

2024

#BEACTIVE DAY

# SUSTAINABILITY GUIDE



## Greening the Movement:

A Comprehensive Guide to  
Sustainable Event Management  
for **#BEACTIVE DAY**.



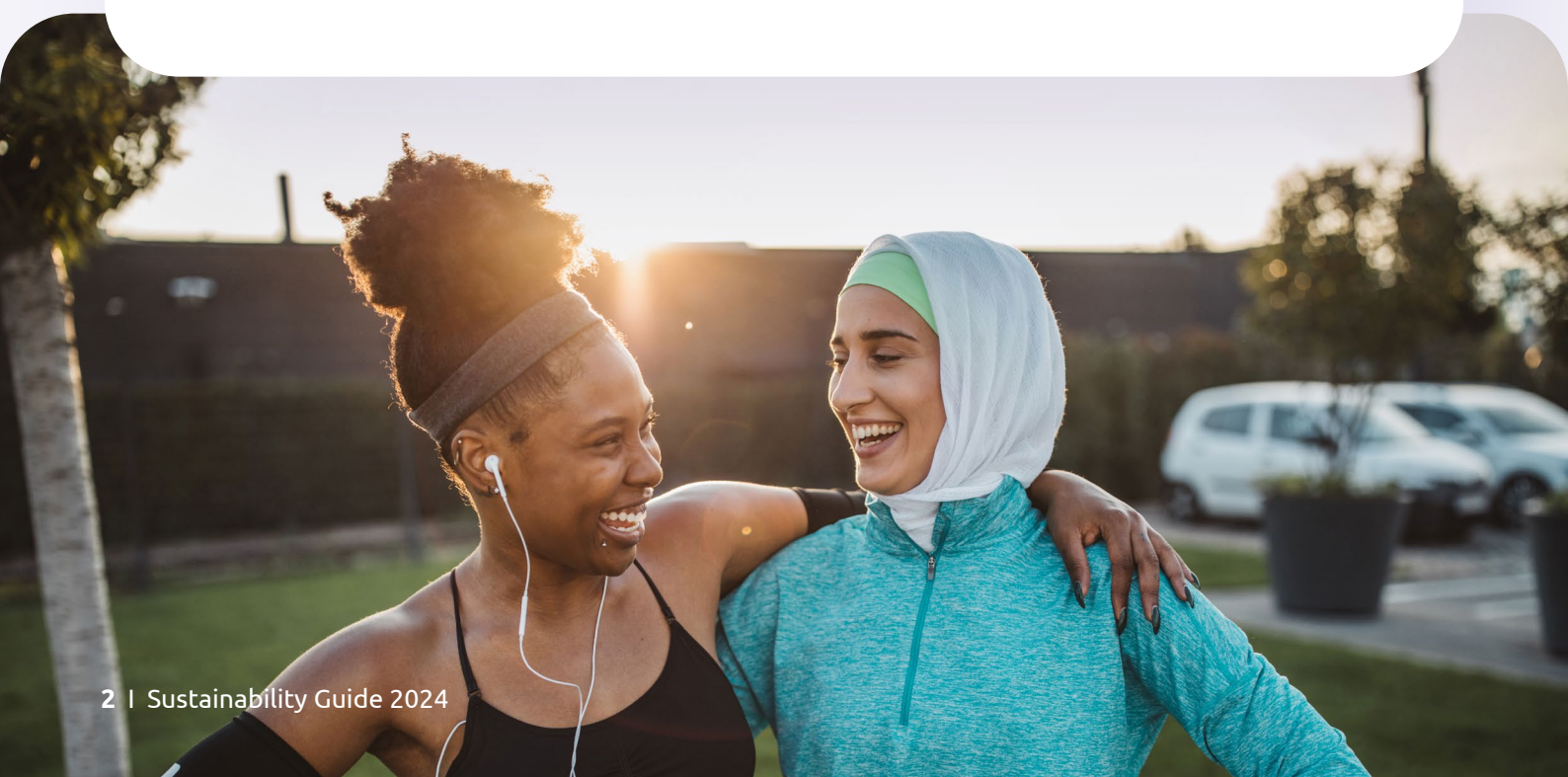
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#BEACTIVE  
EUROPEAN WEEK OF SPORT

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# 01 INTRODUCTION

*In an era where environmental sustainability should be a paramount concern and the European Green Deal begins to be implemented, every sector and industry, including that of fitness and physical activity, must take proactive steps to minimise its environmental footprint.*

Building on the momentum of previous initiatives, this year's **#BEACTIVE DAY** campaign adds to its focus environmental stewardship and responsibility, embracing sustainability as a core principle.

This guide emerges from the imperative that promoting **human** health-enhancing physical activity should not come at the expense of our **planet's** health. It aims to serve as a navigational tool for fitness and physical activity organisations, empowering them to lead environmental change within their communities.

Recognising that sustainability is not a one-size-fits-all endeavour, this guide offers a comprehen-

sive roadmap tailored to the unique needs and challenges of campaign event organisers. It shows the urgent need to address the environmental concerns of our time and provides practical strategies for conserving resources and promoting eco-friendly practices, thereby paving the way for more sustainable event planning and implementation.

This guide is designed to help event organisers to embrace their role as agents of change and improve the sustainability credentials of the **#BEACTIVE DAY** campaign and beyond.





# 02

## UNLOCKING THE GUIDE

As part of EuropeActive’s collective vision to get more people, more active, more often across Europe, this document is developed under the framework of the 2024 **#BEACTIVE DAY** project. It is crafted to support organisers, partners, and stakeholders in their roles within **#BEACTIVEDAY** activities, empowering them to understand and minimise the environmental impact of their events while promoting health-enhancing physical activity (HEPA).

This guide is designed for a diverse audience, including campaign event organisers, fitness and physical activity clubs, centres, partners involved in **#BEACTIVEDAY** initiatives, and stakeholders committed to sustainability in event planning. Each play a crucial role in the success of **#BEACTIVE DAY** activities and can contribute to environmental stewardship.

By providing practical strategies, insights, and resources, this guide provides the information and tools necessary to integrate sustainability into every aspect of event planning and execution. From understanding the importance of sustainability to implementing eco-friendly practices and evaluating environmental impact, this guide offers actionable guidance while aligning with the United Nations’ Sustainable Development Goals.

**With fitness and physical activity event organisers, partners, and stakeholders in mind, this guide provides:**

- An overview of global and regional trends in environmental sustainability, providing insights into the importance of sustainability in event planning and execution;
- A comprehensive review of common environmental impacts and actionable strategies to effectively address them;
- A detailed roadmap for sustainable action, offering a step-by-step guide to integrating sustainable practices into all stages of event planning and execution;
- Inspiring sustainability initiatives, accompanied by innovative case studies showcasing effective approaches to reducing ecological footprints and promoting eco-friendly practices;
- A bibliography of resources for further exploration, offering guidance on sustainable event planning and execution.



# 03

## SUSTAINABILITY AND PHYSICAL ACTIVITY-RELATED EVENTS

*In today's world, the urgency to address the climate emergency is undeniable.*

Within the European Union (EU), citizens are placing environmental protection and climate change mitigation at the forefront of their concerns, with 94% of citizens across all EU Member States stating that protecting the environment is important to them, and 91% recognizing climate change as a serious problem<sup>1</sup>.

This collective sentiment further strengthens a clear mandate for action and underscores the significance of incorporating sustainability practices into every sector, including fitness and physical activity. The United Nations Global Climate Action Sports for Climate Action Framework<sup>2</sup> underscores the crucial role of the latter in helping mitigate the impacts of climate change within the sectors and to strongly support communication on the topic beyond them. Additionally, the International Union for Conservation of Nature (IUCN) underscores the need for sport events to be conducted in environmentally responsible ways, with a focus on biodiversity enhancement<sup>3</sup>. This approach is vital for the sector's credibility and sustaining

fan bases and enthusiasts, reflecting a growing awareness around environmental impacts. Moreover, consumer expectations are evolving, with increasing pressure on sport clubs, leisure centres, and fitness facilities to prioritise environmental sustainability. This trend reflects a growing awareness among consumers, who are increasingly discerning and favour organisations that embrace sustainable practices.

Presently most available reference documents and frameworks have been dedicated to the sport world in its broadest sense (Olympic movement, organised sport, grassroots, and sport movement), this guide strives to bring the topic of sustainability into greater awareness, understanding and most importantly, into greater practical applicability among fitness and physical activity event organisers- through the **#BEACTIVE DAY** campaign for example. While sustainability considerations and actions will be close to identical for sport and fitness events, for the purpose of clarity, the guide will hereby refer to 'fitness and physical activity' events.

<sup>1</sup>[https://ec.europa.eu/commission/presscorner/detail/en/ip\\_20\\_331](https://ec.europa.eu/commission/presscorner/detail/en/ip_20_331)

<sup>2</sup><https://unfccc.int/climate-action/sectoral-engagement/sports-for-climate-action>

<sup>3</sup><https://www.iucn.org/our-work/topic/tourism-and-sport/sports-nature>



## 3.1 Sustainability in fitness and physical activity event organisation

*Just as the global imperative for environmental action resonates profoundly in the realm of sport events, and fitness and physical activity events must also further embrace this approach.*

This is why the 2024 edition of the **#BEACTIVE DAY** campaign is endorsing environmental sustainability as a campaign focus.

These events play an important role in the journey towards a better future, and organisers today are expected to include sustainable practices in their bidding process, planning stages, and throughout the event itself. Sustainability in the organisation of fitness and physical activity events extends beyond surface-level measures such as waste reduction or material choices; it entails the **creation of events that embody environmental responsibility, social equity, and economic viability.**

Just as sustainability considers the long-term consequences, the triple bottom line approach highlights three critical dimensions of sustainability: people, planet, and prosperity. It recognises that effective event planning must not only prioritise economic viability (prosperity) but also ensure social equity (people) and uphold environmental responsibility (planet).

By harmonising these three elements, event organisers can curate events that not only minimise environmental harm but also enhance social well-being and foster economic prosperity. This approach empowers organisers to cultivate **#BEACTIVE DAY** events that contribute positively to society while safeguarding our planet for future generations.



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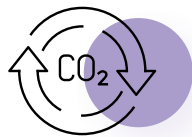
<https://komoneed.com/the-triple-bottom-line-people-planet-and-profit/>



## 3.2 Environmental impacts of fitness and physical activity events

*While fitness and physical activity events provide numerous benefits, they also have significant environmental impacts.*

Environmental impacts of such events can vary widely depending on factors such as event size, location, duration, and involved activities. Understanding and mitigating these impacts is essential for promoting sustainability within these sectors and aligning with global environmental goals. However, some common environmental impacts associated with such events may include:



### Carbon emissions:

Events involving travel, especially by air or long-distance travel, can contribute significantly to carbon emissions.



### Waste generation:

Sport, fitness and physical activity events often generate substantial amounts of waste, including packaging, food waste, and disposable items.



### Resource consumption:

Events may require significant amounts of resources such as water, energy, and materials for infrastructure, facilities and equipment.



### Habitat disruption:

Events held in natural areas or involving construction can lead to habitat destruction or disturbance of wildlife in local ecosystems.



### Water, air, noise and light pollution:

Associated activities, such as transportation, food service, and waste management, can contribute to water and air pollution. Additionally late night noise and light pollution can have detrimental impacts on nocturnal species.





### 3.3 Relevance to fitness and physical activity event planning and execution

*The consideration of environmental impacts holds significant importance, especially when organising #BEACTIVE DAY campaign events, as they often result in notable environmental footprints.*

Therefore, by understanding and conscientiously minimising their environmental impact, event organisers can play a vital role in global efforts to combat climate change and environmental degradation. The integration of sustainability into event planning and execution not only fulfils environmental responsibilities but also yields a multitude of benefits:



#### **Attracting environmentally conscious participants:**

Sustainable events have the potential to draw in participants who prioritise environmental concerns, expanding the event's reach and impact.



#### **Enhancing brand reputation:**

Embracing sustainability can enhance the reputation of the event and its organisers, signalling a commitment to environmental stewardship and responsible practices.



#### **Fostering partnerships:**

Sustainability-focused events can facilitate partnerships with organisations dedicated to environmental conservation and sustainability, broadening the event's network and influence.



#### **Generating cost savings:**

Implementing sustainability practices can lead to cost savings through improved operational efficiencies and resource management, resulting in long-term financial benefits for event organisers.



As we strive to make **#BEACTIVE DAY** an environmentally conscious experience, a range of aspects need to be considered. These aspects serve as a wellspring of inspiration rather than rigid mandates, providing a knowledge bank for tips and ideas. **Embracing sustainability is not about ticking boxes but about weaving it into the fabric of the event planning journey.** Whether organising a local run or a large-scale fitness festival, the following aspects can guide the crafting of sustainable initiatives:

## Promoting sustainable transportation options

*Promoting sustainable transportation options for event attendees reduces carbon emissions and minimises traffic congestion.*

Event organisers can encourage participants to use public transportation, carpooling, cycling, or walking to reach the event location. Providing information on public transit routes, bike racks, and designated carpooling areas can facilitate sustainable transportation choices.

### Actionable Suggestions:



Encourage team members to utilise public transport.



Utilise messenger services that employ bicycles for deliveries.



Encourage the use of shared transport (carpooling and mini-buses).



Opt for cars that run on renewable power for official transportation needs.



Advocate for visitors and participants to choose human-powered modes of transportation i.e. walking, running or cycling.



Minimise the use of taxis but where required, opt for environmentally focused taxi companies for transportation services.



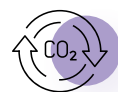
Conduct appropriate meetings online to reduce the need for travel.



Book shared transport options for team members and participants.



Require suppliers to utilise renewable-powered vehicles for transportation.



Monitor and track the carbon impact of transport of participants to your event.



Introduce environmental bonuses into purchasing agreements to incentivise sustainable practices.

# Strategies for waste reduction, recycling, and composting

*Implementing effective waste management strategies is crucial for reducing the environmental impact of events.*

Waste can be minimised by avoiding single-use plastics, providing reusable or compostable alternatives, and establishing recycling and composting stations throughout the event venue. Educating attendees about proper waste disposal practices can also encourage participation in recycling and composting efforts.

## Actionable Suggestions:

-  Have a 'no single-use plastic' policy.
-  Insist on participants bringing their own reusable water bottle and have filtered tap water available throughout the event.
-  Minimise and also recycle waste based on relevant material and volume to maximise efficiency.
-  Provide accessible recycling options for bottles and cans to encourage proper disposal.
-  Minimise the use of printed materials to reduce paper waste.
-  Offer sustainability awards or virtual prizes to incentivise eco-friendly behaviour.
-  Clearly indicate recycling options for attendees, participants, and event staff.
-  Review purchasing practices to minimise packaging waste.
-  Avoid using mixed materials that cannot be easily recycled.
-  Ensure recycling sites are clearly visible and well-marked for easy access.
-  Monitor and track the amount of waste generated and the percentage that is properly sorted to assess effectiveness and identify areas for improvement.





## Using renewable energy sources and reducing energy consumption

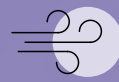
*Efforts to maximise energy efficiency and integrate renewable energy sources can significantly diminish the environmental impact of events.*

Utilising energy-efficient lighting, equipment, and appliances, alongside exploring renewable energy alternatives like solar or wind power, are pivotal steps. Additionally, implementing energy-saving practices such as turning off lights when not in use and optimising heating and cooling systems can further curtail energy consumption, but these can also be automated by motion / infrared sensors and this can also be incorporated into any infrastructure developments.

### Actionable Suggestions:



Monitor and track energy usage to identify areas for improvement and assess effectiveness.



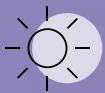
Adjust ventilation systems according to occupancy and spectator requirements to optimise energy usage.



Request that your energy supplier provides green energy.



Procure spare parts to favour repairability and/or upgrading from sustainable sources rather than buying new (second-hand parts, locally sourced parts).



Maximise the use of natural daylight to reduce reliance on artificial lighting.



Educate employees about energy-saving practices and encourage their participation.



Review and streamline technical solutions to minimise energy waste.



Install motion-sensitive lighting to automatically adjust lighting levels based on activity and occupancy levels.



Incorporate renewable energy sources for electricity, heating and cooling systems.













Transition to energy-efficient LED lights for arena and general lighting.

# Minimising water usage and preventing pollution

*Efforts to minimise water usage and prevent pollution are vital for environmental conservation.*

Implementing water-saving measures, such as using water-efficient fixtures and landscaping, capturing rainwater for irrigation and toilets, and minimising water waste during event activities, are essential steps. Additionally, preventing water pollution through proper management of wastewater and chemical runoff is critical for safeguarding water quality and ecosystem health.

## Actionable Suggestions:

-  Ensure toilets are equipped with smart flushing mechanisms to optimise water usage.
-  Install water-free urinals to eliminate water consumption in restroom facilities.
-  Equip hand basin and shower taps with “low flow” features to reduce water usage.
-  Offer water stations as an alternative to bottled water to eliminate plastic waste and promote water conservation.
-  Install auto-shut-off mechanisms in showers and drinking water stations to prevent water waste.
-  Schedule watering of pitches and lawns using greywater systems during nighttime hours to reduce evaporation and maximise water absorption.
-  Encourage water-saving practices through targeted messaging and educational campaigns.
-  Place bins beside toilets for proper disposal of rubbish to prevent water contamination.
-  Implement greywater systems for toilets in new construction projects to recycle water efficiently.
-  Support programmes that contribute to providing clean drinking water in developing countries to address water scarcity issues.





## Selection of eco-friendly event supplies and merchandise

***Minimise the material and products for #BEACTIVE DAY. Choosing sustainable materials and products for #BEACTIVE DAY events reduce environmental impact and promote responsible consumption.***

Eco-friendly options can be prioritised such as biodegradable or compostable materials, recycled content products, and reusable or refillable items. Additionally, sourcing locally produced and Fair Trade certified goods can support ethical and sustainable supply chains.

### Actionable Suggestions:



Minimise merchandise to simple and highly useful long-term goods.



Source event supplies and merchandise from local producers to minimise carbon emissions associated with transportation and support the local economy.



Look for Fair Trade certified goods, such as clothing or accessories, to ensure that workers involved in the production process receive fair wages and operate under safe and ethical working conditions.



Consider the lifecycle of event supplies and merchandise, from production to disposal, and choose options with the lowest environmental impact at every stage.



Provide clear labelling or signage to highlight the eco-friendly attributes of event supplies and merchandise, educating participants about the sustainability efforts being made.



Collaborate with vendors and suppliers to explore innovative eco-friendly alternatives and stay informed about the latest developments in sustainable materials and products.



Engage participants in the sustainability aspect of event supplies and merchandise by soliciting feedback, suggestions, and ideas for improvement.

# Sustainable catering, and food and beverage choices

*Sustainable catering and food choices are crucial in minimising the environmental footprint.*

Event organisers can prioritise locally sourced, organic, and seasonal foods, as well as vegetarian and plant-based options, to reduce greenhouse gas emissions and promote sustainable agriculture. Additionally, minimising food waste through proper portioning, donation, and composting can further enhance food sustainability efforts.

## Actionable Suggestions:



Only serve local and seasonal food to align with local harvests and reduce the environmental impact of transportation.



Identify suitable plate sizes to minimise food waste and ensure efficient use of resources.



Offer locally sourced vegetarian and vegan options to promote plant-based eating, which has a lower environmental footprint compared to animal products.



Donate leftover food to local shelters or food banks to support those in need and reduce food waste.



Offer drinks in returnable glass containers to minimise packaging waste and promote reuse.



Serve organic or Fairtrade items to ensure ethical sourcing and production practices.



Use biodegradable single-use materials, such as paper, wood, or bamboo, to reduce environmental impact and promote eco-friendly disposal but only where reusable/washable options are exhausted.



Eliminate plastic utensils and plates to reduce waste and minimise environmental pollution.



Water stations to reduce plastic waste and promote hydration without environmental impact.



Minimise the amount of imported meat products to lower carbon emissions associated with long-distance transportation.



# Raising awareness and communication materials for sustainability initiatives

*Effective communication and education play a crucial role in engaging event participants and stakeholders in sustainability initiatives.*

Event organisers can utilise various channels, including social media, websites, and newsletters, to inform attendees about sustainability practices, emphasise the environmental impact of event activities, and promote opportunities for participation and involvement. Additionally, organising educational workshops, seminars, and interactive activities can deepen participants' understanding of sustainability issues and inspire behaviour change.

## Actionable Suggestions:

- 1 Provide visitors with visually appealing information on sustainability to capture their attention and encourage engagement.
- 2 Implement smart communication strategies to effectively convey sustainability messages to the media, including listing actionable points for coverage.
- 3 Integrate sustainability initiatives into all communication channels to ensure consistent messaging and maximise outreach.
- 4 Highlight one or two unique sustainability initiatives with a newsworthy angle to make them memorable and shareable.
- 5 Prioritise digital communication methods over printed materials to reduce paper waste and environmental impact.
- 6 Communicate sustainability efforts before, during, and after events to maintain engagement and reinforce messaging.
- 7 Present concrete examples of sustainability results and impacts in follow-up communications to demonstrate the effectiveness of initiatives.
- 8 Reference your sustainability policy in all communication materials to underscore your commitment to environmental responsibility.
- 9 Translate communication materials into relevant languages if you have international guests to ensure inclusivity and accessibility.







## Accommodation and lodging considerations

***Ensuring sustainable accommodation options for participants is crucial for promoting environmentally conscious choices during #BEACTIVE DAY events.***

By encouraging participants to select eco-certified accommodation providers or those with sustainability initiatives in place, event organisers can contribute to reducing the environmental footprint of the overall event. Additionally, providing information on public transport options or arranging shuttle services between accommodations and event venues can further minimise carbon emissions from travel.

### Actionable Suggestions:



Actively promote eco-certified accommodations and those with robust sustainability initiatives to participants.



Organise transportation to and from accommodations to streamline travel logistics and minimise environmental impact.



Stipulate the use of eco-labelled accommodations in your sustainability policy for internal trips related to the event.



Advocate for the use of nearby accommodations to reduce travel distance to and from event venues, promoting sustainable travel practices.



Dialogue with eco-labelled accommodation providers to secure special deals for participants and visitors.

# Tools and methods for data collection and evaluation

*Utilising tools and methods for data collection and evaluation is essential for accurately measuring the environmental impact of #BEACTIVE DAY events.*

Event organisers can use surveys, questionnaires, observations, and data tracking systems to gather information on sustainability practices, participant behaviour, and environmental outcomes. Additionally, partnering with environmental experts or research institutions can provide valuable expertise and support for data analysis and interpretation.

## Actionable Suggestions:

- 1 Implement pre-event surveys or questionnaires to gauge participant attitudes and behaviours regarding sustainability.
- 2 Conduct post-event surveys to gather feedback on the effectiveness of sustainability measures.
- 3 Use observation methods during the event to monitor participant interactions with sustainability initiatives.
- 4 Implement data tracking systems to monitor key sustainability metrics in real-time.
- 5 Collaborate with environmental experts to develop comprehensive data collection protocols.
- 6 Provide resources or links to online footprint calculators for participants to assess their environmental impact beyond the event.
- 7 Establish partnerships with academic institutions for in-depth research on sustainability outcomes.
- 8 Engage participants in the data collection process to foster ownership of sustainability initiatives.



# 04 ROADMAP: HOW TO MINIMISE ENVIRONMENTAL IMPACT

*In this roadmap, a step-by-step approach is provided to help organisers of #BEACTIVE DAY activities minimise their environmental impact and embrace sustainability practices.*

These practical tips and strategies will assist in every stage of event preparation, from conceptualisation to post-event evaluation.

## Step 1 Pre-event planning

- **Set sustainability goals:** Define specific environmental targets for #BEACTIVE DAY campaign events and/or activities, aligning them with the broader goals of promoting physical activity while minimising environmental impact. This could include goals such as reducing waste, minimising energy consumption, or promoting eco-friendly transportation.
- **Venue selection:** When possible, choose venues for #BEACTIVE DAY activities that prioritise sustainability, such as facilities with eco-certifications or green building standards.
- **Transportation:** Encourage participants to use sustainable transportation options to reach #BEACTIVE DAY events, promoting public transport, cycling, and carpooling. Have a system to measure the carbon impact of transportation.
- **Digital promotion:** Utilise digital marketing channels to promote #BEACTIVE DAY activities, reducing the need for paper-based promotional materials and minimising waste.

## Step 2 Event execution

- **Waste management:** Implement effective waste management practices at **#BEACTIVE DAY** events, including recycling stations, composting for organic waste, and minimising single-use plastics.
- **Energy efficiency:** Utilise energy-efficient lighting and equipment during **#BEACTIVE DAY** activities, and explore the use of renewable energy sources where feasible.
- **Water conservation:** Implement water-saving measures at **#BEACTIVE DAY** events, such as providing refillable water stations and encouraging participants to bring their reusable water bottles.
- **Eco-friendly merchandise:** If offering merchandise for **#BEACTIVE DAY**, prioritise items made from sustainable materials and locally sourced, and consider digital souvenirs to reduce waste.
- **Food and beverage choices:** Select locally sourced, organic, and vegetarian options for refreshments at **#BEACTIVE DAY** events to minimise the carbon footprint associated with food.
- **Engagement activities:** Incorporate educational sessions and workshops on sustainability into **#BEACTIVE DAY** programmes to raise awareness and inspire participants to adopt eco-friendly practices.



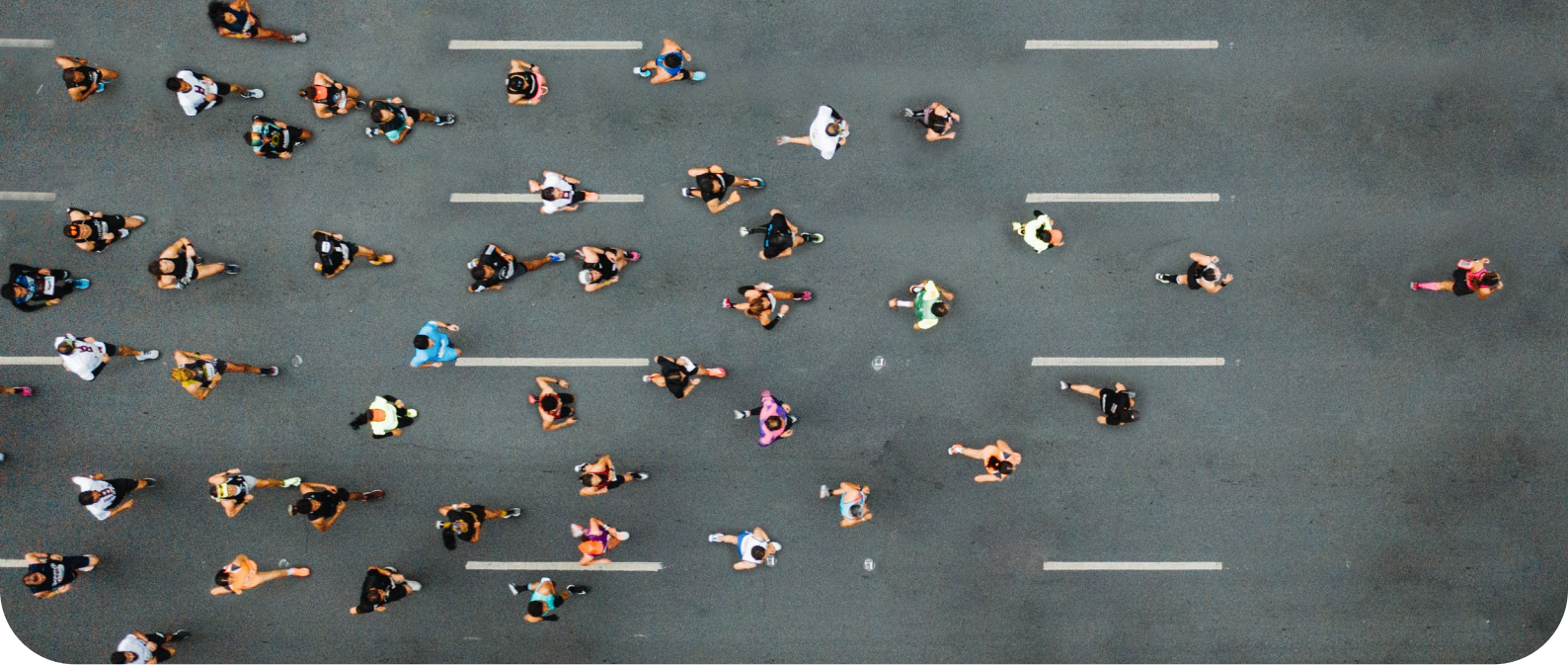
## Step 3 Post-event evaluation

- **Data collection:** Gather data on energy consumption, waste generation, and other environmental indicators during **#BEACTIVE DAY** events to assess their ecological footprint.
- **Feedback and reflection:** Solicit feedback from participants, volunteers, and stakeholders on the sustainability efforts of **#BEACTIVE DAY** activities, and use this input to identify areas for improvement.
- **Impact assessment:** Conduct a comprehensive assessment of the environmental impact of **#BEACTIVE DAY** events, highlighting successes and identifying opportunities for further sustainability initiatives
- **Documentation:** Compile a detailed report documenting the sustainability initiatives implemented during **#BEACTIVE DAY** activities, and share best practices and lessons learned with other organisations in the sector.
- **Nature restoration:** Consider donating to a local conservation charity that is focused on nature restoration and biodiversity enhancement to help offset / mitigate the measured carbon impacts of the event. A cost of approx. 25€ per tonne of CO<sub>2</sub>e is recommended.

### Additional considerations

- **Collaboration and partnerships:** Partnering with local sustainability organisations or eco-friendly businesses enhances the event's green initiatives by leveraging expertise, resources, and networks. It fosters a sense of community and collective responsibility towards environmental stewardship.
- **Education and awareness:** Offering training sessions and resources on sustainable practices raises awareness among event organisers and participants about the importance of environmental conservation. It empowers individuals to make informed choices and adopt sustainable behaviours beyond the event context.
- **Continuous improvement:** Implementing a feedback loop allows for ongoing evaluation and refinement of sustainability practices. By learning from past experiences and incorporating feedback from stakeholders, organisers can continually enhance the environmental impact of future events.

“ This roadmap can effectively minimise the environmental impact of the 2024 **#BEACTIVE DAY** campaign activities while inspiring others in the European fitness and physical activity, and sport sectors to adopt sustainable practices.



## 05 CHALLENGES OF INTEGRATING SUSTAINABILITY INTO EVENTS

In the pursuit of hosting environmentally conscious **#BEACTIVE DAY** events, it's essential to recognise and address the challenges inherent in integrating sustainability practices.

Insights gathered from partners shed light on key areas where obstacles may arise, paving the way for informed strategies and solutions.



### Organisational challenges

Revising organisational structures to prioritise sustainability is a significant challenge. It involves reshaping internal processes and fostering a culture of environmental stewardship. This requires fundamental shifts in decision-making, resource allocation, and operational procedures to embed sustainability principles into event management. Overcoming this obstacle demands strong leadership, clear communication, and effective change management strategies.



### Participant engagement

Engaging participants in sustainable behaviours, such as proper waste disposal, can emerge as a central challenge. Overcoming inertia and ingrained habits to foster active involvement in eco-conscious practices necessitates innovative approaches. Encouraging the use of designated waste separation bins and promoting eco-conscious consumption demands effective communication and incentivisation strategies.



### Sourcing sustainable partners and products

Securing partnerships with sponsors offering sustainable solutions presents its own set of challenges. Finding providers whose offerings align with sustainability goals while meeting event specifications demands diligent search and negotiation. Moreover, ensuring that sustainable products and services are readily available and affordable adds complexity to the sourcing process.



### Coordination across multiple Operators

A new challenge identified is the lack of control over events implemented by different organisers across countries. This decentralisation can lead to inconsistent implementation of sustainability practices. Moreover, many organisers may focus on other aspects of event planning, potentially overlooking sustainability efforts. Coordinating and ensuring a unified approach to sustainability across various operators requires robust communication and oversight mechanisms.



# 06 INSPIRING SUSTAINABLE PRACTICES

This section showcases exemplary sustainability initiatives and success stories from events and campaigns.

These case studies offer insights into innovative approaches for reducing ecological footprints and promoting eco-friendly practices, serving as real-world examples of impactful sustainability efforts and inspiration.

Below are some good practices and success stories to spark inspiration for **#BEACTIVE DAY** events!

## Caps for Future Initiative by the Bulgarian Association for Health and Fitness (Proposal for **#BEACTIVE DAY 2024**)

The Bulgarian Association for Health and Fitness presents the “Caps for Future” initiative, a proposal aimed at promoting plastic bottle recycling at events. Collection boxes will be placed at every organised event, encouraging participants to dispose of plastic bottles. This partnership with the national Charity Organization fosters environmental stewardship while promoting **#BEACTIVE DAY** objectives.

*More information: <https://www.facebook.com/kapachkizabudeshte/>*

## DM Tek za Ženske (DM Run for Women) - Ljubljana, Slovenia

In Ljubljana, the DM Tek za Ženske (DM Run for Women) stands as one of the largest sporting events, with around 50,000 participants. Facing challenges with plastic bottle waste, the event has embraced sustainability measures to mitigate its environmental impact.

The event has implemented a sustainable packaging policy or a “bring your own” policy, reducing the reliance on single-use plastic packaging. Additionally, to encourage reusable bottle use, DM Tek za Ženske ensures there are enough drinking water refill stations available for participants. Align with this, participants are educated on the importance of recycling plastic materials, with ample recycling bins provided at the venue for proper waste disposal.

Lastly, the event actively promotes the use of public transportation when travelling to the capital, offering special train tickets for participants to reduce carbon emissions from individual transport modes.

DM Tek za Ženske’s commitment to sustainability not only addresses the immediate challenges of plastic bottle waste but also sets a commendable example for other large-scale events in promoting eco-friendly practices and environmental stewardship.

*More information: <https://www.tekzazenske.si/dogodek/okolju-prijazen-dogodek>*





## #BeKULT: cultivating sustainability in events - Germany

In a refreshing shift towards sustainability, the Allgäu Triathlon has embraced the #BeKULT initiative from 2022, setting a commendable example for smaller events. #BeKULT represents a long-term commitment to ambitious sustainability goals rather than a fleeting trend.

Notable measures include offering event jerseys exclusively through advance orders and discontinuing the distribution of change bags. Catering at the event prioritises regional, seasonal, and predominantly vegan options, while reusable cups are employed at catering points.

The strides made by the Allgäu Triathlon underscore a broader trend towards sustainability in events, signalling positive progress in the right direction.

*More information: <https://www.allgaeu-triathlon.de/bekult/>*



## Beach Volley-Ball Baden – Austria

Beach Volley-Ball Baden in Austria is a prime example of eco-friendly solutions in action. For over 18 years, this tournament has been a sustainability leader in the sporting world, attracting around 20,000 visitors annually to witness beach volleyball against the picturesque backdrop of the Baden lido.

From wooden advertisement banners to locally sourced, seasonal food and beverages, every aspect of the event reflects a commitment to sustainability. Beach Volley-Ball Baden sets the standard for integrating environmental considerations into sports events seamlessly, inspiring others to follow suit in reducing their environmental impact.

*More information: <https://www.hsg-events.at/project/beachvolleyball-baden/>*





## European Universities Games Coimbra 2018 – Portugal

At the European Universities Games Coimbra 2018, sustainability took centre stage alongside sports. Organisers aimed to integrate eco-friendly elements and activities into the event.

Transport and mobility initiatives included encouraging walking between venues and providing bicycles for staff and volunteers. A partnership with the city and local water company ensured water stations were set up, promoting reusable water bottles.

Food procurement and management were handled by the University of Coimbra, which also led efforts to combat food waste. Educational workshops on sustainability, organised with ENGSO Youth, engaged participants and volunteers.

The event saw success in reducing pollution from transportation and minimising food waste, earning the University of Coimbra recognition as finalists for the Food Sustainability category in the Food & Nutrition Awards.

*More information: <https://www.eug2018.com/>*



## Waste Collection and Quantification - Europe

The Ocean Initiative Program aims to combat marine pollution by engaging volunteers, spectators, and athletes in waste collection efforts at competition sites.

Organised by the Surfrider Foundation Europe, the Ocean Initiatives campaign focuses on education, citizen science, and advocacy to address marine litter. Volunteers worldwide conduct clean-up actions with support from the foundation.

Event organisers can participate by registering their clean-up operation, selecting necessary materials from a free collection kit, and providing event details. This process enables organisers to receive confirmation and track their operation's progress.

By quantifying collected waste, organisers gain insight into pollution sources, providing a tangible resource for participants and stakeholders. This data informs action plans to mitigate pollution, such as reevaluating water procurement practices to reduce plastic bottle waste.

*More information: <https://www.initiativesoceanes.org/en/>*



# 07 CONCLUSION

*The #BEACTIVE DAY 2024 Sustainability Guide presents a collective commitment to nurturing environmentally conscious practices within the realm of fitness and physical activity events.*

Throughout its pages, the guide delves into the paramount importance of considering environmental impacts when planning and executing **#BEACTIVE DAY** events and activities. From advocating for sustainable transportation options to curbing waste generation and conserving water resources, each aspect underscores our dedication to reducing the ecological footprint of all activities.

Integrating sustainability into event planning is not just about meeting environmental responsibilities; it also offers a host of benefits. Additionally, the guide emphasises the pivotal role of fitness and physical activity organisations in spearheading environmental change and promoting sustainability within

their communities. By embracing sustainable practices in their operations and events, these organisations can inspire their members and stakeholders to adopt sustainable lifestyles.

With the goal of making **#BEACTIVE DAY** an environmentally conscious experience, the insights and actionable suggestions provided in this document serve as a guiding light for event organisers. By integrating sustainability into the fabric of our event planning journey, we not only contribute to global efforts to combat climate change and environmental degradation but also pave the way for a more inclusive and resilient future for all.



# 08

## BIBLIOGRAPHY AND HELPFUL RESOURCES

***A wealth of resources and tools are available to support the integration of sustainability into events and beyond.***

Below is a curated list of valuable resources to aid you on your sustainability journey, including links to standards, strategies, and libraries that are already being implemented. These resources provide a solid foundation for further exploration and implementation of sustainability practices.

### Policy level guidance

The European Commission Sport Unit's recommendations and guidance on environmentally sustainable sports: *A sport sector playbook for the European Green Deal* (December 2023)  
<https://sport.ec.europa.eu/news/a-sport-sector-playbook-for-the-european-green-deal>

The European Union's Green Deal Policy  
[https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/european-green-deal\\_en](https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/european-green-deal_en)

### Existing standards and frameworks

The Sustainable Development Goals Fund's *The Contribution of Sports to the Achievement of the Sustainable Development Goals: A Toolkit for Action* (2018)  
[https://www.sdgfund.org/sites/default/files/report-sdg\\_fund\\_sports\\_and\\_sdgs\\_web.pdf](https://www.sdgfund.org/sites/default/files/report-sdg_fund_sports_and_sdgs_web.pdf)

The United Nations Framework Convention on Climate Change's *Sports for Climate Action Framework* (2016)  
[https://unfccc.int/sites/default/files/resource/Sports\\_for\\_Climate\\_Action\\_Declaration\\_and\\_Framework.pdf](https://unfccc.int/sites/default/files/resource/Sports_for_Climate_Action_Declaration_and_Framework.pdf)

The International Olympic Committee's *Sustainable Strategy* (2017)  
[https://library.olympics.com/Default/doc/SYRACUSE/171454/ioc-sustainability-strategy-international-olympic-committee?\\_lg=en-GB](https://library.olympics.com/Default/doc/SYRACUSE/171454/ioc-sustainability-strategy-international-olympic-committee?_lg=en-GB)

The International Union for Conservation of Nature's *Sports for Nature Framework* (2018)  
<https://www.iucn.org/our-work/topic/tourism-and-sport/sports-nature>

International Organization for Standardization's *Sustainable events with ISO 20121* (2012)  
<https://www.iso.org/files/live/sites/isoorg/files/store/en/PUB100302.pdf>

## Existing libraries

International Olympic Committee (IOC)

<https://olympics.com/ioc/sustainability/ioc-as-leader-of-the-olympic-movement/case-studies>

The Sustainability.sport platform

<https://sustainability.sport/>

The Green Sports Hub Europe project

<https://greensportshub.eu/>

The Swedish Sports Confederation's (2016)

<https://hallbaraidrottsevenemang.se/wp-content/uploads/2020/06/Aspects-of-Sustainability.pdf>

Sports and Sustainability International (SandSI)

<https://www.sportsustainability.org/>

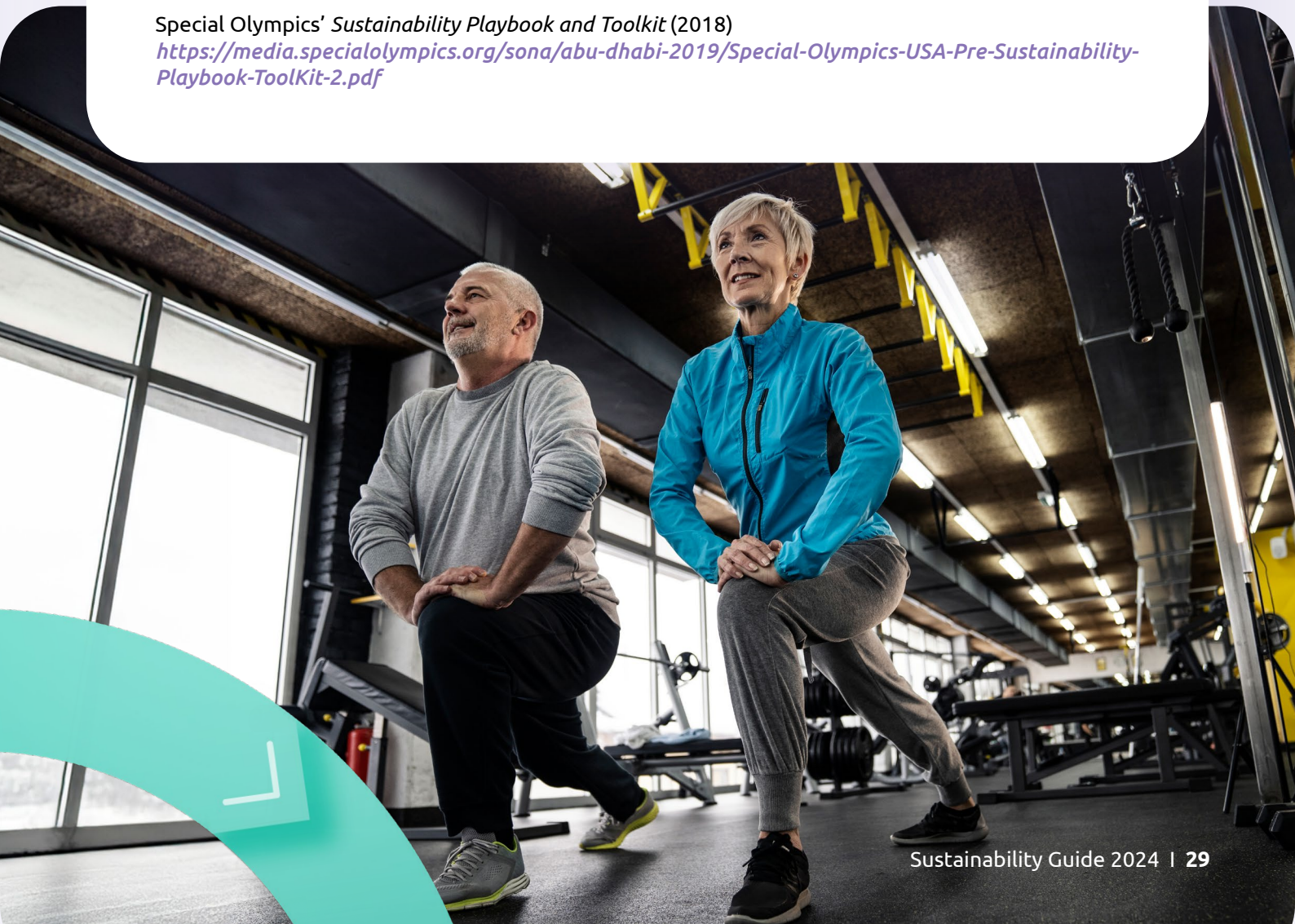
## Other resources

The Green Audit Self-Assessment tool: Co-funded by the Erasmus+ Programme, the Green Audit project sought to address environmental concerns and sustainability by providing support to sport and fitness clubs/centres, as well as industry stakeholders, who may find it difficult to navigate the European and international landscape of environmental sustainability and enhance the sustainability of their structures. To do so the project created a self-assessment tool that offers a comprehensive overview and understanding of an organisation's current sustainability efforts, and insights for further progress. The tool was officially launched in November 2023 and remains available online.

<https://www.europeactive.eu/projects/greenaudit>

Special Olympics' *Sustainability Playbook and Toolkit* (2018)

<https://media.specialolympics.org/sona/abu-dhabi-2019/Special-Olympics-USA-Pre-Sustainability-Playbook-ToolKit-2.pdf>



2024

# #BEACTIVE DAY

## ABOUT THE 2024 #BEACTIVE DAY PROJECT

*The #BEACTIVE DAY 2024 project is a year-long initiative coordinated by EuropeActive and co-funded by the Erasmus+ Programme of the European Union.*

This collaborative effort involves 8 partners, comprising the national fitness associations of Austria, Bulgaria, Czech Republic, Ireland, Latvia, Romania, Slovenia, and the Netherlands.

#BEACTIVE DAY embodies the vision of more people, more active, more often and is a proactive response to the escalating issue of growing physical inactivity levels. A European-wide campaign, #BEACTIVE DAY is an initiative of the European fitness and physical activity sector that celebrates the fun of physical activity by organising free events and activities for all.

Annually taking place on September 23rd and throughout the last week of the month, #BEACTIVE DAY offers an array of dynamic events ranging from open-air gyms, bustling parks and outdoors, to schools and virtual challenges. In doing so, the campaign directly contributes to Europe's largest campaign promoting sport and physical activity, the European Commission's European Week of Sport (EWoS). #BEACTIVE DAY's alignment with EWoS facilitates robust connections at European, national, and regional levels, contributing significantly to its success.

Learn more about the 2024 #BEACTIVE DAY project activities here:

[europeactive.eu/projects/beactiveday2024](https://europeactive.eu/projects/beactiveday2024)

and about the broader #BEACTIVE DAY campaign here:

[beactiveday.eu](https://beactiveday.eu)



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