

BEST-PRACTICE GUIDEBOOK

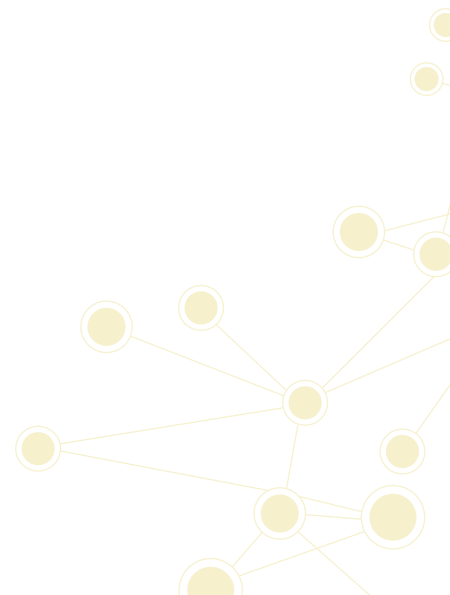


TABLE OF CONTENTS

Best-Practice Matrix	3
Introduction.....	4
STAKEHOLDER GROUPS & SECTORS	
Host Cities & Municipalities.....	5
Event Owners & Organizers.....	6
Convention & Visitor Bureaus (also Sports Commissions).....	7
Sponsors & Private Businesses	8
Educational Institutions.....	9
RESPONSIBLE EVENT FRAMEWORK	
Planning & Communication.....	10
Procurement.....	14
Resource Management.....	18
Access & Equity.....	22
Community Legacy.....	26



Source: Epic Ride

STAKEHOLDER GROUPS & SECTORS



RESPONSIBLE EVENT FRAMEWORK



EXTERNAL MESSAGING



Welcome to the Responsible Event Best-Practice Guidebook

This document is a collaboration between the Urban Sustainability Directors Network, City of Eugene, Oregon and the Council for Responsible Sport. It provides two distinct assets for the production of forward-looking events interested in delivering the triple bottom line of economic prosperity, environmental management and social equity improvement.

The first asset is an overview of the role and guiding goals for each of the five key stakeholder groups commonly involved in the production and hosting of events. The second asset is a listing of best-practices and examples within each pillar of the Responsible Event Framework.

For clarity, the following description of the five key stakeholders and their role is provided. A group, individual, business or organization that owns the naming rights to host an event, or that has been brought in to help produce the event on the owner's behalf, are the **event owners and organizers (Owner)**. City, county, state or even federal **representatives of government (Gov)** entities are often involved with ensuring that events meet permitting and regulatory requirements of the law or code in the jurisdiction where the event will take place. **Convention and visitor bureaus (Visit)**, destination marketing organizations and sports commissions are often involved with the bidding process, procurement of services and goods and promotion of events as they visit specific localities. **Sponsors and private businesses (Sponsor)** provide goods, services and money to events in exchange for marketing opportunities, money, or both. **Institutions of higher education (Ed)** (e.g. colleges, universities, technical schools) may provide expanded capacity, research opportunities or other activations in partnership with events to achieve specific objectives.

For each of the best practices offered here, look for the shortened reference to the event production stakeholder group(s) that will likely need to be involved to achieve successful results. If you're in a position to convene stakeholder groups, this information will be particularly relevant to you.

Lead the way with responsible events that leave a positive legacy. Get started today!

FIVE KEY STAKEHOLDER INDICATORS

Each best-practice offered in the guidebook needs support from different stakeholders involved with producing events. We've indicated which stakeholder groups can expect to be responsible and involved for each of the best-practices offered here.

Gov – Host cities & municipalities

Owner – Event owners & organizers

Visit – Convention & visitor bureaus (also sports commissions)

Sponsor – Sponsors & private businesses

Ed – Educational institutions

Other Indicators

Paradigm Shift – Where a suggested best practice is not currently considered the conventional norm and leaders are addressing the topic with innovative approaches.

Spotlight: Real-world examples of a best-practice in action from recent events.





HOST CITIES & MUNICIPALITIES

(Gov)

Host cities and municipalities are one of the strongest influencers toward the achievement of responsible events.

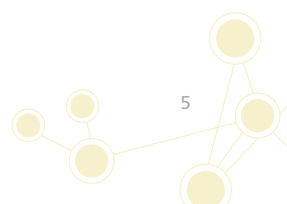
GUIDING GOALS

In order to achieve the best possible outcome for responsible events, Host Cities & Municipalities are encouraged to:

- Initiate relationships with event hosts locally.
- Engage with local organizing committees attached to traveling events and share development and sustainability goals.
- Approve and implement a formal Responsible Events code or policy.

Select resources available:

- Best-Practice Guidebook
- City-specific asset maps
- Strategic sustainability plan template





EVENT OWNERS & ORGANIZERS

(Owner)

Owners & Organizers bridge the gap between each of the responsible event stakeholder groups.

GUIDING GOALS

In order to achieve the best possible outcome for responsible events, Owners & Organizers are encouraged to:

- Foster an internal culture where achieving triple bottom line objectives is encouraged and expected, especially in regards to the procurement of goods and services related to staging events.
- Leverage organizational strengths (and weaknesses) that relate to achieving responsible events when negotiating custom sponsorship packages with interested businesses and partners.
- Connect with other stakeholder groups and explore mutually beneficial ways to achieve triple bottom line social and environmental goals.

Select resources available:

- Networking concepts
- We Can! Event Sustainability Outreach document
- Sample internship evaluation forms



CONVENTION & VISITOR BUREAUS (ALSO SPORTS COMMISSIONS)

(Visit)

Convention & Visitor Bureaus have a distinct role to play when it comes to making events more responsible.

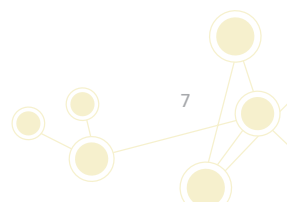
GUIDING GOALS

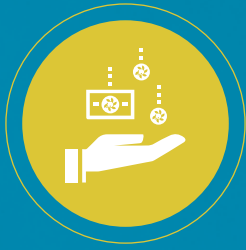
In order to achieve the best possible outcome for responsible events, Convention & Visitor Bureaus are encouraged to:

- Cultivate a list of networked businesses and their stated triple bottom line values, or the ways their services and products align with responsible events. When shared with event stakeholders, this list provides a turnkey means to generate interest in appropriate local sponsor activations.
- Design a general sponsorship framework that events can use specifically for responsible event activations.

Select resources available:

- Convention & Visitor Bureaus survey and findings
- Sample curriculum for event professional certifications





SPONSORS & PRIVATE PARTNERS

(Sponsor)

Sponsors & Private Partners provide crucial support and offer an ideal means to creatively communicate triple bottom line messaging to the receiving public.

GUIDING GOALS

In order to achieve the best possible outcome for responsible events, Sponsors & Private Partners are encouraged to:

- Consider the organization's corporate responsibility efforts and determine if benefit exists to share that work through event support and sponsorship.
- Create non-dated, "evergreen" signage and communication vehicles that can be deployed at events to educate, improve awareness and engage audiences on specific social and environmental issues.
- Eliminate low-value giveaways and trinkets in favor of items with lasting practical uses. Re-think resource-intensive communication strategies.

Select resources available:

- Sponsorship model examples
- Guidance towards selling the value of responsible events



EDUCATIONAL INSTITUTIONS

(Ed)

Educational Institutions expand the resource pool necessary to achieve responsible events, while laying a foundation for future advocates.

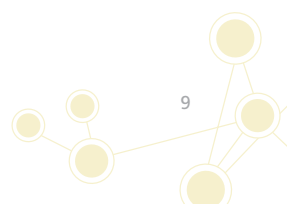
GUIDING GOALS

In order to achieve the best possible outcome for responsible events, Educational Institutions are encouraged to:

- Assess internal resources and identify opportunities to create high-quality learning experiences within the Responsible Event Framework.
- Facilitate engagement and proactive communication between event owners, organizers, local businesses, organizations and students for internship and work opportunities.

Select resources available:

- Best practices and recommendations document
- Sample scope of work documents
- Sample internship evaluation forms





PLANNING & COMMUNICATION



Make a Plan (Owner)

[Download the Sample Strategic Sustainability Plan Template](#)

- Develop a formal plan to reduce events' environmental footprint and increase social impact
- Include specific goals and measurable objectives that have been approved by the event's senior leadership
- A well thought-out, written plan for pursuing environmental and social responsibility is an essential first step. Convene meetings to consider the following questions and define the scope of your efforts:
 - What are your primary goals and objectives?
 - What level of support and enthusiasm does the event's senior leadership team bring to the table?
 - Who among your sponsors, vendors and civic partners will support your efforts?
 - Who will manage this aspect of the event on a day-to-day basis?
 - Which goals have financial impact on the event budget? 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?
 - Ultimately, your plan should include a set of realistic goals and measurable objectives for reducing your event's environmental footprint and enhancing its social impact as well as a working list of tactics to undertake.
- A plan may or may not include a policy or written commitment to environmental stewardship. [Download a sample environmental policy](#)¹
- [Download a sample sustainability strategy outline](#)

Site Selection (Owner)

- Choose sites and/or facilities that minimize environmental impacts
 - Consider the long-term plans for temporary constructions and their materials

Spotlight: [Pickathon "Diversion Design Build" planned for dismantling and reassembly as housing post-event.](#)

- Fully consider the options when selecting outdoor locations and/or indoor facilities for an event. Criteria to consider may include:
 - What are the environmental impacts on surrounding ecosystems (i.e. already developed or will the event add permanent development)?
 - Does the venue have existing water and sewage infrastructure?
 - Does the location of the site minimize the need for transporting participants from one point to another?
 - What will be the impacts of light and/or noise pollution to the surrounding area and its inhabitants?



Source: Chicago Event Management

¹"Get Started." NBA. Accessed September 07, 2017. <http://nba.greensports.org/where-to-start/environmental-policy>

- The BRE Environmental Assessment Method (BREEAM), the U.S. Green Building Council’s Leadership in Energy & Environmental Design certification (LEED) and Green Globes are just three of the many relevant green building standards that have been developed around the world. In fact, many municipalities have developed their own green building programs, which are typically derivatives of BREEAM, LEED or Green Globes standards.
- Choose sites that allow for the participation of people with disabilities
 - Making responsible venue choices goes beyond the application of sound environmental criteria – accessibility criteria should also be taken into consideration. It is expected that venue selection will meet the needs of mobility impaired people.

Publicize intentions and plans (Owner, Visit, Sponsor)

- Maximize awareness among participants, volunteers, spectators, sponsors and vendors for what you are trying to accomplish and how they can help. Focus may be broad or focused on key initiatives (e.g. encouraging the use of public transportation, elimination of single-use plastic, etc.)
- Publicity efforts might include any number of the following actions
 - distribution of a press release announcing your intentions and plans
 - publication of the press release on the event website and/or websites of dedicated event partners
 - webpage within event website dedicated to responsibility initiatives and plans

Spotlight: [Bank of America Chicago Marathon](#)

Spotlight: [Pickathon Music Festival–Commitment to Sustainability](#)

- An advertising campaign with link to website content from social media outlets

Report results (Owner, Gov, Ed)

- Publish and share a performance report that includes the criteria and goals identified in the event strategic sustainability plan
 - Document activities, progress made and performance result
 - If your sustainability plan includes the goal of measuring natural resource use associated with the event, then your report would include those numbers, such as: total water use in gallons or liters, total energy use by type, greenhouse gas emissions from energy use and event related travel, waste generated and diverted by both
 - a) type and b) volume or weight

Spotlight: [Waste Management Phoenix Open 2017 Sustainability Report Update](#)

Spotlight: [The AT&T Pebble Beach Pro-Am reminded its social network following about sustainability efforts on Earth Day](#)



Source: Monterey Peninsula Foundation



Converse with the People Affected by or Peripherally Involved with the Event (Owner, Visit, Ed)

- Solicit stakeholder feedback about sustainability efforts
 - On-site or e-mail surveys promoted through social media
- Door-to-door outreach to notify community and solicit feedback on how to mitigate any negative impacts of your event on the surrounding neighborhoods
- Guiding questions:
 - What impact will the event have on the local community as opposed to business-as-usual?
 - Will traffic patterns be affected?
 - Will noise from the event be greater than normal? What are likely to be the concerns of the people who live and/or work near the event? “Community” may include neighbors, community groups, schools, churches and surrounding area business owners.

Raise awareness of important issues (Owner, Gov, Visit, Sponsor, Ed)

- An event is a platform that can be used to inform guests and participants about issues of local or regional relevance. Look at the scope of work laid out in your strategic event sustainability plan and consider the opportunities to collaborate with sponsors, local governments and community groups to share important messages with the visiting crowd in engaging ways. Examples of topics might include:
 - Consumption
 - Waste
 - * Food waste
 - * Packaging waste
 - Climate/Energy
 - * Carbon footprint
 - * Energy efficiency
 - * Modes of transportation

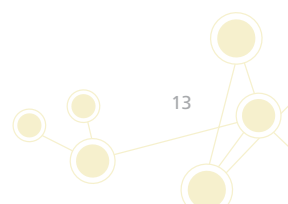
- Water
 - * Water scarcity
 - * Water conservation
 - * Flood/storm/disaster preparedness
 - * Drinking water/water cleanliness
- Access & Equity
 - * Human rights
 - * Healthy lifestyles for all ages
 - * Sustainable development
 - * Housing and homelessness

Opportunities to Lead and Innovate—Planning & Communications

- Promote sustainable options for food and lodging (Visit)
- Develop and implement a community-focused environmental education engagement (Owner, Gov, Sponsor)
- Host or collaborate an interactive educational space on-site or nearby (Owner, Sponsor)
- Develop a safety and security plan, including a child protection policy that includes a process and place for youth separated from their guardians to be reunited quickly (Owner)



Source: Waste Management





PROCUREMENT



Adopt a written procurement policy (Owner, Sponsor)

- A comprehensive procurement policy can be a powerful tool for preventing unnecessary costs and waste while providing positive signals to suppliers to offer more responsible, less wasteful products
- The considerations that follow should help develop the key aspects of the policy and a downloadable template that can be used as a starting point is [provided here](#)



Source: Waste Management

- Include specific requirements for vendors, exhibitors/sponsors and event staff with purchasing duties; clear guidance should be provided on the organization's stance and approach in regard to the following list:
 - Large- and small-format printing
 - Food, food service items and packaging
 - Giveaways, mementos and merchandise
 - Waste prevention and diversion goals
- Incorporate the procurement policy into relevant contracts

Spotlight: The National Resources Defense Council, in partnership with the Green Sports Alliance created a 'Greening Advisor' and recommends the following examples for consideration³:

- A contract with an advertiser at a sports facility could specify or encourage that all advertisements be printed on recycled paper
- A contract with a food delivery service could specify that it will use fuel efficient vehicles and purchase carbon credits to offset total vehicle miles traveled
- A contract with a food vendor could include provisions for giving priority to local suppliers and for composting food waste
- The City of Eugene has developed Event Vendor Guidelines for the procurement of materials related to food and beverage service that can be seen and [downloaded here](#)

Spotlight: Waste Management developed Requirements for Acceptable Materials, outlining exactly what materials can and cannot be procured by vendors and sponsors. The requirements identify materials that can be reused, recycled or composted locally and are inserted into all vendor contracts by the event organizers, the Thunderbirds. Waste Management Sustainability Services is on-site the week of the tournament to ensure that contaminating materials do not make their way into the event and, if they do, the Thunderbirds are supportive of measures to have them removed immediately.

- [Download Waste Management Phoenix Open Requirements for Acceptable Materials.pdf](#)
Note: Infrastructure and systems to manage waste vary widely according to place, as do diversion program implementations. This document has been designed according to the local circumstances and availability of services near where the [Waste Management Phoenix Open](#) occurs and is shared as an example. Before adopting a similar document, obtain clarity from the proper stakeholders (service providers, local government if applicable, etc.) to ensure that the specific capabilities of the local materials management infrastructure are reflected accurately. [Waste Management Sustainability Services](#) reinforces these standards through additional engagement and evaluation strategies.

² Link to PDF or Word Doc of the CRS Procurement Policy Template

³ "Get Started: Who to Involve." NRDC Greening Advisor. 2017.

Accessed November 27, 2017.

<http://nba.greensports.org/who-to-involve/vendor-contracts>



Offer healthful, sustainable food and beverage options (Owner) *Paradigm Shift*

- Nutrition and a well-balanced diet are key factors for individual wellness and health. Event offerings should offer a range of options to suit the range of dietary choices in society.
- Some criteria that might guide decision-making could include:
 - Nutritional Value in accordance with the Dietary Guidelines for Americans⁴ including the recommendation of eating patterns low in added sugars, saturated fats and sodium
 - Considering the ecological implications of production practices for different kinds of foods
 - * E.g. Choosing or prioritizing organic ingredients for menu offerings. 'Organic' is the term used for food or other agricultural products that have been produced using cultural, biological and mechanical practices that support the cycling of on-farm resources, promote ecological balance and conserve biodiversity in accordance with the USDA organic regulations.⁵
 - Locality and seasonality—the distance between where the food was grown and where it will be consumed and whether it is “in-season.” Proponents argue that local food is fresher, tastes better and supports the local economy more than conventional/industrially grown counterparts⁶.
 - “Embedded” resource usage, or the draws on natural resources needed to produce specific types of foods
 - * For example, it takes 468 gallons of water to produce a pound of chicken, while it takes 1,799 gallons of water to produce a pound of beef⁷
 - * Meat and dairy require more energy, for example, and thus generate more climate-changing emissions to grow grain, feed it to cows, and produce meat or dairy products for human consumption, than for humans to eat grain directly⁸

Eliminate single-use plastic beverage containers (Owner, Sponsor) *Paradigm Shift*

- Single-use plastic has become pervasive at events. Plan to use as little as possible by prioritizing and allowing for beverage service by other means.
 - Identify needs to allow attendees to safely bring and use reusable containers brought from home, or for them to use one container given to them while on-site that they may choose to leave for recycling or take home for continued use



Source: Josh Phillips

⁴U.S. Department of Health and Human Services and U.S. Department of Agriculture. 2015–2020 Dietary Guidelines for Americans. 8th Edition. December 2015.

⁵“About the National Organic Program.” About the National Organic Program | Agricultural Marketing Service. Accessed August 23, 2017. <https://www.ams.usda.gov/publications/content/about-national-organic-program>.

⁶Weinraub, Judith . “Q&A | Michael Pollan; Think Global, Eat Local.” The Washington Post, June 28, 2006. Accessed December 1, 2017. http://www.highbeam.com/doc/1P2-134927.html?refid=easy_hf

⁷Society, National Geographic. “The Hidden Water We Use.” National Geographic. Accessed August 23, 2017. <http://environment.nationalgeographic.com/environment/freshwater/embedded-water>

⁸DeWeerd, Sarah. “Is Local Food Better?” Is Local Food Better? | Worldwatch Institute. Accessed December 01, 2017. <http://www.worldwatch.org/node/6064>



Spotlight: In 2011, Pickathon eliminated all single-use beverage, dishware and utensils from event food service operations



Source: <https://pickathon.com/2017/07/zero-single-use-items-trash-free-festival>

Reduce food waste (Owner, Sponsor)

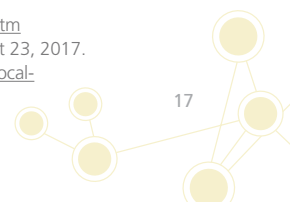
- In the United States, food waste is estimated at between 30-40 percent of the food supply. Estimates correspond to approximately 133 billion pounds and \$161 billion worth of food in 2010. On September 16, 2015, the first-ever national food loss and waste goal in the United States was launched, calling for a 50-percent reduction by 2030.⁹
- If catering contracts will be awarded, incorporate language with goals around food waste reduction into requests for proposals
 - Sample RFP language: Our goal is to partner with a vendor that can provide services that minimize food waste, both prepared and unprepared. The successful vendor, in addition to meeting all requirements of the scope of work will be expected to provide daily reports indicating the quantity and types of food that was leftover and/or wasted, and how the excess was managed. The first choice option is to donate unserved leftovers to nearby food redistribution centers and the second choice option is for acceptable organic materials to be composted. Disposing of leftover food in the trash should be considered a last resort.

Opportunities to Lead & Innovate

- Track and reduce volume of professionally printed materials (Owner)
- Contract with professional printers that use sustainable practices (Owner)
 - The Sustainable Green Printing Partnership offers a certification program to verify the sustainability claims made by printing companies. [A map of certified companies can be found here.](#)
- Maximizing sustainability attributes of official event purchases such as mementos and merchandise (Owner, Sponsor)
 - Criteria for consideration may include:
 - * The fairness of labor and wage policies of producers and suppliers
 - * The ecological impacts and resource usage of the production of the product (e.g. energy use, greenhouse gases, water, impact of chemicals, dyes, metals, etc. on surrounding ecosystems)
 - * The level of direct and indirect economic support provided to local artisans and producers
 - * Usefulness and/or durability and end-of-use destination (e.g. landfill or recyclable?)
- Restricting lodging contracts to properties with a written commitment to energy efficiency, recycling, water conservation and sustainable procurement (Owner, Visit)
 - Further reading:
 - * [Green Globes](#) offers a structured assessment of the sustainability performance of travel and tourism businesses and their supply chain partners
 - * [Green Hotels Association](#)
- Setting an objective of signing X % of contracts with women and/or minority owned businesses (Owner)
 - Further reading: [Minority Business Development Agency](#)
- Setting an objective of procuring X% of product or service purchases from locally owned businesses (Owner, Visit)
 - The purpose of local economic development (LED) is to build up the economic capacity of a local area to improve its economic future and the quality of life for all. It is a process by which public, business and nongovernmental sector partners work collectively to create better conditions for economic growth and employment generation¹⁰

⁹ USDA/Office of the Chief Economist/Frequently Asked Questions." USDA | OCE | U.S. Food Waste Challenge | FAQ's. Accessed August 23, 2017. <https://www.usda.gov/oce/foodwaste/faqs.htm>

¹⁰ "Local Economic Development." World Bank. Accessed August 23, 2017. <http://www.worldbank.org/en/topic/urbandevelopment/brief/local-economic-development>





RESOURCE MANAGEMENT



WASTE

Develop a written waste management plan (Owner, Sponsor, Ed)

- Provide a clear picture of waste diversion efforts and priorities (reduce, reuse, donate, recycle, compost, trash as a last resort) for the entire event production team; the plan should include:
 - Waste diversion objectives and tactics for all potential waste streams
 - Description of the operations to take place
 - Instructions that can be used to inform and train event staff and volunteers
 - A site map with waste management collection, conveyance and sorting areas denoted
 - A point of contact for staff and volunteers who have remaining questions or who encounter unique circumstances during the event
- Share the plan (Owner)
 - Everyone involved with event production and operations should know about the waste diversion strategies and priorities, and what they're responsible for to ensure success

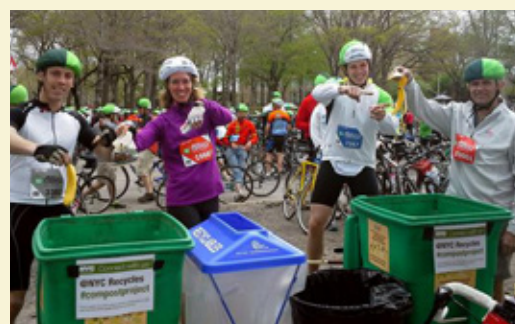
Measure waste generated by event activities (Owner)

- If possible, include reporting specifications in contract language with service providers. Communicate the need for them to deliver weight slips/reporting on all services. Remind them just prior to the event and ask for a point of contact that will be responsible.

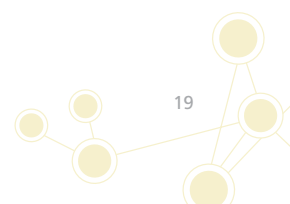
Divert waste from the landfill and strive towards 'zero waste' (Owner, Gov)

- Goal of eliminating as much waste being sent to landfill and/or incinerator as possible. Generate a list of all the physical materials that can be expected and that are being procured for the event and try to find a non-landfill solution from the list below for as many of them as possible:
 - Reduce
 - * ([Click here to visit the Procurement section](#))
 - Reuse
 - * Signage, wayfinding or other communications without the event date

- Resell
 - * Does the item still have marketable value?
 - * Is there a channel by which the item can be sold?
 - * Will the producer buy it back and recycle it into a future product?
- Donate
 - * Is the item usable by others but not otherwise valuable to the event organization or entity?
 - * Is there a local entity that accepts donations of physical goods and redistributes them to people in need?
 - * Is there a local entity that focuses on the diversion of reusable materials? Examples include local chapters of Keep America Beautiful, St. Vincent de Paul and Habitat for Humanity Re-Store.
 - * Is there a way for organizers to advertise the availability of and connect with someone who might have a use for the material? Examples include [Craigslist](#) and [Let Go](#).
- Recycle
 - * Is the item acceptable in a co-mingled or material-specific recycling stream? Commonly recyclable materials include:
 - Aluminum, plastic bottles, glass, paper, cardboard, food service items, pallets
 - * For all of the above, check with your hauling service provider regarding what they accept and don't



Source: Bike New York



- Compost
 - * Is the item biodegradable? Commonly compostable materials include:
 - Organic food waste such as prep waste, leftovers, rinds, peels, egg shells, coffee grinds, etc. (not including oils, fats, meats)
 - Service items that have been specifically designed to breakdown in a commercial compost facility
 - The [Biodegradable Products Institute](#) is a non-profit association with the largest certification program for compostable products in North America
 - For all the above, check with your compost hauling service provider regarding what they accept and don't

WATER

Measure direct water consumption (Owner)

- Lay the groundwork for thoughtful water use practices and to be able to report the amount of water used for event operations.
 - Water scarcity affects more than 40-percent of the global population and is projected to rise. It is estimated that 783 million people do not have access to clean water and over 1.7 billion people are currently living in river basins where water use exceeds recharge¹¹

Spotlight: The Phoenix Local Organizing Committee of the 2017 NCAA Men's Final Four tournament focused its environmental impact work on water, uniting several organizations to create a first-of-a-kind water conservation and restoration impact that used a multifaceted approach to build water awareness, promote conservation and restore water for nature. [Learn more about the project here](#)

Spotlight: 2017 Final Four Phoenix and BEF 'Change the Course'



Source: Bonneville Environmental Foundation

Implement initiatives that reduce the environmental impact of waste water (Owner)

- Examples include:
 - Surveying the site for opportunities to plant native plants that are adapted to the watershed in which the event is occurring
 - Using a portable toilet company that processes waste for energy and nutrients (where existing restroom infrastructure doesn't exist or is inaccessible)
 - Installing temporary gutter barriers to prevent direct drainage
 - Directing excess water to natural locations (i.e. swales) where they are slowed from entering the wastewater/ sewer system
 - Prevent water runoff through water catchment, redirection and reuse

ENERGY

Measure direct energy consumption and associated greenhouse gas emissions (Owner, Sponsor, Ed)

Use low emissions energy sources to power event operations (Owner)

- This may include some of the following examples: sourcing biodiesel generators in place of gasoline-powered generators, working with facility and/or utility managers to use renewable energy sources for event-related electricity, purchasing renewable energy credits to offset the use of conventional/ fossil fueled energy

¹¹ "Water." United Nations. Accessed September 05, 2017. <http://www.un.org/en/sections/issues-depth/water/>



Promote low emissions transport options (Owner, Gov)

- Some examples include:
 - Offer a bike valet
 - Promote nearby bike share options (if available)
 - Work with transit district to provide free or subsidized mass transit on event day(s)
 - Incentivize carpooling

Calculate the greenhouse gas (GHG) emissions of event-related transport and travel (Owner) *Paradigm Shift*

- Greenhouse gas inventories are becoming common practice in the private and public sectors as a credible, effective foundation for addressing climate change
- The City of Eugene and the Council for Responsible Sport created the 'Transit Emissions Calculator' designed to make it easier for events to calculate and report the GHG footprint of visitor travel to and from the event. [Click here to visit the calculator.](#)

Report and offset calculated total GHG footprint (Owner, Sponsor) *Paradigm Shift*

- Purchase emissions offsets from a verified provider or plan projects to compensate for the emissions produced from event activities

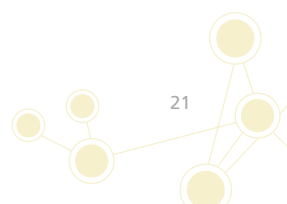
Spotlight: As an Olympic sponsor, DOW pursued projects that resulted in prevented emissions equal to or greater than the emissions from event activities.

Opportunities to Lead and Innovate—Resource Management

- Work with partners to identify opportunities for advancing bigger picture local and regional goals on topics related to addressing the major environmental issues of the time and place as part of the legacy work for the event. Examples include:
 - Renewable energy infrastructure development
 - Watershed restoration and conservation
 - Waste prevention and diversion of waste from landfill
 - Public transportation infrastructure



Source: TD Beach to Beacon 10K





ACCESS & EQUITY



Improving equality goes hand-in-hand with our ability to live in a peaceful, productive and healthy society. Sporting events provide the ideal platform to unite diverse groups, especially by increasing access among historically underrepresented groups and setting a positive example for youth.

Make public statements of commitment to inclusivity (Owner)

- Social and Cultural Inclusivity statements should include: declarations of acceptance regardless of race, cultural identity, religion, creed, gender, sexual orientation and appearance; a formal process for tracking requests/complaints/feedback for record keeping and future planning purposes



Source: Brooklyn Greenway Initiative

Create a process for requests for accommodations and make it available to the public (Owner)

- People with a range of mobility levels, disabilities and/or sensory capacities need ways to make requests for accommodations that would help them or allow them to enjoy their experience at the event and to be responded to, even when the request cannot be accommodated

Provide accommodations (Owner, Gov)

- Some examples of accommodations include:
 - Enhance physical accessibility for people with disabilities
 - No registration cost for guide runners assisting marathon athletes who are blind
 - Assistive listening devices free to borrow at spectator events with commentary
 - Event informational materials available in multiple languages

Spotlights:

Free scooter rentals available at the Waste Management Phoenix Open.

IAAF World Championships in London 2017 offered children the opportunity to gain new perspective by trying out a wheelchair-based athletic activity.

2014 TD Five Boro Bike Tour—waived the mandatory use of helmets for a group of Sikh riders whose religious attire precludes the use of helmets.

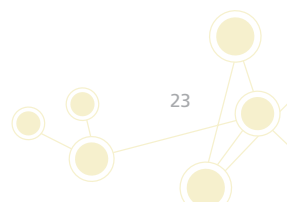
Identify under-represented groups and the barriers to their participation or representation (Owner, Gov, Visit)

- Build upon the concept of a safe and inclusive environment for all by defining what the “under-represented populations” are in your community. They may be differently-abled, senior citizens, youth, economically disadvantaged or some other subset or group of the host place. Identify the barriers to their participation, most likely by asking representatives of that population directly what does and doesn’t interest them about the event and what would keep them from attending or make attending more feasible or attractive.

Implement initiatives to reduce barriers to participation (Owner, Gov, Sponsor)

Paradigm Shift

- The most common barriers to participation tend to be:
 - Access to pass of entry/ticket/registration
 - Access to physical location/lack of transportation
 - Access to adequate sustenance while on-site



Offer opportunities for youth, including personal and professional development (Owner, Gov, Ed)

- Examples include:
 - Outreach to youth to be volunteers, including incentives as necessary to gain support
 - Lifestyle and skills clinics, workshops or symposiums directed towards youth as ancillary events
 - Job shadowing or mentorship relationship with relevant local institutions serving youth

Spotlight: Track Town Youth League—Created by the [Oregon Sports Authority Foundation](#) and [TrackTown USA](#), the TrackTown Youth League presented by Providence Sports Medicine is a series of FREE all-comer track meets across Oregon, open to all boys and girls ages 7-14. The TrackTown Youth League was created to encourage Oregon youth from all backgrounds and income levels to become healthy and active members of the community, inspire youth to participate in track and field and further Oregon's position as the spiritual home for the sport in the U.S.



Source: City of Eugene

Spotlight:

[LA Marathon and Students Run Los Angeles](#)

A longstanding partnership between the LA Marathon and non-profit organization SRLA (Students Run Los Angeles) offers financial support and programming that challenges at-risk secondary students to experience the benefits of goal-setting, character development, adult mentoring and improved health by training for and completing the Los Angeles Marathon



Source: Conquer Endurance Group

Be culturally aware (Owner, Gov, Visit)

- Are there national, regional or local issues that have become the focus of advocates and public discussion? Do you anticipate any public manifestation of protest at or near the event(s)?
 - If so consider inviting representatives of the groups to a meeting with organizers to discuss their concerns and make them aware of plans in place to ensure a responsible event
- What is the ethnic and cultural demography of the host city? Can you expect representation by all groups?
 - Outreach plans to potentially under-represented groups should be included in the event sustainability plan including goals and tactics ([click here to visit the Planning & Communication section](#))

Opportunities to Lead & Innovate

- Host a volunteer or staff training session on access and equity (Owner)
- Create a long-term fund for donations/ fundraising that will provide scholarships to disadvantaged youth (Owner, Sponsor)
- Offer digital communications and on-site signage in multiple languages





COMMUNITY LEGACY



Measure local economic impact (Visit, Owner, Ed)

Spotlight: Bank of America Chicago Marathon on impact and community engagement:

- *“We work with the University of Illinois-Chicago, where one of their classes takes the metrics we provide them to analyze, calculate and create a full economic impact report. In 2016, they found that the Bank of America Chicago Marathon had a \$282 million impact on the city. We then cite that figure to leverage and justify some of the things we do within the city (e.g. street closures) and then we work closely with the City to make sure that all 29 neighborhoods get promoted. Chicago Event Management hired a community engagement coordinator for the first time this past year to dedicate a role to due diligence and interacting positively with all the neighborhoods in the city.”*
– Catherine Morris, Sustainability Manager, Chicago Event Management

Promote locally owned businesses (Visit, Owner)

- Take action to maximize awareness by local business owners of opportunities from the event
- Develop event-specific promotions that highlight and benefit local businesses

Invest in a community legacy project on behalf of the event that aligns with place-based strategic goals (Gov, Owner, Visit) **Paradigm Shift**

- Examples include:
 - Prompt conversations about how community infrastructure can be developed alongside the event and preparations for hosting it
 - Partner with a non-profit organization to promote the mission of the organization through co-branding or publicity initiatives
 - Actively fundraise on behalf of and/or make a donation to the partner organization

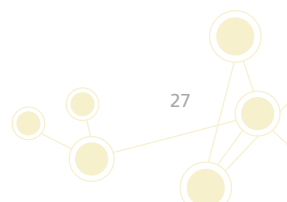
Spotlight: IRONMAN Foundation

- Organize a group of volunteers to support the organization's field work

Spotlight: The City of Richmond used the opportunity to host the 2015 UCI Road World Championships to garner support for the expansion of bicycle infrastructure in that city, adding 23.5 miles of new bike lanes, 2.57 miles of new bike trails, bike lanes to three bridges, and 420 new bike parking racks in time for the event. The City also collaborated with a local citizen-run non-profit organization, RVA Green, to create a volunteer “green team” network and communication system that can now be activated for other events in the city. [Read the full sustainability report from the 2015 UCI Road World Championships here.](#)



Source: Waste Management





eugene-or.gov/responsibleeventframework



COUNCIL for
RESPONSIBLE
SPORT

Urban Sustainability Directors Network: usdn.org
City of Eugene: eugene-or.gov
Council for Responsible Sport: councilforresponsiblesport.org