

RESPONSIBLE SPORTS EVENTS

1-2-3

Simple steps to producing a more environmentally friendly and socially conscious sports event

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There are many, many things event organizers can do to increase an event's social impact while reducing its environmental footprint. Let's start with the basics:



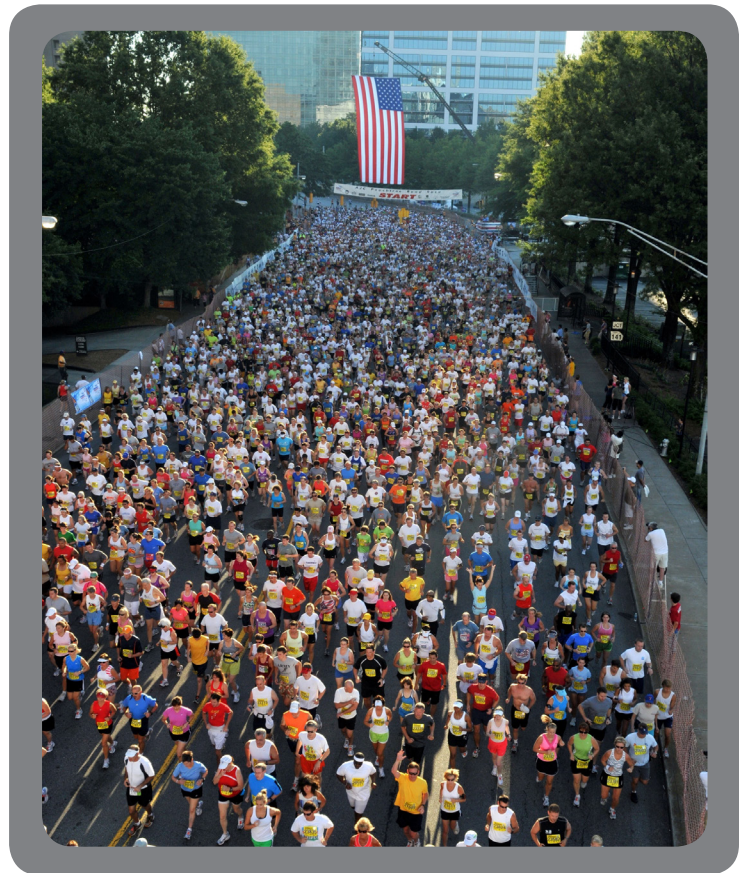
PLANNING

How will you know when you get “there” if you don't know where you're going?

There are too many areas for potential improvement for your good intentions and initiatives to go unwritten. Good ideas and commitments need to be recorded; without a formal plan, you will lack the necessary framework for objectively evaluating your efforts post-event.

Here's a list of questions you might find helpful as you sit down to develop your plan:

- Specifically, what are your goals and objectives? Waste reduction? Increased use of renewable or alternative energy sources? Reducing the event's carbon footprint? Increased participation of underrepresented community members?
- What level of support, enthusiasm and expertise does your event's senior leadership team bring to the table?
- Who among your sponsors, vendors and civic partners will support your efforts?
- Who will actually manage this aspect of your event on a day-to-day basis?
- How will you fund initiatives that have a cost impact?
- How will you measure your success?
- With whom and how will you share your accomplishments and lessons learned?



In addition to having an overarching set of goals and objectives, also consider developing specific plans or policies for sustainable procurement, waste diversion, water conservation, access and inclusivity.



MEASUREMENT

To quote Peter Drucker: What's measured improves.

To put it another way: How can you manage what you don't measure?

Let's say you've set an objective of initially diverting 60% of your event's waste from the landfill, with an ultimate goal of over 90% diversion. To calculate waste diversion, you're going to need to know the weight of all materials that were recycled and composted as well as trash that went to the landfill.

In addition to waste diversion metrics, other common event elements, impacts and benefits that lend themselves to measurement include: energy use, water use, carbon footprints associated with travel and event operations, reduction in printed marketing materials, local economic impact, charitable fundraising, growth in participation of underrepresented community groups, etc.



COMMUNICATIONS

If you don't let folks know what you're trying to achieve, how can you hope to maximize awareness and participation in your initiatives?

To accomplish the goals and objectives you've laid out in your plan, you're going to need a lot of support—from moral supporters to actual roll-up-their-sleeves helpers, the more the merrier. Communications efforts can run the gamut from focusing on one key initiative, such as encouraging the use of public transportation, to an overview and call-to-action for support for all of your socially and environmentally responsible actions. Take advantage of every opportunity and available communications channel to publicize your intentions and plans.

And when all is said, done and measured, let participants, spectators and stakeholders know how you did.

Then set the bar a little higher for your next event.



RESPONSIBLE SPORTS EVENT CHECKLIST

PRE EVENT

Organization

- Develop a clear set of goals and objectives
- Thoughtfully address barriers to participation of underrepresented community groups
- Recruit/assign “green team” leaders, but make the effort a goal of every member of your event production team
- Develop a comprehensive approach to diverting as much waste from landfill as possible
- Budget for new initiatives; consider getting a sustainability sponsor
- Share your goals and objectives with sponsors, partners and vendors; develop a sustainable procurement policy to guide their actions

Publicity

- Have a clear, consistent point of view about going green what you are trying to accomplish
- Develop Web site and social media content about your initiatives
- Include something about your social and environmental responsibility agenda in every press release



Printing

- Minimize printing, maximize use of electronic communications
- Use recycled paper stock, soy-based inks for any necessary printing (posters, flyers, brochures, etc.)
- Use online registration systems for participants and volunteers

Consumer Expos

- Eliminate plastic bags, explore reusable totes or virtual goodie bags
- Minimize waste
- Maximize awareness building and engagement through educational events and signage
- Eliminate bottled water
- Provide highly visible, easily accessible waste collection stations; staff them with trained volunteers

Merchandise Sales

- Source responsibly produced clothing with organic or recycled fiber content



RESPONSIBLE SPORTS EVENT CHECKLIST

EVENT DAY

Participant and spectator travel to and from event

- Encourage/reward carpooling and mass transportation options: offer free or discounted mass transportation fares, preferred parking for carpoolers, bike valet parking, etc.
- Provide accessible transportation and/or parking options for the disabled
- Calculate and offset carbon impact of travel to and from event



Event operations

- Use fuel efficient and/or biodiesel vehicles
- Use alternative or renewable energy sources
- Calculate and offset carbon impact of event operations

Signage

- Do not use PVC signs, use the most responsible materials and production methods available
- Take advantage of all awareness building, educational opportunities

Equipment

- Rent, reuse and share everything you can; equipment that sits in a warehouse 364 days a year is not cost effective nor environmentally responsible

Concessions

- Work with beverage sponsors/vendors to minimize waste and maximize recycling; if bottled water is necessary, make sure bottles are recycled
- Encourage vendors to serve organic and/or local produced food
- Utilize compostable plates and utensils (if not reusable), awareness building signage, and provide centralized waste collection stations (ideally staffed with trained volunteers)
- Send leftover food to shelters
- Compost food waste, if at all possible

POST EVENT

- Critique your efforts and accomplishments
- Summarize in a press release and/or environmental impact report
- Celebrate your achievements!
- Set the bar higher for next year



ABOUT THE COUNCIL FOR RESPONSIBLE SPORT

When the Council for Responsible Sport (CRS) was founded in late 2007, our founders' vision was of a world where responsibly produced sports events are the norm; that remains our vision today as we fulfill our mission to support, certify and celebrate responsibly produced sports events. We:

- 1 – SUPPORT event organizers who strive to produce socially and environmentally responsible events through hands-on coaching and a variety of support group programs and tools—like this primer.
- 2 – CERTIFY responsible event production practices through our certification program.
- 3 – Actively CELEBRATE events that have become certified by the Council.

For more information, please visit www.CouncilForResponsibleSport.org or you can drop us a note at info@CouncilForResponsibleSport.org

ABOUT EUGENE CASCADES & COAST SPORTS

Eugene, Cascades & Coast Sports Commission markets and promotes Lane County, Oregon as a destination for sports, while providing resources designed to help events and planners succeed. For more information, go to www.EugeneCascadesCoastSports.org



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