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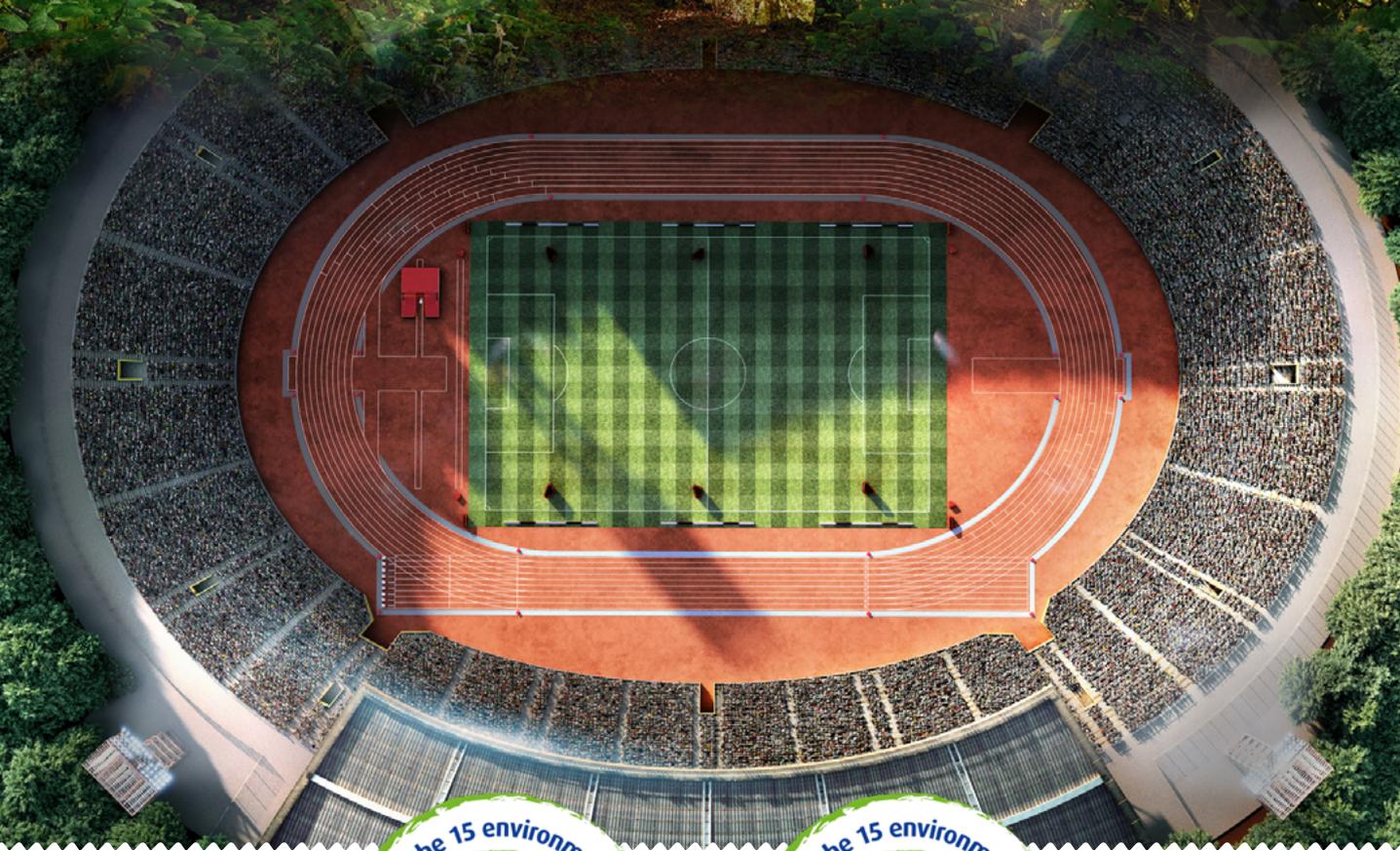
MINISTÈRE
DES SPORTS



WWF

COMPENDIUM OF EXPERIENCES

CHARTERS OF 15 ENVIRONMENTALLY
RESPONSIBLE COMMITMENTS



ACKNOWLEDGEMENTS

We would like to thank all those members of organising committees, professional leagues, clubs and federations, companies and local authorities who actively contributed to making this compendium into a tool which fully illustrates the environmentally responsible dynamics of the French sporting ecosystem.

Sharing your remarkable experiences, as widely as possible, relating to the 15 commitments laid down in the Charter of the Ministry of Sports and WWF France helps to raise awareness and transform the behaviours of actors in the world of sport.

We would also like to give our sincere thanks to all the 2017-2018 signatories of our two Charters:

AccorHotels Arena
Amaury Sport Organisation
Arkose
2018 EHF European Women's Handball Championship / French Handball Federation
Consortium Stade de France : MMArena - Nice Eco Stadium/Allianz Riviera - Matmut Atlantique - Stade de France
Disneyland® Paris
EcoTrail Paris®
Ligue Nationale de Rugby
Ligue de Football Professionnel
French Aeronautical Federation
French Athletics Federation
French Badminton Federation
French Canoeing and Kayaking Federation
French Federation of National Defence Clubs
French Orienteering Federation
French Chess Federation
French Fencing Federation
French Federation of Underwater Studies and Sports
French Football Federation / Local Organising Committee of the FIFA Women's World Cup France 2019™
French Gymnastics Federation
French Golf Federation / Ryder Cup 2018
French Handisport Federation
French Ice Hockey Federation
French Wrestling Federation
French Federation of Mountaineering and Climbing
French Hiking Federation
French Rugby Federation / Rugby World Cup France 2023
French Skiing Federation
French Waterski & Wakeboard Federation
French Speleological Federation
French Surf Federation
French Tennis Federation / Roland-Garros
French Table Tennis Federation
French Sailing Federation
EuroVolley 2019 / French Volley Federation
Formula E / Paris E-Prix
Corporate Foundation of Vidauban Golf Environment
Olympic and Paralympic Games Paris – 2024
OL Groupe / Olympique Lyonnais
Olympique de Marseille
City of Marseille
SESE – Parc des Princes – PSG
Paris 2018 Gay Games
Quarterback
Stade Français Paris Rugby
Ultra-Trail du Mont-Blanc (UTMB®)
French Union for Secular Physical Activity (UFOLEP)
French National School Sports Union (UNSS)

CONTENTS

CONTENTS	3
EDITORIAL BY ISABELLE AUTISSIER, PRESIDENT OF WWF FRANCE	4
EDITORIAL BY ROXANA MARACINEANU, MINISTER OF SPORTS	5
INTRODUCTION	
A JOINT COMPENDIUM OF INITIATIVES	6 - 7
AN APPROACH IN LINE WITH THE SUSTAINABLE DEVELOPMENT GOALS (SDGS)	8 - 9
PART 1: METHODS, SYNERGIES, PARTNERSHIPS, DISSEMINATION AND LEGACY: ON THE SPOTLIGHT CHARTERS' CONTRIBUTIONS	
THE CHARTERS: A FRAMING TOOL OFFERING CONCRETE HELP TO SIGNATORIES	10 - 11
SYNERGIES AT WORK BETWEEN EVENT ORGANISERS AND MANAGERS OF SPORTS FACILITIES & VENUES	12 - 13
PUBLIC AUTHORITIES AND AGENCIES: ESSENTIAL PARTNERS	14
PARTNERSHIPS FOR INNOVATION: MOBILISING TO GO EVEN FURTHER	15
DISSEMINATING AND SPREADING GOOD PRACTICES: A PRE-CONDITION FOR LASTING, EXPANDED	17
SOCIAL AND ENVIRONMENTAL LEGACY AT THE VERY HEART OF SUSTAINABILITY	19
PART 2: THE 15 ENVIRONMENTALLY RESPONSIBLE COMMITMENTS	
1 - SUSTAINABLE FOOD IN ALL CIRCUMSTANCES	22 - 23
2 - TOWARDS ACTIVE, NON-MOTORISED MOBILITY	24 - 25
3 - SUSTAINABLE PROCUREMENT, A CRUCIAL CLAUSE	26 - 27
4 - REDUCING OUR EXCESSIVE WASTE	28 - 29
5 - FOR SPORT WHICH IS RESPECTFUL OF	30 - 31
6 - NATURAL RESOURCE CONTROL	32 - 33
7 - SURPASSING DISABILITIES	34 - 35
8 - SPORT, AN EXPERIENCE FOR ALL	36 - 37
9 - INNOVATING	38 - 41
10 - VOICES OF SPORTSPERSONS, AN AWARENESS LEVER	42 - 43
11 - VOLUNTEERS, AN ESSENTIAL	44 - 45
12 - ALWAYS READY TO SUPPORT A GOOD CAUSE	46 - 47
13 - FOR EQUAL ACCESS TO POSITIONS OF RESPONSIBILITY	48 - 49
14 - THE SD CORRESPONDENT, A DRIVING FORCE FOR ENVIRONMENTAL RESPONSIBILITY	50 - 51
15 - RAISING AWARENESS AS A CREDO	52 - 53

EDITORIAL



By **Isabelle Autissier**
President of WWF France

Human-caused climate change is a reality. In every region of the world, we are seeing the risks, that were merely theory in the past, becoming a reality.

To counter perpetual climate phenomena and the loss of biodiversity, we must create perpetual actions and initiatives focusing on environmental protection. We must drive the race towards environmental responsibility and performance amongst all actors and at every level of society. We must ensure that the environmental engagement of organisations of all kinds must become a compulsory performance indicator for each of them. Thanks to its influence and its ability to catalyse actions and resources, sport can help us to build that momentum.

The purpose of the Charter of 15 Environmentally Responsible Commitments of Major Event Organisers and Managers of Large-scale Sports Facilities and Venues is to instil those positive actions through which environmental issues are fully integrated into the organisation and management of sporting events, facilities and venues. Jointly created with the Ministry of Sports and sporting organisations, this Charter defines 15 shared, quantified targets establishing a new standard for environmental responsibility.

It is now crucial to implement them, find the right technical and logistical solutions, transform behaviours and get partners, service providers, employees and the public on board. This compendium presents a number of initiatives carried out by the Charter's signatories. It aims to share feedback on experiences, promote strong initiatives and continue collective discussions and reflection on this subject. We would like to thank and congratulate this Charter's signatories for their methods and their efforts. Thanks to them, the environmental footprint of sport is shrinking, public awareness is rising, and partners' and employees' considerations of environmental issues cannot be ignored. We would of course like to thank the Ministry of Sports for leading this ambitious programme which will help to make sporting activities compatible with environmental issues.

We believe that sport can be a powerful tool if we put it to work for the ecological transition of our society.



EDITORIAL



BY **Roxana Maracineanu**
Minister of Sports

With 180,000 affiliated sporting associations, 36 million players, 270,000 facilities and venues and 2.5 million sporting events annually, sport in France enjoys a tremendous sphere of influence and network coverage for effectively disseminating the values of sustainable development.

In a context of adaptation to climate change and societal transformation, many actors in the world of sport are already assuming that responsibility: professional leagues, clubs and federations, companies and local authorities are taking concrete steps to join the ambitious process of environmental responsibility, as can be seen in their decision to rally around the Charter of 15 Environmentally Responsible Commitments. Whether they are event organisers or managers of facilities or venues, these different signatories form an ecosystem of remarkable actors united by the same social and environmental conscience.

These collective dynamics around sporting events, those showcases of French expertise, are all the more vital given the fact that, in 2024, France will be hosting the first Olympic and Paralympic Games aligned with the Paris Climate Agreement. From that perspective, French sports need to be more actively engaged on the path to sustainable, inclusive development which respects the challenges of preserving biodiversity.

The promotion of these fundamental Charters, the sharing of knowledge and exchanges of good practices at the national and international levels are all essential in order to actively participate in transforming our sporting ecosystem as a whole and encouraging the mobilisation of each of the actors involved.

I would like to heartily congratulate all the signatories of the Charter of 15 Environmentally Responsible Commitments for their inspiring actions. I want to thank them sincerely for having contributed to the production of this booklet. I would also like to thank WWF France for having established with the Ministry of Sports a rich and precious partnership which challenges the world of sport and helps us to become more responsible as a group.



INTRODUCTION

A compendium of initiatives bearing witness to the diversity of our signatories

Launched on 12 January 2017 by the **Ministry of Sports** and **WWF France**, the Charter of 15 Environmentally Responsible Commitments of Sporting Event Organisers sets ambitious, quantified targets. It confirms that environmental responsibility is now at the heart of the specifications of international event organisers in France.

On 11 June 2018, it was adapted to the sphere of managers of sporting facilities and venues.

These Charters are a response to a simple observation: over and above the show put on by any sport match in and of itself, major international sporting events play a special role in our country. They provide a showcase for France and contribute to its international impact. By mobilising the general public and the passion they inspire, they encourage social diversity and strengthen national solidarity. Considered to be organisational models, they make it possible to shape spectators' and partners' behaviours and habits in a lasting way, thereby contributing to the evolution of social norms.

Major international sporting events however also have a responsibility to limit their negative effects on the environment. Being aware of their ability to serve as role models, the signatory event organisers and managers of facilities and venues have chosen to take concrete steps to join this ambitious process driven by the Ministry of Sports.

With this document, the Ministry of Sports and WWF France hope to **promote the projects undertaken by the two Charters' signatories.**

Two years after their launch and before they are updated in 2020, an assessment has become a necessity.

THIS PROGRESS REVIEW MUST MEET THREE OBJECTIVES:

- **provide visibility to the diversity of actions undertaken by the signatories;**
- **share replicable practices and ideas with actors in the world of sport;**
- **encourage environmentally responsible approaches using the Charters as framing, steering, communication and promotional tools.**

This document was based on statements by the signatories and does not constitute an evaluation by our team. The information it contains remain the responsibility of its contributors.

This work was carried out in conjunction with the signatories. A wave of meetings helped to identify actions considered to be outstanding, pioneering, unique or of which they were simply proud.

Part 1 of this compendium of initiatives identifies multiple cross-cutting lines of work. In particular, it looks at partner relationships, a sign that synergies have been driven or accelerated by the Charters. Part 2 illustrates the signatories' engagement by presenting different types of actions linked directly to the 15 environmentally responsible commitments set out in each Charter.

Full of ideas and initiatives, this document is in line with the desire shared by the Ministry of Sports and WWF France to strengthen dialogue between the signatories and other actors interested in this approach.

The team at the Sport and Sustainable Development Office of the Ministry of Sports are at your disposal to make connections for you or to provide you with further information.



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INTRODUCTION

AN APPROACH IN LINE WITH THE SUSTAINABLE DEVELOPMENT GOALS (SDGs) SET BY THE UNITED NATIONS

Adopted at the 2015 Summit in New York, the Sustainable Development Goals are the keystone of the UN's 2030 Agenda. The SDGs have become a veritable universal language, covering all the issues relating to sustainable development. The aim is for them to be applied by all (States, private sector, civil society, citizens, etc.) and for all.

Through the actions they have initiated and the commitments which they incorporate, the Charters of the Ministry of Sports and WWF France contribute to the attainment of those Goals.

At a time when more and more actors are taking on the 17 SDGs and their 169 targets (or sub-goals), it is essential to allow the signatories to acclimate to them and to identify those goals which they meet thanks to their compliance with the objectives of these Charters.



THE CHARTERS FROM THE PERSPECTIVE OF THE SDGs

CHARTER OF EVENT ORGANISERS

Commitment 1 : Catering			
Commitment 2 : Transport			
Commitment 3 : Purchases			
Commitment 4 : Waste			
Commitment 5 : Natural sites			
Commitment 6 : Natural resources			
Commitment 7 : Disabled (site access)			
Commitment 8 : Access for all initiative(s)			
Commitment 9 : Innovation(s)			
Commitment 10 : Ambassador(s)			
Commitment 11 : Volunteers			
Commitment 12 : Supporting a good cause	 Variable selon la cause abordée		
Commitment 13 : Equal numbers M/W			
Commitment 14 : SD referent			
Commitment 15 : SD awareness			

The Charter of 15 Commitments of Event Organisers satisfies 15 of the 17 SDGs.

The global dynamics instilled by this Charter essentially meet **SDGs 13 and 17**.

CHARTER OF MANAGERS OF FACILITIES AND VENUES

Commitment 1 : Catering			
Commitment 2 : Mobility			
Commitment 3 : Sustainable procurement			
Commitment 4 : Waste			
Commitment 5 : Natural sites and biodiversity			
Commitment 6 : Energies and liquids			
Commitment 7 : Hospitality and accessibility			
Commitment 8 : Access for all			
Commitment 9 : Innovation(s)			
Commitment 10 : Economic and social impact			
Commitment 11 : Regional anchoring			
Commitment 12 : Supporting a good cause	 Variable selon la cause abordée		
Commitment 13 : Equality and combating discrimination			
Commitment 14 : Responsible management			
Commitment 15 : Raising awareness			

The Charter of Managers of Facilities and Venues satisfies all 17 SDGs.

The global dynamics instilled by this Charter essentially meet **SDGs 9, 11, 13 and 17**.

Methods, synergies, partnerships, dissemination and legacy:

Spotlight on the Charters' contributions

With this compendium of experiences, we wanted to showcase subjects and themes which allow the signatories to roll out this Charter with greater ease and peace of mind. Methods, partners and synergies are all contributions to making events, facilities and venues more and more responsible.

CHARTERS: A FRAMING TOOL OFFERING CONCRETE HELP TO SIGNATORIES

The Charters of Event Organisers and Managers of Facilities and Venues enable the sharing of ambitions and quantified targets between the signatories and all their shareholders. They play a cross-cutting, framing roll in the adaptation of their environmentally responsible approaches.

A FRAME OF REFERENCE FOR EVER MORE RESPONSIBLE EVENTS, FACILITIES & VENUES

Through the 15 environmentally responsible commitments and their quantified indicators, the Charters constitute a framing document for signatories interested in developing a corporate responsibility policy (CSR/OSR*). They are also to be understood as an operational document by actors who already have well-structured approaches.

The **French Federation of Mountaineering and Climbing (FFME)** is one of the signatories to have found this to be a structuring tool. For the organisation of two **Climbing World Cups, in Briançon and Chamonix, the Paraclimbing World Championships and the World Olympic Qualifying Tournament for the Tokyo Games, in Toulouse-Tournefeuille**, the FFME was able to rely on a framed approach: "the concrete targets for the 15 theme areas of the Charter provide precise, exacting markers leading us outside our comfort zones and often encouraging us to think and act differently", according to François Benoit-Cattin, President of the FFME's OSR Committee. "Which led us to work line by line with the local event managers to apply those commitments in concrete ways on the ground", adds Sabine Steenstrup, Member of the Federation's Board of Directors appointed to the Committee. The FFME will even be incorporating the 15 Charter commitments straight across the board into its specifications for the organisation of major events going forwards.

As a result, compliance with them will be one of the eligibility criteria for host candidates and, as a result, one of the selection criteria for service providers.

Similarly, the **French Canoeing and Kayaking Federation (FFCK)** incorporated the Charter into a three-year project designed to implement a series of environmentally responsible actions. Signed at a time when its sustainable development strategy had already been formalised, the Charter provided new ideas, new practices and an improved framework for rolling out its actions, namely for the **2017 Canoe Slalom World Championships**.

A PRECIOUS ASSET FOR ORGANISING SPORTING EVENTS

Offering an effective information chart for bid selection panels based on the credibility of the Ministry of Sports and WWF France, implementation of the Charter serves as a sort of guarantee.

The **Ligue Nationale de Rugby (LNR, National Rugby League)**, organiser of the Top 14 semi-finals and final, is particularly attentive to candidate sites' commitment to environmental responsibility. While the Stade de France, which hosts the final match each year, is itself a signatory of the Charter of Managers of Facilities and Venues, the LNR must still identify and choose a stadium each year to host the Top 14 semi-finals two days in a row.

* CSR : corporate social responsibility - OSR : organizational social responsibility

In other words, the Charter is an integral part of the bidding specifications and one of the main selection criteria for the host stadium. It was a precious asset in the choice of the **Matmut Atlantique** in Bordeaux for 2019 and the **Allianz Riviera** in Nice for 2020.

In fact, host candidates' applications increasingly reflect their environmentally responsible commitments. The incorporation of the Charter into specifications also makes it possible to quickly identify specific areas for work with stadiums, but also with cities, towns and metropolitan areas, because the organisation of this type of event extends beyond the sport venues themselves.

The **French Skiing Federation (FFS)** also utilised the Charter to win its bid to host the **Alpine World Ski Championships 2023**. While it may be going too far to claim that the environmental component was the main reason for that victory, signature of the Charter certainly helped to solidify the application in the eyes of the International Ski Federation. As David Loison, Administrative & Financial Director of the FFS, put it, *"WWF France's endorsement also proved important, thanks to the NGO's international recognition"*.

A BEHAVIOURAL DEVELOPMENT TOOL FOR ORGANISATIONS

In terms of human resources, the Charter can in some cases provide a real opportunity to change employee behaviours by setting a good example.

For **the Ligue de Football Professionnel (LFP, Professional Football League)**, signature of the Charter was a chance to identify CSR targets to be attained in the organisation of the **Coupe de la Ligue BKT Final** (BKT League Cup Final) and to share them with other employees. The involvement of other sectors provided drive for a specific process relating to CSR which was then extended to several strategic levels of the Ligue (marketing, communication, sports department, etc.). By way of an example, the types of materials used for communications about the Coupe de la Ligue final match were discussed. Communication about the event's environmental impact also increased.

Lastly, Umbro, the supplier of the ball for the 2019 event, took the plunge alongside the Ligue, offering a partially eco-designed ball with an exterior covering made from recycled plastic bottles.

The **Stade Français Paris (SFP)** has taken the same approach. The Charter was sent out to all employees so they could absorb it and take ownership of it before being presented more specifically to the administrative teams during a session dedicated to the club's CSR. Now understood by everyone, it enabled the institution of office recycling in partnership with Les Joyeux Recycleurs. Since December 2018 and over the course of just three months, 131 kg of waste have already been retrieved for processing.



An opportunity for promotion and communication

The indicators defined by the Charter allow the signatories to measure their progress and translate their processes into tangible results. The Ministry of Sports has built a tool which enables all parties to self-assess. Along those same lines, certain signatories have developed their own tools.

EcoTrail Paris® has fully grasped the interest of such a self-analysis and is capitalising on the data collected for each commitment so as to demonstrate, year after year, the amplification of its approach. In fact, the organiser freely communicated about its results, both on the event's communication materials and with the media. This principle of transparency has further bolstered the race's reputation, positive image and credibility.

SYNERGIES AT WORK BETWEEN EVENT ORGANISERS AND MANAGERS OF SPORTS FACILITIES AND VENUES

The Ministry of Sports and WWF France launched this Charter with the idea of generating dynamics among engaged actors so as to foster the emergence of solutions and actions. In creating these shared guidelines, those actors helped to reinforce peer-to-peer collaboration.

THE MINISTRY OF SPORTS AND THE CITY OF PARIS AS NETWORK COORDINATORS

As a coordinator and connector, the Sport and Sustainable Development Office at the Ministry of Sports gathers engaged sporting event actors together regularly. Those actors were heavily involved in designing the Charter and will be again when it is revised in 2020. This forum for dialogue in the form of “clubs” makes it possible to share success stories and difficulties, good ideas and proven solutions, namely with co-created tools thrown in: a self-assessment tool, a volunteer training tool, and so on. Since 2018 and the adaptation of the Charter to managers of sporting facilities and venues, the network has grown and now counts a multitude of actors of different sizes with the capacity to raise awareness and mobilise a very large proportion of society.

The network, the vast majority of which is made up of signatories, can also take advantage of WWF France and other organisations (actors from the social and solidarity economy, academics, etc.) to bring in their experts to guide the network’s members and help them boost their skill sets in areas which are more difficult to grasp, such as food and waste management. Those meetings are special occasions which influence the course of work and synergies to be developed in response to the expectations of different actors.



The City of Paris, which is particularly proactive in matters of environmental responsibility, has decided to launch a similar process with the recent creation of a discussion and working group.

That club brings together the managers of large-scale sporting facilities and venues in the capital city, including the **French Tennis Federation / Roland-Garros, the Parc des Princes**, the Stade Jean Bouin and undoubtedly the future Arena II (an Olympic facility). It offers the opportunity to share good practices, identify common issues, specific hang-up points and areas for collective and collaborative work with the City. As an instrument for connections, the club also includes contributors who have not signed the Charter of Managers of Facilities and Venues, like the different departments of the City and the Paris Climate Agency. In this way, the City of Paris wants to prompt meetings and synergies, circulating information more widely and aggregating complementary skill sets.

DIALOGUE AS A KEystone FOR SUSTAINABLE RELATIONSHIPS

The heart of Marseille beats strong for its stadium, the **Orange Vélodrome**, and for its football club, the **Olympique de Marseille (OM)**. The club is anchored in its region which, in turn, derives part of its identity from the club. All actors in Marseille fully understand that history. This is one of the reasons why the **City of Marseille**, which is strongly committed to environmental responsibility, has also signed the Charter.

Because the Orange Vélodrome's operations involve multiple actors (the OM, Arema and the City of Marseille), it is essential to make the right decisions to maintain comfortable, lasting relationships. Through dialogue around the same table, this synergy enables progress at every level. And even if it does not necessarily follow the same paths, all the actors have expressed their desire to move forwards in the same direction and to co-build solutions, with the City of de Marseille in the role of supervisor.

By way of an example, sometimes differing needs between sporting matches and cultural events need to be reconciled. Before the OM took over a portion of Arema's activities, the club, the manager and the city met regularly to ensure that all subjects were addressed, compared and harmonised. The city and the club continue to co-run responsible initiatives today. As part of the **Nature 2050** programme of the Caisse des Dépôts et Consignations (Deposits and Consignments Fund), a "green and blue way" should be created by 2024 along the 14 kilometres of the Huveaune, a waterway connecting Marseille's city centre with the Orange Vélodrome. This meets the twofold objective of redeveloping the banks of the Huveaune and promoting new forms of mobility for getting to the stadium.

POOLING OF PURCHASES BETWEEN EVENT ORGANISERS: A REAL SOURCE OF SAVINGS

Event organisers face similar challenges, so much so that the good ideas of some may at times correspond to the needs of others, and we are now seeing a certain form of the sharing economy.

This is the case of **EcoTrail Paris®**, which pools some of its purchases and rentals with the We Love Green Festival. Over and above regular discussions of good practices, both work together to buy or rent equipment, like compostable catering disposables and green energy generators. Those exchanges even extend to other events, namely including **No Finish Line Paris by Siemens**.



SHARING GOOD PRACTICES THROUGHOUT A GROUP

Founded in 2013, the *Arkose&Co* Group now offers 12 bouldering gyms (real living spaces where visitors can climb boulders, eat and enjoy a beverage) and two chute climbing gyms. Seven of them have already signed the Charter of Managers of Facilities and Venues and seven more will do so in 2019.

The Group has a policy of combining its development with strong ecological and social engagement. To that end, its organisation allows it to test and replicate good practices.

Arkose considers its environmental responsibility on a groupwide level and then adapts it to each of its gyms, thanks in particular to the coordination work done by the Director of Sustainable Development. This overarching, cross-cutting consideration has resulted in concrete actions: a ban on plastic from the Group's gyms and restaurants, frugal usage of materials and décor which should preferably be reusable, local sourcing, an emphasis on wood, waste recovery and, by year-end 2019, electricity from 100% renewable energy sources.



PUBLIC AUTHORITIES AND AGENCIES: ESSENTIAL PARTNERS

Every sporting event must not only show respect for the region hosting it but must also promote that region. With that in mind, relations with public agencies, especially local actors, are essential to the success of the event.

LOCAL AUTHORITIES, PARTNERS AND DRIVING FORCES

The City of Paris hosts a large number of events each year. It encourages the consideration of a number of recommendations, namely by having any organiser using the city's public domain sign its own municipal charter for environmentally responsible events. Via its network of managers of facilities and venues and various complementary initiatives like the Paris Climate Agency's *Sport and Climate Community*, it strongly encourages actors to make progress.

In parallel, the City supports the Charter's signatories who want to reinforce their environmentally responsible commitments, like the **Société d'exploitation Sports et Événements (SESE) - Parc des Princes - PSG** and **Roland-Garros**, whose goal it is to encourage more spectators to come to their events by bicycle.

In that same spirit, the City of Nice wanted its stadium, the **Allianz Riviera**, managed by **Nice Eco Stadium**, to be a role model in terms of the environment. As a result, the municipality had incorporated sustainability, beginning with the programme which led to the stadium's construction, with 35% of the overall score associated with sustainable development criteria! Of the 35 objectives defined in the agreement between the City and the stadium's manager, 10 are dedicated to sustainable development, hinging on four main themes: energy consumption, energy production, water consumption and waste recovery. For each of those themes, City Hall has, like in the Charter, submitted indicators and baseline values which set the tone and push the venue's manager to continuous challenge its organisation. This action is part of a more global approach, with facilities which meet the expectations of the City, the event organiser and the users.

In Pau, the District Community was also of precious assistance to the **French Canoeing and Kayaking Federation (FFCK)** for the **2017 Canoe Slalom World Championships**. The car sharing, minibus, electric shuttles and bicycle solutions provided by the District Community have had real success, thereby reducing the event's carbon footprint.

CIVIC SERVICE AGENCY AND LOCAL MISSIONS: USEFUL PARTNERS

Sporting events are structures which are conducive to offering young civic service trainees and volunteers the opportunity to contribute to the event with all their dynamics and their youth. Offering general interest assignments in support of OSR strategies means allowing youths without diplomas to acquire additional skill sets and discover professions and the world of environmental responsibility, over and above the human resources they provide.

For the organisation of the **FIFA Women's World Cup France 2019™**, the **Local Organising Committee (LOC)** relies on 36 civic service volunteers. Supported by the National Civic Service Agency, the LOC was the first event to obtain accreditation authorising the recruitment of volunteers for general interest assignments.

Faithful to its policy of regional anchoring, the LOC relied on the Local Missions of the cities and towns hosting the competition to identify young people, organise recruitment days utilising a speed dating format with no prerequisites in terms of diplomas and with one watchword: only motivation counts!

The volunteers were assigned to each competition site in teams of four for assignments associated with the LOC's OSR / legacy strategy:

- one volunteer supporting the sustainable development reference person, responsible for implementing all the environmental sustainability actions at the stadiums;
- the others supporting the LOC's awareness policy:
 - one responsible for diversity actions, ranging from the management of awareness stands at tournaments to the organisation of events with leisure centres by way of the creation of dedicated awareness games,

- another working on environmental responsibility, in close collaboration with the municipal services,

- the last helping to stimulate ties between the host sites and the participating nations, in the name of international relations.

• Lastly, the volunteers received training and enjoyed meeting days so they could better understand the subject and were supported throughout their local assignments, as well as by the LOC.



INNOVATIVE PARTNERSHIPS: MOBILISING TO GO EVEN FURTHER

The strength of the signatories of the two Charters is also that they can lead all their stakeholders towards a process of environmental responsibility. Those stakeholders include the research world and companies representing both types of actors through which many experiments are conducted.

ACADEMIC AND RESEARCH PARTNERSHIPS: INTELLIGENCE AHEAD OF THE REST

The world of academia and research rarely seems to get involved in the organisation of events or the operation of facilities. And yet, studies and knowledge could be a valuable steering tool for those actions.

In that respect, the collaboration between the National Museum of Natural History (MNHN) and **Vidauban Golf Club** serves as a great role model. The pioneering golf club initiated an agreement with the MNHN in 2011 to establish long-term links between science and sport, based on solid studies and recommendations to fuel the golf club's biodiversity policy. The support rendered initially consisted of characterising the biodiversity present at the site. For the second cycle of the agreement (2017-2022), the aim is to make the Vidauban course an observatory of biodiversity, on the strength of the 870 hectares made accessible to experts from the MNHN. The Bois de Bouis property, including the golf course, is now one of the top five sites in metropolitan France which are best known for their biodiversity. For example, 2,000 species of insects have been identified there, along with 600 plant species, accounting for 10% of the country's floral heritage.

Catherine Fournil, an officer with the **Corporate Foundation of Vidauban Golf Environment**, explains: "The primary benefit lies in opening our minds to the world of science. It is impossible to make big steps forward for the environment when you don't always understand the language of scientists. Yet that is a powerful source of leverage for convincing the public, a tool which allows us to convey messages and which also sets us apart through innovation".



In addition, it allows golf to position itself as an avant-garde, environmentally friendly activity. The **French Golf Federation (FFGolf)** seized the opportunity, drawing inspiration from that partnership to expand it nationwide. After a first biodiversity inventory carried out in 2007 at the Golf National, the Federation launched a *guide to the environmental management of golf venues* in 2017. In parallel, a four-year agreement was signed with the MNHN in 2015, as France's hosting of the Ryder Cup approached.

Today, the Federation has much more in-depth knowledge of environmental issues, at the Golf National courses and across the country, plus a strategy which has been adapted down to the club level. Clubs are able to get involved through the Golf for Biodiversity programme, which entitles them to a label. In 2018, 26 clubs joined this voluntary approach after making investments of around €3,000 to €10,000 to meet the programme's requirements. In return, they enjoy the support of naturalist experts to help them to better understand, protect and promote their natural heritage to their various audiences.

This partnership mechanism is also in place for the **Ultra-Trail du Mont-Blanc (UTMB®)**, with the Asters group and Savoie Mont Blanc University. A student from the Equipment, Protection and Management of Mountain Environments master's programme is recruited each year as a trainee so the UTMB® can reap the benefits of additional knowledge of mountain issues, the latest academic advances and access to someone for whom the environment is their (future) core business. In practice, this has led to the set-up of composting and information panels. On the day of the event, a student runs an environmental stand, raising participant awareness, while others are responsible each year for drafting an impact assessment for the event when held at classified sites, providing decision support for all the project partners.

CAPITALISING ON CORPORATE INNOVATION

Companies can share their unique expertise with the Charters' signatories through partnerships or service agreements.

The **French Handisport Federation (FFH)** encountered a twofold challenge: high usage of personal vehicles by participants (due to their disabilities and public transport which is not always adapted). To remedy that issue and offer new solutions in terms of both mobility and accessibility, the FFH now uses specialised agents like Titi Floris (fleet of paratransit vehicles) and Wheeliz (peer-to-peer rentals of adapted vehicles).

With an ongoing emphasis on mobility, the agency **Quarterback** relies on its partner BMW to offer a fleet of electric vehicles for the tournament in Strasbourg. 15 hybrid and electric vehicles were provided for tournament travel and help to



Paris 2024 is depending on Les Canaux and the Centre Yunus to launch and manage a support platform (ESS 2024) for companies in the social and solidarity economy.

That platform will be used to:

- obtain information: legal news, contract news and the next support meetings for SSE companies;
- encourage relationships with large groups: monthly information sessions, presentation of examples of cooperation between major companies and SSE actors, and testimonials from hybrid collaboration experiences;
- support social and solidarity entrepreneurs: information about existing tools and forms of support and collaboration;
- promote French success stories abroad (exemplary paths taken by SSE actors and social entrepreneurs) and draw inspiration from high-impact initiatives developed abroad.

DISSEMINATING AND SPREADING GOOD PRACTICES: A PRE-CONDITION FOR LASTING, EXPANDED ENVIRONMENTAL RESPONSIBILITY

The awareness of environmental responsibility is more and more important, but increased awareness still remains a pressing need. As a result, one of the signatories' challenges is to communicate about them as widely as possible.

INTERNAL COMMUNICATION TO FOSTER BUY-IN

This task is particularly relevant to federations that organise a large number of local events. This is the case of the **French Federation of Underwater Studies and Sports (FFESSM)**, which developed its own FFESSM *organiser guide* for environmentally responsible underwater events, targeting local event organisers.

An adaptation of the Charter of Event Organisers, that guide offers a multitude of practical advice for making the Federation's environmental and social commitments a concrete reality. For pools and natural environments, it reviews good practices in terms of transport, purchasing, water and energy consumption, meals, waste, diversity, specific audiences, volunteering, etc., in the form of a checklist.

Published in October 2018, it was used for the first time during the French Underwater Sports Championships in May 2019. It will now be applied more broadly across the Federation, for international, national and local events.

To fulfil the same objectives, the **French Golf Federation (FFGolf)** is banking on interpersonal skills on a daily basis and special communication with the clubs. As part of an environmental awareness programme for the players, the Federation relied on the clubs to distribute an educational booklet, launch a poster campaign and institute a charter of 10 environmentally responsible actions.

Through continuous direct communication, the FFGolf, in the person of the manager of its environmental unit, Thomas Charrier, transmits all the useful information and news to improve the clubs' ability to communicate with the players and thereby disseminate that culture of responsible golfing.

In return, those close ties allow for the transmission of important information and expectations from the clubs so that the Federation's actions can be continuously improved.

AN INSPIRING CHARTER, BOTH IN FRANCE AND ABROAD

While the Charter may be inspiring for various sporting actors in our region, whether signatories or not, it is also inspiring outside our borders with supranational organisations.

First at the national level, the Charter has namely been used by certain associations as a relevant structuring tool to support and raise the awareness of various audiences as to issues of sustainability. These multiple, innovative forms of appropriating the Charter prove its growing interest within the ecosystem of sport and characterise its influence in favour of increasingly responsible behaviours.

For example, the Water Family (Du Flocon à la Vague) association used the commitments laid down in the Charter for Organisers to give structure to its educational content, particularly, its approach to supporting eco-



WATER FAMILY
DU FLOCON À LA VAGUE

events. Suitable for more modest events, that approach breaks down into three stages: a diagnostic review of all the lines of sustainable development, promotion of actions in a charter and sharing of good practices on the website www.evenementecoresponsable.org.

The association's mission is to share its expertise with other associations, event organisers, school groups and corporate citizens in order to provide concrete solutions for preserving biodiversity and natural resources through sport.



Along those same lines, the Corporate Foundation of Relais Vert provides operational support to organisers of sporting events so they can better cover issues relating to catering

(organic), procurement, waste, water and energy management, the preservation of natural sites and resources, and the acknowledgement of volunteers in concrete ways (set-up of solutions and loans of equipment).

This change support is formalised by the signature of an environmentally responsible charter which is a six commitment adaptation of the Charter of Organisers.

The Charter of 15 Environmentally Responsible Commitments is now known to and recognised by multiple international bodies as a tool facilitating the ecological transition of the sport sector.

The European Union (EU), the International Olympic Committee (IOC) and the United Nations (UN) have already underscored the exemplarity and the relevance of this type of tool for making the move towards more principled European and global sport. The below testimonials provide illustrations of that vision."

Sporting events and sporting activities in general need to be ever more responsibly designed, planned, organised and monitored. I am thrilled with the heightened awareness among public authorities and sporting organisations. In that sense, the Charter of Environmentally Responsible Commitments is a role model to be followed."

Tibor Navracsics,
European Commissioner for Education,
Culture, Youth and Sport

"In 2017, the French sporting community signed the Charter on environmental responsibility, with ambitious commitments for protecting the natural environment. That guide showcases what has been achieved to date. It demonstrates the incredible power of sport to help meet the challenges facing the world today. As the head of the Olympic Movement, the International Olympic Committee salutes this initiative and encourages the French sporting community to continue to set a good example for the rest of the sporting world. Such leadership is more necessary now than ever."

Christophe De Kepper
Director General of the International Olympic Committee (IOC)

*"When it comes to implementing all this on a local level, a good example is how the French Ministry of Sports and the WWF have worked together to develop a sustainability charter. Under this charter, sports committees, bodies and venues make 15 pledges to be more sustainable in areas such as catering, transport, procurement, waste and energy. It's a practical local example on how sports events can start to address their environmental impact. Try it in your city." **

James Grabert

Director Sustainable Development Mechanisms at the UNFCCC
(United Nations Framework Convention on Climate Change)

More broadly, all the supranational organisations have become aware of the stakes associated with preserving the environment and have seized hold of the subject to promote sporting practices which are respectful of nature and humankind.

"The European Olympic Committees are representing 50 National Olympic Committees in Europe and fully share the objective of organising sustainable sports events as promoted by the International Olympic Committee in the Olympic Agenda 2020. In our own events, namely the European Games, the European Youth Olympic Festivals and the Games of the Small States of Europe we are following a sustainable approach by using existing sport facilities or by promoting environmentally friendly practices such as the use of public transport. "

Janez Kocijančič,
President of the European Olympic Committees

Sports for Climate Action Framework, a UN initiative

The UNFCCC decided to invite sporting organisations and their stakeholders to join a new movement to fight climate change for and by sport. This initiative aims to support and guide actors in the attainment of global climate change goals. It resulted in the launch of the **Sports for Climate Action Framework** at COP 24 in Poland in December 2018. Major actors like the IOC, FIFA, UEFA, the FFT/Roland-Garros, Formula E, Tokyo 2020 and Paris 2024 have already officially rallied around this dynamic process.

* Speech given at the Climate Conference organised by the FFT at Roland-Garros on 5 June 2019, with the UN in attendance.

SOCIAL AND ENVIRONMENTAL LEGACY AT THE VERY HEART OF SUSTAINABILITY

 Event organisers and managers of facilities and venues often set up shop in the heart of a city, town or region. Although doing no harm to the environment is a prerequisite to long-lasting events, their impact will only be positive if they promote the regions' economic, social and environmental aspects.

HIGH STANDARDS SHARED BY THE SIGNATORIES

Being aware of the potential impact of an event in the host region, more and more of the signatories of both charters are incorporating this issue of a legacy from the initial design of their projects.

In that way, the concepts of regional anchoring and legacy have been fully integrated by the Organising Committee of **EuroVolley 2019 and the Local Organising Committee of the FIFA Women's World Cup France 2019™**. **EuroVolley 2019** relies in particular on close collaboration with regional federal bodies and host sites to penetrate, promote and develop post-event practices. For the LOC, in contact with the host cities, the managers of that team shared their ideas and work on a complementary action plan to drive the implementation of sustainable systems in stadiums, such that they would eventually become public places like any other. This concerns in particular accessibility and transport, with suggestions for organising the accommodation of as many bicycles as possible, but also partnerships with associations like the Food Bank, which could then become permanent over time. The most striking example relates to the Reims stadium which added a new waste sorting system to replace single-flow rubbish bins, a system which would remain in place after the competition. The LOC also worked on setting up smoking areas to facilitate the recovery and appropriate disposal of cigarette butts, amongst other advantages.

The **Tour de France**, organised by **Amaury Sport Organisation** (A.S.O.), holds *Ateliers du Tour* workshops each year in the heart of certain stage towns and cities. That way, A.S.O. allows the general public to familiarise themselves with the sport of cycling: learning to ride a bicycle, repair a bicycle, protect a bicycle, how to safely go cycling, and more. It is also an opportunity to promote electric bikes and folding bikes, solutions that facilitate the wider use of this mode of transit. In 2018, 7,000 children were able to participate in these classes and walked away with a certificate and new skills!

This action is part of the organiser's more global programme, Riding into the Future.

Managers of facilities and venues are also familiar with this issue of a legacy. The example of the **Stade de France**, inaugurated in 1998 in one of the youngest and poorest departments in the country, is a perfect illustration of this.

Over and above its obvious role in transforming the region, its involvement with educational institutions is particularly noteworthy. The Consortium Stade de France, the stadium's manager, has invested in local actors, namely via:

- signature of a company-region charter with the Plaine Commune District Community and its continuous renewal since 2008;
- collaboration with secondary schools by providing tutoring;
- steadfast involvement in the HR Directors' Club at Plaine Commune Promotion.

And so, to materialise its commitment to the local population, Vinci launched the Give Me Five programme in partnership with the national education system. For that purpose, the Stade de France, a subsidiary of the Vinci Group, hosted 500 lower secondary school trainees from priority education networks (REPs) over the course of a day.

Lastly, it should be noted that, for the 2017-2018 season, 48% of the people employed by Stade de France service providers working year round at the site were locals from Seine-Saint-Denis.

For his part, sharing in this desire for a strong regional anchoring and legacy, Claude Atcher, CEO of the **Rugby World Cup France 2023**, announced the launch of the Rugby au Coeur ("Rugby at Heart") Endowment Fund. The goal is to "expand the competition's reach beyond the scope of the sport and fully involve the French regions, their know-how and their human and economic wealth, before and after the event. With the Rugby World Cup 2023, we are intent on organising a distinctive, exemplary event. Solidarity, collective engagement and respect for differences will be at the heart of our project".

REDUCING THE ECOLOGICAL FOOTPRINTS OF EVENTS

Paris 2024 hopes to act as a role model in this area by becoming one of the pioneers of the Sports for Climate Action initiative driven by the United Nations Framework Convention on Climate Change (UNFCCC) with the support of the International Olympic Committee (IOC).

TO DO THIS, FIVE MAJOR COMMITMENTS HAVE BEEN MADE FOR PARIS 2024:

- Promotion of more responsible environmental practices;
- Reduction of the climate impact of sporting events;
- Education about climate issues;
- Encouragement of more sustainable, more responsible consumption patterns;
- Promotion of pro-climate actions through communication campaigns.

Making use of 95% existing and temporary facilities, Paris 2024 plans to deliver the first Olympic and Paralympic Games to be in alignment with the 2015 Paris Climate Agreement, by cutting greenhouse gas emissions in half compared to the 2010 Games.

To meet that target, multiple levers for reducing emissions are being worked: a low number of new builds and the use of existing facilities and venues, use of the Ile-de-France public transport network, transit for all the actors with the Games provided by 100% clean transport, and so on.

With the aim of holding carbon neutral Games, Paris 2024 views this global event as a "sustainable innovation lab". Using short supply chains and fighting food waste are amongst the pillars of the environmentally responsible approach taken by the Paris 2024 Games. Lastly, Paris 2024 is committed to completely offsetting any carbon emissions which could not be eliminated (air travel, activities associated with the organisation of the competitions, etc.).

While working to reduce its emissions, the **Schneider Electric Paris Marathon** has made that same choice: 94% of its emissions are produced by the runners' transport and 6% by the organisation itself. In 2017, the 26,500 tonnes of CO₂ generated were 80% offset. In 2019, they will be 100% offset, bearing in mind that the runners are also being encouraged to offset their own end.



Niclas Svenningsen and Tony Estanguet

With 55,000 to 60,000 runners travelling to the event, the Paris Marathon wants to send a clear message on the urgency of climate change. To select a carbon offsetting organisation, the Marathon followed the recommendations of its titular partner Schneider Electric, choosing the *Livelihoods* project, developed in Kenya in particular, a country which itself is symbolic of foot races. The purchase of carbon vouchers allows enhanced cookers to be manufactured for Kenyan women so they no longer need to cook on wood-hungry stone hearths which cause deforestation, toxic gas fumes and strain. This action will eventually conserve 400 hectares of forest and 3.5 million tonnes of CO₂ by 2029.



The **AccorHotels Arena**, a facility emblematic of French sport, also participates in a sustainable sport process at a different level.

Its unusual grassy rooftop and embankments are an expression of an urban building's contribution to the challenges of biodiversity.

To perpetuate its engagement over time, the AccorHotels Arena maintains its grounds without using plant protection products and has established a partnership with the French Ornithological Centre to protect the biodiversity on its green roof. Lastly, a rainwater collection system is in place to help with watering the embankments.

Reducing the ecological footprint of the **Paris E-Prix** is of central concern to its organiser **Formula E** which has, over the years, increased its environmentally responsible systems. First, Formula E race cars are 100% electric, fuelled by renewable energies in order to maximise the social and environmental benefits of the race (air quality, reduction of CO₂ emissions, etc.).

Next, the Paris E-Prix is providing water fountains for spectators, as well as reusable bottles, in the interest of moving completely away from single-use plastic water bottles, beginning with its 2019 edition.

In 2019, 2,135 litres of water were consumed at the fountains, equivalent to 6,405 33-cL plastic water bottles. Lastly, although the majority of greenhouse gas emissions generated during a sporting event are caused by spectator travel, Formula E takes advantage of the location of its races – in the city centre – to promote sustainable mobility. The organiser offers no car park and heavily features the public transport options for getting to the site. As a result, 75% of the 2019 spectators attending the race came by train, Metro, bus, bicycle or on foot.

ISO 20121 certification: a dynamic approach, a common language and a promise of international credibility



Created at the impetus of the London Olympic and Paralympic Games in 2012, ISO 20121 certification is the international reference for the responsible management of sporting, cultural and even professional events. Not only does this approach differentiate organisers and lend credence to their engagement, but it is also a way to get their governance involved, provide structure for their management and rally their teams around a meaningful shared project. It involves every profession and every stakeholder in a process of continuous improvement. The certification defines a framework, and the organisation defines the direction. Of the signatories of both Charters, Roland-Garros and the Orange Vélodrome are certified. Formula E, a signatory of the Charter of Organisers, has also attained the highest level of certification for major event sustainability.

These different actors also have their own ambitions and certified action plans developed thanks to the targets of the Charter's 15 commitments. The bid committee for the Olympic and Paralympic Games Paris 2024 was also ISO 20121 certified. In fact, Paris 2024 hopes to ensure those Olympic and Paralympic Games are innovative role models and protagonists in the ecological transition, with controlled impacts. Aligned with the Paris Climate Agreement, signed by nearly 200 countries at the Paris Climate Conference (COP 21) and ratified in November 2016, the Paris 2024 bid placed environmental impact control and a sustainable organisation at the heart of its bidding strategy.



©seb_ra

Commitment 1

Sustainable food in all circumstances

A minimum of 50% sustainable food, in compliance with WWF France recommendations

Sustainable food is a central component of the environmentally responsible commitment of event organisers and managers of facilities and venues.

Through these two Charters, WWF France recommends eating certified seasonal food, preferably locally or regionally sourced, that is healthy, diverse and plant-rich, in combination with a reduction in the consumption of meat in our dietary habits.

Meeting the challenge of environmental responsibility, from sourcing to waste reduction

Quarterback, the organiser of the Internationaux de Strasbourg tennis tournament and the Engie Open Biarritz, identified food as one of the main points of leverage for reducing its carbon footprint, as far back as 2010.

In response to that challenge, Quarterback's service providers and partners are now committed to supplying **70% organic, local and seasonal products** for all the tournaments' catering: refreshment stands for the general public, the organisation, VIPs, etc. Although they were initially resistant to those new demands, they came to understand the strategic interest of developing that type of offering, whether to boost their communication or to reinforce their competitiveness when submitting bids.

The question of food waste is also covered, as shown by these initiatives:

- uneaten foodstuffs are retrieved by the association Phénix and then distributed that same day to local charities and grocer's shops supporting good causes (400 meals distributed in 2018);
- the remaining non-distributable biowaste is redirected through the established sorting channels and converted into compost.

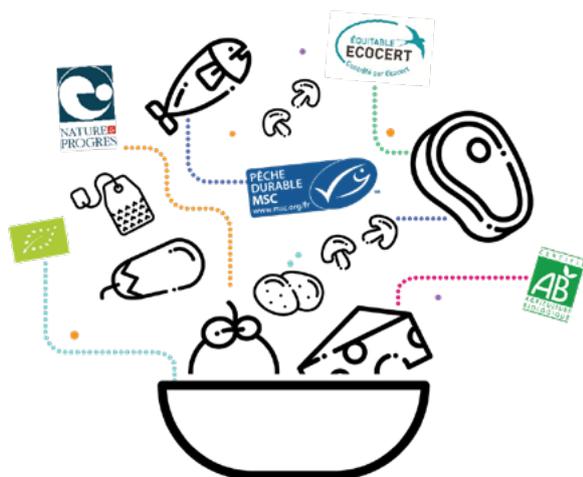
In short, this commitment has enabled the organiser to offer healthy, responsible food, generating very little waste (no plastic straws) and generating low levels of CO₂ (an average of 541 g of CO₂ emitted per meal served at the tournament's VIP restaurants¹).

¹541 g of CO₂ emitted on average per meal at the tournament's VIP restaurant, compared with 2,200 g of CO₂ on average for a gourmet meal (source: Le Point), or even 7,260 g of CO₂ for a meal including beef (source: ADEME, the French Environment & Energy Management Agency).

Strengthening dialogue with actors along the supply chain to overcome difficulties

The **Olympique de Marseille (OM)**, which organises many sporting and cultural events at the **Orange Vélodrome**, wanted to connect the different actors along its supply chain with this commitment, including the Sodexo Group.

Although the service agreement was a multi-year contract, the teams at the OM felt it was necessary to gather at the table to share the Charters'



ambitions in terms of sustainable food with the group. **This commitment's success is closely tied to sourcing and to the supply chain.**

As a result, a steering committee was formed to allow everyone to express their expectations, but also their challenges and constraints.

This initiative allows the club and its service provider to think together about the terms and conditions for setting up actions (local products, seasonality, food waste, dishware, bottle caps, biowaste, etc.), which has already given rise to multiple advances: increased transparency and traceability on product origins, awareness of the service provider as to WWF France's recommendations, as well as greater control over the information provided under this commitment.

EATING WELL EVERY DAY: SUSTAINABLE LOCAL FOOD AT OUR EVENTS



Sustainable food is everyone's business, and a challenge taken up daily by the **French National School Sports Union (UNSS)**. In the series of specifications transmitted to candidates to organise the different French championships, some of whose objectives match those of the Charter, the leaders of the association have taken up this challenge to spread a culture of responsible snacking. For example, partnerships have been established with local bakeries and greengrocers so event organisers can enjoy healthy, responsible products at competitive prices.

The **French Surf Federation (FFSurf)** and the **French Aeronautical Federation** have chosen to join in those same dynamics. At the **2017 World Surfing Games**, breakfast was provided by local bakeries serving fresh goods in wood and cardboard packaging. Local producers were the preferred option for snacks, with deliveries along short supply chains and fresh fruit. Another example is the catering for the organisation, the teams, the volunteers, etc., at the **World Aerobatic Championships 2019**, which will be provided by a local professional with varied daily menus, including at least one vegetarian dish for the 400 planned meals.



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



12 RESPONSIBLE CONSUMPTION AND PRODUCTION





© Michele Ursti

Commitment 2

Towards active, non-motorised mobility

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

By their very nature, sporting events engender many journeys and involve major transport issues. Event organisers and managers of facilities and venues are fully aware of this and are committed to promoting mobility with less of an impact on the environment.

Transforming the mobility of participants and spectators

This year, during the Top 14 semi-finals in Bordeaux, the **Ligue Nationale de Rugby (LNR)** offered a **greenway** connecting Place des Quinconces to the **Matmut Atlantique**: a bicycle trail synonymous with active mobility, faster than the tram and greener than a car!

For the occasion, the Bordeaux Métropole and its operator provided a fleet of 800 bicycles, breathing new life into the old VCubs², that had been removed from circulation. Those who partook discovered a route waymarked by volunteers at each intersection and dotted with various activities, before reaching a secure parking area with a capacity to accommodate more than 3,000 bicycles. Aside from that initiative, the LNR and Bordeaux Métropole instituted an incentive plan to encourage spectators to use their own bicycles or those of the city (V3 and free-floating).

Each ticket holder received special communication (email and a supporters' guide), the goal being 10% of transport to the stadium by bicycle, or more than 8,000 spectators over the course of the weekend.

The **Internationaux de Strasbourg tennis tournament** share that same ambition. **Quarterback**, the event's organiser, **promotes various sustainable transit methods based on incentives:**

- public transport tickets given to volunteers, referees and ball boys and reimbursed for spectators;
- 30% discount on train tickets;
- car parks open only to vehicles transporting at least three people.

Motorised transport for the players and referees was planned in the same way: throughout the entire tournament, the **8,000 kilometres travelled were covered by electric and hybrid vehicles.**

²VCub: shared bicycles in Bordeaux Métropole.

Like the tournament in Strasbourg, the Southern Region developed a partnership with the **Olympique de Marseille** and the SNCF to set up a virtuous system of incentives for using public transport. Stadium accessibility remains a key issue for the club in order to make supporters' journeys as smooth as possible. Collaboration with the Region and the SNCF allowed spectators

coming from the rest of the area to buy train tickets for €5 per adult and €2.50 for children under 12. This offered a more ecologically responsible solution and an alternative to cars at very advantageous prices. This mechanism, tested during two OM matches, could be replicated at other home matches to encourage ever more spectators to opt for sustainable mobility.

A proactive organisation to reduce travel

Like with discussions about waste, the reduction of travel "at the source" appears to be the most effective solution for limiting its impact. In other words, it is a matter of rethinking the organisation of travel before even considering the modes. The **French Federation of Mountaineering and Climbing** is a great illustration of this. Three stages of the Climbing World Cup take place successively in Europe at the beginning of each summer, in Villars (Switzerland, Chamonix and Briançon (France). Between those stages, the competitors

and their staff – 40 nations, or more than 500 people, plus their travel companions – scatter to their accommodation and training facilities, leading to a large number of journeys. Now, the three sites coordinate to offer continuous accommodation and access to facilities. Operational in Chamonix beginning this year, this system reduces travel to direct routes between two stages, leading to a considerable reduction of the carbon footprint, less participant fatigue and controlled costs for the concerned teams.



GOOD IDEA

KILOMETRAGE ALLOWANCE: AN INCENTIVE TOOL

The French Handisport Federation (FFH) has instituted a car sharing scale as an incentive for the Federation's employees, elected officials and volunteers: a driver alone is at the lowest level of the scale, while car sharing is rewarded with bonuses. The allowance goes up €0.10 per kilometre for each extra passenger!


**SUSTAINABLE
DEVELOPMENT
GOALS**

11 SUSTAINABLE CITIES
AND COMMUNITIES



13 CLIMATE
ACTION





Commitment 3

Sustainable procurement, a crucial clause

80% of purchases made using corporate social responsibility (CSR) selection criteria

An event means a multitude of varied purchases (supplies, services and products). To make events more responsible, getting the service providers and suppliers on board is a vital step.

Specifications, a tool for the ecological and social transition

The **French Tennis Federation (FFT)**, the annual organiser of Roland-Garros, sends a clear message to its suppliers and service providers: all specifications for contracts worth more than €100,000 must include CSR (corporate social responsibility) clauses. In total, 83% of the Federation's purchases are concerned by this principle.

For each consultation, at **least 10% of the score assigned to the bidding service provider will depend on the CSR criteria** they included. Those criteria may vary: ecological and social clauses, traceability of delivered products, corporate policies in respect of employees, and so on.

"We are seeing changes in our suppliers", declares Viviane Fraisse, CSR Manager at the FFT. "For example, we have found that more and more of the outfits provided to the organisation are made in France."



In accordance with its commitments during the bidding phase, **Paris 2024** follows a similar path with the implementation of a responsible procurement approach based on the three pillars of sustainable development: environmental, social and economic.

As soon as it becomes possible, contracts will include social integration clauses, along with a breakdown into multiple lots to facilitate access to those contracts by local SMEs and microbusinesses, as well as actors from the social and solidarity economy (SSE).

To maximise the effects of this proactive strategy, Paris 2024 provides for:

- compliance with the responsible supplier relations charter which aims to encourage companies and public and private organisations to adopt responsible practices with their suppliers;
- increased collaboration with actors from the social, integration and disability economy, setting certain contracts aside for them;

A real procurement policy to provide structure

In 2018, the **Ligue de Football Professionnel (LFP)** recruited a Purchasing Manager whose duties include the coordination of purchasing for all professional football clubs. That coordination role will also identify the clubs' positive procurement practices, move towards the pooling of those purchasing processes and gradually tackle the issue of responsible procurement.

The change is also taking place little by little within the LFP itself. Since 2019, a CSR clause has sometimes been included in general terms of purchase, and the specifications which will soon be renewed will likewise incorporate CSR criteria.

- a range of support tools to facilitate companies' participation in the process.

By way of an example, travel agencies will be selected in particular for their ability to provide accurate carbon footprint information (about accommodation, transport, etc.).

THE INTERNATIONAL OLYMPIC COMMITTEE (IOC) PUBLISHES TWO GUIDES IN 2019 FOR EVENT ORGANISERS, designed to promote goods and services which meet their organisational needs and which have a positive social, environmental, ethical and economic impact.

The purpose of the *Olympic Games Guide on Sustainable Sourcing* is to raise the awareness of the **Organising Committees for the Olympic Games (OCOGs)** as to the IOC's expectations and requirements in terms of sustainable purchasing.

The *Sustainable Sourcing in Sport guide* targets international federations, the National Olympic Committees and the sporting movement as a whole in order to help them apply more sustainable procurement practices in their day-to-day activities.

Those two guides provide detailed advice and recommendations for each step in the sustainable sourcing process, i.e.: obtaining support from top management, setting priorities, defining sustainability requirements and ensuring that operations run smoothly.




**SUSTAINABLE
DEVELOPMENT
GOALS**

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION





© Leopatrizi

Commitment 4

Reducing our excessive waste

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

Event organisers and managers of facilities and venues have a major role to play in favour of better waste management. At a time when tonnes of plastic are floating around in the oceans, waste reduction has become an urgent necessity.

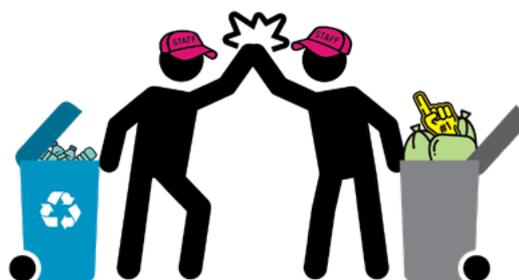
The best waste is waste that does not exist

Being particularly attentive to ecological issues, the **Ultra-Trail du Mont-Blanc (UTMB®)** decided to strike hard with its 2018 edition through the operation Bring Your Own Utensils (BYOU). Already tested in Hong Kong, this operation aims to reduce the production of plastic waste. Although participants are not required to bring their own dishware, they are now strongly encouraged to do so, as the organisers no longer supply utensils. In 2017, 33,200 bowls, 7,000 forks, 45,000 spoons and 100,000 plates were ordered. Nowadays, none of that waste is produced.

This operation was not without its own specific communications: a special *BYOU* insert was included with all UTMB® communication materials (runner and volunteer guides, event programme and presentation kit, and special environmental newsletter). Specific documentation was also handed out along with the bibs to raise awareness about this operation and about environmental responsibility issues in general.

For this first edition, the UTMB® announced a 78% satisfaction rate, which will undoubtedly climb in the coming years, once the runners have got used to it!

The organiser of the **World Orienteering Championships 2022, the French Orienteering Federation (FFCO)** has adopted a similar approach. It will likewise stop offering dishware to reduce its waste.



Following that same logic, many signatories have made the change to water fountains so as to reduce the use of plastic bottles. Water sports are first in line for this with the **French Sailing Federation (FFV)** and the **French Surf Federation (FFSurf)**.

In Biarritz, for the **2017 World Surfing Games**, the Town committed to providing multiple water supply points at strategic locations, for the competitors, the staff and also the general public, all of them accompanied by educational signage produced by the Water Family association.

Recurring events and reusable signage

The **French Handisport Federation (FFH)** has launched discussions about signage, with a target of at least 50% reusable materials. For this to work, **the signage are neither dated nor stamped with any visual identity associated with a single event, thereby extending its usable lifespan.** The regional leagues also have reusable visuals which are only personalised with the colours of the FFH. To meet that target, the FFH has been able to count on the support of its provider and partner Doublet, which has agreed to cover a portion of the expenses for the storage of that signage between events.



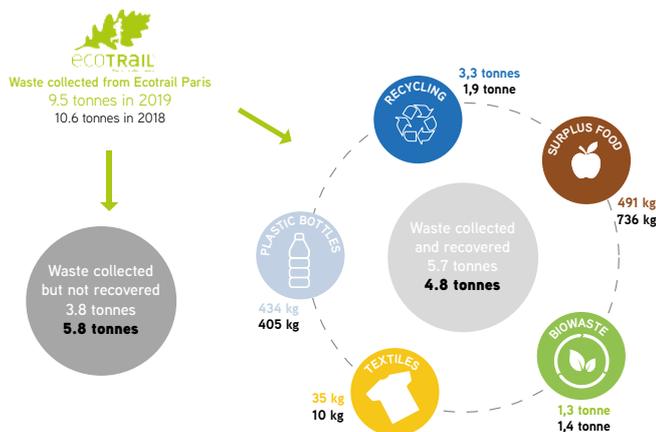
A WASTE REUSE ECONOMY IS INDEED POSSIBLE!

This is what the organisers of the **Formula E Paris E-Prix** have managed to establish. Teams of Recycling Rangers patrol the key zones of the event from Wednesday to Saturday evening: the E-Village, food service area and staff offices. The collected biowaste is then transformed into fertiliser and then made available free of charge to residents of the city's 7th arrondissement for use in their gardens.

WASTE COLLECTION: A SIMPLE COMMUNICATION LEVER



EcoTrail Paris® calculated and compared its collected waste between 2018 and 2019. Those quantified figures are visually presented in a graphic showing its entire approach to continuous





© Kamisoka

Commitment 5

For sport which is respectful of nature

100% respect for natural sites

While sport goes well with nature to the great delight of sportspeople, everyone should try to reduce their own footprints to ensure the possibility of perpetuating their chosen sports. The signatories, even the most urbane, have made their commitments in that spirit to show 100% respect for natural sites.

Working hand in hand with public agencies to preserve natural sites

Common goods par excellence, natural sites are given very special attention by those who are responsible for protecting them, public agencies in particular. Nature parks, regional authorities and organs of the State are all key contacts for the preservation of those natural sites which sport puts on display for its participants to discover.

The source of collaboration between major sporting events and public agencies lies in those win-win exchanges. The **Tour de France**, organised by **Amaury Sport Organisation (A.S.O.)**, provides a wonderful illustration of this. Over the course of some 3,500 kilometres, many regions must protect their natural sites whilst enjoying the massive media coverage afforded by the Tour. When the cyclists pass through sensitive areas, A.S.O. contacts the relevant local people directly to define all the terms and conditions for the caravan and the peloton.

That desire to exceed mere regulations and to showcase and promote biodiversity can be found in the Tour de France of Biodiversity, run in partnership with France Télévisions and the National Museum of Natural History.

When it passed over the Glières Plateau in Haute-Savoie in 2018, the Department and the Prefecture set up a biodiversity activity and awareness zone with the assistance of A.S.O. In 2016, for the stage on Mont Ventoux, known for its winds, there was a high risk of waste being scattered throughout nature. To reduce that risk, A.S.O. worked with a reintegration association, the Université Populaire Ventoux, which was able to help ensure that waste was gathered up quickly. These often recurring passages of the Tour through sensitive areas make it possible to build lasting ties between actors with a shared interest: the protection of natural sites.

Further, the collaboration between the **Ultra-Trail du Mont-Blanc (UTMB®)** and Asters, a conservatory of natural spaces in Haute-Savoie, contributes to the proper conduct of the event and provides a response to issues of natural site protection in the mountains. Multiple meetings, environmental proposals and the co-construction of administrative files make it possible to establish an organisation which is respectful of the natural sites it crosses through. Launched in 2011, that work also provides training for the UTMB®'s organisational correspondents.

This joint work is equally vital when it comes to water sport competitions. The **French Water Ski & Wakeboard Federation** collaborates with Voies Navigables de France, the French river police, prefecture and the health agencies,

come and inspect the conditions under which who those sports are practised. Guaranteed to be 100% respectful of natural sites, the FFSNW can then organise its events with complete peace of mind.

Whether for the organisation of the final leg of the **Sailing World Cup 2018** by the **French Sailing Federation (FFV)** or planning ahead for the 2024 Olympic sailing heats at the **Roucas Blanc Olympic Marina**, the City of Marseille endeavours to build close, long-term collaborations with the concerned national parks.

The incorporation of conservation policies for marine and coastal zones has become vital in order to ensure a long life for water sport events.

SPORTSPERSON ACCOUNTABILITY: A CRUCIAL ISSUE

L'EcoTrail Paris® takes the subject of respect for natural sites by the competitors themselves very seriously. For several years now, the most striking action has been a two-step clean-up, before and after the race, which made it possible to clearly identify the waste produced by the runners. And for the last few years, the official rules of the race have specified that each runner must have a container dedicated exclusively to waste collection throughout their race. The organisation can also provide free waste pouches handed out along with the bibs. Use of these containers is compulsory throughout the course of the race, and checks may be performed along the way.

Any runner caught intentionally throwing their waste along the course may be disqualified.

Today, these arrangements are accompanied by targeted communications and have been so successful that a simple clean-up after the race is enough: more than 12,000 registered runners in 2019 helped to simplify this work designed to reduce waste and preserve the natural sites crossed by the race. A victory for awareness!





Commitment 6

Natural resource control

100% of energy and water consumption controlled and optimised
25% renewable or reused energy

Sporting events and facilities operations still consume large amounts of power. As a result, energy flows must be controlled and optimised to avoid any financially or environmentally harmful overconsumption.

New technologies in the service of energy control

Management and automation technologies have become a must today, enabling significant energy savings.

The **Groupama Stadium**, inaugurated in 2016 and operated by **OL Groupe**, was built from a real perspective of energy control. Maëlle Trarieux, the OL Foundation's General Delegate, tells us, *"The investments and efforts made by the OL are guided by an objective of energy efficiency and a desire to reduce our environmental impact. Better liquid management and immediate detection of faults and problems also help to reduce the risk of damage to the building"*.

The main achievements include:

- the gradual rollout of a network of sensors (temperature sensors and electricity and water sub-meters) to obtain a better energy map of the building;
- the development of building management system (BMS) scenarios and appropriate liquid management (time bands, supply cuts at night, match days versus non-match days, etc.);
- the implementation of technical and digital solutions to detect anomalies, namely with the *HelpOL* app which allows spectators to report leaks and faults, as well as a valve cut-off system to secure the networks in the event of abnormal overconsumption.

All these actions have already generated substantial savings:

- electricity consumption down approximately 15% in the space of a year throughout the Groupama Stadium;
- a 12% reduction in water consumption for matches (preparation of the stadium, match and clean-up) since the beginning of the 2018-2019 season;
- a rapid return on investment: barely a year for electricity and two to three years for the arrangements made in relation to the water management system.

Sharing that same objective of energy control, the **French Golf Federation (FFGolf)** has been working for several years now to reduce its water and electricity consumption at the **Golf National** in Saint-Quentin-en-Yvelines. It should be specified that golf courses are irrigated six months out of the year, so the operation of wells to pump the water and supply the irrigation system can represent a considerable cost in terms of both water and electricity.

Those two being closely linked, reducing water consumption started by reducing the electricity bill. The Golf National reported that in consumed approximately 100,000 m³ of water annually in 2012, drawn directly by well from the Fontainebleau groundwater. Looking ahead to the Ryder Cup, a new irrigation system was installed. That system utilises 40 kilometres of pipes, 1,500 sprinklers and two rainwater retention basins which at the same time increased the area of the lakes from 4.9 to 6.2 hectares, thereby fostering biodiversity.



A study showed that water consumption had been reduced by 20% between 2008 and 2013. To take this a step further, the FFGolf reached out to the French Water Agencies to establish a financial aid agreement in order to roll that system out to every golf course in France. Thus far, that mechanism has financed 25 projects, representing a contribution of €1.5 million of the €3.5 invested in total.


**SUSTAINABLE
DEVELOPMENT
GOALS**

6 CLEAN WATER
AND SANITATION



7 AFFORDABLE AND
CLEAN ENERGY



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION





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Commitment 7

Surpassing disabilities

100% accessibility for people with disabilities to sites open to the public

Because they are aware of their duty to be exemplary, the signatories of the two Charters instituted a real hospitality and accessibility policy for their facilities and competitions many years ago.

Accessibility to withstand any trial: A shared concern

The **French Tennis Federation (FFT)**, which organises Roland-Garros each year, undertook to develop an accessibility charter which embodies the Federation's vision of that subject. By implementing quality of use metrics and taking account of the concept of perceived accessibility, that charter goes beyond the required regulatory framework. It offers a formal tool for services providers who are obliged to comply with it.

In addition, the FFT organises an annual discussion during the tournament with some 15 associations specialising in disabilities. This provides an opportunity to tour the stadium and then debrief in order to write up the identified areas for improvement. During the year, ahead of Roland-Garros, those same associations are asked to design and test the new arrangements. That collaboration is designed to last and makes it possible to both anticipate and adjust responses to this accessibility commitment.

The **French Table Tennis Federation (FETT)**, which organised the Men's Table Tennis World Cup in 2018, has also applied fundamental principles in order to provide a favourable response to this requirement.

Ahead of the competition, two 100% accessible zones had been defined to accommodate the concerned spectators inside the venue. Once they bought their tickets, people with disabilities were redirected to a set of frequently asked questions providing them with all the necessary information. They could then follow a route specially outlined with the site's manager: no stairs, with a ramp and a signposted car park close to the stadium.

Disneyland® Paris, the organiser of the **Disneyland® Paris Run Weekend** (multiple formats of foot races) is dedicated to continuously improving the accessibility of this sporting event open to the general public. After gradually adapting its rules to encourage the participation of sportspeople with disabilities, the organisation now endeavours to anticipate their needs as far as possible, from the time of registration. In fact, the organiser now offers special assistance before and after the race for anyone with a disability (welcome desk, changing rooms and dedicated staff rooms, adapted signage, etc.). For that, it considers the specificities of each type of disability.

For its part, the **French Canoeing and Kayaking Federation (FFCK)** faces even more complex challenges, given that the competition takes places at natural sites. Emphasis is placed on accessibility when building artificial facilities like whitewater and still water stadiums. This was the case in Pau for the **Canoe Slalom World Championships in 2017**. For that event, a whole hospitality and support system was designed in advance for audiences with disabilities. For example, the stands installed in that unusual nature area were accessible by all spectators.

The close collaboration between the federal head offices and the organising committee, as well as tours of the site, yielded recommendations which enabled improved the accessibility conditions.

The French Handisport Federation, an actor to rely on

As a priority of the **French Handisport Federation (FFH)**, accessibility must be complete for the FFH's recurring competitions: Handisport Open Paris, National Handisport Days, Youth Grand Prix and National Games of the Future. Each competition site is audited with the identification of points to improve. The method is simple: visiting the sites in question with sportspeople and spectators in order to test them.

At the cutting edge of this subject of accessibility, the FFH is an available resource for signatories of the two Charters.

Hospitality and accessibility remain a focus of the **Stade de France** CSR strategy. Online ticketing, reserved adapted parking spaces, a personalised escort from entry into the stadium and priority lifts: everything is devised and rolled out to guarantee complete, quality care for people with disabilities and people with reduced mobility.

In another revealing example of its commitment, the Vinci Group's four stadiums hosted a "getaway day" launched in 2014 by the Stade de France and the Premiers de Cordée association, a day when sick children can play different sports, meet top tier sportspeople and get a peek behind the scenes at the stadiums.

Even though it is regularly contacted by event organisers and managers of facilities and venues, the Federation takes the time to accurately identify the needs and methods to put in place. In this area, it has developed a real advisory function leading to recommendations.

For that reason, the Federation has established an internal Assessment Division which will soon be examining the possibility of creating a tool dedicated to accessibility at sporting events.



AUDIO DESCRIPTIONS FOR A FULL EXPERIENCE

At the **Orange Vélodrome**, the **Olympique de Marseille** allows its visually impaired supporters to share in the atmosphere and get the full experience of gala matches thanks to a system of audio descriptions. Wearing a headset, those supporters can hear special commentary telling them everything that is happening at the venue, on the pitch of course but also in the stands. In recent years, this system has developed at multiple sport venues, namely including the **Stade de France**. Immersion and emotions are guaranteed!



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES





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Commitment 8

Sport, an experience for all

At least 1 initiative devoted to promoting access for the disadvantaged (Charter of Organisers)
1 scheme centred on social involvement (Charter of Managers)

To make sport accessible to all and to work in favour of disadvantaged individuals, event organisers and managers of facilities and venues are committed to sharing with them the experience of major events or to setting up social programmes.

Employment and recruitment as levers for inclusion

Through their recruitment policies, the signatories of the two Charters are dedicated to revitalising regions, encouraging social connections and participating in the professional reintegration of disadvantaged groups.

The **Olympique Lyonnais (OL)** has been working to foster employment and equal opportunities since 2007, when the first “Jobs & Cité Stadium” meetings were held. They now take place each year in the boxes of Gerland Stadium, with recruiters and candidates from groups often excluded from the workforce. The programme has been renamed the Cité des Entreprises pour l’Emploi and continues to offer job dating events two days a month. The approach taken at these meetings is different from traditional recruitment, with potential taking precedence over qualifications and work experience. This experiment, known as ODAS, is run by the OL, Veolia and the French Job Office, as part of the Investments for the Future Programme, aims to revitalise employment in a region by creating synergies between the different actors.

This process has facilitated more than 2,000 appointments since 2016. Jean-Michel Aulas, President of the OL Group, explains that he has a “deep conviction that companies should be the primary driver of integration in a region. Companies have a responsibility to be reflect our society and to employ a diverse staff representative of France today. This also means including the most fragile members of the population to set them back on a positive course”.

Now based at the **Groupama Stadium**, the club has made ambitious commitments in terms of professional integration and employment. Thanks to special clauses included in all the specifications for providers involved in building the stadium, 500 integration jobs were created out of the 4,000 positions generated, or one in eight jobs! Once the stadium was built, the OL forged a partnership with the Job Office, institutional actors and partner companies to support more than 1,000 new hires, the majority of them integration positions, when the Groupama Stadium’s operations were launched.

This commitment is shared by other signatories like the **Schneider Electric Paris Marathon**, organised by **Amaury Sport Organisation (A.S.O.)**, which enlists the assistance of vocational rehabilitation centres (CATs). CAT employees assembled the 55,000 welcome packs given to the runners. This choice is, first and foremost,

part of a social event policy which offers recognition to workers with disabilities. Beyond it being a good cause, the professionalism, versatility and adaptability of the Papillons Blancs – Rives de Seine CAT were decisive skill sets for the organiser.

Equality promoted in practice: Example of chess

The game of chess is unique in that anyone can play. Being aware of that strength, the French Chess Federation (FFE), which organises two annual French Championships, for adults and youths, ran multiple initiatives and partnerships at once to encourage access to chess for disadvantaged groups. Those actions were aimed at the following in particular:

- people with visual impairments (partially sighted or blind), admitted into competitions with able-bodied players thanks to adapted equipment which is 100% made in France. For them, this is a sign of both recognition and better acceptance of their disability;
- minors in protective custody, with the 2018 signature of an agreement with the Judicial Youth Protection Directorate (DPJJ). More than 200 minors were able to benefit from the game of chess through workshops given at various annual DPJJ events (*Rêve de Gosses, Parcours du Goût, Challenge Michelet, Raid Aventure, etc.*).



That agreement has been adapted in Melun, Marseille, Perpignan, Pointe-à-Pitre and Dijon with some flagship actions: training for minors and youth workers, a conference on the impact of chess on society, local initiatives to simplify the socialisation of refugees through playing chess, and so on.

All these actions point to the objective of a shared practice of chess as a source of connections, social inclusion and the reduction of inequalities.

PRICING POLICIES FOR COMPETITORS, TOO!

With its strong attachment to solidarity, the association which organised the **Paris 2018 Gay Games** gave 500 people, selected on the basis of social criteria (low income, members of minorities suffering from discrimination, people from priority geographic areas, and so on) free access to the event. It was even able to raise the necessary funds to cover grants for those 500 participants' travel, accommodation and registration expenses, amounting to a total of €280,000.

WHEN CULTURE MEETS SPORT

During the **EHF European Women's Handball Championship in 2018**, the organisers wanted to establish a partnership with the Philharmonie de Paris to unite the worlds of sport and music. This allowed the children in the DEMOS orchestra (Social Musical and Orchestral Educational System), living in working class neighbourhoods, to meet young handballers with the aim of sharing their respective practices and passions. And, as the icing on the cake, the young musicians performed the EURO anthem at the start of several matches, including the final between France and Russia and the AccorHôtel Arena.



1 NO POVERTY



10 REDUCED INEQUALITIES





Commitment 9

Innovating responsibly

At least 1 environmentally responsible innovation tested at each event

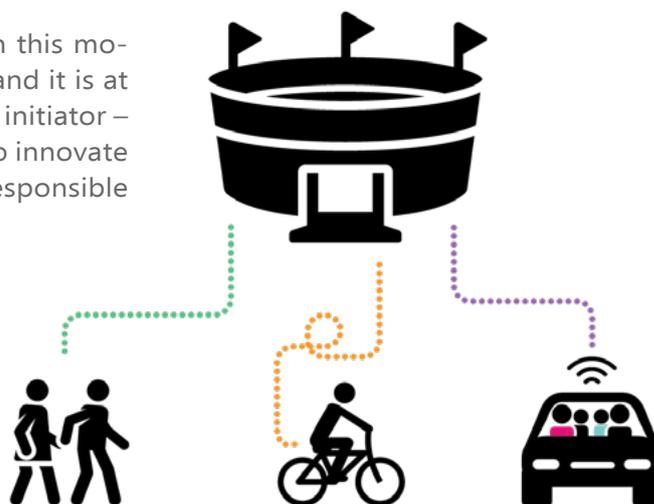
It is essential for event organisers and managers of facilities and venues to share their good practices and innovations with one another to enable collective progress and the spread of the most impactful initiatives.

Social innovation at the heart of collaborations with actors from the circular economy

The actions of circular economy are rooted in what already exists, which is the whole point of this approach, because innovating does not only mean creating! It also means giving existing resources a new lease on life, using them differently and optimising them.

The City of Paris is fully engaged in this movement of sharing good practices, and it is at the heart – and sometimes even the initiator – of networks that can be mobilised to innovate and device new environmentally responsible solutions.

Le Tremplin is an incubator dedicated to sport which then helps to develop those solutions. For Euro 2016, 50 start-ups were mobilised on subjects like waste sorting, non-motorised mobility, accessibility and urban tourism.

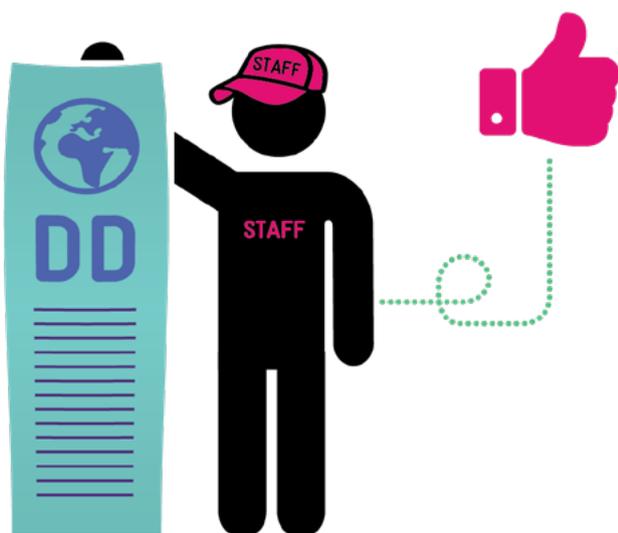


Another site and actor in the social and solidarity economy (SSE), Les Canaux, connected a supplier of reused materials to the organisers of the FIFA Congress which took place right before the Women's World Cup 2019.

Strongly linked to the Paris 2024 bid, Les Canaux also coordinates connections between SSE actors and event organisers and managers of facilities and venues. These include Le Chaînon Manquant, a pioneer in this arena. The association combines food waste reduction and solidarity efforts by collecting meals for disadvantaged people.

Several years ago, the **Société d'Exploitation Sports et Événements (SESE), Parc des Princes and PSG** signed an agreement with that association. In the space of three seasons, from 2015 to 2018, the Parisian club PSG collected nearly 3.4 tonnes of surplus food after its home matches and distributed it to charitable organisations beginning the following day. As a result, more than 6,500 meals were served to people in need.

The **French Tennis Federation (FFT)** has also been using Le Chaînon Manquant for the Roland-Garros tournament since 2014. Between 5,000 and 20,000 meals are collected and distributed annually. Based on those quantified findings, the FFT also seeks to minimise the surplus foodstuffs it orders. To do that, they work together to "improve the service provider's procurement system and restrict orders to the quantity of food actually consumed", specifies Viviane Fraisse, the tournament's CSR Manager. This approach appears to be working, because the number of meals distributed in 2018 "was closer to 5,000 than to 20,000". In the end, this is the innovation: better adapted production with less wasted food!





Commitment 10

Voices of sportspersons, an awareness

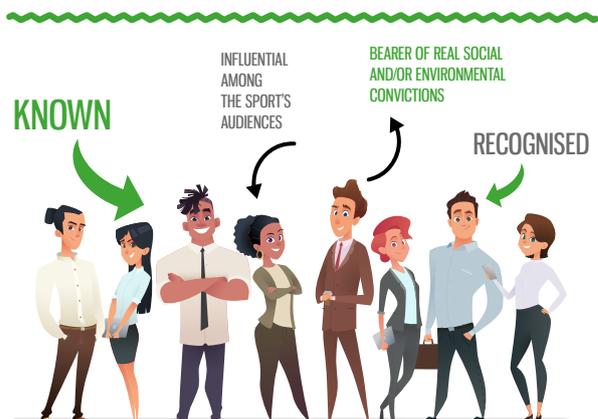
1 or more sports champions called nominated as ambassadors for environmental responsibility for the event or for the sport concerned

The reach of the initiatives implemented by the signatories is highly dependent on their visibility and therefore their communication to the general public. Within that context, sportspeople offer fantastic leverage for building an exemplary reputation, to whom event organisers should freely turn.

Sports ambassadors, spokespeople for signatory engagement

Appointing and using an ambassador means enabling the promotion of sustainability approaches and their benefits, inciting behavioural change and encouraging the emergence of responsible projects. It is also a chance to explain environmental responsibility in simple, concrete terms and to raise the awareness of a wider audience, particularly the younger generations.

And so, each signatory should identify the most relevant sports ambassador for them. But on that subject: what qualities should be enlisted to provide the most favourable buzz about projects and achievements?



The **French Gymnastics Federation (FFGym)** mobilised Paul Degouy during **France International Gymnastics** at the **AccorHotels Arena**. His involvement was all the more popular and impactful, because the gymnast has made sustainable development into a way of life and an everyday commitment.

Paul Degouy also loaned his image and shared his convictions with the **French National School Sports Union (UNSS)**. For those two signatories, *"he contributed his knowledge of sustainable development, his name and his youth. He also suggested ideas for new actions going forwards"*, emphasised Anne Seguret, who is responsible for sustainability matters at the FFGym.

When it comes to **Formula E**, the Brazilian driver Lucas Di Grassi is the ambassador for the United Nations Environment Programme's "Breathe Life" campaign to raise awareness of the importance of the quality of the air we breathe and the central role played by our daily mobility decisions in respect of air pollution. In fact, the Paris E-Prix had Pollutrack conduct an air quality study for it. The results showed that, during the event, that quality was "very good" due to the absence of car traffic in the vicinity of the racetrack.



To take full advantage of a sports ambassador, a real communication plan will need to be implemented! Presence on as many communication media as possible is obviously desirable (print, web, social networks, presentation videos, etc.). But the most important impact is not necessarily the one generated during the event, even if the ambassador's physical presence is obvious a prerequisite for success. The power of social networks and online communications often allows them to reach a broader target audience, which is why the ambassadors' personal social networks can be a real added bonus.





Commitment 11

Volunteers, an essential component

100% acknowledgement for volunteers

Local events and major international sporting events most share in the fact that they use volunteers, without whom it would certainly be difficult to organise a competition. So, although their involvement is not remunerated, it is still crucial to offer them freebies and recognition.

Sharing a collective experience

Anyone who has ever volunteered knows that nothing can replace an expression of recognition, acknowledging a commitment based on good will and a desire to make a contribution. It may seem simple, but this acknowledgement does need to be planned in advance.

At **the Paris 2018 Gay Games**, the organising association made it a point of pride to ensure its volunteers had an unforgettable time, with encounters, festive, friendly moments, the supply of a uniform or other clothes, a relaxation area, and more. Ahead of time, they had access to multiple materials, including an e-learning course to immerse them in the event and ensure they fully understood what would be expected of them.

The **French Wrestling Federation (FFL)**, which organised the **2017 World Wrestling Championships**, launched a similar approach with a lasting legacy after the competition.



During the event, the Federation was able to rely on a group of loyal volunteers, a veritable network of whom a large proportion are non-wrestlers and that the Federation takes care to keep motivated. Through their engagement, they have in a way become members of the French wrestling "family".

The **French Athletics Federation (FFA)** also seeks to promote and embody that notion of family.

Acknowledgement through skills development

The volunteers with the **French Wrestling Federation (FFL)** are in close contact with the matches and the competitors and are entrusted with duties bringing them closer and closer to the mat for national competitions. Operating stopwatches and serving as referees, they utilise skill sets linked to both the activity and the rules of wrestling, as well as the use of digital tools. The Federation is currently considering how it can provide tangible recognition of those acquired skill sets so that the volunteers can take full advantage of them and put them to use elsewhere.

The **French National School Sports Union (UNSS)** also wants to make volunteering a vehicle for the development of its registered members. It uses young volunteers at its many competitions, especially on a local level (**departmental academic and inter-academic championships in metropolitan France and overseas departments, French Championships and World Schools Championships**). For them, those events are fantastic opportunities to learn values and skill sets which they can later put to good use. In particular, the UNSS has created a training programme for young officials with the stated aim of developing a responsible generation.

That programme has allowed its 200,000 beneficiaries to empower themselves in seven positions: *Student Vice-president, Young Executive, Young Reporter, Young Organiser, Young Coach, Young Referee and Young First Aid Worker*. The training they receive in that context allows them to earn credit for their experience and then to display their know-how at UNSS competitions throughout the year.

Each year, it organises the **Meeting de Paris Indoor**, the **Meeting de Paris Diamond League**, the **International Marathon of Toulouse** and the **Ekiden de Paris**. For that it brings in a large number of volunteers. All the actions aimed at them are designed to strengthen their sense of belonging, to encourage identification and recognition.

During socialising occasions, the Federation regularly invites its leadership teams, particularly its President, as well as various athletes to come and meet the volunteers.



4 QUALITY EDUCATION



17 PARTNERSHIPS FOR THE GOALS





Commitment 12

Always ready to support a good cause

At least 1 commitment to supporting a good cause

Driven by the values embodied by sport, the signatories capitalise on its strong social potential to lead solidarity actions.

Sporting events as fundraising tools

Convinced of their power for social transformation, many of the signatories have set up fundraising processes.

The **Ultra-Trail du Mont-Blanc (UTMB®)** utilises two fundraising methods. At the time of registration, each participant can contribute, either by making a €3 donation (the UTMB® collected €25,000 during its latest edition) or by buying one of 160 “solidarity bibs” at €2,000 (an additional €290,000 were thus collected and then donated to 11 local charities). Although this initiative was inspired by a need to give donors the chance to guarantee access to the race, without having to go through the random draw, their motivations are above all philanthropic. In this way, the UTMB® has converted one of its constraints into a lever for generosity.

Utilising similar dynamics for the **Coupe de la Ligue 2019 final, the Ligue de Football Professionnel (LFP)** tested a new system of micro-donations via the ticket office, rounding up the total price of the tickets. That fundraising led to additional contributions to causes

already supported by the LFP. This operation, promoted to the general public, allowed ticket buyers to display the spirit which the LFP wanted to imbue into its final.

As for the **Ligue Nationale de Rugby (LNR)**, it offered reusable solidarity cups for a deposit at its refreshment stands during the final phases of the Top 14. While the usual deposit cups can reduce waste and increase site cleanliness, they can also help to support general interest causes thanks to spectator engagement.



After use, the spectators are asked to leave their cups in a personalised collector. Half of the deposits were paid to the service provider for recycling, and the other half were allocated to the LNR's endowment fund, the main purpose of which is to support many associations which build social connections in the regions where the Ligue is active.

Across all its 2019 events, the Ligue estimates the number of cups which might be returned by spectators at 10,000, or €10,000 which can then be used to support good causes.

Long-term programmes for enduring solidarity actions

Amaury Sport Organisation (A.S.O.) takes this commitment very seriously, because for the two events for which the company is a signatory, i.e. the **Tour de France** and the **Schneider Electric Paris Marathon**, a long-term programme has been put in place.

For the Tour de France, its *Riding into the Future* programme comprises four pillars: cycling and the planet, cycling and towns, cycling and young people, and cycling and wellbeing. For the young people pillar, an operation was developed with the South African association Qhubeka. The programme provides bicycles to young South Africans so they can save precious time (the majority of them getting around on foot) and stop missing classes. At present, 176 bicycles – the same number as there are racers in the peloton – are given out each year. In addition, they are assembled in South African, creating local jobs.

For its part, the Schneider Electric Paris Marathon has rolled out its *Génération Marateens* programme, an introduction to running for children ages 10 to 12. That operation is offered to associations in Paris's "working class" arrondissements. Broken down into free events and encounters, and designed for an audience who have not always had the opportunity to go and see athletes in stadiums, or even to practice the sport under supervision, this programme offers children moments of sharing linked to sport and with sportspeople. Today, six arrondissement councils share this commitment to giving 1,400 youths more access to this sport, with in parallel the rollout of an awareness component (nutrition, sustainable food, disabled sports, environmentally responsible runner mentality, good sportsmanship, mutual support between sportspeople, etc.).



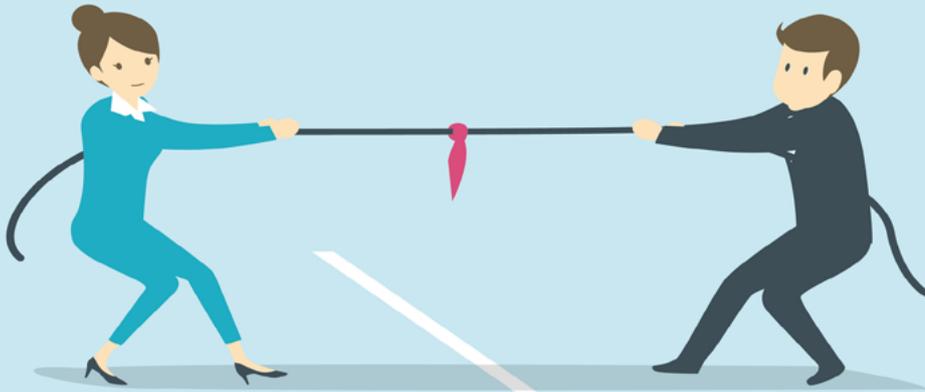
"SOCIAL TICKETS" MECHANISM: SPORTING EVENTS ACCESSIBLE FOR ALL

The "social tickets" mechanism is activated for major international sporting events held in France with the financial support of the Ministry of Sports. It distributes free tickets to groups with little access to organised sports, particularly young people in priority neighbourhoods under urban policy (QPVs) and/or rural revitalisation areas (ZRRs). As part of this mechanism managed by the Ministry of Sports, the Organising Committees for the **EHF European Women's Handball Championship France 2018** and the **FIFA Women's World Cup 2019** respectively offered 10,600 and 22,440 social tickets to social organisations responsible for distributing them to the target audiences. **EuroVolley 2019**, which begins on 12 September, plans to allocate 3,500 social tickets to the mechanism.




**SUSTAINABLE
DEVELOPMENT
GOALS**





Commitment 13

For equal access to positions of responsibility

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

At least 1 initiative promoting equality and combating discrimination (Charter of Managers)

The reach of the initiatives implemented by the signatories is highly dependent on their visibility. Gender equality has become a real societal issue today. Unequal pay and access to positions of responsibility remain deplorable. The Charters' signatories are committed to achieving greater equality in appointments to positions of responsibility.

Promoting equality at every level

The **Local Organising Committee (LOC)** of the **FIFA Women's World Cup** made a commitment to this path from the time it was first formed. From the recruitment of civic service volunteers to positions of responsibility, men and women were present in equal proportions. Brigitte Henriques, Vice-president of the French Football Federation (where Florence Hardouin has been the General Manager since 2013), was appointed to chair the tournament's organisation while Erwan Le Prévost was responsible for its management. There was perfect gender equality between the different department managers at the FFF. The 36 civic service volunteers included 18 women and 18 men who were committed in particular to implementing the Charter's environmentally responsible commitments.

In line with that policy, the LOC also made use of the expertise of the NGO PLAY International which developed a programme for youth workers in the host cities and towns to promote diversity and gender equality.



That same principle was applied to the **Paris 2018 Gay Games**, symbolised by a co-presidency shared by a man and a woman. The 15 person Board of Directors was made up of 40% women. It was also multi-generational.

For its part, the **French Speleological Federation (FFSpéléologie)**, which will be organising the **International Union of Speleology's** quadrennial International Congress in 2021, launched a diversity policy several years back, that will be applied to the organisation of that future event.

Since 2016, the chairs of the FFSpéléologie's committees are necessarily elected in male/female pairs: a committee chairman must always have a deputy chairwoman and vice versa.

In addition, the FFSpéléologie recently created a "feminiversity" group running multiple actions like a label for work experience programme with a mixed gender supervisory team and the institution of measures to encourage women cavers, such as childminding while women are engaged in the activity.



This innovative approach has kicked off discussions of solutions to both encourage the placement of women in positions of responsibility and develop caving as a sport. As a reflection of this commitment, at least 40% of the seats on the Board of Directors must be occupied by women.

Lastly, the **French Athletics Federation (FFA)** likewise places great importance on this commitment. Gender equality will be one of points of vigilance in its recruitment policy with a view to the **European Athletics Championships 2020**, namely amongst the 1,400 expected volunteers.





Commitment 14

The SD correspondent, a driving force for environmental responsibility

1 sustainable development referent within the organisation (Charter of Organisers)

1 action plan for the responsible management of facilities (Charter of Managers)

The Charters provide a real methodological framework with clear targets. Their implementation is still however conditional upon a global approach guaranteeing their consistency and impact. That is where the sustainable development correspondent comes in.

The sustainable development correspondent, a key function which has become a necessity

Such a cross-cutting role is rapidly becoming a necessity. The sustainable development correspondent has primary responsibility for the Charters' implementation and, more broadly, for the rollout of the signatories' OSR (organisational social responsibility) strategy.

The correspondent's placement on the organisational chart may be a reflection of the place occupied by OSR and the angle from which sustainable development is tackled within the organisation: in some cases reporting directly to top management, the sustainable development correspondent (or CSR Manager) may also be attached to the Communication or the Human Resources Department.

Ideally, the sustainable development correspondent should make it possible to initiate a common language with all the employees throughout the organisation and ensure that sustainability is taken into consideration in the different decisions made and that the OSR strategy is correctly rolled out. From this perspective, this role is a strategic one.

For example, at the **Consortium Stade de France**, a pioneer in sustainability and corporate social responsibility (CSR) issues, Delphine de Labarrière occupies the role of Sustainable Development Manager.

The **OM** has also recently created a special position, in the person of Anne-Charlotte Blanc, with the goal of providing structure to its CSR approach, promoting it internally and lastly rolling it out at every level of the organisation.

In terms of operations, the sustainable development correspondent coordinates actions and encourages the teams to suggest solutions and innovations. In this way, he/she helps to raise the awareness of the whole staff, as well as the volunteers, both before and during an event.

"It is important for the correspondent to drive and embody the issues of the sustainability 'cause'", emphasises Elie Craipeau, sustainable development correspondent at **Arkose**, the manager of multiple climbing gyms. That cause is intellectually stimulating and demands a keen interest to inspire the correspondent to keep on the lookout for good practices and ideas to incorporate into events or the management of facilities.

Lastly, it demands good interpersonal skills and strength of conviction in order to successfully get management and governance bodies involved and on board.



Some organisers, like the **French Badminton Federation (FFB)** for the French Open, have chosen to recruit a sustainable development correspondent specifically to fulfil that function. From waste sorting to volunteer awareness by way of sustainable food and engaged sports ambassadors, the event's sustainability component received special care and praise.

A POSITION OF GREAT RESPONSIBILITY!
For effective, efficient action, the SD correspondent must occupy a place in the structure from which he/she has a 360° cross-cutting vision of the organisation and the project. This is why he/she should be recruited well in advance of an event. His/her strategic placement close to top management can help to facilitate decision making and actions.

SUSTAINABLE DEVELOPMENT GOALS

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

17 PARTNERSHIPS FOR THE GOALS



Commitment n°15

Raising awareness as a credo

At least 1 initiative or 1 plan for raising awareness of environmental responsibility

On the strength of their commitment, the signatories are responsible for promoting their environmentally responsible actions so that these can resonate with their audiences.

Awareness and training at every level

In the Var Department, the **Corporate Foundation of Vidauban Golf Environment** takes great care to make its site a training ground for its employees' and its users' awareness of environmental responsibility.

Under an agreement signed with the National Museum of Natural History (MNHN), biodiversity inventories of the golf course were carried out. The employees are aware of the presence of that biodiversity and of the importance of the local ecological heritage in understanding the issues, the operation and the consideration of the actions to implement in favour of its preservation. Also trained by the Bird Protection League (LPO), the 28 employees had the chance to visit the MNHN to gain a better understanding of the Foundation's commitment and to carry it with them in all their daily actions. For example, the gardeners can now adapt their work according to the period and the season.

The Foundation runs environmental introductory and educational programmes for schools in the region, in collaboration with the association Les Petits Débrouillards³. Workshops are developed with the teachers, in conjunction with the curriculum and the objectives for the year.

This includes in particular issues relating to water and biodiversity (flora, fauna, local and exotic species, etc.). The goal is to help children learn to reason, to forge their critical thought and to be in direct contact with their environment in order to contribute to the development of future responsible, aware citizens. Over the past five years, this ecocitizen programme has benefited 600 students annually, ranging from the first year of nursery school to the end of primary school.

Similarly, the **French Badminton Federation (FFB)** has set up a volunteer awareness programme for the **French Open**.

The volunteers are informed of the sustainable development policy in advance, at the welcome speech and during the competition: suggestions on getting to the site, eco-friendly habits to adopt and the use of environmentally responsible services like *the yellow fridge*. That service reduces food waste by storing foodstuffs in a shared refrigerator for their subsequent distribution.

³ The leading national community education network with scientists teaching science.

Communication campaigns, leverage for awareness: Example of the Tour de France

As part of its Riding into the Future programme, the organiser of the **Tour de France, Amaury Sport Organisation (A.S.O.)** has designed a communication campaign of five televised video clips whose common theme is the promotion of mobility by bicycle.

Rebroadcast by France Télévisions every afternoon, the communication campaign has enjoyed terrific exposure and was renewed for 2019. That message shines a spotlight on the benefits of the use of active forms of mobility.

To raise volunteer awareness of the environmental responsibility challenges of a sporting event, a volunteer training module for event organisers was co-built by the Ministry of Sports, WWF France and the signatories. That training module is available on the website of the Sport and Sustainable Development Office.
www.developpement-durable.sports.gouv.fr

RIDING INTO THE FUTURE

4 PILLARS OF OUR COMMITMENT

1 CYCLING AND THE PLANET

The Tour de France is committed to conserving the race's natural surroundings through environmental protection and the promotion of bicycles as a green means of transport.

C'EST MON TOUR, JE TRIE (IT'S MY TOUR, I'M SORTING)
Collecting, sorting and recycling.

- 9** full-time environmental coordinators during the Tour de France.
- 63** waste collection zones for riders.
- 100,000** recycle friendly rubbish bags.

MUSÉUM NATIONAL D'HISTOIRE NATURELLE
Safeguarding France's biodiversity with daily broadcasts.

- 21** awareness messages broadcast across French Television channels.

NATURA 2000 AREAS
Protecting beautiful nature-areas that the Tour de France goes through.

- 82** natural spaces protected in 2019.

2 CYCLING AND TOWNS

The Tour de France helps local authorities develop infrastructure to encourage safe cycling long after the Tour has passed through the heart's of towns and cities.

MEDIA CAMPAIGN
A call to action, through four advertisements on French Television, motivating people to use their bikes daily.

- 80%** of stage towns and cities host the "celebration of cycling" during the first weekend of June.

FÊTE DU TOUR
Encouraging cycling commutes.

LA ROUTE SE PARTAGE (SHARING THE ROAD)
Educating drivers and cyclists about road safety and how to best share the road.

- 2** prevention vehicles following the publicity caravan.
- 34** awareness points throughout the course, supported by **230** volunteers.

3 CYCLING AND YOUNG PEOPLE

The Tour de France supports young people who want to ride their bicycles everyday, to bring the champions of tomorrow to light.

ATELIERS DU TOUR WORKSHOPS
Educating people on all things bikes! The Ateliers du Tour workshops provides a space to learn how to ride and repair bicycles as well as bike safety tips.

- 7 000** diplomas awarded in 11 cities to date.

QHUBEKA
Changing the lives of children in South Africa with bicycles.
500,000 schoolchildren walk more than **4 hours** every day to go to school.

- 176** bicycles donated to South African children in 2018, (an amount equivalent to the number of riders in the Tour de France).

THE CHAMPIONS OF TOMORROW
Supporting all categories: cadets, juniors and Under 23, boys and girls.

- 300** French Cycling Federation clubs received funding from the Tour de France in 2018.
- 8** Continental Cadets-Juniors invited by the organisers of the Grande Boucle will ride for the first 30 km and last 30 km of each stage of the Tour de France.

DICTÉE DU TOUR
Bringing young fans (years 9-12) closer to cycling champions with a competition about the race. **In 2019 we achieved...**

- 2019 40** departments, towns or cities took part.
- 17,000** children participated.
- 300** winners invited to the Tour de France.

4 CYCLING AND WELLBEING

The Tour de France supports cycling as a source of balance for "a healthy mind in a healthy body" by supporting the "Vivons Vélo" programme of AG2R LA MONDIALE.

"VIVONS VÉLO", THE CYCLING HEALTH PROGRAMME WITH AG2R LA MONDIALE
Promoting cycling for increased individual wellbeing.

- 1** free "Vivons Vélo" mobile app.
- 140,000** members in the community.
- 100** gatherings accessible to all and organised across France in 2018.
- 3,000** Over routes available free of charge in France.
- €85,900** given in 2018 to the Pasteur Institute by AG2R LA MONDIALE for the distance ridden by the community.

letour.fr @LeTour #RidingIntoTheFuture



4 QUALITY EDUCATION



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We would like to give very special thanks to all the contributors to this compendium who shared their ideas and their success stories with us:



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CHARTER OF 15 ENVIRONMENTALLY RESPONSIBLE COMMITMENTS OF EVENT ORGANISERS

> tracking indicators adjustable over three years for an approach of continuous improvement

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

CHARTER OF 15 ENVIRONMENTALLY RESPONSIBLE COMMITMENTS OF MANAGERS OF SPORTS FACILITIES AND VENUES

> tracking indicators adjustable over three years for an approach of continuous improvement

COMMITMENTS	Year		
	N	N+1	N+2
1 Catering	15 %	30 %	50 %
2 Mobility	25 %	50 %	80 %
3 Sustainable procurement	25 %	50 %	80 %
4 Waste	5 %, 20 % et 20 %	10 %, 30 % et 40 %	15 %, 40 % et 60 %
5 Natural sites, green spaces & biodiversity	100 %	100 %	100 %
6 Energies and liquids	100 % et 10 %	100 % et 15 %	100 % et 25 %
7 Hospitality and accessibility	100 %	100 %	100 %
8 Access for all	1	1	1
9 Innovation(s)	1	1	1
10 Economic and social impact	1	1	1
11 Regional anchoring	1	1	1
12 Supporting a good cause	1	1	1
13 Equality & combating discrimination	1	1	1
14 Management responsible	1	1	1
15 Raising awareness	1	1	1

INDEX

AccorHotels Arena	p 21
Arkose	p 13 . 49
Comité Euro Handball Féminin EHF France 2018	p 37 . 45
Consortium Stade de France / MMArena - Nice Eco Stadium/Allianz Riviera - Matmut Atlantique - Stade de France	p 11 . 14 . 19 . 24 . 35 . 48
Disneyland® Paris	p 34
Eco Trail® de Paris	p 11 . 13 . 29 . 31
Ligue Nationale de Rugby	p 10 . 24 . 44 . 45
Ligue de Football Professionnel	p 11 . 27 . 44
Fédération Française d'Aéronautique	p 23
Fédération Française d'Athlétisme	p 43 . 47
Fédération Française de Badminton	p 49 . 50
Fédération Française de Canoë-Kayak	p 10 . 14 . 35
Fédération Française de Course d'Orientation	p 28
Fédération Française d'Echecs	p 37
Fédération Française d'Etudes et Sports Sous-Marins	p 17
Fédération Française de Football / LOC 2019	p 14 . 15 . 19 . 39 . 45 . 46
Fédération Française de Gymnastique	p 41
Fédération Française de Golf / Ryder Cup 2018	p 16 . 17 . 33
Fédération Française de Handisport	p 16 . 25 . 29 . 35
Fédération Française de Lutte et disciplines associées	p 42 . 43
Fédération Française de Montagne et d'Escalade	p 10 . 25
Fédération Française de Rugby / Comité d'organisation Coupe du monde de Rugby 2023	p 19
Fédération Française de Ski	p 11
Fédération Française de Ski Nautique & de Wakeboard	p 31
Fédération Française de Spéléologie	p 47
Fédération Française de Surf	p 23 . 29
Fédération Française de Tennis / Roland-Garros	p 12 . 14 . 26 . 34 . 39
Fédération Française de Tennis de Table	p 34
Fédération Française de Voile	p 29 . 31
Fédération Française de Volley-ball	p 19 . 45
Formula E Operations	p 21 . 29 . 41
Golf de Vidauban	p 15 . 50
Jeux Olympiques et Paralympiques Paris 2024	p 16 . 20 . 21 . 26
OL Groupe / Olympique Lyonnais	p 32 . 33 . 36
City of Marseille / Marina / OM	p 12 . 13 . 21 . 23 . 24 . 25 . 31 . 35 . 48
Parc des Princes (SESE)	p 12 . 14 . 39
Paris 2018 Gay Games	p 37 . 42 . 47
Agence Quarterback	p 16 . 22 . 24
Schneider Electric Marathon de Paris	p 20 . 37 . 45
Stade Français Paris Rugby	p 11
Tour de France	p 19 . 30 . 45 . 51
Ultra-Trail du Mont-Blanc (UTMB®)	p 16 . 28 . 31 . 44
Union Nationale du Sport Scolaire (UNSS)	p 23 . 41 . 43
City of Paris	p 12 . 14

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