

THE 5-STEP WIN

for *sustainable* sporting events

Sustainability champions choose Quantis

Quantis is the trusted sustainability partner of global sports and events organizations worldwide.

Contact *Quantis' sustainable sports expert Denis Bochatay* at denis.bochatay@quantis-intl.com or at +41 21 353 59 10 to define your play-by-play strategy for sustainable sporting events.

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1 > Play-by-play sustainability strategy

Start the play by mapping out priority goals to implement. A **materiality assessment** can guide the identification of areas for environmental and social impact reduction. Build upon the strategic goals each year so sustainability becomes standard practice.

The FEI Sustainability Handbook for Event Organizers offers a guide for sustainable events.

QUANTIS CASE STUDY

UEFA EURO 2016 defined 8 social and environmental priorities to reduce environmental impacts, create social awareness and promote positive change by implementing access for all, no parking and a no-smoking policy at stadiums.

3 > Embed process into practice

Integrating sustainability into processes is key to success. ISO 20121 offers a complete framework for full implementation to embed sustainability into the heart of organizations. Jump into the game by establishing **sustainable procurement policies**, which provide a good starting position that can then be shared with other departments.

QUANTIS CASE STUDY

Formula E broke down silos by inviting other divisions into sustainability decision-making so other managers can include sustainability criteria in their own processes. This approach also promoted team-wide engagement, see #4.

2 > Score with robust metrics

Credible metrics empower efficient decision making about setting realistic and meaningful reduction targets, prioritizing actions and measuring success. **Environmental assessments** can be a carbon-footprint or a multi-indicator approach including water and biodiversity, which was adopted by UEFA EURO 2016 - the first of its kind in the world of sports.

QUANTIS CASE STUDY

Rio 2016 Olympic and Paralympic Games work on the carbon footprint process from 2013-2106, which enabled the event to measure milestones to mitigate climate change. A Rio 2016 Legacy Tool was developed to offer other event organizers the opportunity to measure and manage impacts.

4 > Engage for the common good

Get players off the bench and on board with sustainability. Engaging and fun tools coupled with athlete ambassadors is a winning combination to boost awareness for sustainability.

Stakeholders sustainability workshops or public campaigns spur active and collective engagement and increase loyalty to team franchises.

QUANTIS CASE STUDY

FIM, the International Motorcycling Federation, saw engagement on the rise for sustainability - both internally and with fans when they launched the FIM Ride Green campaign featuring professional racing stars Marc Marquez and Valentino Rossi.

5 > Communicate small victories!

Sport inspires and shares values. Sports organizations are expected to do their part for a more sustainable world. Engaging in **diverse communications** - ads, infographics, social media campaigns, videos and reports - tell the story about your efforts and promote a positive image for teams.

QUANTIS CASE STUDY

The "UEFA EURO 2016 Social Responsibility & Sustainability One-year-to-go report, 2015" was developed, with Quantis, to communicate their objectives prior to having finalized results because setting targets and implementing processes were already victories!

