



Event Guide for Green & Sustainable Events



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EVENT GUIDE FOR GREEN & SUSTAINABLE EVENTS

CO2e calculations

CO2e calculations in the examples in this guide were carried out by consulting agency Naboskab

Design and production

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Foreword

In sports, we have the opportunity to help create a greener world. The environment is under threat, and global warming must be stopped. This requires action, and sports, just like every other industry, must step up and lead the way.

Although sports are not among the highest polluting industries, sports events in particular leave an environmental footprint. Going forward, we wish to minimise this footprint.

Sporting events are here to stay – from local tournaments to international world championships. The demands for large-scale events and for event organisers are forever growing, which makes the environmental agenda all the more pressing. The sports industry creates events at global level that inspire and impress, but there is always room for improvement.

Our hope is that this event guide will help you organise greener and more sustainable sports events. The guide provides inspiration for future international sports events and includes advice, ideas and concrete cases on everything from transport and venue dressing to energy supply and partnerships. Each sports event and sports discipline has its own requirements and frameworks – so it's up to the individual organisers to find the green solutions that work for you.

We can and must do it together – for our common future.

Best wishes on your journey,

Morten Møhlholm Hansen, CEO,
The National Olympic Committee and
Sports Confederation of Denmark

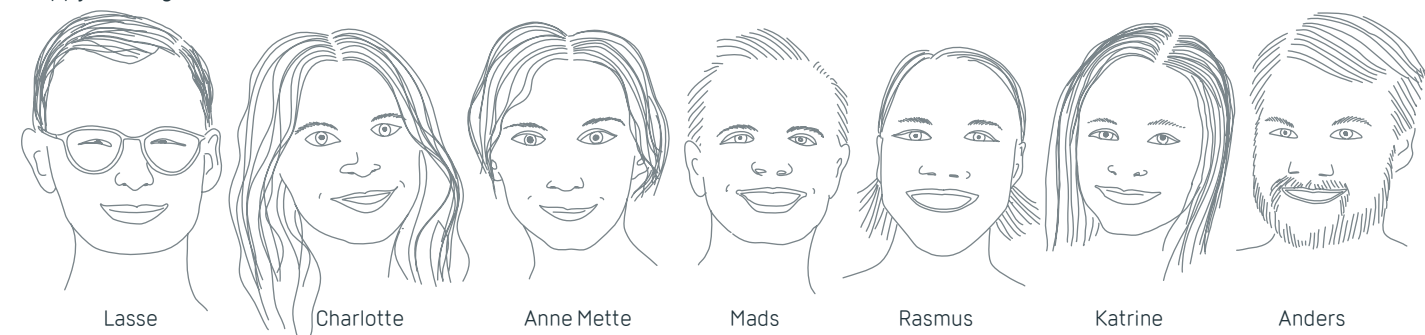


Introduction

This guide is intended for organisers of international sports events. In it, you will find inspiration for how to make sports events across the globe more sustainable. It is not a comprehensive checklist, because every event has its own requirements and criteria, but hopefully it will inspire you on your journey toward sustainability. Many of you are already well on your way and will be familiar with much of what follows, while others are only just getting started. Whatever the case, we hope that all of you will find fresh ideas and new perspectives.

The guide has been created by a committee comprising competencies across DIF.

Happy reading!



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Basic principles in this guide

When putting together this guide, we have drawn upon publications on the subject published in recent years. Several of these focus on sports events.

The guide is intended as a practical tool to help you make decisions when planning and running an event.

The guide considers the entire life cycle of a product, from the birth of the product until it is disposed of or recycled as a new product. Throughout the life stages of a product, the goal is to minimise waste, including pollution and rubbish. Another principle we adhere to are the 6 Rs: Refuse, Reduce, Reuse, Replace, Recycle, Remind.

In each section, you will see how the proposed initiatives build on these basic principles.

Plastic Game Plan for Sport

Find further inspirational sustainability cases in this mapping

The 6 Rs

REFUSE

Ask yourselves whether you truly need this product.

REDUCE

How can you reduce the use of non-sustainable solutions?

REUSE

Wherever possible, choose reusable products.

REPLACE

Look for more sustainable alternatives to existing solutions.

RECYCLE

Make sure whatever is not used can be recycled.

REMIN

Inspire colleagues and stakeholders to consider sustainable alternatives.

Structure of the guide

IN EACH SECTION, YOU WILL FIND

WHAT DO WE KNOW

Introduction outlining why this is worth focusing on

OBJECTIVES

Examples of objectives to inspire you in your work

INSPIRATION FOR PARTNERSHIPS

Most sustainable initiatives require partners, and we offer suggestions for who to reach out to

INSPIRATION FOR MARKETING

Positive marketing of green initiatives

INSPIRATION FOR ACTION PLAN

A 'before, during and after' guide to help you to get started

FACTS

About the topic, giving you the most important information

MODELS

Illustrating the key points to make them more readily accessible

INITIATIVES

Checklist to help you get started

EXAMPLES OF INITIATIVES WITH THE GREATEST IMPACT

CO₂e calculations showing the biggest wins

With this guide, we hope to make a difference together. Sports events are here to stay – from mass-participation events to international championships. The demands for these events are growing, which can put the environmental agenda under pressure.

This guide is intended to inspire you and facilitate your efforts to create sustainable events. The first step is to consider why it's important for you as an organiser to think sustainably. Where in your value chain can you create value for your event by thinking sustainably?

The checklist is intended to help you get started. We know that it's unrealistic to go all the way from day one, but every step counts and hopefully the examples provided will make it easier for you to prioritise.

A good place to start is by appointing a sustainability officer. This way, you anchor the responsibility for environmental measures with one or more individuals who oversee the organisation and implementation of green initiatives.

We know that an event's carbon footprint is largely determined during the planning stage. That's why it's crucial to include sustainability in event management right from the start, so as to create the best conditions possible for achieving even greener events.

We must do the work together for our common future.

Best of luck!

Table of contents

Foreword	3
Introduction	4
Basic principles in this guide	5
Structure of the guide	6
TRANSPORT	9
What do we know about transport to, from and during Danish sports events?	9
Transport to and from events	10
Transport during events	11
Objectives for transport	11
Inspiration for partnerships	11
Inspiration for marketing	11
Inspiration for transport action plan	12
Helpful links	12
Initiatives	12
Examples of initiatives with the greatest impact	12
DECORATION AND VENUE DRESSING	13
What do we know about venue dressing and events?	13
Objectives for venue dressing and events	14
Inspiration for partnerships	14
Inspiration for marketing	14
Helpful links	14
Inspiration for venue dressing action plan	15
Initiatives	15
Examples of initiatives with the greatest impact	16

ENERGY SUPPLY	19
What do we know about sustainable events and green energy?	19
Inspiration for green energy action plan	20
Purchasing green energy	20
Venue optimisation and green energy	20
Objectives for green energy	20
Inspiration for marketing	21
Inspiration til markedsføring	21
Helpful links	21
Initiatives	21
Examples of initiatives with the greatest impact	21
SUSTAINABLE EVENTS AND CATERING	22
What do we know about catering at events?	23
Objectives for catering	23
Inspiration for partnerships	24
Inspiration for marketing	24
Facts	24
Helpful links	24
Inspiration for catering action plan	25
Initiatives	25
Examples	26

EXERCISE FOR A CLEAN ENVIRONMENT	29
What do we know about Exercise for a Clean Environment?	29
Inspiration for Exercise for a Clean Environment objectives	30
Inspiration for partnerships	30
Inspiration for marketing	30
Helpful links	30
Inspiration for action plan	31
Examples	31
Initiatives	32
Denmark's green selling points	33
CASES	35
Sparta	35
Links	36
Initiatives to inspire	37
Advice from Sparta	38
Danish Surfing and Rafting Federation	39
Introduction	39
Event initiatives to inspire	39
Initiatives to inspire	41
Initiatives in the pipeline	42

Triathlon Denmark	43
Introduction	43
Event initiatives	44
Facts	45
Initiatives in the pipeline	46
Links	46
Advice	46
Sailing World Championships	47
Introduction	47
Initiatives to inspire	47
Initiatives in the pipeline – Plans for The Ocean Race	50
Advice from the event team	52
Links	53
Publications	55
Checklist	56
Notes	58

Transport

Large events require transport of participants to and from the venue. Events lasting more than one day may also require transport of athletes, volunteers and spectators during the event between hotels and venues. At international events, people arrive from all over the world. As an organiser, you're able to impact the mode of transport used at the event, and you can encourage participants and spectators to travel to and from the event by environmentally friendly means.

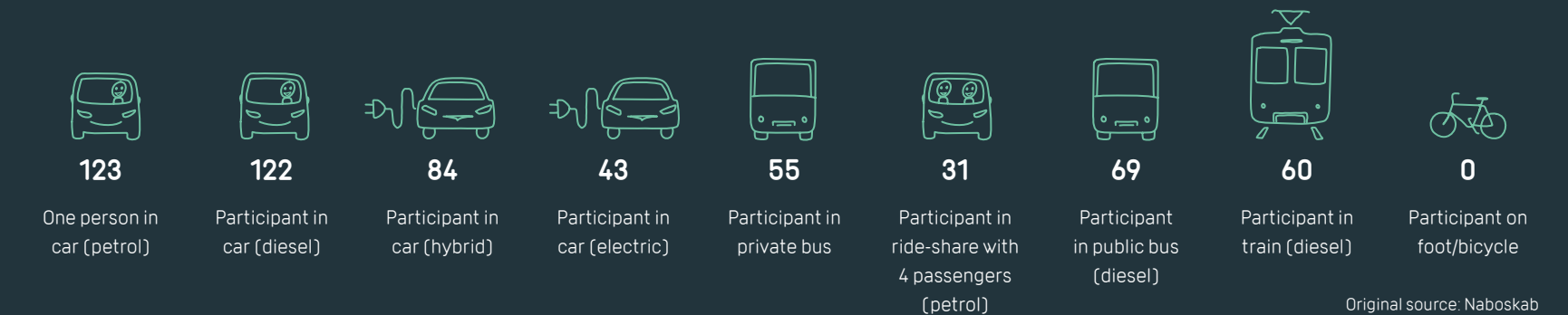
WHAT DO WE KNOW ABOUT TRANSPORT TO, FROM AND DURING DANISH SPORTS EVENTS?

Emissions from transport of people are responsible for a significant part of the overall carbon footprint of large events. Transport has the highest

reliance on fossil fuels of any sector and accounts for 37% of carbon emissions from end use sectors, just as it is the primary source of local air pollution in cities. Transport emissions depend on the type of vehicle, the distance travelled and the degree to which the vehicle's capacity is utilised, as seen in the table below showing carbon emissions in grams per person per kilometre.

Estimate your carbon footprint from flying on [here](#)

CARBON EMISSIONS IN GRAMS PER PERSON PER KILOMETRE



Original source: Naboskab consulting agency

TRANSPORT TO AND FROM EVENTS

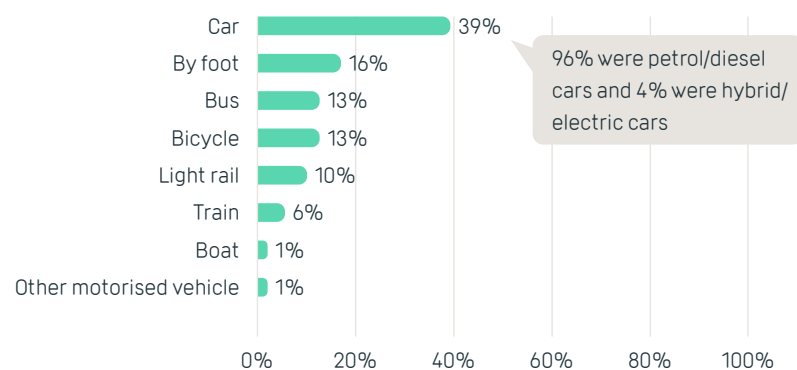
At larger Danish events, impact is often measured through interviews with participants and spectators. In some of these surveys, participants are asked how they travelled to the event. Such surveys should be expanded further, such that an organiser can measure the change from one event to the next.

The example below comes from Aarhus Tall Ship Race 2019. There were a total of 400,000 visits to the event. Of these, 39% travelled by car to and from Aarhus Harbour.

EXAMPLE:

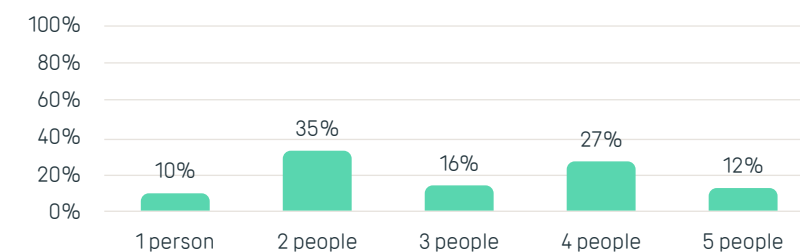
A wide range of transport modes were used to travel to the event, although cars were the most common.

Which mode of transport did you use to travel to Tall Ships Races?



- 39% travelled by car to the event. Only 10% of those travelling in cars travelled alone.
- Public transportation (bus, train and light rail) made up 30%, while 29% walked or cycled.

How many people were in the car, yourself included?



Events vary greatly in terms of number of participants, their nationality or where in Denmark they are travelling from. An event such as the world championships in sailing attracted primarily local spectators from Aarhus and environs, whereas the world championships in ice hockey attracted thousands of international spectators. An organiser's possibilities for impacting participants' choice of transport will therefore vary greatly depending on the event.

If participants are arriving from abroad or travelling across the country, organisers might encourage them to travel by train by offering shuttle buses to and from the station, a special welcome at the station or discounts on train tickets, for example. If participants drive to the event, organisers can offer online platforms for ride-sharing, and participants who use up the full seating capacity of their car can be rewarded with a small gift. The most important thing is to create relevant incentives for participants – usually by making the green choice the easiest choice. In this process, clear communication and agreements with relevant transport providers are essential.

TRANSPORT DURING EVENTS

Events that stretch across several days often require that event organisers provide transport for participants and spectators between hotels, venues, fan zones, the city centre, airport and railway stations. The location of an event will determine the possibilities for utilising existing public transport options and infrastructures. **That is why the location of an event is key when it comes to green transportation.**

In addition, organisers can make more environmental choices when it comes to shuttle buses. Consider offering bike-share programmes, fully utilising vehicle seating capacity and choosing buses with low or no carbon emissions, for example.

Transport to and from an event or during it can become an event in and of itself. For example, with the help of existing GPS apps, participants can record the distance travelled by foot or bike and compete to win a voucher. These kinds of incentives can be further developed and expanded.

A number of events stipulate VIP transport of individuals by car. Have a dialogue about this requirement already when negotiating contracts to encourage as many people as possible to use shared transport options instead.

OBJECTIVES FOR TRANSPORT

Set clear objectives regarding transport. Below are some example objectives to inspire you:

- We will incentivise at least 25% of participants to travel to and from the event via public transport
- We will incentivise at least 70% of participants travelling by car to have at least 3 people in the car
- We will offer free city bikes to all participants
- We will only use electric shuttle buses

INSPIRATION FOR PARTNERSHIPS

- Contact the local public transport provider early on and make agreements on shuttle buses to and from the event site
- Partner with ride-sharing platforms to advertise journeys to the event and include this in marketing
- Partner with local authorities to offer extra city bikes during the event period
- Make agreements regarding carbon offset schemes with businesses – e.g. planting a tree

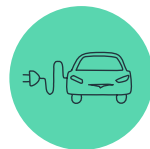
INSPIRATION FOR MARKETING

- Promote the many green transport options and ways for participants to help reduce their emissions
- Highlight parking options outside the city
- Promote public transport at event registration so it's easier for participants to make the most environmental choice
- Offer carbon offset schemes
- Promote competition to see who can travel greatest distance on foot or by bike

Examples of initiatives with the greatest impact



1. Apart from cycling or walking, electric cars are the most environmentally friendly private transport option. Consider opportunities to partner with electric car suppliers and bike-share programmes to offer transport to the event and between its various venues.



3. Participants who travel by electric bus, bus, car share or public transport produce significantly less emissions. Partner with public transport providers to issue event tickets and discount programmes in connection with transport to and from the event.



2. Participants who travel to an event alone in a petrol or diesel car are responsible for the second-greatest emissions following air travel. Encourage participants to ride together or use ride-sharing programmes.

Initiatives

to help you get started

- Location of the event
- Bike-shares
- Scooters
- Electric buses
- Shuttle buses
- Parking options outside the city
- Ride-sharing programmes
- Carbon offset schemes
- Event ticket for public transportation

INSPIRATION FOR TRANSPORT ACTION PLAN

Before

- Choose a location for the event that takes advantage of public transport and infrastructure
- Consider the location of the event in relation to hotels and accommodation options
- Make agreements with public transport providers and local authorities
- Organise ride-sharing programmes
- Offer participants financial incentives
- Communicate transport options clearly to participants
- Calculate environmental impact based on decisions made and adjust

During

- Ensure that traffic flows easily and prepare to insert extra shuttle buses or city bikes
- Carry out a broad impact survey with questions regarding mode of transport and distance travelled

After

- Evaluate solutions
- Communicate impact to participants

Helpful links:

- *Journey Planner*
- *Gomare*

Inspiration

- *The Green Conference and Event Handbook from the municipality of Aarhus*

Decoration and venue dressing

WHAT DO WE KNOW ABOUT VENUE DRESSING AND EVENTS?

Venue dressing – that is, banners, decorations, starting and finish lines etc – are an indispensable part of an event. These elements help to create atmosphere and give participants a memorable experience. In other words, venue dressing is a way of making an event appealing and attractive. When considering ways to make venue dressing more green, it's important to clarify the purpose each individual element serves: does it provide the participant with practical information to help facilitate their experience – such as a starting line and finish line? Does it create atmosphere to give participants an extraordinary experience – such as a fireworks display marking the conclusion of an event? It's important to consider the value that your venue dressing creates – either by drawing on your own experience as an organiser or surveying participants, for example. In addition, it's important to consider which elements have the biggest environmental impact.

Based on these kinds of valuations, organisers can decide whether each element should be replaced by an alternative solution, or whether to produce an equivalent product/solution out of sustainable and environmentally friendly material – or perhaps a mix of both options. Could a starting/finish line archway be omitted if the route is planned such that an existing element on site can replace it? Could a bridge mark the start? Could a bridge mark the end? Is it possible to cut down the production of new materials or ensure that what is produced is reusable and sustainable?

OBJECTIVES FOR VENUE DRESSING AND EVENTS

Set clear objectives for the area. Below are some examples to inspire you:

- We will reduce the production of venue dressing material by X%
- We will produce 80% of our banners and beach flags such that they can be reused several years in a row
- We will use material that is sustainably produced
- We will ensure that participant satisfaction during race events does not decrease
- We will create a plan to reduce the environmental impact of venue dressing over time

INSPIRATION FOR PARTNERSHIPS

- Ensure that suppliers support your own objectives
- Choose manufacturers/suppliers who produce venue dressing sustainably and locally
- Choose partners who inspire you to think sustainably

Helpful links:

- [ADVICE Sustainability Barometer for background info](#)
- [London Marathons initiatives for sustainability and specific focus on venue dressing](#)

INSPIRATION FOR MARKETING

It's important to note that sports are more a platform for communicating a message than they are an actual climate culprit. Marketing should be targeted to participants (consumers) and possibly partners (because focus has shifted from politicians to consumers) in terms of demands and requirements, without compromising the quality of the event, participant experience or communication of it. Consumers expect you to think sustainably – but the sports event experience is still the reason why people are willing to pay for a ticket or race bib.

INSPIRATION FOR VENUE DRESSING ACTION PLAN

Before

The first step is to consider why you as an organiser should think sustainably. Where in your value chain can you create value for your event by thinking sustainably?

The next step is to consider what changes you can make to your venue dressing within a short time frame, and what can be changed within a longer time frame.

What “smart solutions” exist right now? Opt for venue dressing that focuses on reusability and avoids unnecessary production:

- Don't include the year on printed material
- Reuse printed material
- Pick a venue that creates an experience for participants naturally, thereby avoiding unnecessary production – the location itself can create atmosphere as effectively as venue dressing
- Consider what banners can be used for multiple events if designed correctly

Many resources can be saved in the planning of an event. Only order the banners you need. Only order the number of T-shirts participants have ordered in advance. For inspiration, see the case Sparta.

Partner with an event app to provide event information digitally.

During

Only use the decoration necessary to create the right atmosphere. Provide participants with information digitally to avoid printing unnecessary flyers and programmes. Use an app for the event and offer digital vouchers as a goodie bag in favour of a physical one.

After

Ensure proper collection and storage of items that can be reused. Ensure that items you cannot reuse can be recycled or used by others. For example, banners could be sewed into bags by a local manufacturing school. Ensure that items that cannot be reused are sorted properly for recycling.

Remember the 6 Rs: Refuse, Reduce, Reuse, Replace, Recycle, Remind. (See the introduction)

Initiatives

Below is a list of elements to reconsider as part of your venue dressing:

Information

- Programme
- Posters/marketing material
- AV equipment, screens
- Information signage

For participants

- Race packets – envelope, paper, flyer
- Safety pins
- T-shirts
- Goodie bags
- Snacks
- Plastic cups
- Medals

Decoration on site

- Beach flags
- Barricade banners (square metre/banner)
- Strips
- Starting and finish line archways
- Tents
- VIP tents
- Timing mats

Examples of initiatives with the greatest impact

T-shirts made of recycled polyester **save approx. 50% CO2e** per T-shirt compared to T-shirts made of virgin polyester.

Example:

At CPH Marathon (13,200 participants in 2019), **3.6 tonnes CO2e can be saved** by choosing T-shirts made of recycled polyester.

By focusing on what you give to participants at the event and encouraging them to recycle it, you can reduce carbon emissions considerably.



There are major environmental benefits to using recycled materials



1.353 kg CO2e

Virgin polyester t-shirt, race bib with safety pins and zinc medal, everything disposed



0.350 kg CO2e

T-shirt made of recycled polyester, race bib with safety pins and medal made of recycled plastic, everything recycled

The environmental impact of a zinc medal is approx. 13 times greater than one made of recycled plastic

Medaljen er en stor CO2-synder til sportsevents, og jo flere medaljer I udleverer des større er belastningen.



0.492 kg CO2e

Medal zinc
22.6 tonnes CO2e at event with 46,000 participants



0.038 kg CO2e

Medal recycled plastic
1.75 tonnes CO2e at event with 46,000 participants

Posters and programmes

Another major culprit is printed material. Ideally, organisers should avoid printed programmes entirely and offer them digitally. If you do decide to use printed programmes, it's important to consider the product's life cycle.

Example: If programmes are printed for all participants at CPH Marathon (13,200 participants in 2019) and all programmes are subsequently recycled, this will save 4.2 tonnes CO2e. Info material is usually disposed of after the event. As event organisers, you can nudge participants to recycle the material after the event.



Much of what we use at events is used simply because that's what we've always done. It's time to consider whether these things are really necessary. Avoid as many event accessories as possible, since they cannot be/are not reused. If you cannot forgo the event accessory, then consider whether you can choose accessories made of recycled materials or more sustainable material – and avoid plastic and latex.

By reducing the number of flags, confetti cannons, balloons and bags purchased for a specific event, the potential reduction is all the greater.



6.891 kg CO2e

Flag on plastic stick (100 pcs) Paper + LDPE, if disposed as general waste (incineration)



1.972 kg CO2e

100 pcs, latex/polychloroprene, if disposed as general waste (incineration)

Beach flags

Recyclable banners have less environmental impact, and by designing banners that can be reused in other contexts, the lifespan is extended even further. If the banner cannot be reused, perhaps the poles can. Select poles of such a quality so they can withstand repeated use.



2.015 kg CO2e per flag

CO2 emissions per beach flag if disposed as general waste (incineration)



1.672 kg CO2e per flag

CO2 emissions per beach flag if recycled

Transport

There is a big difference in your carbon footprint depending on whether you transport goods from somewhere local or abroad. The closer to the event location goods are rented, the better. By renting goods instead of purchasing them, you help utilise their full potential and avoid the manufacture of more products than necessary.

Similarly, it's important not to rent more barriers than necessary, because their transportation has a big environmental impact.



145.55 kg CO2e

500 km
(100 pcs)



8.7 kg CO2e

30 km
(100 pcs)



Energy supply

WHAT DO WE KNOW ABOUT SUSTAINABLE EVENTS AND GREEN ENERGY?

One of the major challenges when organising sustainable and environmentally friendly sports events is the environmental impact of energy consumption (in the start and finish areas, for instance). In addition, there is a need for sufficient and secure energy supply throughout the event. Until now, most major sporting events have used diesel generators, either as the primary energy supply or as a secure back-up in the event of failures in the electrical grid.

If the sports industry is to fulfil its intention to achieve a greener profile at events, it is necessary to find solutions that make it possible to run sports events on green energy in a reliable way that ensures energy security and supports unique sports experiences. In addition, we need to cut down the use of fossil fuels to zero.

INSPIRATION FOR GREEN ENERGY ACTION PLAN

Converting your energy supply to green energy must be planned early on in the process when organising a larger sports event.

Purchasing green energy

A good way to start out is by purchasing green PPAs (Power Purchase Agreements), which is a contract to ensure that you get green energy for your event. This is often slightly more expensive than regular electricity, but in addition to achieving a more sustainable sports event, you also help to ensure further investments in sustainable energy solutions.

[Read more here](#)

At the event, make sure to hang up your PPA certificate as proof of your choice of green energy.

Venue optimisation and green energy

For a larger event location that is used by many different organisers all year round, it can be a good idea to start a dialogue with the venue owner (the municipality, for example) regarding a reliable and energy-efficient solution for your sports event. Large events require large amounts of energy, and if there is insufficient access, generators are often the solution. By upgrading the electricity supply of an event location/venue, the use of diesel generators is reduced – however, this can be costly to establish. Consider consulting the municipality and energy supplier in order to establish a more permanent solution. The collaboration between the Danish music festival Northside and Aarhus Municipality to establish 100% green energy is a good example of this.

[Read more here](#)

Another way to achieve a greener profile for your event is to ensure that the facilities you use have low carbon emissions. Look out for facilities that are eco-labeled. One such label is the Green Sport Facility label, an eco-label for sport facilities such as gymnastics halls, indoor swimming pools, ice rinks, arenas etc.

Read more about the Danish eco-label here:

[Greensportfacility](#)

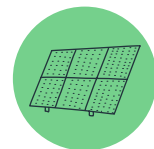
It's also possible to replace diesel generators with solar-powered generators or solar panels.



F50 foiling catamarans

SailGP, an international sailing competition, partnered with Aggreko to deliver solar-powered generators for their event.

[Read more here](#)



Solar panels

An example of an event that is entirely powered by solar and wind energy is SailGP. Croissant Neuf.

[Read more here](#)

OBJECTIVES FOR GREEN ENERGY

- 100% green energy supply at major sports events
- Avoid use of diesel generators at sports events by purchasing PPAs
- Create sustainable event sites powered by 100% green energy – ideally permanent solutions that can be used by other event organisers too, within sports as well as other industries.
- Use energy-efficient light bulbs in lamps

INSPIRATION FOR MARKETING

It's important to note that sports are more a platform for communicating a message than they are a major climate culprit. A sports event should first and foremost promote sports and exercise. Marketing should be targeted to participants (consumers) and possibly partners. Green investments and transitioning to a greener profile should be tailored to the demands and requirements of consumers, without compromising the quality of the sports event, participant experience or communications. It's necessary to think sustainably for the sake of consumer expectations and the environment – but the sports event experience is still the reason why people are willing to pay for a ticket/race bib.

By marketing the use of green energy at your event, you are setting an example, telling the story of green transition in partnership with local authorities and partners. One way to make green energy very visible at an event is to install a wind turbine or solar panels on site.

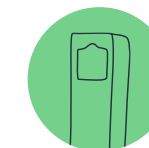
Helpful links:

- [A greener Festival](#)
- [Northside](#)
- [Ørsted](#)

Examples of initiatives with the greatest impact



By using LED light bulbs, you can reduce energy consumption by up to 48%.



By using ordinary power supply instead of a diesel generator, your carbon footprint is reduced by 18%. If green energy is used, the footprint is further reduced. Standard energy supply consists of a combination of renewable energy and fossil fuels. In 2019, energy supply in Denmark consisted of 35.5% renewable energy.

(Source: Danish Energy Agency)



By reducing the number of screens, heated elements and inflatable elements, you can reduce energy consumption accordingly.

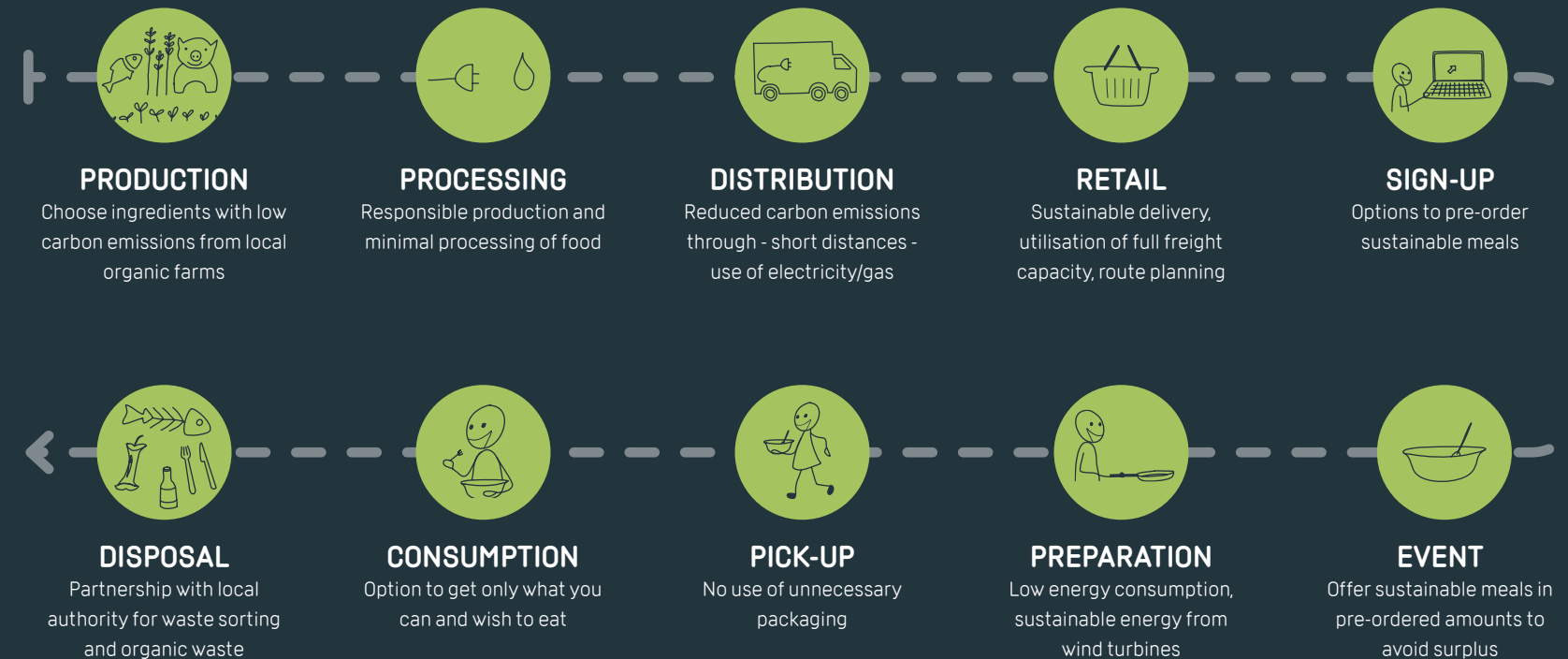
Initiatives

to help you get started

- Use of electrical grid power
- PPA
- Wind turbines
- Solar panels
- Eliminate diesel generators
- Solar-powered generators
- Reduce inflatable archways
- Energy-efficient light bulbs
- Number of screens

Sustainable events and catering

FOCUS POINTS FOR CATERING



WHAT DO WE KNOW ABOUT CATERING AT EVENTS?

Catering is one of the areas with the highest environmental impacts at an event. Tableware and packaging are among the biggest culprits, and they are resources that are only used once. Food that requires minimal use of tableware is therefore preferable. Meat has a larger carbon footprint than vegetables, so opt for vegetarian dishes or poultry and fish, as they have a lesser environmental impact than red meat, for example. Make it easy for participants to make sustainable choices and show vegetarian dishes first on the menu, so you nudge participants to choose the greenest option.

Return systems for bottles and glasses minimise waste from beverages. Give each participant a reusable, recyclable cup in return for a deposit, and organise a refill and return system which rewards participants for reusing and returning their cup. This also helps to avoid build-up of plastic cups on site. Make sure to communicate the system clearly to participants.

Waste is a major culprit when it comes to event catering. It's therefore important to consider recycling and distribution of surplus food. Fortunately, there are several organisations that specialise in this, such as Too Good To Go. What cannot be reused should be recycled. Ideally, make sure to have waste sorting for plastic, metal, glass and paper as well as organic waste. This applies not only to participants at the event, but also to food suppliers. They can support the green agenda by ensuring that food is delivered in as little packaging as possible. If 10 litres of tomato sauce are required, have it delivered in large cartons instead of small half-litre containers. Suppliers should also make sure to use reusable boxes made of plastic such as milk crates and bakery trays instead of cardboard boxes, which are another major source of waste at events.

OBJECTIVES FOR CATERING

Start by setting out objectives for the area. Below are some examples:

- We will offer environmentally friendly food and drinks in the quantities and assortment there is a demand for
- We will prepare only the amount of food and drinks ordered in advance to avoid as much food waste as possible
- Surplus food will be given to others to eat, or recycled as fertiliser on local farms
- We will minimise the use of tableware and packaging, and ensure whatever is used is recycled or reused in the most sustainable way possible, thereby reducing the environmental footprint of catering at events
- We will recycle boxes and packaging used for food transport wherever possible

NOTE

Hotels and restaurants used for VIP guests should fulfil sustainability criteria. For hotels, the certification label is Green Key, and for restaurants it is Green Restaurant.

INSPIRATION FOR PARTNERSHIPS

Reach out to relevant partners who can help you achieve your targets.

- Set demands for suppliers regarding use of organic local ingredients
- Partner with local food production companies
- Partner with Too Good To Go to pass on surplus food
- Partner with Stopspildafmad to donate food to the homeless
- Partner with the local authority to handle organic waste
- Partner with the local authority to handle waste sorting
- Partner with Dansk Retursystem to offer bottle return system
- Partner with a supplier to create a digital event management platform where participants can order food in advance

INSPIRATION FOR MARKETING

Inform the public that you have made sustainable choices when it comes to the selection, sourcing and transport of food. You might choose to sell only organic and local foods or to offer a menu that is vegetarian, fish or poultry because its footprint is smaller, and that you only prepare the food ordered in advance to avoid waste.

FACTS

The following products are banned in the EU as of 2021:

- Single-use cutlery made of plastic (forks, knives, spoons and chopsticks)
- Single-use plates made of plastic
- Plastic straws
- Plastic cotton buds
- Plastic sticks attached to balloons
- Oxo-degradable plastic, food containers and cups made of expanded polystyrene

Helpful links:

*Roskilde Festival
Northside*

Partners

*The Danish deposit system
Stop Wasting Food movement
Too Good To Go*

Rules regarding plastic

EU restrictions on certain single-use plastics

Initiatives

Decide which initiatives you will focus on to begin with. Use the examples below to determine which initiatives will have the greatest impact at your event. Increase efforts at each event to become more sustainable.

Waste

- Donate surplus food
- Recycle packaging and food
- Sort waste into general waste, plastic, metal, paper and glass
- Compost organic waste
- Use reusable boxes for transport

Transport

- Electric cars for transport of goods
- Optimise logistics in relation to delivery of goods

Catering

- Local, organic foods
- Danish foods
- Option to pre-order prepared food
- Serve sustainable food
- Minimise use of tableware
- Tableware that is
- Reusable
- Biodegradable

Energy

- Green energy/gas for food preparation
- Reduction of water consumption

INSPIRATION FOR CATERING ACTION PLAN

Before:

- Make agreements with partners and local authorities
- Make agreements with organisations to donate surplus food
- Make agreement on digital event management solution
- Get an overview of waste types and amounts
- Purchase waste sorting solutions and test them in advance
- Train volunteers in waste sorting
- Find solutions to minimise use of packaging
- Communicate initiatives to participants

During:

- Ensure that waste is sorted correctly: have observers on site to ensure correct sorting
- Ensure that food suppliers understand correct handling of surplus food and waste
- Communicate initiatives to participants

After:

- Evaluate solutions
- Communicate effect of initiatives to participants

INITIATIVES WITH THE GREATEST IMPACT

Animal-based foods pollute more than plant-based foods

The biggest impact is achieved by reducing food waste and only producing the food that is purchased and eaten.



4.54

kg Co2e per 500 g meal



1.38

Kg Co2e per 500 g meal



1.3

Kg Co2e per 500 g meal



1.3

Kg Co2e per 500 g meal



0.96

Kg Co2e per 500 g meal



Organic food production often has higher carbon emissions than non-organic. However, organic products are often better for health and biodiversity.



Locally-produced food that is transported short distances is often better for the environment, but it depends on the season. Transport generally plays a smaller role in relation to food selection.



An average meal of 100 g meat produces emissions of 2.40 kg CO2e. If 5,000 meals go to waste, it will cause unnecessary emissions of 12 tonnes CO2e.

The estimates are made for a full meal.

Single-use tableware

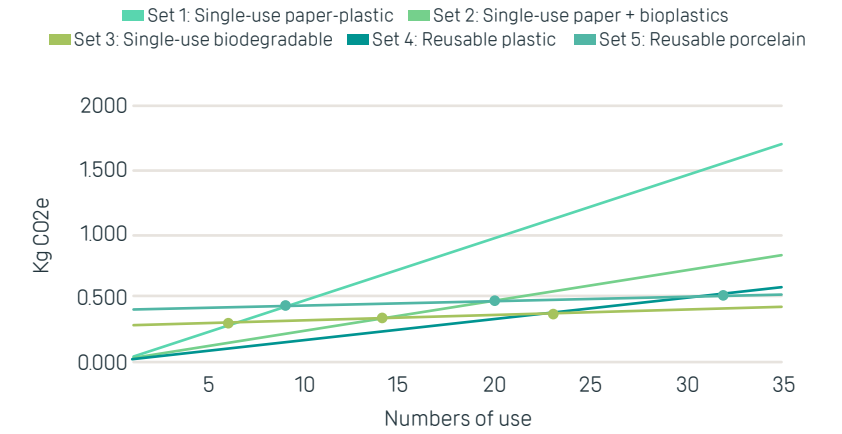
Reusable plastic cutlery is better environmentally than single-use cutlery after 6 uses. After 23 uses, it is better than tableware 1 - single-use paper and plastic, 2 - single-use paper and bioplastic, and 3 - single-use biodegradable plastic.

Reusable porcelain runs parallel to and just above single-use biodegradable plastic in the graph, and is, in principle, even better. However, porcelain cannot be recycled – that is, remade into new products the way plastics can. It is therefore less sustainable in the long term. One option is to borrow porcelain from a local charity shop.

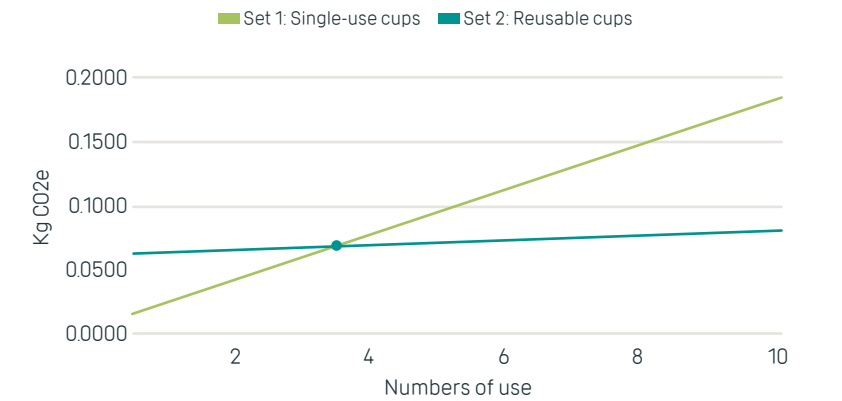
The carbon emissions of a reusable cup are less than those of an equivalent single-use cup after 4 uses. This includes the washing of reusable cups.



Single-use vs. reusable tableware



Single-use vs. reusable cups





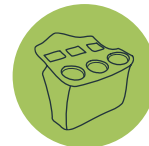
One of the biggest sources of carbon emissions at an event is waste. For example, at a 5-day event with approx. 125,000 participants, 90 tonnes of waste is created.

Ensuring that participants sort their waste correctly makes a big difference.



14,1 tonnes CO2e

For example: 0.144 kg waste per participant per day at an event with 125,000 participants for 5 days.



-101,3 tonnes CO2e

Everything is sorted correctly into: general waste, cardboard, organic waste, plastic, metal, paper, glass (recycling)

Waste sorting results in negative CO2e emissions because there are big gains to be made by avoiding the production of new material and recycling resources already extracted.

This underlines the importance of providing information on proper waste sorting. Consider communicating information whenever food is served so participants are made aware of what to do with their waste from the start.

Exercise for a Clean Environment

WHAT DO WE KNOW ABOUT EXERCISE FOR A CLEAN ENVIRONMENT

Litter picking in nature, also known as plogging, is becoming increasingly popular, but how can we get even more people to keep the environment clean and exercise at the same time?

More and more events actively strive to leave the host location cleaner than when they arrived. By focusing on litter picking while we exercise in nature, we can activate participants at the event. Many of the federations and sports disciplines that participate in events such as the Danish Championships week have already implemented measures to help keep the environment clean. These are the kinds of initiatives we wish to highlight and expand. Below, you can find competitions and activities that make it both easy and fun to pick up litter.

One of the major hurdles when it comes to exercising for a clean environment is ensuring that it remains easy. The objective is to include the environmental initiative as a natural element when exercising. For example, swimmers could bring their dry bag when swimming in open waters. It's possible to exercise for a clean environment all year round. Our ambition is to show participants that it's fun and easy to adopt the environmental measures they're introduced to at events and continue them back at home, such that they become activities that take place year round at local clubs.

RUBBISH BINGO



INSPIRATION FOR EXERCISE FOR A CLEAN ENVIRONMENT OBJECTIVES

- To have Exercise for a Clean Environment activities at all our events
- For 2 out of 3 sports disciplines to continue Exercise a Clean Environment activities after the event
- To inspire others to host Exercise for a Clean Environment events
- For Exercise for a Clean Environment activities to bring water environments into focus

INSPIRATION FOR PARTNERSHIPS

To reach our targets for sustainable events, we need help

- Make agreements with federations and thereby with local clubs about what kinds of initiatives are possible at various events
- Partner with the local authority to organise waste sorting, waste containers etc.
- Make agreements with commercial partners who are supporting the event

INSPIRATION FOR MARKETING

Athletes from each federation share their involvement (before, during and after) on Facebook and Instagram, both on the official profile and on their own.

Competitions with pictures shared on social media, for example of the funniest piece of rubbish found, or of artwork created out of the rubbish. Remember to create a hashtag for participants to use and to encourage participants to tag your organisation.

Announce winners on social media, and if you have sponsored prizes, make sure to advertise these.

Helpful Links

- National Danish Litter Campaign
- Plastic Ocean Festival
- Green Kayak

INSPIRATION FOR ACTION PLAN

Mountain biking, paddle boarding, kayaking, orienteering, open water swimming.

There are plenty of possibilities depending on the particular sports discipline. Below you'll find inspiration for a general action plan.

Before

- Make agreements with partners, federations and local authorities
- Determine where it makes sense to run the event
- Obtain necessary items for the event (waste storage, gloves and litter pickers)
- Appoint and train individuals to run the event
- Make a plan for who does what, when and how
- Source waste containers

During

- Make sure the event takes place in a fun and safe way
- Offer volunteers coffee and refreshments
- Communicate initiatives to participants
- Run the competition

After

- Evaluation of the event
- What went well?
- What can we do better next time?
- Communicate the impact your initiative has had on the environment to the local population, participants and federations
- Share pictures online to inspire others

Make a plan for the day and decide on who does what, when and how. Delegate the tasks among volunteers such that everyone feels involved. Remember to offer refreshments (coffee, tea, water, snacks etc.) to all participants on the day. Make sure to have bin bags, gloves, litter pickers etc. Consult the Beach Clean-Up checklist to make sure you've remembered everything.

Plastic pollution



Over **335 million** tonnes of plastic are produced each year



Plastic has been found in the stomachs of more than **90%** of all seabirds



It takes over **500 years** for plastic to decompose in nature



Only **18%** of plastic produced is recycled



Nearly **1/4** of cod have traces of plastic in them



Altogether, the so-called "islands of plastic" in the world's oceans cover an area the size of **Africa**

Source: Surf & SUP Denmark

Initiatives

Exercise for a Clean Environment, event initiatives

- Waste sorting
- Sustainable cups and tableware
- Environmentally friendly food and drinks
- Digital communication

Exercise for a Clean Environment, initiatives after the event

- Evaluation
- Communication of initiative

Inspire others to run Exercise for a Clean Environment events

- Train Exercise for a Clean Environment consultants

Denmark's green selling points

DENMARK IS RENOWNED AS A GREEN PIONEER - a position we can take advantage of to attract international events to Denmark and to market events.

Waste

Danes are good at sorting waste, and Denmark has a constant focus on new possibilities for recycling and reducing waste. Denmark is known for its clean cities, parks and public spaces.

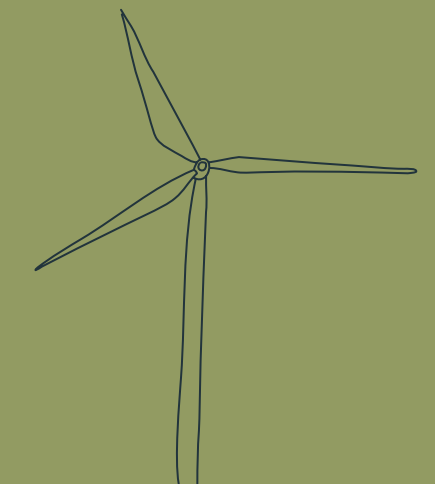
- The government has a target of recycling 50% of total Danish household waste by 2022.
- Denmark bans landfilling of any material that can be incinerated or recycled, meaning that less than 5% of total waste in Denmark ends up in landfills.
- Denmark has strict regulations regarding the handling of hazardous waste.
- Thanks to Denmark's deposit-return system, Dansk Retursystem, 9 out of 10 bottles and cans are returned, which is one of the world's highest return rates. In 2019, more than 1.4 billion bottles and cans were recycled.
- NorthSide Festival is one of the leading festivals in the world when it comes to waste management, recycling 87% of total waste (2019).



Wind

Denmark is among the leading countries in the world when it comes to wind energy and the development, production and installation of wind turbines.

- Denmark has the world's highest share of wind power, sourcing nearly 50% of its electricity consumption from wind, while its energy security level is among the highest in the world.



Water

Denmark is known for its clean drinking water and exemplary wastewater treatment.

- Denmark has high-quality, clean drinking water, which makes it possible to minimise the use of bottled water, resulting in less transport of bottles, less plastic and less waste.



Food

Denmark has the world's highest share of organic food. In addition, the country has a strong focus on the use of sustainable ingredients, combating food waste and developing sustainable solutions for serving food and drinks.

- Increased focus on sustainable food, including Nordic and seasonal ingredients.
- Denmark has proven itself a leader in the fight to reduce food waste.



Transport

Denmark is known for its cycling culture, good public transport/infrastructure and clean air.

- Denmark has a long history of cycling and especially good conditions for it.
- The many bike paths make cycling very safe in Denmark. Bikes are frequently used as a mode of transportation.

- Air quality is better in Denmark than in many other countries due to the use of public transport and bikes instead of cars, among other things.
- Efficient public transport in larger cities.



Cases

SPARTA

Sparta is among the event organisers that have worked hard to optimise events for several years. Some of the measures implemented have since proven to be more sustainable. Sparta's Events Director Lars Nissen is always on the lookout for new trends in the event industry, and Sparta strives to constantly innovate in order to keep up with the rapid developments taking place in the field of sustainability. On its website, Sparta writes:

The transition to sustainability is a process with many parties and sectors involved, and the necessary solutions are not all available yet. That is why we strive to take the lead as an active participant in a number of networks, partnering with the event industry, manufacturers and public authorities to solve challenges and remove barriers to the green transition. We also engage in close dialogue with our sponsors, partners and suppliers to find new, innovative solutions that are both financially and environmentally sustainable.

On Sparta's website, you can read more about Sparta's current sustainable measures and their plans for future initiatives.



What we are already doing in Denmark

- We have eliminated plastic cups in favour of biodegradable paper cups.
- We hand out water bottles made of 100% recycled plastic (PET).
- We have banned confetti and use biodegradable balloons.
- We tap water for water stations directly from fire hydrants, thereby avoiding packaging and transport.
- We avoid unnecessary printed material in favour of digital communication.
- We strive to reuse signage and other printed material.
- We partner with our suppliers to adjust and reduce food delivery to suit needs.

Links:

- [Sparta](#)
- [Sparta - DHL stafetten](#)

We will do even more in the future

- We will reuse printed materials and banners even more.
- We will use eco-certified printing materials.
- We will transition to sustainable medals (ribbons of recycled plastic and medals of recycled metal).
- We will transition to biodegradable ponchos and gear bags.
- We are working on drop zones for energy gels and drinking cups.
- We are organising plogging races in 2020.
- We will distribute a reusable cup specially designed to run with.
- We are working to supply a DHL Relay meal box made of 100% recycled cardboard.
- We are working to improve the possibility of opting in or out of T-shirts.

Social sustainability in Denmark

We have a number of social sustainability initiatives. Here are some examples of the things we do:

- We organise charity races: Breakfast Run in Tivoli in support of the Danish Children's Cancer Association and Make A Mark CPH.
- We support smaller local races.
- We collaborate with a number of non-profit and charity organisations and donate race bibs.
- We offer free spots at our popular athletics summer school.
- We organise training courses for people suffering from mental health issues and for cancer patients.
- We recruit volunteers for our races which allows us to support sports in Copenhagen with 2.5 million kroner per year.

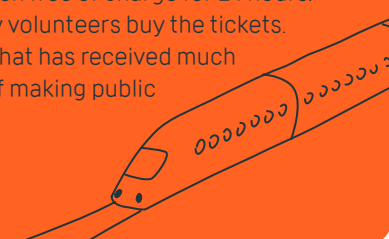
Meal boxes at DHL Relay

Sparta wanted to give participants the choice to opt out of meal boxes at the DHL Relay in Copenhagen. This only worked when they gave participants the opportunity to donate the boxes to a food bank. This illustrates the importance of communicating choices in a way that supports positive behaviour. People are generally less willing simply to give something up, while they are happy to contribute by giving something to others. Process design is crucial when trying to encourage participants to change behaviours.



Public transport

Sparta offers participants event tickets for public transport. Participants pay 40 kroner for the ticket, which entitles them to travel by S-trains in Copenhagen free of charge for 24 hours. For Copenhagen Marathon, many volunteers buy the tickets. Generally, this is a popular offer that has received much positive feedback. It's a matter of making public transport an attractive choice.



Small steps in the right direction. It's a question of resources, in terms of time and energy. Some have a lot, others have less.

Lars Nissen

T-shirts

Sparta obtains T-shirts in partnership with Sports Master and Nike. T-shirts are purchased in partnership with Sports Master. 14 days before the event, T-shirts for registered participants are printed. The remaining T-shirts without print are sold by Sports Master at their stores. That way, only the T-shirts needed are printed, and Sparta avoids an unnecessary stock of T-shirts with outdated prints. This model was originally developed due to financial concerns – after all, waste is costly – but the solution turned out to be far more sustainable as well.



ADVICE FROM SPARTA

- You can reduce costs by teaming up with partners.
- Experience tells us that sponsors want to be part of sustainable solutions. Sustainable and green solutions are often more expensive, but by teaming up with partners you can reduce costs.
- Start with one event and one city to test out a new product.
- Think holistically: logistics, packaging, loading, unloading, transport – that way, you won't run into unpleasant surprises. A paper cup takes up more space than a plastic cup. We use approx. 300,000 cups at a half marathon. For plastic cups, this amounts to two pallets, while for paper cups it amounts to 7-8 pallets.



Targets and milestones, keep moving in the right direction, you can always do better. You will never achieve perfection

Lars Nissen



When the industry keeps up with the latest developments, it enables us to be more sustainable

Lars Nissen

Danish Surfing and Rafting Federation

INTRODUCTION

Dansk Surfing and Rafting Federation has plenty of irons in the fire and strikes while the iron is hot. If there is an impetus to take sustainable action, they do so, and they go all the way, turning sustainability into a concept and successfully creating events that are suffused by sustainable initiatives. An example is the Midsummer Viking Challenge, which featured everything from plant-based burgers to medals made of fishing nets, from chemical-free sunscreen to recycled plastic picnic tables and much more. These kinds of measures turned sustainability into a topic of conversation, kickstarting the desire to continue developing new sustainable initiatives.

On its website, DSRF writes:

Midsummer Viking Challenge was an attempt to create value for society by focusing on green initiatives. DSRF wanted to focus on plastic pollution, and specifically pollution of the ocean environment. We therefore partnered with the NGO Plastic Change.

EVENT INITIATIVES TO INSPIRE

Individual micro-sponsorships

At sign-in, teams were asked to state the amount they wished to donate per round paddled and to sign a contract.



Medals made of recycled plastic from fishing nets

DRSF handed out medals to all 150 participants made from plastic collected from Denmark's west coast. The ribbon was made of old fishing nets, likewise gathered from Denmark's beaches.



Plant-based foods and biodegradable tableware

Participants were served vegetarian burgers, hotdogs etc. from Naturli'. Food was served on plates and with cutlery made of bamboo, paper and biodegradable plastics.



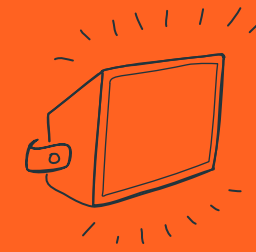
Beach clean and waste sorting

Two hours before the event, a beach clean open to all was held at Amager Beach, followed by a "trash art" competition. Special rubbish bins for waste sorting were set up on site and a person was appointed to inform participants about waste sorting.



Special lighting

Because the event took place on the longest day of the year, very little lighting was required, but DSRF used special LED lamps to light up the finishing area during the darkest hours of the night.



Concept catalogue on green initiatives

DSRF developed a concept catalogue on green initiatives to inspire its clubs, focusing on 9 overall areas.



Carpool and reduce fuel consumption



Pick up litter wherever you SUP and surf



Buy used equipment or borrow from others



No single-use plastics



Remember a water bottle



Make it a natural part of your culture



Sort the waste you collect



Always buy sustainably



Together we can make a difference

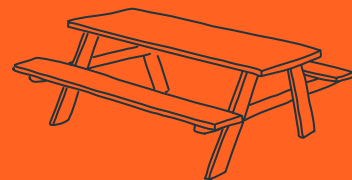
Organic cotton event T-shirts

In order to minimise waste, DSRF decided not to give all participants a free T-shirt, instead offering them the option to purchase a special event T-shirt made of organic cotton and manufactured in Europe.



Furniture made of recycled plastic

To spotlight recycled plastic, DSRF set up picnic tables in the event area made of old fishing nets collected on Danish beaches. The tables still remain at Amager Beach today as a form of event legacy.



Environmentally-friendly sunscreen

Chemicals such as oxybenzone in sunscreens harm biodiversity in the ocean. The event therefore offered environmentally-friendly sunscreens to participants during the event.



No hotels

To create a festival atmosphere, but especially to minimise transport and overnight stays at hotels, DSRF organised primitive overnight facilities where participants could sleep in tents or caravans at the event site.



Branding material

The many hundreds of professional photos shot at the event can be used to further spotlight and promote the green agenda. Sporting events are ideal opportunities for visualising and marketing green initiatives, sustainable energy sources etc. This is an area DSRF is working to develop.



CLEAN AMBASSADORS

Surf & SUP Denmark's latest initiative consists of training CLEAN ambassadors at its clubs. In the pilot phase, 5 clubs are selected and individuals will be trained as CLEAN ambassadors who will motivate fellow club members to take green actions, such as attaching a 'trash hook' to their paddle for collecting waste in the water, organising beach and harbour clean-ups, trash art competitions and countless other playful initiatives to put focus on the environment in oceans, lakes and canals. The selected clubs received a 'CLEAN package', which contains:

- Litter pickers
- Mesh nets for collecting waste in the water
- Trash hook for paddles
- Sand rake
- Weight
- DropBucket waste bins for waste sorting
- Clear bin bags
- CLEAN stickers
- Hoodie + cap for CLEAN ambassadors

INITIATIVES IN THE PIPELINE

Reuse of event materials and sustainable printing

DSRF is in dialogue with their printer, Gripsign, about reusing event materials. For example, the printer could store things like poles for beach flags between events, so only flags need to be produced while poles can be reused. Sustainable printing for banners is also being explored.

HELPFUL TIPS

- Go where the energy is
- Try it out and see what works
- Take an idea and develop it at small scale. Test it out and scale it up.
- Make results visible – e.g. an online counter showing how many kilos of litter has been collected
- Go all in on waste sorting
- Create concepts to communicate an overarching message
- Evaluate sustainable initiatives, collect data and share your knowledge



Our flat structure enables us to adapt quickly and try out new initiatives and ideas

Michael Lindberg

Link:

- *Viking Challenge*



We love trying out new things and starting a 'wave' that sets things in motion and benefits us as well

Michael Lindberg

Triathlon Denmark

INTRODUCTION

Since 2019, Triathlon Denmark has worked to heighten focus on sustainability at their events and races. This led to the appointment of a sustainability officer and the development of the so-called "Green Leaf" scheme to encourage and inspire organisers to make their events more green. Event organisers complete a questionnaire with various categories relating to sustainability and receive a score of 1-5 green leaves indicating how sustainable they currently are. On the basis of their questionnaire answers, the federation's sustainability officer has a dialogue with the organisers, and together they locate more sustainable measures the organiser can implement.



The Green Leaf scheme is a way to acknowledge the ways in which events are already green, to bring the environment and sustainability into focus and to show participants that organisers are thinking and acting with sustainability in mind

Sune Erichsen



We have a dialogue about how they can improve to achieve a higher Green Leaf score

Sune Erichsen

Green Leaf scheme

Through the Green Leaf scheme, the federation is put in touch with a contact person at the individual club, providing the basis for dialogue about further initiatives.

In addition to the Green Leaf scheme and sustainable triathlon events, Triathlon Denmark also focuses on the federation's own impact and has dropped single-use plastics, prints less and is working toward an electric car. They also require that collaborators live up to environmental standards, partnering with the sportswear manufacturer Fusion, for example, which has a green profile. Additionally, they have designed wooden medals with ribbons made of recycled plastics.



IN THE ENVIRONMENTAL AND SUSTAINABILITY CATEGORIES FOR GREEN INITIATIVES, THE FOLLOWING MEASURES ARE SUGGESTED:

Green responsibility

Appoint an event organiser who is responsible for implementing sustainable initiatives and liaises with Triathlon Denmark.



Transport

- Locate the event so it's easy to reach by public transport
- Implement measures to facilitate ride-sharing
- Reward sustainable transport to and from the event



Handling of waste and packaging

- Choose products that can be recycled and avoid things that end in the bin after the event
- Avoid overconsumption and waste
- Remember to collect all used materials and items that can be reused
- Make sure that waste is sorted and recycled



Food waste and catering

- Empty food packaging completely before sorting it as waste
- Instead of throwing out fruits and vegetables because they're bruised or limp, use them in smoothies
- Only purchase/prepare food in the amounts that are necessary
- Cool down leftover food quickly so it keeps better and can be donated to charities or food banks



Rewarding green transition and sustainable initiatives

The underlying intention here is to encourage organisers to boost their green profile and create lasting behavioural changes. This is an open category in which organisers can describe the environmental measures they already take in addition to the ones reported in the questionnaire's other categories. The initiatives are shared by the federation to inspire other organisers. Examples of initiatives include:

- Partnering with suppliers who have a green, sustainable profile
- Encouraging participants to minimise consumption without compromising athletic performance
- Rewarding participants for green initiatives
- Encouraging participants to opt out of race packets, forgoing them entirely or donating them
- Setting ambitious targets to lower the event's overall carbon emissions
- Serving more vegetables and less meat
- Rewarding ride-sharing through discounts at registration or an extra piece of cake at the event
- Designing event material such as posters and beach flags so they can be reused several times

FACTS

Each item in the questionnaire gives x amount of points, resulting in a final score equivalent to a certain number of green leaves. For example, 5 points are rewarded for having a sustainability officer.



Large-scale professional event organisers are often able to do more, whereas smaller events organised by volunteers have fewer resources, but every contribution counts. It's about getting creative and taking action

Sune Erichsen

Sailing World Championships

LINKS

[Read more about the scheme here \(Danish\)](#)

ADVICE

- It might be less complicated than you think it is
- Some of what you're doing already could be sustainable
- Thinking green and sustainably isn't necessarily costly
- Save money on purchases by thinking ahead
- It doesn't have to be hard

INTRODUCTION

The Danish Sailing Association is an association that has always focused on the environment and protection of the oceans. This focus was equally important at the Sailing World Championships. In the host city of Aarhus, event organisers worked with communication and nudging in particular, which was key to the success of their ambitious sustainability agenda.

INITIATIVES TO INSPIRE

Many initiatives were launched at the World Championships, and big efforts were made to involve the business community and local partners. Below are examples of some of the initiatives.



It's about getting creative. If you carpool with your teammate, you'll be rewarded with cake

Sune Erichsen

CLEAN ENERGY

One focus area was clean energy. In practice, this took the form of a partnership with E.on. Through E.on, event organisers were able to borrow electric cars and charging stations, and E.on also became an official event sponsor.



It's important that to have people to communicate the initiatives on site – answering nerdy questions or simply pointing to the clean drinking water

Charlotte Kirk Elkjær

GREEN TRANSPORT

Donkey Republic provided bikes so participants could get around the city.



GREEN ENERGY

Green energy was purchased for the event.



CLEAN DRINKING WATER

The event focused on the quality of Danish drinking water. In practice, water stations were set up in the boat park, and volunteers and athletes were given refillable water bottles. According to Charlotte Elkjær from the event team, it's important to highlight simple facts that send strong messages.



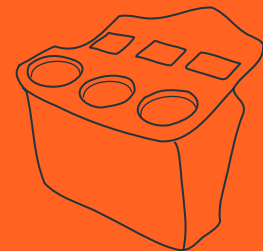
DONATION

At least 40% of food served was organic, and surplus food was donated to food banks.



WASTE SORTING

A bag for sorting waste on the boats was developed and manufactured locally, in partnership with Hempel, among others. Participants were able to take the bag home and encouraged to continue sorting waste out on the water.



We drove electric cars, and what we showed people were electric cars

Charlotte Kirk Elkjær



We need to show and to tell

Charlotte Kirk Elkjær

VOLUNTEERS

Volunteers were given a crash course about the event's various sustainability initiatives so they could answer questions when people asked.



REUSE

The organisers partnered with REUSE, who collected useful items after the event was over. REUSE also helped fit the Sailors' Lounge with furniture and interior from their depot, which contains items donated by the public. Also blankets, cutlery and other smaller items were provided by REUSE.



Through our collaboration with REUSE, we were able to send a strong signal in support of recycling. Sailors' Lounge was a very clear means of communication and marketing

Charlotte Kirk Elkjær

INITIATIVES IN THE PIPELINE - PLANS FOR THE OCEAN RACE STOPOVER IN AARHUS

Sustainability is a central theme at The Ocean Race Stopover in Aarhus. The event team are focusing on four overarching pillars and the following objectives:

OBJECTIVES FOR THE OCEAN RACE STOPOVER:

- that up to 80% of all waste is separated and sent for recycling
- that visitors use sustainable means of transport to/from the event
- that clean drinking water is always available from Danish taps
- that consumption of single-use plastics is minimised
- that sustainability is prioritised in all requests for quotes and bids
- that sustainability and green initiatives are prioritised in the catering supply (vegetarian/organic/local etc.)



We also want to influence politicians

Charlotte Kirk Elkjær

THE 4 PILLARS

MINIMISE CONSUMPTION

Influence households to minimise use of plastic. They are calling this pillar 'Housekeeping'. In brief, it consists of initiatives regarding minimisation of plastic, which they hope participants will adopt and continue at home.



EXPERIENCE AREA

There will be a learning space at our event site, and a science and partnership area where the business community is included. A space of involvement and experiences called 'Sustainability Island', where innovative exhibitors and entrepreneurs showcase their sustainable solutions. The hope is that many international guests come and learn from Denmark.



INCLUSION

The fourth pillar is Aarhus Sustainability Summit, which consists of the following components:

- An 'Ocean Race Summit' officially hosted by The Ocean Race
- A 'Business Summit' which builds on the outcomes of The Ocean Race Summit
- A 'General Public Summit' to turn Sustainable Development Goals into everyday goals
- A 'Youth Summit' Aarhus – giving young people a voice of their own

At the 'Public Summit', the general public/event guests are included in sustainability efforts. The 'Youth Summit' gives young people a platform to discuss climate change, green transition and challenges relating to the world's oceans. Young people will debate and discuss solutions, inspiring adults to take action. Young people will have the opportunity to lead the way and show us which direction they believe society should go.



EDUCATION

An educational programme for students in primary and secondary education, giving them the opportunity to meet various partners. In addition, there are plans for a youth conference organised in collaboration with the young people themselves. The programmes will be developed in collaboration with partners such as museums with educational services.



ADVICE FROM THE EVENT TEAM

- Review the event: Where can you make a difference? Make sure you are in touch with what's going on in society at large. Select specific target areas, take action and show it.
- Be honest with yourself and walk the talk.
- Start early and include many different players in the process.
- Explain so everyone is on board – including the logistics team.
- Earmark funds for sustainability in your budget.

Links:

- *Sportcal GSI Event Study Hempel Sailing World Championships Aarhus 2018*
- *Aarhus - an international event city*
- *Visit Aarhus Convention*



Notes



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