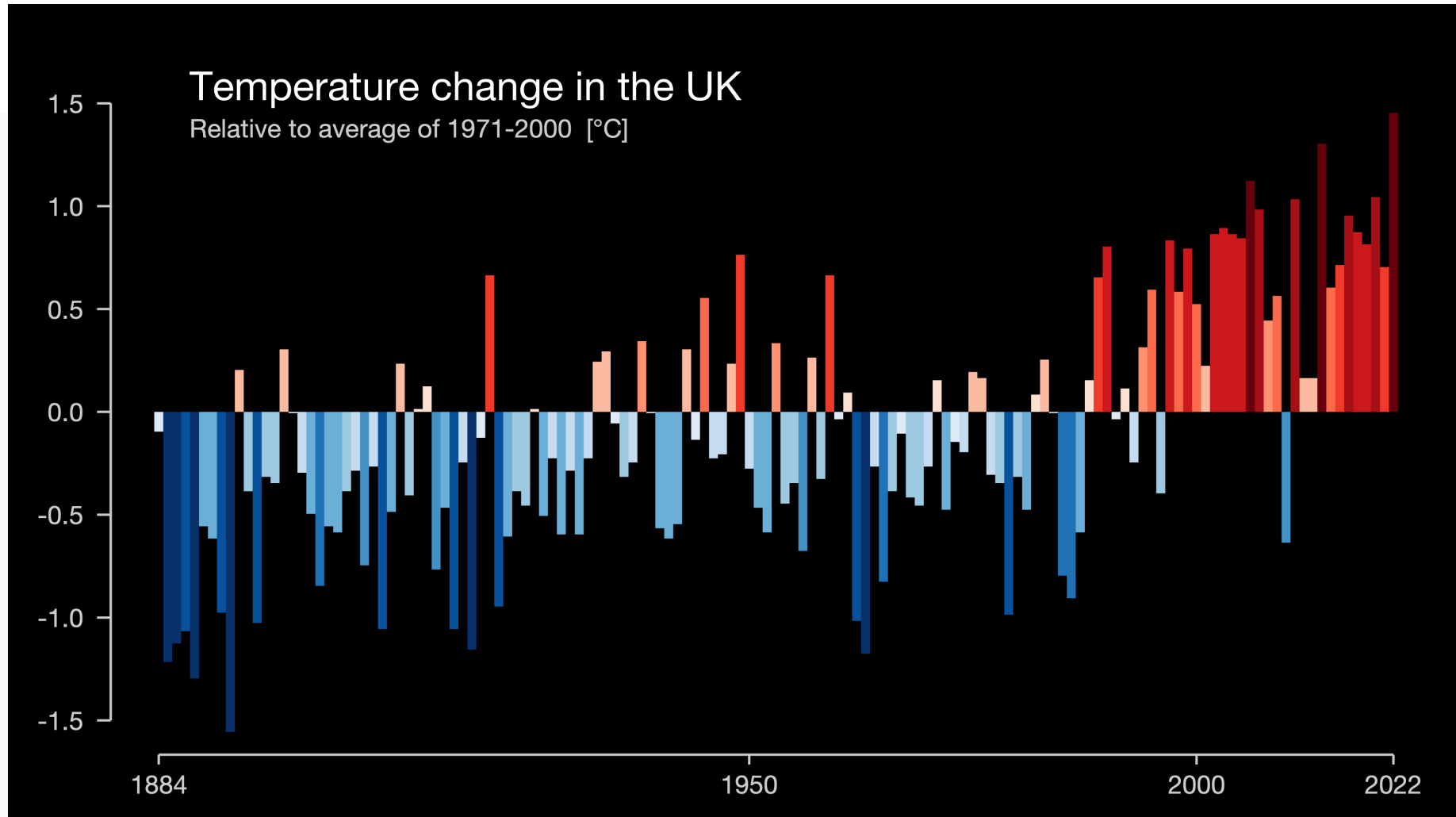




Sustainable Sports Events

19 / 10 / 23

The bigger picture...



The bigger picture...



Is there such a thing as a “sustainable” event?



What's the problem here?

- Energy use – from generators and in facilities (gas and electricity)
- Waste – temporary nature of events means lots of single use, convenience products
- Transport – event and logistics vehicles, supplier vehicles, participant and spectator transport, staff and volunteer transport
- Materials – signage, branding, merchandise, kit, equipment
- Food & drink – for athletes, staff, participants, spectators and fans
- Water – for drinking, catering, toilets, irrigation, cleaning, cooling
- Nature – impacts on habitat and biodiversity from disturbance, trampling and pollution

We can control:

- What we buy
- How much we buy
- Who we choose to supply us
- How we dispose of waste
- How we travel
- How we source our energy
- Whether to hire or buy

We may be able to influence:

- How people behave at our events
- How our suppliers operate
- The choices participants and spectators make (things they buy, how they travel)
- How our delivery partners operate

Some questions to ask:

Will you need to use a lot of energy? (to run generators, power floodlights, cook food etc?)

Will lots of people be travelling to your event? How can they get there?

Will you be giving out or selling things? (Merchandise, food and drink?)

How much branding and signage will you need?

How much “stuff” do you need to buy vs hire?

What will your attendees need? Toilets / refreshments / heating and cooling / light / products

What kind of setting is your event happening in? Indoors / outdoors; nighttime vs daytime ; rural vs urban

- Measure measure measure
 - take readings and photos
 - ask / cajole your suppliers
 - review purchasing records
 - do surveys
- Set a baseline
- Targets should be grounded in reality!

Waste from our 2022 events

Waste type	Tonnage	%
Clothing	8.3	20.86
Plastic Bottles	4.9	12.31
Food	2.18	5.48
Compostable cups	0.7	1.76
Cans	0.1	0.25
Paper/card	0.22	0.55
Dry mixed recyclables	3.28	8.24
General waste	20.12	50.55
TOTAL	39.8	100

Disposal route	Tonnage 2022	%	Tonnage 2019	%
Reused	3.08	7.4	2.65	1.96
Recycled	16.6	39.5	61.66	45.75
Composted/ Anaerobic Digestion	2.88	12.1	2.66	1.9
Energy from Waste (Incineration)	17.22	41	68.05	50.39
TOTAL	39.8		135.02	

Where do you want to get to?

- What's your vision?
 - Plastic free?
 - Low carbon?
 - Circular?
 - Reused and recycled?
- How realistic is it?
 - Use your data
 - What are others doing?
- Enablers and blockers
 - Suppliers, sponsors
 - Location
 - Timing



Taking action

- Switch to a renewable energy tariff in your premises
- Use HVO fuel in generators rather than diesel
- Use battery or hybrid generators
- Improve insulation and draught proofing
- Use smart meters to see where you are using lots of energy
- Buy energy efficient appliances
- Fit LED lighting
- Install solar PV and heat pumps



- Follow the waste hierarchy
- If you don't give it out, you won't get it back
- Think ahead – what waste is likely to be generated? How will you collect it and separate it?
- Signage helps, people are better when it comes to putting things in the right bin
- Compostable is not the same as composted!
- Waste contractors Some are better than others



What we choose to buy has a huge impact

- Do we really need it?
- Where does it come from?
- Who made it?
- What is it made of?
- How often will it be used?
- What is it wrapped in?
- What will happen to it afterwards?



Try and source:

- Locally
- Seasonally
- Organically
- Food produce to high welfare standards (e.g Red Tractor)

Think about the packaging

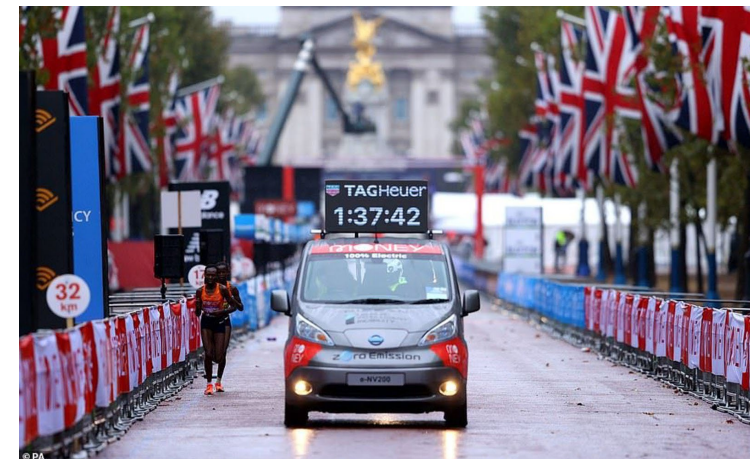
Partner with food banks and food waste organisations



- Refill stations / fountains – bring your own container
- Water saving devices – percussion taps, triggers on hoses, low flush toilets
- Water butts for irrigation
- Rainwater harvesting



- Switch to EVs wherever possible (including rentals) for event vehicles
- Cargo bikes
- Encourage use of active travel and public transport – make it easy for people
- You. Smart. Thing travel planning
- Incentivise public transport use and / or car sharing
- Make it harder for people to drive – reduced car parking, expensive car parking
- Timing of event to make it easier to use public transport – start and finish times



- What impact are you having?
 - Noise / light / air pollution
 - Trampling
 - Damage to habitats
 - Chemical use
- How can you restore rather than damage?



- Tell vs ask
- Keep it positive
- Try and link to the positive health benefits – “what’s in it for me?”
- *“Fundamentally we have got to move from a position of ‘inform and encourage’ to one of ‘enable and require’. That’s essentially what it is: to shift from talking about it, and using language that gives people a way out, to say: ‘No, we have to do this.’”* (Chris Boardman – chair of UK Sport)
- Don’t let perfect be the enemy of good

Free tools and frameworks:

- The Toolbox (www.sustainabilitytoolbox.com)
- Council for Responsible Sport – ReScore framework
- Sport England – Environmental Sustainability checklist and guidance for facilities
- Vision 2025/ DEFRA – Sustainable events guide
- World Athletics – Athletics for a Better World guides
- Carbon Trust – Green events guide

Thank you!
