



# “Environmentally responsible” commitments from event organisers

## COLLABORATIVE COMMITMENTS TO HORIZON 2020

In addition to the entertainment which sports events provide per se, major international sporting events have a special role to play in our country. They represent a showcase for France and thus contribute to her influence worldwide. Through the support and enthusiasm that they engender in the population, they encourage social diversity and strengthen national solidarity. Regarded as models of organisation, they may permanently influence the attitudes and habits of spectators and stakeholders, thus helping to change social norms. Their beneficial effects and their legacy may be considerable and long-lasting.

However, major international sporting events may, like any other human activity, have adverse effects on the environment. It is imperative to reduce this adverse impact to a minimum, even to reverse it. Conscious both of this responsibility and of the important role played by the international events that they organise, the signatories of these “collaborative commitments” are choosing to play a real part in the ambitious process of implementing environmental responsibility instigated by the Ministry of Urban Affairs, Youth and Sport. This document is the result of a productive collaboration between the aforementioned ministry and the organisers of major international sporting events.

**We, the environmentally responsible organisers of major international sporting events, undertake to make every effort to achieve the following 15 objectives for which the organisation is responsible, throughout the whole process: at their setting up, during the events, and at their dismantling (but not including the construction of facilities).** In order to achieve this, and to ensure that it is done effectively and efficiently, we undertake to measure and monitor these objectives by using indicators. These indicators will be defined collectively by all the signatories: the organisers, WWF and the Ministry of sport. On the anniversary of the signing, we undertake to carry out an annual report on the initiatives or plans that have been implemented. These reports should allow us, collectively, to review, if necessary, the targets of these commitments and the indicators used.

- a minimum of 50% sustainable food.
- a minimum of 80% of journeys made using active mobility, public transport or car sharing.
- 80% of purchases made using CSR selection criteria.
- a 25% reduction in waste and 60% of waste reused, recycled or recovered.
- 100% respect for natural sites.
- 100% of energy and water consumption controlled and optimised.
- (At least) 1 “environmentally responsible” innovation tested at events.
- 1 or more sportspersons nominated ambassadors for environmental responsibility for the event or for the sport concerned.
- 100% accessibility for the disabled to sites open to the public.

- an initiative promoting accessibility for all at 100% of sports events.
- 100% acknowledgement for volunteers.
- (At least) 1 commitment given to supporting a good cause.
- (At least) 1 initiative devoted to promoting the employment of equal numbers of men and women in positions of responsibility.
- 1 “sustainable development” referent identified within the organisation.
- (At least) 1 initiative or 1 plan in place for raising awareness regarding sustainable development.

## UNABRIDGED TEXT

**IN VIEW OF** the Paris 2015 agreement signed on 12th December 2015 during the 21st Conference of the Parties to the United Nations Framework Convention on climate change (COP 21);

**IN VIEW OF** the direction taken by France within her National Strategy for Ecological Transition towards Sustainable Development in Sport 2015 – 2020 (SNTEDDS), adopted on 20th January 2016;

**IN VIEW OF** the commitments set out in the Berlin declaration and adopted within the framework of the UNESCO MINEPS Conference of 28th and 30th May 2013, on the sustainability of major sports events;

**IN VIEW OF** the report from the Centre for Entrepreneurship, the SMEs and the OECD Local Development (LEED) Programme entitled “local development, the benefits of organising events of global concern”, adopted in October 2010;

**IN VIEW OF** the “Submission of environmental recommendations for a major international sports event, a sustainable development approach” drawn up by the State, under the leadership of the DIGES (Interdepartmental Delegate for Major Sporting Events) and published in January 2016;

**IN VIEW OF** the Olympic Agenda 2020 adopted by the International Olympic Committee during its 127th session on 12th December 2014, a collection of 40 recommendations amongst which figures the objective of sustainable development as being inherent in the organisation of the Olympic Games;

**NOTING** the increasing support of stakeholders in sports, federations and international sports organisations, specialists and state, regional and local authorities on the subject;

**RECOGNISING** that sports and sporting events contribute significantly to developments in education, social cohesion, health and the well-being of the population and that, on the whole, they contribute to sustainable development;

**CONSIDERING** that sport as a sector is of importance economically and that it is a sector which is particularly resilient in times of crisis;

**EMPHASISING** the fact that environmental issues are basic issues for all those with an interest in our society, including those involved in sport;

**GIVEN THAT** the organisation of major international sporting events plays a determining role in the development of the place and practice of sport in our society;

**NOTING** that the organisation of major international sporting events may considerably reinforce cohesion in our society, the dynamism of its economic stakeholders and an awareness of environmental issues;

**CONVINCED** that through the implementation of certain principles by all its stakeholders, a major sporting event may generate considerable advances in economic and social fields and have little or no negative impact on the environment;

**EMPHASISING** that the incorporation of these principles is a condition for the sustainable social acceptance of major sporting events on the part of the population.

These conditions form part of an approach towards continuous improvement with a 3-year maximum deadline. So an event, whether recurrent or isolated, organised during one of the next 3 years – 2017, 2018 or 2019 – will comply with the targets corresponding to the year in which it is organised, with reference to the table below.

COMMITMENTS	Year		
	N	N+1	N+2
Commitment 1: Catering	15%	30%	50%
Commitment 2: Transport	25%	50%	80%
Commitment 3: Purchases	25%	50%	80%
Commitment 4: Waste	10% and 20%	20% and 40%	25% and 60%
Commitment 5: Natural sites	100%	100%	100%
Commitment 6: Natural resources	30%	60%	100%
Commitment 7: Innovation(s)	100%	100%	100%
Commitment 8: Ambassador(s)	1	1	1
Commitment 9: Disabled (site access)	1	1	1
Commitment 10: Access for all initiative(s)	1	1	1
Commitment 11: Volunteers	100%	100%	100%
Commitment 12: Supporting a good cause	1	1	1
Commitment 13: Equal numbers M/W	1	1	1
Commitment 14: SD referent	1	1	1
Commitment 15: SD awareness	1	1	1

## COMMITMENT 1

### A minimum of 50% sustainable food

50% of food supplied in catering for the participants, spectators and staff must comply with the following:

- 50% of food supplied must comply with the WWF recommendations, i.e. 100% certified seasonal catering options are to be available, preference being given to local and regional suppliers, this being then extended to those in nearby areas. These recommendations are itemised according to product type in the WWF's table of recommendations in the appendix attached to this document;
- Healthy (low fat, low salt, low sugar) and a variety of catering options are to be available (to allow everyone the choice of a balanced meal);
- A system ensuring that waste is avoided is to be in place;
- More vegetables are to be included and at least one vegetarian option is to be available (apart from special menus) and meat content is to be reduced by promoting vegetable proteins (compared to those displayed prior to the signing, and compared to a similar event or an initial proposal dating from before the implementation of the policy for a reduction in meat content);
- The general public's awareness on the subject of sustainable food is to be raised (campaigns against waste; a wide range of healthy foods; a reduction in meat consumption, etc.).

This 50% must be calculated in terms of the volume or weight of the product available in the catering provided. Those concerned are: all catering services present at event sites or supervised by their organisers. This does not systematically affect catering services outside stadiums or on the periphery of the event when they are not supervised by the organisers. In all cases, all stakeholders in the “not affected” category and those who are not yet involved in the process will be made aware of this.

## **COMMITMENT 2**

### **A minimum of 80% of journeys made using active mobility, public transport or car sharing**

This includes: journeys made by participants (sportspeople, spectators, volunteers, organising teams and employees) between their accommodation and event sites and/or between their residences in France and event sites. Organising teams are also to incorporate these principles into the whole period of their organisation of the event (before, during and after). All stakeholders not yet involved in this process will be made aware of this. “Active mobility” means any method of transport requiring physical activity: walking, bike, scooter, rollerblades, etc.

## **COMMITMENT 3**

### **80% of purchases made using “corporate social responsibility” (CSR) selection criteria**

80% of the financial value of purchases (excluding food) is to include CSR selection criteria. These criteria must be defined by the sponsor and have a significant impact on the choice of suppliers or contractors.

## **COMMITMENT 4**

### **25% reduction in waste and 60% of waste reused, recycled or recovered**

This commitment relating to waste material generated during the organisation of the event is as follows:

- a 25% reduction in waste compared to a reference event (a previous version of the event, a similar event, an initial proposal dating from before the implementation of the policy for waste reduction, etc.);
- 60% of waste material reused, recycled or recovered;
- 60% of food waste (aside from the campaign against waste) channelled towards a bio- waste collection.

The amount of waste avoided is to be measured by weight or by volume compared to a previous version of the same event and for the same sort of waste material. The material or products to be reused are those commonly considered as consumables to be reused for a similar purpose (without being processed). The material or products to be recycled are those which fall within the circular economy (apart from energy recovery). The waste products concerned are waste products associated with the setting up, the duration and the dismantling of the event. In all cases, all its stakeholders will be made aware of this process if they are not yet party to it.

## **COMMITMENT 5**

### **100% respect for natural sites**

No permanent damage is to be caused to natural sites. Assessments of environmental impact represented by “Natura 2000” and studies and initiatives for the avoidance or reduction of impact on the environment may be taken as a guarantee of this commitment. This does not include: permanent facilities which are subject to a specific assessment. Compensatory measures may only be considered as a last resort after an exhaustive study of other possible solutions has been carried out.

## COMMITMENT 6

### **100% of energy and water consumption controlled and optimised**

A guarantee that energy and water will not be wasted in the organisation of the event is to be given. This commitment may take the form of targeted objectives: no water is to be wasted, 100% of lighting is to be extinguished if there is no real necessity for light, 100% of watering is to be done using water that is not fit for drinking, zero pesticides are to be used in the management of green spaces, etc.

A minimum of 25% of energy consumption is to come from renewable sources or from the reuse of energy.

## COMMITMENT 7

### **100% accessibility for the disabled to sites open to the public**

All sites open to the public are to be accessible to the disabled and properly signposted. Details about accessibility for the disabled at the event are to appear on information supplied about the event. Specific initiatives such as using audio-description are to be encouraged.

Excluded from this requirement is the occasional use of natural sites which are not suitable for adaptation. Therefore this measure does not concern remote natural sites (those located in mountainous areas, far away from roads; those located in precipitous environments, etc.)

## COMMITMENT 8

### **(At least) 1 initiative devoted to promoting access for the disadvantaged**

A policy or an initiative promoting access for the disadvantaged to sporting events is to be put in place. This could be a specific pricing policy, an initiative pursued in partnership with a social services organisation, etc.

## COMMITMENT 9

### **(At least) 1 “environmentally responsible” innovation tested at the event**

The object of this commitment is to try out solutions aimed at improving the environmentally responsible aspect of sporting events and to share these benefits with the events industry. Tests must be accompanied by a system for measuring the benefit to the environment of the innovation in question. The innovative element may be the development of new solutions or the adaptation of a solution already existing in the sporting events industry.

## COMMITMENT 10

### **1 or more sports champions called upon to be nominated ambassadors for “environmental responsibility” for the event or for the sport concerned**

A commitment from one or more sportspersons may be expressed by their making a statement on sustainable development issues (interviews, videos or initiatives to create awareness, etc.) or by the sending of messages via social media.

## COMMITMENT 11

### **100% acknowledgement for volunteers**

This acknowledgement is to constitute an appreciation of the role played by volunteers in the organisation of sports events, which is to be expressed through bonuses which may take different forms (access to training; the organisation of social occasions; meeting leading sports personalities, officials or champions; donations of sports kit or equipment, etc.).

## **COMMITMENT 12**

### **(At least) 1 commitment to supporting a good cause**

A commitment to supporting a good cause is to be in place. This commitment may consist of collecting funds, making space available for publicity, implementing initiatives in the form of specific events, etc.

## **COMMITMENT 13**

### **(At least) 1 initiative promoting the employment of equal numbers of men and women in positions of responsibility**

An initiative promoting the employment of equal numbers of men and women in positions of responsibility is to be in place. This commitment may take the form of a specific human resources policy, initiatives for greater awareness, etc.

## **COMMITMENT 14**

### **1 “sustainable development” referent within the organisation**

A “sustainable development” referent is to be named within the organisation and preferably within the management team. This referent will be attached to the general management and their task will involve all the organisation’s centres in a cross-disciplinary approach.

## **COMMITMENT 15**

### **(At least) 1 initiative or 1 plan for raising awareness of environmental responsibility**

One or more targeted initiatives or plans for raising public awareness (aimed at spectators, viewers and participants: sportspersons, volunteers, organising teams and employees) are to be established. This raising of awareness may include information about the event’s “environmentally responsible” commitments and promote the adoption of environmentally responsible attitudes.

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Ministre des Sports

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Présidente, WWF France

# Appendix

## WWF FRANCE'S RECOMMENDATIONS FOR SUSTAINABLE FOOD DURING MAJOR INTERNATIONAL SPORTING EVENTS

### I. GENERAL PRINCIPLES

#### 1.1 The 6 WWF principles for sustainable food

Generally speaking, WWF recommends keeping to the following principles:

- Eating more vegetables (fresh vegetables, dried vegetables, cereals, etc.)
- Eating a variety of foods
- Limiting meat consumption, red as well as white
- Buying certified foods
- Limiting the consumption of fatty, salty and sugary foods
- Avoiding wasting food

#### 1.2 Catering options and how certifications measure environmental quality

To certify food 100% is very ambitious. However, not all certifications demand the same environmental standards. Consequently, they have been classed according to the stringency of their standards, from the most to the least stringent (bearing in mind that no certification is intrinsically exempt from criticism):

- Organic and biodynamic agriculture (significant in terms of the absence of pesticides and artificial fertilisers...),
- Haute Valeur Environnementale (HVE) (High Environmental Value) (significant in terms of the management of biodiversity, of water resources, of pesticides and fertilisers),
- Label Rouge (significant for rearing periods, production conditions, etc.)
- Appellation d'Origine Protégée (AOP) (Protected Designation of Origin) (significant in terms of conditions of production and distinctive character of products),
- Bleu Blanc Coeur (significant for limiting the presence of soya in animal feed, and thus - indirectly - the deforestation in Latin America caused by soya production.

#### 1.3 The choice of suppliers

For produce available in this country (other than coffee, cocoa, etc.), the WWF's requirements are very strict concerning the geographical zone of supply. The latter must preferably be local or regional, and is then extended to nearby areas at a national level or to neighbouring countries, if necessary.

In addition to criteria relating to geographical origin, catering options must promote certification which calls for less use of imported raw materials which have a significant impact on biodiversity via animal feed (soya, for example) and which prioritises the use of local alternatives. In fact, this is about reducing the transferred impacts of agricultural production. For example, at the time of the Olympic and Paralympic Games in Rio, even if a chicken had been produced close to the event's sites, it could have been fed on soya from South America and contributed to deforestation.

However, WWF accepts that certain suppliers may resort to using imported raw materials. In this case, and to limit their impact on the environment, the latter may be subject to recognised certification.

Finally, the desire to prioritise produce from within a fixed radius around event sites should make it possible to encourage farming which conforms to the principles of diversification in production, at a regional level by reintroducing livestock farming in cereal-producing areas and vice versa, and at the level of an individual farm by encouraging mixed farming rather than single-crop cultivation or intensive livestock farming.

## 1.4 Campaigning against food wastage

- 100% of catering services to be committed to waste-avoiding practices where food is concerned;
- Portions to be adjusted (particularly in canteens);
- Unsold/surplus food to be sent to local associations and/or food banks;
- Events to be organised using leftovers (of the Disco Soupe type, for the reuse of vegetables...);
- Composting or methane production from food surpluses to be implemented where redistribution is not possible, in order to meet zero targets for the incineration or dumping of organic waste.

Generally speaking, the ADEME (Agency for the Environment and Energy Management) recommendations can be relied upon in this matter.

## II. TABLE OF CERTIFICATION AND ZONE OF SUPPLY BY FOOD TYPE

The following table identifies requirements in terms of eligible certifications/labelling and zones of supply:

- In terms of certification, the objective is 100% certified food, whilst at the same time offering a certain amount of adaptability to suit individual means, relying on the above-mentioned certifications. Of all these certifications, organic status is to be given priority (the organic percentage must be as high as possible).
- As for the radius of supply, two categories are involved: towns located inland and those located near the coast. In terms of supply, the aim is to give priority to producers located close to where events are taking place, then to extend this to include the rest of the country.

<b>Fish and seafood</b>	Fishery products: 100% MSC Aquaculture products: 100% ASC or organic
<b>Meat</b>	Certification: 100% certified (order of preference: Organic, HVE, Bleu Blanc Cœur, Label Rouge, AOP) Origin: France 100% of which 40% minimum from within a 100km radius for inland towns and a 200km radius for those close to the coast
<b>Eggs</b>	Certification: 100% organic or free-range (including Label Rouge) Origin: France 100% of which 40% minimum from within a 100km radius for inland towns and a 200km radius for those close to the coast
<b>Milk</b>	Certification: 100% certified (order of preference: Organic, HVE, Bleu Blanc Rouge, AOP) Origin: French or bordering regions
<b>Dairy products</b> (cheese, yoghurt, butter, cream, ice cream)	Certification: 100% certified (order of preference: Organic, HVE, Bleu Blanc Cœur, Label Rouge, AOP) Origin: France 100%



<b>Cereals and potatoes</b>	<p>Certification: 100% certified (order of preference: Organic, HVE, Label Rouge, AOP)</p> <p>Origin: France 100% of which a minimum of 40% from within a 100km radius for inland towns and a 200km radius for those close to the coast</p>
<b>Vegetables</b>	<p>Seasonality: 100% seasonal</p> <p>Certification: 100% certified (order of preference: Organic, HVE, Label Rouge, AOP)</p> <p>Origin: France 100% of which a minimum of 40% from within a 100km radius for inland towns and a 200km radius for those close to the coast</p>
<b>Exotic fruit</b> (including those destined for use in fresh fruit juices)	<p>Seasonality: 100% seasonal</p> <p>Certification: 100% (order of preference: Organic and Fairtrade/Rainforest Alliance)</p>
<b>Other fruit</b> (including those destined for use in fresh fruit juices)	<p>Seasonality: 100% seasonal</p> <p>Certification: 100% certified (order of preference: Organic, HVE, Label Rouge, AOP)</p> <p>Origin: France 100%</p>
<b>Coffee, cocoa, tea, sugar, honey, nuts</b>	<p>Coffee, cocoa, tea, honey: 100% certified (order of preference: Organic and Fairtrade/Rainforest Alliance)</p> <p>Sugar: 100% certified (order of preference: Organic, Bonsucro and Fairtrade/Rainforest Alliance)</p>

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