

ATHLETES FOR A

Fit  **Planet**



The Green Racing Revolution

Strategies for Creating Cost Effective Environmentally Responsible Events

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Athletes for a Fit Planet

Greening Your Event

- Why go green?
- 7 Steps to Sustainability
- Eco-certification
- Current and emerging best practices

Why Go Green?

Reduce your eco-impact

- Athlete Travel
- Food and Water
- Electricity needs
- Materials & Paper



Why Go Green?

Athletes are demanding it...

- Prefer green events – 95%
- Will pay more for a green event – 82%
- Would prefer green certification – 80%

Source: FitPlanet Survey n=118

How Much Would You Pay?

“If I'm running a 10k with a \$20 entry, I would be willing to pay \$5 extra for environmental benefits. If I'm racing a Tri, with a \$100 entry, I'd be willing to pay slightly more - around \$10. The fee should be required so those paying don't feel as if they're shouldering the bulk of the expense. Those who didn't pay would be seen as this generation's ‘bandits!’”

How Much Would You Pay?

“I think the fee should be required and I would pay up to an extra \$10. But, if the environmentally friendly aspects of the event weren't very obvious and in my face at all times, I would be very disappointed and I would think twice about paying anything extra for a future race.”

How Much Would You Pay?

“I think organizers should stop spending money on useless race t-shirts that are "free" with the cost of entry and instead focus their budget on... enviro-friendly actions. I think the fee needs to be required. Depending on the length / size of the race, the fee should be \$10-20 additional.”

Why Go Green?

Green = New Revenue

Sustainability Sponsorship:

- Cover cost of going green
- Carbon neutral
- Eco-product branding



Why Go Green?

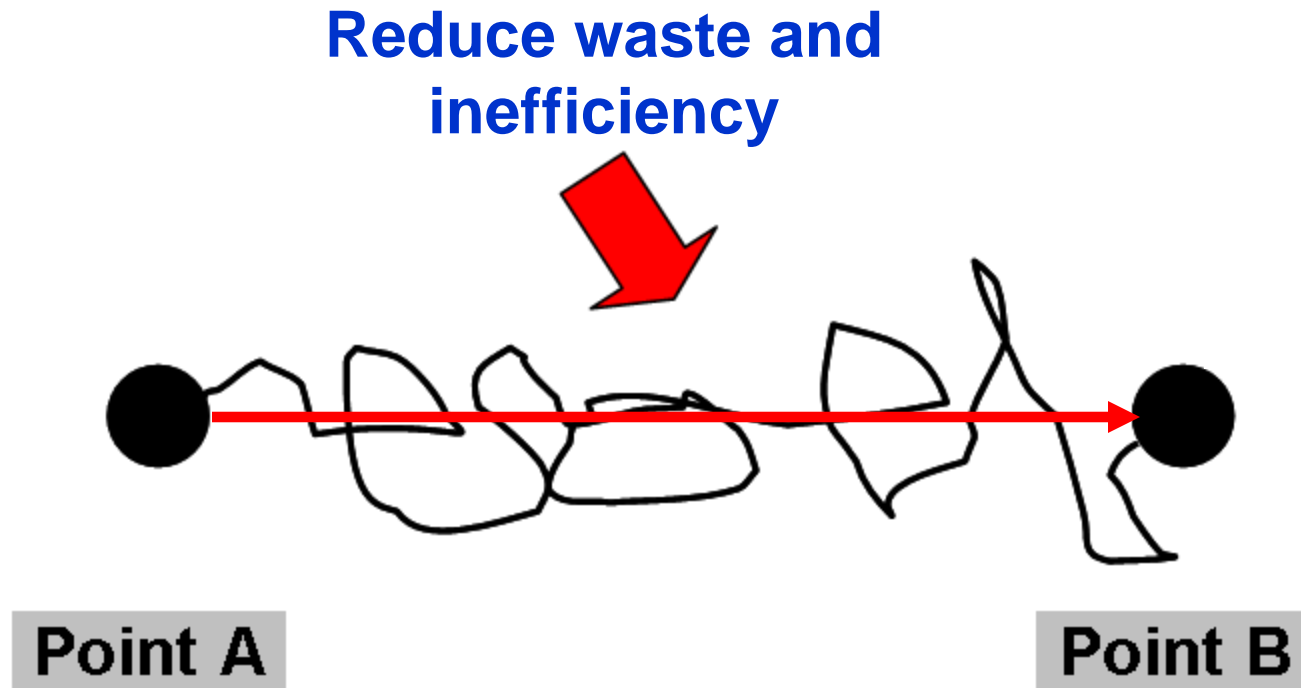
Green = Cost Savings

- 100% online registration
- Lower landfill costs
- Lower energy costs



7 Steps To Sustainability

Step 1: Review Processes



7 Steps to Sustainability

Step 2: Reduce, Reuse, Recycle



7 Steps to Sustainability

Step 3: Compost if you can

- Food
- Plates
- Napkins
- Cups



7 Steps to Sustainability

Step 4: Reduce (and Offset) Emissions



7 Steps to Sustainability

Step 5: Review your “Supply Chain”

- Water/Sports Drinks
- Portable toilets
- Bibs
- Food
- T-shirts
- Hotels



**GREEN
LAYER**



ATHLETES FOR
aFitPlanet.com
greening the planet one race at a time

7 Steps to Sustainability

Step 6: Measure Everything

- Number of plastic water bottles used
- Tons of trash sent to landfill
- kWatts of energy used
- Miles driven by athletes
- Volume of paper produced



7 Steps to Sustainability

Step 7: Keep moving forward



The New Eco-Standard

Council for Responsible Sport

- Waste
- Climate
- Equipment and Materials
- Community and Outreach
- Health Promotion

www.resport.org



The New Eco-Standard

ReSport Pilot Program in 2008

11 events participated, 8 earned certification

1. Marin County Triathlon* (**Evergreen** certified: 37/39 credits earned)
2. ING Hartford Marathon (**Gold** certified: 31/39)
3. City of Portland Triathlon (**Silver** certified: 29/39)
4. Nike Women's Marathon (certified: 23/39)
5. Keuka Lake Triathlon (certified: 23/39)
6. Deschutes Dash (certified: 22/39)
7. Haulin' Aspen (certified: 22/39)
8. Portland ME Urban Epic* (certified: 21/39)

Best Practices

- Carbon Neutral
 - Marin County Triathlon
 - Hartford Marathon
- Zero Waste to Landfill
 - 5430 Sports
 - Marin County Triathlon

More Best Practices

- 100% Online Registration
- Local, recycled finishers medals
- Eco-friendly race t-shirts
- Network to share equipment
- Beyond “Leave No Trace”
- Home stays for out-of-town athletes

Where to Begin

- Set a long-term goal – 3-5 years
 - “I want my event to be eco-certified by 2011.”
- Select 2-4 green initiatives for year 1
 - High-visibility – e.g. solar power
 - High-impact – e.g. reduce waste to landfill
- Recruit a Green Champion
 - Create a dedicated volunteer Green Team
- Create Sustainability Sponsorships

Thank You!



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