

In a second time and in cooperation with the City of Coimbra and Coimbra water company, water stations were set up, many of them remain in use also nowadays, and participants were given water bottles for re-fills. This private-public-partnership is a typical successful example to highlight whilst organising sport event.

Regarding the food procurement and management, the University of Coimbra provided all the food for the event. This department is also leading an initiative to combat Food Waste, which was also implemented during EUG2018.

This event was also the perfect occasion for the organisers to run education workshops in cooperation with ENGSO Youth; a workshop on sustainability was successfully held for participants (athletes, officials) and volunteers.

### Results

Water was offered mainly through the fountain system and participants were given the opportunity to re-fill their water tanks freely. The reduction of polluting transportation was also a success.

The multiple actions targeting the avoidance of food waste, including the service done during EUG2018, makes the University of Coimbra amongst the finalists for the Food & Nutrition Awards, in the category 'Food Sustainability'.

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COIMBRA 2018  
EUROPEAN UNIVERSITIES GAMES  
EUSA



UNIVERSIDADE DE  
COIMBRA



EUROPEAN UNIVERSITY SPORTS ASSOCIATION

9 INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



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## MISSION: TRIGLAV GLACIER TO BEIJING – SLOVENIA

### Objective

Triglav Glacier to Beijing is an environmental communications campaign organised by the Slovenian Olympic Committee. The project's key goal is raising awareness on global warming and its immediate and devastating effects on the wellbeing and future of the Winter Olympic Games.

### General description of the initiative

The Slovenian Olympic Committee aims at educating and encouraging the wider Olympic family and fan base to make a small step in the race to keep our winters white. While some changes are already irreversible and some glaciers might disappear, together, we can still save winter.

The project will run in four phases, touching the climate emergency problem from different angles. Bringing together science, sports, diplomacy and the media to make the project relevant, impactful and meaningful to the wider public. The project is developed with climate sustainability in mind and will leave a positive environmental imprint once it ends.

(1) Supporting research, gaining insight and sharing the story; Mount Triglav is the highest mountain in Slovenia, and this glacier is the country's last one. Embracing the idea of losing it through erosion because of earth warming, the glacier is becoming a symbol.

(2) The long, clean road to Beijing; piece of glacier will be safely stored and transported via a hybrid car from Slovenia to Beijing.

(3) Meltdown in Beijing; When the piece of Triglav glacier reaches Beijing it is put on display at one of the venues and is slowly melted over the duration of the Winter Olympic Games. The story and the problem behind it are accessible to the local public via QR codes displayed on the spot.

(4) Making a lasting legacy and environmental effect; After the games, the melted water will be collected and brought back to Slovenia where it will be put on permanent display in the Slovenian Alpine Museum.

### Results

Besides the incommensurable impact of this action to raise awareness on the impact of climate change, the project is also the occasion to showcase the implication of the athletes, NGOs, Olympic Committees and media to convey a message of the utmost importance.

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**SLOVENIJA**



**OLIMPIJSKI KOMITE  
SLOVENIJE  
ZDRUŽENJE  
ŠPORTNIH ZVEZ**

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## **CLEAN WIN: SUSTAINABLE SPORTS EVENTS (“Čista zmaga – trajnostni športni dogodki”) – SLOVENIA**

### **Objective**

Overall project aim was to identify and promote good practices and activities for organisers, local communities and individuals for more sustainable sports events. Sustainable practices in the organization of sporting events contribute to climate change reduction, biodiversity conservation, sustainable mobility, local production and consumption, energy efficiency, protection of natural resources and protected areas, efficient water use, preservation of natural and cultural heritage, waste reduction, better health, community involvement and support and greater business competitiveness.

### **General description of the initiative**

11 key areas have been identified through the project as key factors to address in order to have a positive impact on the sustainability of sports events:

- Management;
- Communication;
- Purchasing;
- Corporate Social Responsibility;
- Event venue and infrastructure;
- Impact on the natural environment;
- Mobility;
- Energy consumption;
- Waste;
- Food and drink;
- Water.

For each of the areas, general ideas and initiatives to consider and recommendations have been defined.

### **Results**

A handbook and checklist / evaluation tool have been prepared for event organisers (and is available in Slovenian).

Apart of the general handbook in organising -more- sustainable sport events, guidelines have also been drafted for city municipalities and local communities, but also for individuals, supporters and fans. The principles and the general guidelines are transferrable to any sort of event. Nevertheless, not every principle and guideline can be implemented by each stakeholder, or at every occasion or event.

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**UMANOTERA**  
25 let sooblikujemo trajnostno družbo.





# **SURFRIDER FOUNDATION EUROPE**

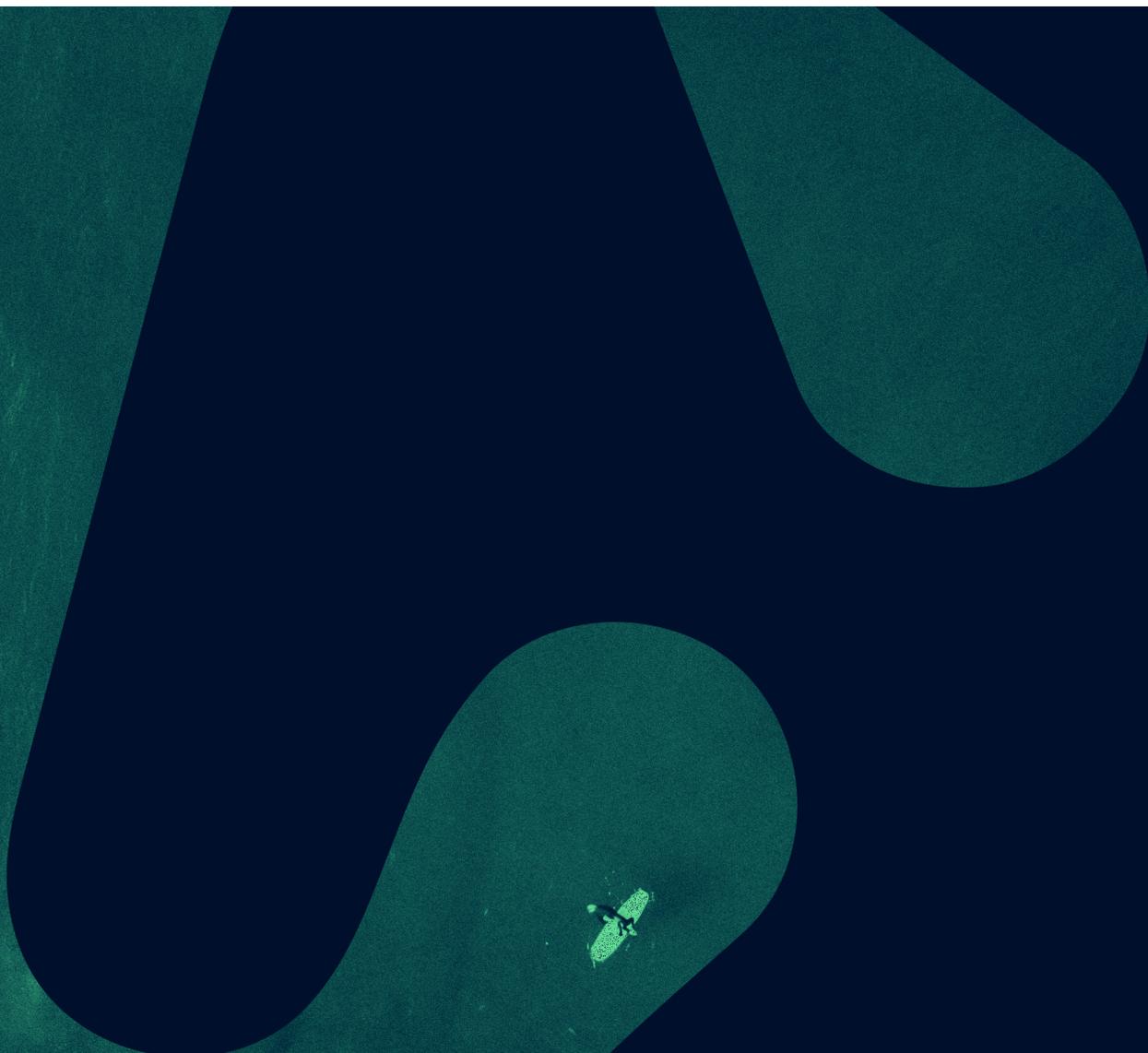


Surfrider Foundation Europe is a non-governmental organization aiming to protect and convey the importance of the ocean and aquatic environments. Created in 1990, the association now acts in 12 European countries, through its 15,000 members and its 50 volunteer branches.

Surfrider Foundation Europe is a structure recognized for its expertise around three major areas: aquatic litter, water quality and user health, and climate change and coastal development.

The practice of outdoor sports and the protection of the health of European sportsmen and women is an integral part of the DNA of the association; this is why Surfrider Foundation Europe is committed to all projects aimed at supporting the transition of the sports world towards a healthier and more sustainable practice for the environment.





**Green  
Sports  
Hub**  
Europe

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