



# Green is the New Black

Sustainability: In Style *and* Profitable

# About Aileen

What I Believe



What I Do



Where I've Been



What I've Done

# What Do You Mean by 'Sustainability' ?



# The New Language of Sustainability



# The Imperative



# The Politics



# The Partners



**FILLED WITH  
AMBITION.  
AND WATER.**

**#CHANGETHERACE**

THE RE-USABLE CUP AIMS TO REDUCE THE  
PLASTIC FOOTPRINT OF THE BMW BERLIN-MARATHON.



# Who's Paying Attention to It?



100%



100%



50%



43%



31%





# Who's Paying Attention to It?



The screenshot shows the ITU website's news section. At the top is the ITU logo with the text "INTERNATIONAL TRIATHLON UNION". Below the logo is a navigation menu with items: Events, Results, Athletes, Multisport, News (highlighted), Multimedia, Age-Group, Paratriathlon, and Development. The main content area features a news article titled "ITU launches global push for more a more sustainable sport to combat global warming" by Doug Gray on 05 Mar, 2020 08:28. The article includes a video player showing a triathlete on a bicycle in a misty environment. Below the video, the text reads: "Following its commitment to UNEP's IOC-supported Clean Seas initiative and the UN Sport for Climate Action framework, the International Triathlon Union is taking major steps through 2020 to set new benchmarks in sustainability for the sport."



# Who's Paying Attention to It?



CANADIAN TIRE



T-Mobile



BMO



HEINEKEN

# Cracking the Code to 21<sup>st</sup> Century Partnerships



# The Opportunity



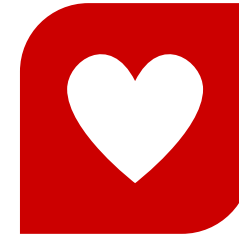
LOWER COSTS



ADDITIONAL  
REVENUE  
OPPORTUNITIES



BETTER  
PARTICIPANT  
RELATIONS



IMPROVED BRAND



STRONGER  
MUNICIPAL  
RELATIONS

# Getting Out of the Gate



You Don't Need to Be an Expert\* – or Hire One



Just start. Today counts.



Small Actions Add Up.



Sustainability Is About Personal Bests, but also the Team Around You

# Where to Start



1. Read Up



2. Members/Participants Poll

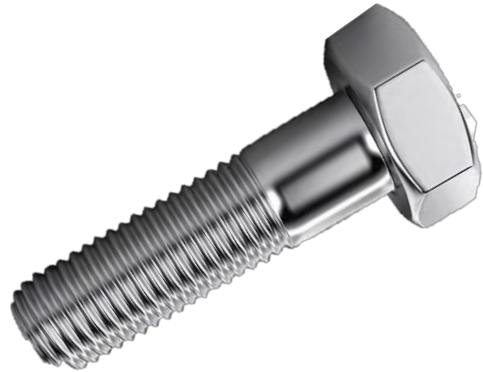


3. Assemble the Informal Team



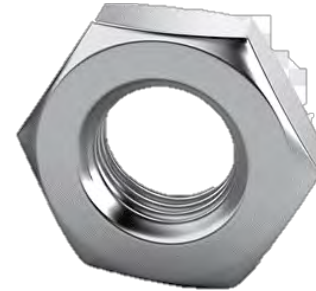
4. Start with Waste and Procurement

# Nuts & Bolts of Getting It Done



## Revenues

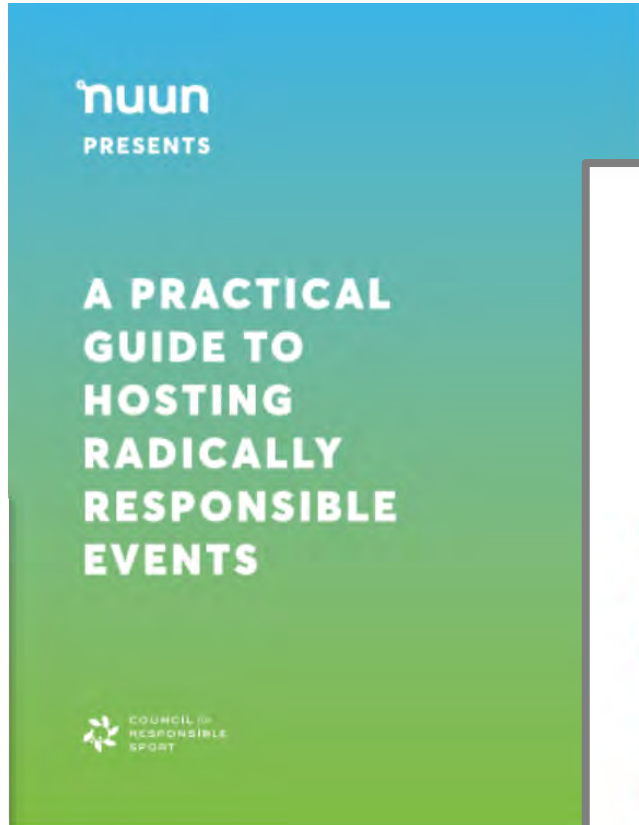
- Partnerships
- Eco-Fee
- Value-In-Kind
- Volunteers



## Expenses

- Value In Kind
- Co-Op Purchasing

# Training and Support



### Sustainability Food Procurement and Waste Guidelines

The Vancouver 2014 sustainability team is inclusive in every way that leaves a positive long-term legacy of interest and ecological wellbeing for Games participants, stakeholders, and the community. Our Games will provide 40,000+ meals over 9 days to athletes, coaches, media staff, volunteers and other customer groups, including big team sports, classes at youth centers, senior centers, and catering for gender events. These guidelines build on the "Sustainable Food" and "Zero-Waste" strategies of our Host Venue of UBC and Host Cities of Vancouver and Richmond. They follow a tiered approach with "Avoid" referring to items that are discouraged, "Acceptable" referring to current practices of UBC and Metro Vancouver, and "Target" representing a realistic but substantive improvement towards sustainability goals.

#### Food Procurement Guidelines

Categories	Target	Acceptable	Avoid
Meats	<ul style="list-style-type: none"> <li>Grown or processed in BC</li> <li>Organic certified</li> </ul>	<ul style="list-style-type: none"> <li>Grown or processed in Canada</li> </ul>	<ul style="list-style-type: none"> <li>Grown or processed internationally</li> </ul>
Eggs	<ul style="list-style-type: none"> <li>Produced at UBC farm as locally</li> <li>Organic certified</li> <li>Free-range certified</li> <li>BC SPCA certified</li> </ul>	<ul style="list-style-type: none"> <li>Produced in BC</li> <li>Cage-free certified</li> </ul>	<ul style="list-style-type: none"> <li>Produced internationally</li> <li>Cage-free not audited</li> </ul>
Milk	<ul style="list-style-type: none"> <li>Produced locally</li> <li>Organic certified</li> <li>Antibiotic / drug / chemical free per</li> </ul>	<ul style="list-style-type: none"> <li>Freshly produced and processed in BC</li> <li>Raw milk produced and processed in Canada</li> </ul>	<ul style="list-style-type: none"> <li>Produced or processed internationally</li> </ul>
Seafood	<ul style="list-style-type: none"> <li>Open Water, MSC or similar "T" party certification for both fresh and frozen seafood</li> </ul>	<ul style="list-style-type: none"> <li>Open Water, MSC or similar "T" party certification for both seafood only</li> </ul>	<ul style="list-style-type: none"> <li>Does not meet Open Water, MSC or similar party certification standards</li> </ul>
Dairy (non-D)	<ul style="list-style-type: none"> <li>Produced in BC</li> <li>Organic certified</li> </ul>	<ul style="list-style-type: none"> <li>Produced in Canada</li> </ul>	<ul style="list-style-type: none"> <li>Produced internationally</li> </ul>
Dairy (D)	<ul style="list-style-type: none"> <li>Produced in BC</li> <li>Organic certified</li> </ul>	<ul style="list-style-type: none"> <li>Produced in Canada</li> </ul>	<ul style="list-style-type: none"> <li>Produced internationally</li> </ul>
Fruits / vegetables	<ul style="list-style-type: none"> <li>Produced locally</li> <li>Organic certified</li> <li>Fair Trade certified</li> </ul>	<ul style="list-style-type: none"> <li>Produced in BC or Canada</li> </ul>	<ul style="list-style-type: none"> <li>Produced internationally</li> </ul>

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# Water



# Apparel



# Heatsheets



# Swag



# Your Right Here, Right Now, No Cost Opportunity

## Global Climate Action

United Nations Climate Change



1. Committing to undertake systematic efforts to promote greater environmental responsibility
2. Reducing overall climate impact
3. Educating for climate action
4. Promoting sustainable and responsible consumption
5. Advocating for climate action through communication

# Resources

- [Council for Responsible Sport](#)  
[The Practical Guide to Hosting Radically Responsible Events](#)  
[Urban Sustainability Directors Network Best Practice Guide for Events](#)
- [Richmond Sustainable Event Case Studies](#)
- [IOC Sustainability Strategy](#)
- [IAAF Air Quality Monitoring Project](#)
- [ITU Sustainability Commission Presentation](#)
- Innovators (Berlin, Chicago, Vancouver, London)  
[Runner's Assessment of Reusable Cup Trial](#)  
[LA Marathon Sustainability Report](#)





**Creating Economic, Environmental and Social Returns for the Sports Industry**