



# Green Events

Environmental Guide of the International Ski Federation

---

# Inhalt



Foreward from FIS

What are Green Events?

1. Infrastructure
2. Mobility
3. Energy and Water
4. Catering
5. Waste Managment & Recycling
6. Social Responsibility
7. Green Office
8. Green Awareness

Checkliste

Further Links

---

# Foreward



Skiing is dependent on the environment and has worked for years consistently to ensure it is sustainable sport. Since the passage of the Mainau Manifesto at the International Ski Congress in 1994, the International Ski Federation (FIS) fully engaged in sustainability and environmental work as a pioneer of international sports federations. The Mainau Manifesto underlines that ski sports should take the protection of the environment into account in all of its actions. The FIS national member associations are therefore called upon to organize skiing competitions as environmentally friendly and to use internationally recognized, environmentally friendly methods to build policies.

For the FIS primary events, such as the World Championships, it is a key part of the bidding and hosting process to have a viable environmental policy in place that meets both local and international standards.

This guide is a great help for the FIS event organizers to view valuable examples of best practice in the field of environmental protection, to keep up-to-date, and be able to limit any potential negative effects on the environment more effectively.

Our sincere thanks are due to the students of the Fachhochschule Kufstein, program "Sports, Culture and Event Management" for their work and commitment to this project.

Sarah Lewis, FIS Secretary General



---

# Green Events?



A "Green Event" is defined as an environmentally sound and sustainable implementation of events. Energy efficiency, waste management, local economy and social responsibility are among the central issues. Small and large events can significantly contribute to environmental protection. Public and media events play a big role in the education process because they draw the interest of a large number of people to actively participate in environmental protection.

The active participation in environmental protection leads in all cases, whether in small or large events, to a win-win situation. Each environmental protective measure creates two winners. The environment is a winner on one hand, such as energy saving or waste prevention. On the other hand, the organizer enjoys positive benefits from such actions. The organizer that recycles materials or conserves drinking water, saves resources and thus money. Often enough, simple and cost-effective measures achieve significant results. Over a long period, sustainable efforts translate into monetary gain.

Admittedly, it is not possible for every event to cover all areas of sustainability. Depending on the size and type of event, the possibilities vary for sustainability projects. However, the goal remains to be as "green" as possible. How this can be achieved? This guide hopes to lead the way.



---

# 1. Infrastructure



**„From the old comes the new“**

Aesthetics and sustainability are not mutually exclusive, but complement and support each other. In recent years, interest in the combination of sustainable architecture and aesthetics has grown. Design and sustainability in new buildings are important, even if they are not the most important factor. But before a new building is planned, it is important to consider whether existing buildings can be used more effectively through renewal. Infrastructure at events usually represents the largest cost. It is advised to plan well and think in the long term. Often it is sufficient to renovate existing buildings or have the upgrade meet the latest energy and environmental standards to help create a more efficient infrastructure.

## **CONCRETE ACTIONS**

### Event Construction

- Renovation of existing buildings can be more a cost-effective and environmentally friendly alternative to the construction of new infrastructure
- Long-term planning: Who will operate, finance and market the buildings after the event?
- Use local, environmentally friendly raw materials, such as local wood
- Blending the new buildings into the landscape
- Incorporating the latest energy standards, such as low-energy design for new buildings
- Integration of innovative power sources such as hydro and solar power, etc



- Use local workers to save on transport costs and increase a sense of ownership in the event.
- If goods are only going to be used once (furniture), rent instead of buy the goods.

### **Inter-regional Cooperation**

- Active communication of sustainability standards with all involved event partners (brochures, briefings and best practice examples)
- Support and advice for hotel construction
- Preferred choice of accommodation near the venues, the "principle of short distances"
- Preferred choice of accommodation with above-average energy standards and sustainability certificates.
- Reward businesses for sustainable design through discounts or special assistance during the event (introduction of a reward system)

#### **BEST PRACTICE**

FIS Cross Country World Cup in Val di Fiemme 2013, Italy

- ✓ Use of wood and wood products from local producers
- ✓ The aim was to strengthen the local economy, reduce transport routes, use sustainable raw materials from the region and promote sustainable thinking.



---

## 2. Mobility



### „Move Green“

Green Mobility benefits all parties involved, the passengers as well as the environment. The challenge is 'only' in the creation of a successful transportation plan. The most effective plans connect venues to accommodation and transport hubs. The latest technology for environmental protection cannot be left out.

#### CONCRETE ACTIONS

- The aspects of sustainable use, energy consumption and capacity should be considered when planning roads, lifts and gondolas.
- Before constructing something new review if the existing can be improved.
- Reward public transportation users, such as a free drink on arrival by public transport
- Use environmentally friendly vehicle types depending on the transport route
- Good signage for free shuttle services to make it easy for people to find and use
- Goods and freight transport with environmentally friendly vehicles

#### BEST PRACTICE

FIS World Cup Events in Munich, Germany and Moscow, Russia

- ✓ Public transportation in the city centers was promoted as a faster and more comfortable option and was therefore willingly and often used.
- ✓ Consequently, the challenge for rural venues is to create satisfactory access to public transportation



---

## 3. Energy & Water



### „Save and Win“

Events need to follow the trend of renewable energy, energy saving and environmentally friendly water supply. In addition, new, energy-efficient lighting options and energy-efficient devices support can help support these efforts. Green events also include environmentally friendly heating and producing electricity or environmentally certified sanitation.

#### CONCRETE ACTIONS

- Green electricity: electricity production using water, wind, solar or biomass
- Generating units: units should be equipped with a particulate filter
- Energy Efficient Event technology: use of energy efficient cooling devices or mechanisms that generate electricity using solar energy
- use of water-saving devices: for example in sanitation and food service
- Eco-friendly facilities: use of composting toilets
- Eco-Friendly Lighting: use of energy-saving lamps or LEDs

#### BEST PRACTICE

FIS Alpine Ski World Championships 2013 in Schladming, Austria

- ✓ The Congress event center in Schladming used environmentally friendly ECO-house technology and a district heating system with regional bioenergy
- ✓ Existing pump lines of the snowmaking system Planai were used to cool the rooms
- ✓ The toilet flushes were recorded with low water level and waterless urinals used



---

## 4. Catering



### „Quality is the best recipe“

Balanced and organic food should be on the menu throughout the event. In this sense, catering offers many ways to be "green" and thus strengthen regionalism and increase their value.

#### CONCRETE ACTIONS

- Use local, organic, seasonal products to reduce transport routes and increase local value added by quality regional products
- Supply alternative products such as Bio organic wine or champagne
- Offer Fair Trade products
- Offer Vegetarian options: the trend points to a vegetarian/vegan diet, less meat consumption is good for the environment
- Providing free drinking fountains to reduce waste and give visitors a simple solution
- Use of reusable or biodegradable dishes

#### BEST PRACTICE

Snowboard World Championship 2012 in Oslo, Norway

- ✓ Organic food for all workers, athletes and fans
- ✓ Active promotion of healthy and organic food alternatives to increase awareness
- ✓ Organic and local food that cut down on transportation costs

# RECYCLING STATION

 recycling	 paper & plastic	 refurbishables
------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------



---

# 5. Trash & Recycling



**„Less is more“**

Most of the waste at an event is created by disposable packaging, disposable tableware and advertising flyers. It is often the case that even well-marked garbage stations barely function during peak event hours. The best solution is to have less generated waste. Through the use of reusable dishes, events win and the overall waste can be reduced by up to 90%.

## **CONCRETE ACTIONS**

- Reusable dishes: the use of reusable dishes (cups, unbreakable porcelain) is essential
- Waste prevention: reducing waste by using electronic information systems instead of distributing paper flyers. Use large dispensers for sugar, milk and ketchup instead of portion packs
- Waste Separation: The separation of glass, paper, metal, plastic and organic waste is a must, together with the obvious labeling of individual containers.

## **BEST PRACTICE**

Alpine Ski World Championship 2011 in Garmisch-Partenkirchen, Germany

- ✓ Recyclables Islands: Separation of organic waste, plastic, paper and residual waste
- ✓ Eco-Guides: 20 local experts educated the fans about waste separation and controlled the implementation of the waste management
- ✓ Product Packaging: Packaging that was environmentally conscious



---

## 6. Social Responsibility



### „Everyone is Welcome“

Sustainable events occur where guests, volunteers, staff for consideration and athletes feel comfortable. Some legal requirements such as structural, safety or noise reduction provide the protection of several groups. The Organizing Committee is also responsible to include social responsibility: women, men, children, elderly and people with disabilities are to be respected and treated equally.

#### CONCRETE ACTIONS

- The balance of women and men should be consistent on the organization team
- Wages should be paid to be fair to all gender, races, etc.
- Observance of equality between nationalities, gender and skin colors
- Special offers for an eligible groups (students, seniors, families, affects people, etc.)
- Regional initiatives: The integration of groups from the region should be included
- Accessible routes should be created and people with

#### BEST PRACTICE

Olympic Winter Games 2010 in Vancouver, Canada

- ✓ The Vancouver Olympic and Paralympic Games was created as a common big event and showed this in a unified, common event
- ✓ Through various video projects, children could be involved in the Olympic spirit
- ✓ Various ethnic cultures were recognized and integrated into ceremonies.



---

## 7. Green Office



### „Reduce, reuse, recycle“

An often overlooked aspect of green events is the Green Office. Here, the organization of the office and its handling of environmentally protective activities are in focus. Through simple measures, such as saving paper when printing, the environment is taken into account. The principle of the three R's "reduce, reuse and recycle" is in the best way of thinking in a Green Office.

#### CONCRETE ACTIONS

- Reducing the use of paper by printing two sided when needed
- Use online invitations and email rather than traditional paper alternatives
- Use environmentally friendly materials for banners and posters
- Use digital photography rather than printing photos.
- User energy saving technology in the office for electricity
- Cut down on travel through the use of teleconferences.

#### BEST PRACTICE

Youth Olympic Games 2012 in Innsbruck, Austria

- ✓ "Yogger": USB stick with battery and wireless, for the small data exchange
- ✓ All athletes information was only available on the Yogger stick
- ✓ Was virtually a paper-free event saving many tons of waste.



---

## 8. Green Awareness



**„Do good and spread the word“**

This quote by Walter fish illustrates very clearly the two main components to successfully implement Green Awareness: Environmentally friendly measures must be planned, implemented, and communicated. Through active communication of environmental programs, motivation and awareness is created for all participants.

A green event is also intended to encourage active participation in environmental protection. By opting for eco-friendly activities during an event, they should no longer be perceived as a chore. Comfort and environmental protection should go hand in hand, for example in the form of a simple and cheap arrival to the event by public transport.

### **CONCRETE ACTIONS**

- Visitors should be made aware of the measures taken in the area of sustainability through public relations

#### **BEST PRACTICE**

Olympic Winter Games 2002 in Salt Lake City, USA

- ✓ Olympic Family Tree Program: Every Autumn from 1998 – 2001 trees were planted in Utah at a rate of 20% more than usual and given a certificate for the Olympics.
- ✓ Plant it green! The global tree race: International participants could plant a tree in their own country and receive a certificate. In total 18 million trees were planted worldwide.

---

# Checklist



A Checklist for the more important areas of hosting Green Events:

## ✓ 1. Infrastructure

Action	Done	Still open
Were existing properties assessed before new buildings were planned?	<input type="checkbox"/>	
Is the use of local raw materials guaranteed?	<input type="checkbox"/>	
Is there a long-term plan (legacy) for the event infrastructure?	<input type="checkbox"/>	

## ✓ 2. Mobility

Were fans informed of alternative transportation plans to arrive at the stadium?	<input type="checkbox"/>	
Was a secondary source for transportation planned (shuttlebus)	<input type="checkbox"/>	
Were the attractive deals offered for using public transportation to reach the venue?	<input type="checkbox"/>	

## ✓ 3. Energy & Water

Is the energy consumption from electricity, air conditioning, etc. kept as low as possible?	<input type="checkbox"/>	
Were new forms of energy considered or used?	<input type="checkbox"/>	
Are energy-saving lighting fixtures in use?	<input type="checkbox"/>	

## ✓ 4. Catering

Were seasonal and local food options considered?	<input type="checkbox"/>	
Were products not produced in the region from a Fair Trade source?	<input type="checkbox"/>	
Do you have free drinking fountains available for guests?	<input type="checkbox"/>	



✓ **5. Waste Management & Recycling**

Was large distribution used instead of portion packs (sugar)?	<input type="checkbox"/>	
Are reusable dishes instead of disposable dishes used?	<input type="checkbox"/>	
Are trash bins well placed and clearly marked?	<input type="checkbox"/>	

✓ **6. Social Responsibility**

Is there an emphasis on gender-neutral language?	<input type="checkbox"/>	
Is the venue accessible to everyone (ex. wheelchairs)?	<input type="checkbox"/>	
Are local groups and clubs involved in the event?	<input type="checkbox"/>	

✓ **7. Green Office**

Are you printing two sided or as rarely as possible?	<input type="checkbox"/>	
Do you have recyclable materials and energy saving electronics in the office?	<input type="checkbox"/>	
Have you used email as much as possible vs. paper?	<input type="checkbox"/>	

✓ **8. Green awareness**

Are your environmental measures well communicated?	<input type="checkbox"/>	
Are the fans aware of what environmental measures are in place at the event?	<input type="checkbox"/>	
Have you defined someone in your organization to be responsible for your ,Green'program?	<input type="checkbox"/>	

---

## Further Links



### **Ministry for the Environment – Major Event Greening Guide**

<http://www.mfe.govt.nz/publications/sus-dev/major-event-greening-guide/major-event-greening-guide.pdf>

### **UNEP – Green Meeting Guide 2009**

<http://www.greeningtheblue.org/sites/default/files/GreenMeetingGuide.pdf>

### **European Athletics– Sustainable Sport and Event Toolkit (SSET)**

[http://www.european-athletics.org/files/development/sustainability\\_project/toolkit.pdf](http://www.european-athletics.org/files/development/sustainability_project/toolkit.pdf)

### **City of Cape Town – Smart Events Handbook**

[http://www.capetown.gov.za/en/EnvironmentalResourceManagement/Documents/Smart\\_Events\\_Handbook\\_2010-06.pdf](http://www.capetown.gov.za/en/EnvironmentalResourceManagement/Documents/Smart_Events_Handbook_2010-06.pdf)

### **Vancouver Convention Centre – Sustainable Event Guidelines**

<http://www.vancouverconventioncentre.com/wp-content/uploads/2009/03/vancouverconvctre-sustainableeventguidelines010410.pdf>

### **United Nations Environment Programme - Beijing 2008 Olympic Games Report**

[http://www.unep.org/pdf/BEIJING\\_REPORT\\_COMPLETE.pdf](http://www.unep.org/pdf/BEIJING_REPORT_COMPLETE.pdf)

### **United States Environmental Protection Agency – It's easy being green!**

<http://www.greenbiz.com/sites/default/files/document/O16F2392.pdf>



This book was made in cooperation with:

FH Kufstein, Studiengang „Sport-, Kultur- und Veranstaltungsmanagement“  
Under the leadership of Prof. (FH) Dr. Robert Kaspar

And the

International Ski Federation FIS  
Under the leadership of Sarah Lewis

Kufstein, Austria  
July 2013