

Sustainability & Social Responsibility Recommendations for ISU Events

August 2022



It has been identified by the United Nations and International Olympic Committee that sport can positively impact all of the Sustainable Development Goals (SDGs).

<https://sustainability.sport/about-the-sdgs/>



The following recommendations have been developed as suggestions for improving Event sustainability.

High Level ISU Recommendations

- ✓ Use renewable resources in Event facilities.
- ✓ Use of electric or gas ice resurfacing machines.
- ✓ Use green cars and promote green transport alternatives.
- ✓ Use adequate accommodations in walking distance to the venue.
- ✓ Use environmental friendly light systems for the venue.
- ✓ Use recycling containers at venues (plastic bottles, papers, packing etc.).
- ✓ Reduce the use of plastic bottles and avoid wasting water.
- ✓ Reduce paper use during competitions by providing information to teams by electronic means (email, instant messenger etc. For example, using the ISU Event App).
- ✓ Announce recycling and green initiatives to spectators and partners on video boards.
- ✓ Combine entry tickets with public transportation for spectators.
- ✓ Provide a sustainability info desk at venues (possibly supported by local authorities).
- ✓ Provide seats & ticketing for local community & persons with disabilities.

Carbon Footprint - An environment-friendly approach to skating

Ice sports almost always require ice-making technical equipment which may use large amounts of energy and may contain pollutant gases. For skating, controlling these two problems is the key element of an environmental approach which fosters sustainable development.

It is important to be aware of the influence of an Event or Venue on the environment and make efforts to reduce climate impact by reducing the carbon footprint. Compensating for unavoidable carbon emissions by carbon off setting can be a practical solution.

Steps include the reduction of carbon emissions associated with goods and services, including travel and freight, minimizing packaging, reuse of all goods and implementing recycling and zero waste-concepts.

Teams & Skaters

- ✓ Set an example in terms of fair play and respect for the environment.
- ✓ In and around the rink, do not drop rubbish such as bottles, packaging or accessories.
- ✓ Travel to and from events sustainably, eat sustainably sourced food, act in a socially responsible manner and promote your actions via your various (social) media channels.

Ice Rinks

- ✓ For indoor artificial rinks, use modern, energy-efficient refrigeration equipment without synthetic refrigerating gases (if possible, **avoid** CFCs, HFCs or PFCs).
 - Pay particular attention to the systems which produce and distribute the cold.
- ✓ For outdoor artificial rinks, it is **good** to locate the skating area to the north of tall structures (neighboring buildings, stands, billboards, outside wall, etc.) to reduce heating of the ice by the sun as much as possible.
- ✓ For outdoor competitions, it can be **good** to host day-time competitions if renewable energy is not available for lighting.
- ✓ For indoor events, it is **good** to heat the arena efficiently using sustainable energy sources to meet the required temperatures as well as make use of environmental friendly light systems.
- ✓ Consider all **good** possibilities for providing the energy needed to produce ice by using renewable energy sources (solar, wind, geothermal, small dams, etc.).
- ✓ Consider, when possible, the use of cleaning and maintenance products that conform to environmental and sustainable development criteria.
- ✓ **Good** practice: utilize fully electric ice resurfacing machines powered by renewable & clean energy.

Special waste, toxic products and pollutants linked to skating

Special waste linked to skating essentially concerns certain synthetic refrigerant gases used in ice-making equipment – try to **avoid**:

- ✓ chlorofluorocarbons (CFCs), which are synthetic gases responsible for destroying the ozone layer in the stratosphere which protects the surface of the earth from ultra-violet rays.
- ✓ hydrochlorofluorocarbons (HCFCs), which are synthetic gases stable in the air and, while damaging, do less harm to the ozone layer than CFCs.

- ✓ hydrofluorocarbons (HFCs), which are synthetic gases but do not harm the ozone layer, although they contribute to the greenhouse effect.
- ✓ ammoniac, an aggressive natural gas which irritates and suffocates, inhaling which may cause irreversible respiratory damage.
- ✓ hydrocarbons like propane and isobutane, which are natural gases and pollute less, but are highly inflammable and explosive, and can lead to the formation of smog.

Some **good** high-performance refrigerating systems also use water, carbon dioxide (CO₂) or helium, which cause no problems because of the small concentrations involved in the event of leaks.

In old equipment which uses CFCs or ammoniac, these gases should not be allowed to escape into the air. A leak detection system with an alarm should be installed, and regular checking and maintenance performed. You could consider, for example, replacing this as soon as possible with modern equipment which uses HFCs or with a primary circuit using ammoniac in a confined area, cooling a secondary circuit using glycol under the ice. A specialist firm should be employed to destroy the polluting gases of the old equipment.

Event Energy Management

The following steps could be taken to improve energy use:

- ✓ Heating, cooling and power used at sports venues and in sports organizations' offices should be eco-sourced.
- ✓ Use of eco sourced electric or gas ice resurfacing machines.
- ✓ Implement an up-to-date energy-saving plan for existing venues and offices
- ✓ Specify energy efficiency requirements for new venues.

Venue Management & Planning

Steps can be taken to ensure:

- ✓ Venue designs and fit-out specification stipulate "low-carbon" materials and giving preference to eco-certified products.
- ✓ Conservation of the natural environment and positive impact on biodiversity.
- ✓ Conservation of historic buildings and other cultural heritage.
- ✓ Conservation of water resources.
- ✓ Minimization of energy use and of greenhouse gas emissions.
- ✓ Minimization of adverse impacts on land, water, noise and air quality.
- ✓ Use of long-lasting environmentally and socially responsible materials.
- ✓ Minimization of waste and maximizing reuse and recycling of materials.
- ✓ Inclusive design.
- ✓ Internal environments that foster health and wellbeing.
- ✓ Creation of opportunities to leave a positive legacy for local businesses and communities.

Event Suppliers & Sourcing

In essence, there are five key questions when sourcing goods and materials:

1. Where does it come from?
2. Who made it?
3. What is it made of?
4. What is it wrapped in?

5. What will happen to it afterwards?

It is recommended to select Event suppliers who guarantee to act in a socially responsible manner, respect sustainability practices and respect basic human rights, working conditions, health and safety for all workers in the supply chain.

Event Logistics

Steps to reduce the impact of logistics include:

- ✓ Location of distribution warehouses to allow the best route to venues to minimize impact on communities and optimize travel times.
- ✓ Optimal loading of vehicles to avoid wasted journeys.
- ✓ Operating a “quiet night-time delivery” policy.
- ✓ Selecting freight suppliers that operate modern low-emission fleets and compensate their carbon emissions.
- ✓ Where practical, using rail and river options instead of road transport.
- ✓ For overseas logistics, favoring sea freight over air freight, to significantly reduce carbon emissions.

Waste Management

Events can produce large quantities of waste, which, if disposed of in landfills cause additional greenhouse gas emissions. The following steps can be taken to successfully manage waste:

- ✓ Reduce the use of plastic bottles and avoid wasting water.
- ✓ Reduce paper use during competitions by providing information to teams by electronic means (email, instant messenger, etc. For example, using the ISU Event app).
- ✓ Use recycling containers at venues (plastic bottles, papers, etc.).
- ✓ Minimize packaging, e.g., through reusables; oblige suppliers to take back packaging; order deliveries in bulk; for cardboard packaging, use of recycled board; Use ecologically advantageous packaging when possible.
- ✓ Seek reuse opportunities for items that are no longer needed.
- ✓ Avoid waste wherever possible.
- ✓ Recycle what cannot be reused.
- ✓ Send non-recyclable waste to high energy recovery if available.
- ✓ Dispose of residual waste in licensed landfill.
- ✓ Never allow illegal dumping and littering.
- ✓ In and around the rink, provide the public with an adequate number of well-maintained toilets and rubbish disposal facilities, to enable wastewater to be treated and solid waste to be recycled or destroyed with no risk.
 - Inform users of the rules of conduct to be followed: clean toilets, water saving and waste collection.
 - Take old (rental) skates and rink equipment to a firm dealing in solid waste which will be able to recycle the metal.

Event Water Management

Water is a critical factor in ice sports and events. Steps to reduce the impact of water include:

- ✓ Measure and control the use of water during the event (especially for ice production/resurfacing and in spectator areas).
- ✓ Studies have shown that automation of water consumption and heating can significantly reduce impact. See *ISU report on Ice Rink Energy & Water Savings*.

- ✓ Avoid unnecessary heating or cooling of large volumes of water.
- ✓ Install water saving devices in order to raise awareness among participants and spectators.

Event Overlay, Textiles, Signage & Branding

Materials: e.g., timber for venue and overlay construction, cotton & plastic for clothing or all fossil-fuel based materials, such as plastics, have a significant environmental impact. It is highly recommended to carefully plan the production, installation and recycling of all event overlay, signage and branding. It is recommended to carefully consider material choices and their lifecycle to reduce environmental impact and maximize circularity.

- ✓ Reducing size & weight of materials is critical for reducing impact.
- ✓ Guarantee end of life solutions for all textile, signage and branding elements. Consider solutions other than landfill. Have a full recycling program (not just incineration / thermal recycling) in place for all event overlay materials!
- ✓ Select materials which contain a high recycled content to lower impact.
- ✓ Wood, fiber & biobased materials can be a good alternative, but careful consideration required (bamboo = high water consumption, fiber board is not easy to recycle, not all forests are well managed (avoid clear cutting and select FSC certified)). Discuss these matters with your signage supplier.
- ✓ If you use all wood, engage a full replanting project with a reputable forestry management organization who can assure. Plant more trees (in ways that encourage flora & fauna biodiversity) than you utilize – this might be your best impact mitigation solution.
- ✓ Ensure that all metal used is recycled 100%.
- ✓ Minimize use of PVC which is toxic/harmful in production, and which cannot be reused, repurposed, or recycled. Consider paper/cardboard covering alternatives.
- ✓ Minimize use of vinyl stickering which cannot be reused, repurposed, or recycled. Consider paper/cardboard covering alternatives.
- ✓ Minimize the use of single use event flooring or carpeting. Use 100% recycled rubber flooring if possible (or consider paper/cardboard covering alternatives).
- ✓ Graphic design should consider the need to reuse a material (think about logo, date, event title and pattern placement). Make designs which are flexible and can be used in many situations.

Specific recommendations and advice for sustainable signage design, sourcing and recycling can be found here:

- ✓ Sustainable sourcing guidelines for branding and signage materials https://stillmed.olympics.com/media/Document%20Library/B2B/Beyond-The-Games/Sustainability/Sustainable-sourcing-guidelines-Branding-and-signage.pdf?_ga=2.165458175.1512273340.1620035721-1865223894.1620035721

Event Catering

Agricultural production, especially of meat, is responsible for significant greenhouse gas emissions, which are exacerbated where tropical forests and other natural lands are converted to farmland. Consider the following actions to reduce the impact of event catering:

- ✓ When providing food, ensure there are healthy menu options, and increase the proportion of non-meat dishes.
- ✓ Source food labelled as being from environmentally responsible agriculture & fishing.

- ✓ Minimize food waste through more accurate forecasting of quantities required and working with charities to redistribute surplus food.
- ✓ Use of seasonal produce and foods with environmentally friendly transport.
- ✓ Preference given to organically sourced products and fair-trade products, e.g., coffee, tea, juices. All tea, coffee, sugar and hot chocolate on site are Fairtrade.
- ✓ Tap water provided in carafes, whereby it must be ensured that the carafes are refilled with fresh water regularly and that the carafes (ideally made from glass) are removed and washed at appropriate intervals. Contamination of tap water should be avoided.
- ✓ Ecological operations can be integrated into commercial kitchen practices.

Event Transport

- ✓ Use fuel-efficient, low/zero-emission or electric vehicles.
- ✓ When using buses: consideration of low-emission or electric, low-noise buses.
- ✓ Increase use of public transport rather than personal vehicles. Provide and encourage the use of a public transport system for getting to and from the event.
- ✓ Increase sharing of vehicles to reduce number of vehicle journeys.
- ✓ Ensure adequate signposting indicating location of the nearest public transport stop/station.
- ✓ Minimize local traffic disruption and congestion, which can lead to increased local air pollution.
- ✓ Training of drivers in "fuel-saving driving".
- ✓ Encourage covering short distances on foot or by bicycle (if appropriate).

Event Accommodation

- ✓ Choose hotels with environmental policies and community projects in place.
- ✓ Choose hotels which have been certified for sustainable hotel management practices and/or eco-tourism.

Event On site Communication

- ✓ Announce recycling and green initiatives to spectators and partners on video board.
- ✓ Provide a sustainability info desk at venues (possibly supported by local authorities).
- ✓ Seek opportunities for virtual meetings rather than always meeting physically.
- ✓ Data should be transferred electronically as often as possible.

Local Event Sponsors and Partners

- ✓ Inform local Event sponsors and Partners about environmental and social activities and include them in decision making or activations.
- ✓ Seek new sponsors or partners who are aligned with environmental and social goals.

Event printing, Gifts, Flowers & Branded Items

- ✓ All single use items, gifts, flowers and plants should ideally be avoided.
- ✓ All gifts and promotional items can be produced in an ecofriendly and socially acceptable way.
- ✓ Seasonal flowers, shipped in an eco-friendly way, or fair-trade flowers are preferred (if the Event requires them).
- ✓ Use of recycled paper only for all invitations, meeting documents, printed materials etc.
- ✓ Implement a return / recycling system for all Event related items such as:
 - printed folders/brochures
 - printed schedules

- lanyards
- plastic cards
- all wastepaper.
- Etc....

Event Materials, Accreditations & Lanyards

- ✓ Implement a return system for accreditation badges and lanyards for their reuse.
- ✓ Offer eco-certified lanyards (avoid non-recyclable plastic fibers, consider biodegradable lanyards).
- ✓ Reduce the use of excess plastic sleeves.
- ✓ Procure recycled paper, serviettes, dishes & cutlery, toilet paper etc....

Event Health & Safety & Workforce/Volunteers

- ✓ Be vigilant about health and safety standards.
- ✓ It is important to ensure decent working conditions and to respect human rights & equality both for direct workforce, supply chain workforce and event volunteers. Further information about decent working conditions can be found via the IOC or the ILO (International Labor Organization).
- ✓ Integrate sustainability into the performance objectives of directors, senior managers and all staff.

Social Responsibility

All events should be inclusive and non-discriminatory. Employment, volunteering, and spectating opportunities should be provided for all people regardless of gender, age, sex, race, or disability.

For Events, careful attention can be paid to:

- ✓ Colorblind awareness when designing rink wayfinding.
- ✓ Venue access, parking, sanitary facilities, catering facilities and seating for young families, disabled or elderly spectators / staff / volunteers.
- ✓ Supporting local community programs for under privileged children / adults / families. For example, with complimentary tickets, reduced price tickets etc.

Corporate social responsibility activities are encouraged which benefit the environment, community, economy and social wellbeing of all those involved. Events can be leveraged to drive renovation and rejuvenation of the local area and to benefit the local community economically.

Bribery, fraud, money laundering, embezzlement, concealment or obstruction of justice are fundamentally in contradiction with the principles of sport and should be avoided at all times.

Further information and ideas about sustainable events can be found at:

<https://sustainability.sport/>

<https://olympics.com/ioc/sustainability>

https://stillmed.olympic.org/media/Document%20Library/OlympicOrg/IOC/What-We-Do/celebrate-olympic-games/Sustainability/sustainability-essentials/IOC-Sustainability-essentials_v7.pdf