

European Athletics Sustainable Event

– 8 Step quick guide –

Sustainability is about more than just “being green”. It is about doing things efficiently and effectively, being innovative and creating a positive impact, achieving excellence and leaving lasting legacies.

Sustainable Events Consider:



People

Provide a healthy and safe environment, respect human rights, respect diversity, be culturally sensitive and encourage community involvement.



Planet

Practice waste reduction, reuse and recycle, be water and energy efficient, use ecofriendly transportation.



Profit

Save money through increased efficiency, use responsible procurement, invest in the local economy, and boost innovation.

Follow these 8 steps and host a sustainable event that will benefit the local community, economy, and environment.

- STEP 01** **Create a commitment statement**
 - Write a public commitment statement outlining your intention to organise a sustainable event
 - Post your commitment statement online and on promotional advertising
 - Communicate your sustainability plan with staff, volunteers and guests
- STEP 02** **Create your sustainability team**
 - Designate a sustainable team leader and form a team
 - Invite your key partners to be part of the commitment
 - Set measurable sustainability objectives and targets
- STEP 03** **Select your venue**
 - Choose existing and centrally located sites and venues where possible
 - Build for a sustainable legacy by integrating with the needs of the community
 - Respect local culture and heritage
- STEP 04** **Create responsible working habits**
 - Turn off lights, computers, printers, coffee machines ...
 - Train staff and volunteers to use recycling bins
 - Use water from renewable sources
 - Read, send and post electronic documents where possible
- STEP 05** **Promote public and clean transportation and accommodation**
 - Advertise eco-friendly transportation options on your webpage
 - Suggest participants and attendees take public transportation, carpool, cycle or walk to the event
 - Choose sustainable and socially responsible accommodation close to sport event
- STEP 06** **Make smart food choices**
 - Source from organic, seasonal, local and regional sources
 - Choose healthy food products
 - Procure food with biodegradable, recyclable and/or minimum packaging
 - Ask caterers to donate unused food to local shelters
- STEP 07** **Raise the profile of your event**
 - Choose a few messages as part of your branding strategy and use them throughout the event
 - Communicate in an environmentally friendly way
 - Invite your sponsors and stakeholders to align with your branding and marketing strategy
- STEP 08** **Inspire, engage and recognise athlete and public engagement**
 - Define a “call to action”
 - Communicate to schools, community groups, and the public information about the issue, call to action or celebration activities
 - Make volunteers, officials, athletes, ambassadors, celebrities tell the story and inspire action
 - Celebrate the results

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