



Green Games

WP2 Interviews

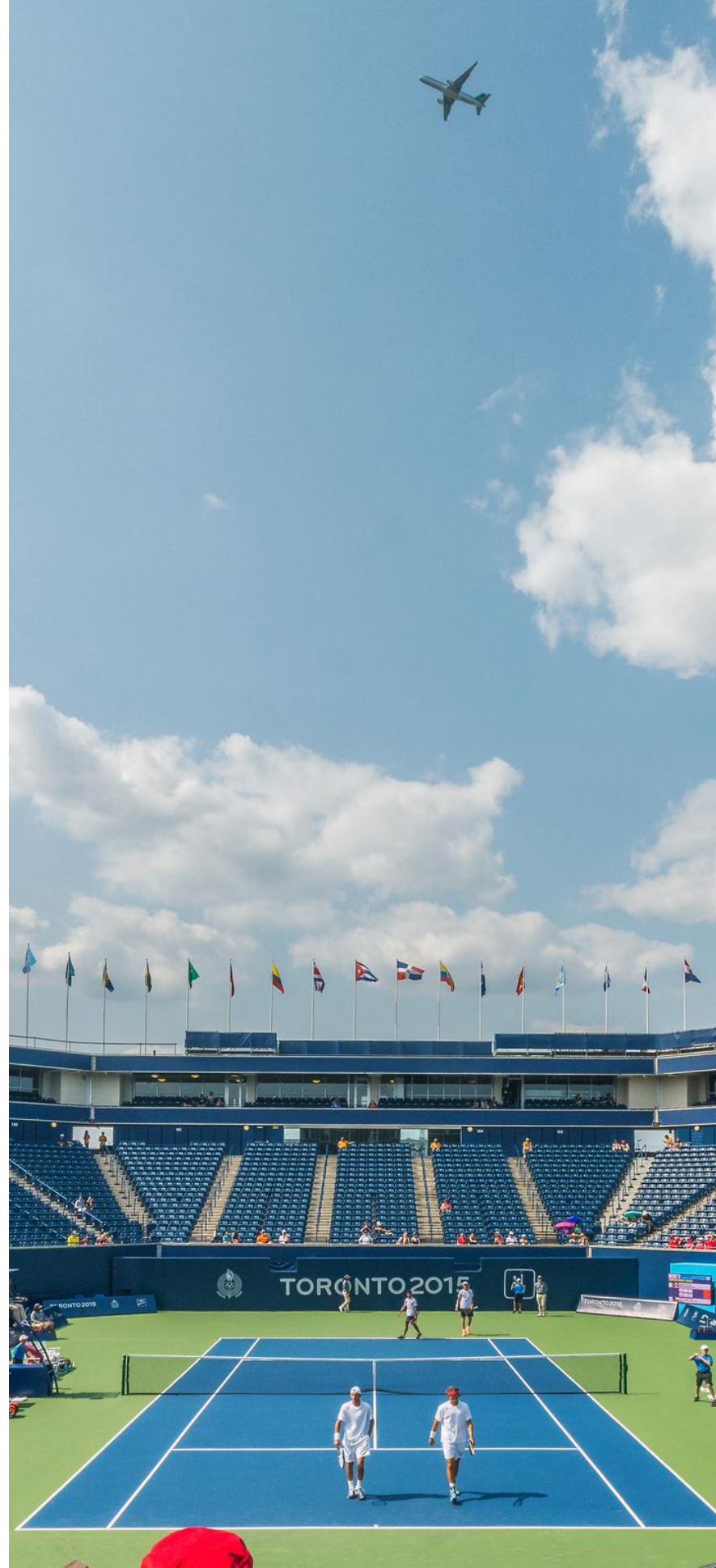
Results – Project ID. 101181048

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Introduction

Sporting events can generate significant environmental pressures, social changes, and economic effects, with studies highlighting that negative impacts often outweigh positive ones if sustainability is not prioritized (Al-Muhannadi et al., 2024; Gogishvili and Müller, 2025).

- **Growing relevance of sustainability in sport:** The organization of sporting events increasingly faces the need to integrate sustainable practices to reduce environmental, social, and economic impacts (Rajagopal et al., 2025; Konstantopoulos & Manoli, 2023; McCullough et al., 2020).
- **Challenges in implementation:** Many sport organizations lack clear tools and protocols to guide the sustainable planning and management of their events (Gonçalves et al., 2025; Kim and Grix 2021).
- **Need for standardization and institutional support:** The absence of common methodologies and training support limits the transition towards more sustainable sport (Hudáková and Varmus 2025; Guidotti et al., 2023).



The Project

Green Games is an Erasmus+ Sport Project that focuses on promoting sustainability, learning and mobility of sport staff, and cooperation, quality, inclusion and innovation for sport institutions and policies.

Through best practice identification and sharing, and the creation of a Green Games Protocol, it intends to contribute to the green transformation of sport by providing effective tools for organisations to increase the sustainability of their events.



General Objective

To raise awareness on the importance of sustainability promotion as well as sustainable strategies and policies in sport events, contributing to the green transformation of the sport sector.





Work Packages

WP1: Project Management and coordination

WP2: Research and Mapping of good sustainable practices at sporting events in Europe

WP3: Definition of a Protocol for Organizing Green Sport Events

WP4: Creation of a Green Sport Event Network web-app

WP5: Impact and Dissemination





Objective WP2

This research aims to **obtain an accurate picture of the level of implementation/use of sustainability strategies** in European sport events and collect good practices.



Methods to achieve the objective

Scoping review

To identify theoretical advances in the field of sustainability in sporting events (scientific literature).

Review of grey literature

To detect practices advances in the field through the analysis of reports, policies, and documents not published in the formal academic literature.

Semi-structured interviews with event organisers

To explore in depth the practical experiences and results obtained in the adoption of sustainable practices.

Interviews with sustainability managers at different levels

To understand how these practices are implemented in varied contexts

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Methodology semi-structured interviews & interviews



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Methodology

Semi-structured interviews with event organisers

Semi-structured interviews were conducted with organisers of sporting events in Europe, selected for their involvement in events of various sizes and held in different environments.

Guide for semi-structured interviews with sporting event organisers

Thematic block	Guiding questions
Barriers to implementing sustainability	<ul style="list-style-type: none">• What are the main barriers faced by organisers of sporting events in Europe when trying to implement sustainable practices?• What internal and external factors limit the adoption of sustainable practices in sporting events?
Successful innovations	<ul style="list-style-type: none">• What sustainable innovations have been successfully applied in European sporting events, and what impact have they had?• What new technologies or organisational approaches have been adopted in sporting events to improve environmental sustainability?
Lessons learned and potential future improvements	<ul style="list-style-type: none">• What lessons have been learned from applying sustainable practices in sporting events, and how could they be used to improve future events?• What aspects were identified as areas for improvement to increase sustainability in the organisation of future sporting events?





Methodology

Interviews with sustainability managers

Interviews were conducted with sustainability managers involved in sporting events across Europe, selected for their experience with events of various sizes and held in different environments.

Guide for structured interviews with sustainability managers

Thematic block	Interview questions
Barriers to implementing sustainability	<ul style="list-style-type: none">• What are the main obstacles faced by sustainability managers when applying sustainable practices in sporting events?• What limitations (economic, logistical, regulatory, cultural) hinder the adoption of sustainability in sporting events?
Successful innovations	<ul style="list-style-type: none">• What sustainability-related innovations have been successfully implemented in sporting events, and what impact have they had?• What technologies or organisational approaches have improved environmental sustainability in sporting events?
Lessons learned and potential future improvements	<ul style="list-style-type: none">• What lessons have been learned from applying sustainability in sporting events, and how can these be applied to future events?• What areas were identified as opportunities to enhance sustainability in the organisation of sporting events?





This report summarises **interviews** with sports event organisers and sustainability managers across Europe. It explores the findings across three key thematic areas:

1. Barriers identified
2. Successful innovations
3. Lessons learned and improvements

The following section presents selected quotes from interviews with both event organisers and sustainability managers, structured by sustainability areas (environmental, social, economic, or others)



Green
Games

SEMI-STRUCTURED INTERVIEWS AND INTERVIEWS

Event organizers &
sustainability managers



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1. Barriers identified



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Sustainability barriers - Economics

CUOTES	KEYWORDS	SOURCE
"Lack of time and resources (human resources and financial resources if applicable to bigger changes)".	<i>Lack of time and resources</i>	Julian Alpes Trail Run (Slovenia)
"Financial Constraints: Limited budgets often make it challenging to invest in sustainable infrastructure and practices".	<i>Financial Limitations Infrastructure Investment</i>	European Volleyball Championship
"You said that there is a, I would say, internal limitation, having in mind that there is no space for hiring the dedicated person for sustainability. So, what would you say, how far away is Belgrade Marathon from hiring a sustainability, let's say, officer in the nearer or longer future? For sure it's not far away because all the trends are coming really fast to this region".	<i>Hire a sustainability manager</i>	Belgrade Marathon (Serbia)
"However, institutional support for waste separation is lacking and the only company in North Macedonia that provides these services, Pakomak, charges the marathon for recycling containers. The absence of a nationwide waste separation system and the lack of budget for proper waste bins prevent the event from fully implementing structured waste education programs for volunteers".	<i>Absence of a national waste system</i>	Skopje Marathon (Macedonia)



Sustainability barriers- Economics

CUOTES	KEYWORDS	SOURCE
"Well, to a certain extent, you do have to make a small financial effort to, if you want to be within sustainable parameters or, at least, want to promote this sustainability in your event, you must face these expenses, which may be somewhat higher, but it is not exaggerated, in any case".	<i>Economic effort</i>	Correcamins (Spain)
"So, in the end, it really becomes a matter of resource availability, and in many cases, financial resources, to implement it".	<i>Availability of resources</i>	Salomon Ultra Pirineu (Spain)
"The main challenges have been the availability of charging stations for electric vehicles".	<i>Availability of electric vehicle charging stations</i>	Bucharest International Half Marathon (Romania)
"The city's infrastructure is unsuitable for people with disabilities: Despite the marathon organizers' efforts to make the route accessible, the broader city infrastructure presents challenges for people with disabilities, potentially impacting their overall experience and access to the event".	<i>City infrastructure not adapted to disability</i>	Liberty Marathon Rasp (Romania)



Sustainability barriers - Economics

QUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "A big issue nor barrier is I think very recognisable is its resources for sure. That's on personal level as well but sustainability for me it's part of the 12 projects that I am leading. So, I can spend less than 10% of my time to sustainability where you see other organisations if you can work towards somebody that is really able like a fulltime employee, sustainability. It would definitely help. So, it's time management and being able to do as many as I can for sustainability in get the limited time or I cannot dedicate to it".• "So, we really try to support our locs in showing that you can also gain money by doing things more sustainable".	<p><i>Resource availability, manager's time availability, support for local partners</i></p>	<p>European Athletics</p>
<ul style="list-style-type: none">• "So maybe other barriers are like financial constraints, because high costs of sustainable infrastructure, renewable energy, and eco-friendly materials. This is something that you must consider when you are doing the sustainability events, that economic criteria will be regarded as a barrier".	<p><i>Financial constraints and infrastructure</i></p>	<p>National Olympic Committee of Slovenia (Slovenia)</p>
<ul style="list-style-type: none">• "At first, sustainability was more expensive. Now I don't think it's that expensive. In fact, the fact that something costs more money wouldn't be a problem economically, because the sponsor won't sponsor you if you don't hold a sustainable event. So, one thing goes hand in hand with the other. Your operation may have a lower operating or financial margin, but in the end, doing things sustainably, even if it costs you more, will get you the money to finance it".	<p><i>No sponsorship if you don't do things sustainably</i></p>	<p>Spanish Olympic Committee (Spain)</p>



Sustainability barriers - Environmental

CUOTES	KEYWORDS	SOURCE
<p>"The biggest challenges are undeveloped infrastructure for the waste management, lack of accessible green transportation options, and the fact that sustainable alternative reusable materials are often more expensive.</p> <p>So, the main word for that is digitalization. So European sporting events and across Europe, we have seen the successful introduction of digital race kits, reusable cups at hydration stations and eco-friendly merchandising, let's say".</p> <p>"Let's say internally that we face such limited expertise in sustainability within the organizing teams and the absence of dedicated sustainability staff, let's say".</p>	<p><i>Underdeveloped infrastructure for waste management, digitalisation,</i></p>	<p>Belgrade Marathon (Serbia)</p>
<p>"The event actively promotes waste collection, to collect and separate plastic waste at designated refreshment stations. This initiative not only improves waste management but also provides economic opportunities for marginalized communities, as for many Roma people in the country this is their main source of income".</p>	<p><i>Waste management Marginalized communities</i></p>	<p>Skopje Marathon (Macedonia)</p>
<p>"Volunteers and organizers at the checkpoints also track and collect any waste, which is then transported back to the city"</p>	<p><i>Waste control checkpoints</i></p>	<p>Titov Vrv Skyrunning Race (Macedonia)</p>



Sustainability barriers - Environmental

CUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "Lack of adequate infrastructure for selective collection of waste: The city's waste management infrastructure may not fully support efficient and comprehensive selective waste collection, which can make large-scale recycling efforts more challenging".• "Internal factors that limit the adoption of sustainable practices for the UVT Liberty Marathon include the small size of the organization and the limited time available for organizing the event. These constraints have impacted the resources and capacity for researching, planning, and implementing more extensive sustainability initiatives. External factors, as highlighted by the barriers faced, include the existing infrastructure in the city (waste management, accessibility, public amenities)".	<i>Lack of waste management infrastructure, small organization size, limitations in implementation capacity</i>	Liberty Marathon Rasp (Romania)
<p>"I would say that the factors internal to the organizers are lack of knowledge/ ingenuity when it comes to sustainability and lack of time and resources (human resources and financial resources if applicable to bigger changes)"</p>	<i>Lack of human and financial resources</i>	Julian Alpes Trail Run (Slovenia)



Sustainability barriers - Environmental

CUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "The main barriers that I may encounter are perhaps more economic. On the one hand, sometimes implementing certain measures require a higher expense than perhaps, using conventional methods, may be more affordable on an economic level. Well, it could be issues of marking, itineraries or issues of the cups in the refreshment stations, logistics of mobilizing human resources such as volunteers, travel. Well, to a certain extent, you do have to make a small financial effort to, if you want to be within sustainable parameters or, at least, want to promote this sustainability in your event, you must face these expenses, which may be somewhat higher, but it is not exaggerated, in any case".• "At the internal organizational level, it is clear that if you want to meet all the requirements when it comes to being a sustainable race, a sustainable event, well there is more work and, well, the limitation is a bit of the time that you have to dedicate to something that sometimes could be very easy but not so sustainable, because now, if you want to be there and promote these values of sustainability you have to make more of an effort and at our level, let's compare how we are fifty in the organization, in terms of volunteers, more organizers and such".• "And, on the other hand, sometimes it is a matter of logistics for the runner, well, what we were saying, if you decide that you are not going to implement cups in your race so as not to incur greater expense and that it has a consequence, if more than not being so sustainable, well, you can as an organization, promote that each person brings their own cup when doing the itinerary and it is more of an inconvenience or not making it so easy for the runners and that each person takes a little responsibility for that they are contributing to sustainable practices".	<p><i>Economic resources, difficulties, runner logistics, and runner responsibility</i></p>	<p>Correcamins (Spain)</p>



Sustainability barriers - Environmental

CUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• “Right off the bat, you don't encounter any barriers. The barriers can be imposed by the organization itself. As for the financial resources available, what are they available to offer to align with everything that would be sustainability?”• So, in the end, it really becomes a matter of resource availability, and in many cases, financial resources, to implement it.”	<i>Barriers inherent to the organization, financial resources</i>	Salomon Ultra Pirineu (Spain)
<ul style="list-style-type: none">• “Financial Constraints: Limited budgets often make it challenging to invest in sustainable infrastructure and practices.• Lack of Awareness and Expertise: Many organizers lack the knowledge or tools to implement green strategies effectively”.	<i>Limited budget, lack of knowledge and experience</i>	European volleyball championship





Sustainability barriers - Environmental

QUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• “What happens is that when you get down to the actual operations and need to change a supplier – for example, in textiles – and you need to find someone who is more sustainable, unless the person in charge is particularly motivated and genuinely believes in sustainability, it simply means more work for the operator”.• “In terms of logistics, there are issues as well. For example, when you need to organise a sporting event, and it’s a travelling event, you have to move the whole event infrastructure around, right? It’s not just a single race; it’s like the Vuelta a España, for instance. Inherently, that type of event makes it difficult to be highly sustainable because you have to mobilise a lot of people. How do you move them? With electric vehicles, non-electric vehicles, and so on? Logistics can also have an impact, depending on how sustainable you want your event to be, and whether the location gives you access to sustainable supplies. For example, if you opt for electric mobility but there are no charging stations at your chosen venue, then you have a problem”.• “Internal Barriers: Well, in response to the first question – what are the main obstacles for organisers? – the first obstacle they face is time. Very often, by the time they want to adopt sustainable measures, it’s already too late to implement them effectively in the event itself. Another obstacle is the resistance to changing the way things are normally done by the event operators. Those are basically the two main ones. Well, there is also a financial aspect, of course. But essentially, the key challenges are time – because sporting events are organised very quickly and repeatedly, with the competition being the main priority – and then sustainability sometimes takes a back seat. I’ve even seen a major marathon that didn’t manage to implement or properly organise its sustainability measures in time, due to the pressure of schedules, resistance to change, and financial limitations”.	<p><i>Textiles</i> <i>Logistics</i> <i>Traveling Event</i> <i>Electric Cars</i> <i>Chargers</i> <i>Lack of Time</i> <i>Financial</i> <i>Resources</i> <i>Reaction to</i> <i>Change</i></p>	<p>Spanish Olympic Committee (Spain)</p>





Sustainability barriers - Environmental

QUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "The main challenge is communication with the team and all event stakeholders. We need to educate them and share knowledge, so they become independent and understand the benefits".	<i>Stakeholder training and awareness, communication with the team and stakeholders</i>	Triathlon Federation (Romania)
<ul style="list-style-type: none">• "Change requires an effort in an investment in time and resources. Human resources and financial resources to make the change, it requires the political will also to take the decision to move forward. And so yeah, so the first barrier we didn't really have, it's the leadership engagement. As equally to other areas of development, the barriers are connected to capacity right capacity".	<i>Time and resource commitment, Leadership commitment</i>	World Rowing



Sustainability barriers - Environmental

QUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "A big issue nor barrier is I think very recognisable is its resources for sure. That's on personal level as well but sustainability for me it's part of the 12 projects that I am leading. So, I can spend less than 10% of my time to sustainability where you see other organisations if you can work towards somebody that is really able like a fulltime employee, sustainability. It would definitely help. So, it's time management and being able to do as many as I can for sustainability in get the limited time or I cannot dedicate to it".• "The person for sustainability, you get like one person that works on it, and very often it's also even it's a consultant that they hired. So then at least you have the expertise, but sometimes it's a student working on sustainability or which is these are always good people let's say. But if it is a person that is not really embedded in the organisation and that is in a power position, let's say the impact that we can make".• "So, if we have the battle of OK we want to travel somewhere and although if there is a train option if the train option is five times more expensive than the flights it will be the flight at the end that we take because on budget wise, we cannot afford to have much more and this is also it's on EA level but also on LOC level".	<p><i>Availability of resources and manager's time, integration into the organisation, and budget limitation</i></p>	<p>European Athletics</p>





Sustainability barriers - Environmental

QUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">“Well in my opinion the greatest barriers are the to change because maybe lack of awareness and knowledge of course in our NOC Slovenia when I was appointed the climate action for the climate action officer role there were a few of my colleagues that they were like familiar with the sustainability and one of the main positive thing was that our president Mr. Franjo Bobinac was like all in. So, I have a big support from him, from the leadership, and that is maybe something to consider for maybe other NOCs or other organizations that you have a support from the big dog, you know, from the president. And eventually we managed to overcome many barriers just because of his vision and his knowledge to be a part of the sustainability process. So maybe other barriers are like financial constraints, because high costs of sustainable infrastructure, renewable energy, and eco-friendly materials. This is something that you must consider when you are doing the sustainability events, that economic criteria will be regarded as a barrier.”	<p><i>Lack of awareness and knowledge, responsible for the organization that believes in Sustainability, economic barriers</i></p>	<p>National Olympic Committee of Slovenia (Slovenia)</p>





Sustainability barriers - Environmental

QUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "So the barriers to for people who then are assigned the task because maybe the IOC said so or the International Federation said so that they needed to have a personal responsibility for sustainability. So the 1st. Where would be the lack of support from the leadership who might not be aware of the importance they might not be able to provide? The support that is needed even though it doesn't necessarily always have to be financial support, but just. Making sure that colleagues or the people are aware of this new task and make sure that they also have it as part of their job. So one it's one person can't do it all, so that that's the leadership support I think is one second is then when there is maybe to an extent leadership support or at least not a barrier there might be lack of understanding and support from the hats of various departments or teams or just ahead of a marketing head of."• "Uh, so which? Which then would make the life of the sustainability freshly sustainability, freshly appointed sustainability manager a bit more bit more difficult. And this is all linked and that doesn't necessarily have to be sustainability. That is anything that is a change so resistant to any change and implementing a new systems making. The operation of an organisation or event, a more efficient and more efficient, because that's also a you could say part of sustainability or generally good governance. And I mean good governance, I see that as essential prerequisite for any sustainability, anything sustainability related. That is, to succeed in an organisation so good governance and efficiency is part of it, so resistance to these changes is just as natural.."	<p><i>Support for sustainability actions (not just financial), integrating sustainability into their workplace, lack of departmental understanding, good governance, resistance to change, reusable cutlery and plates</i></p>	<p>International Union for Conservation of Nature and Natural Resources (IUCN)</p>



Sustainability barriers - Social

QUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "Lack of Awareness and Expertise: Many organizers lack the knowledge or tools to implement green strategies effectively".• "Stakeholder Resistance: Resistance from sponsors, fans, or local communities who prioritize sustainability less".• "Competing priorities, such as focusing on profitability over sustainability".• "Lack of government and incentives or support. The same goes for the federations on World, Europe, State level. Add at the same time lack of knowledge about Sustainability with these stakeholders".	<i>Lack of knowledge and experience, Stakeholder resistance, conflicting priorities of profitability vs. sustainability, lack of governance, incentives and support</i>	European Volleyball Championship
<ul style="list-style-type: none">• "In many parts of Europe including the Southeastern Europe sustainability is still seen as a nice to have rather than a core value so there's also a lack of standardized guidelines and support system from public institutions as well and as insufficient education of both the participants and volunteers on sustainable behavior, so This is the things that us from Belvedere Marathon they're struggling with the standardized procedures and the legislative. So, this is the way how we have to work closely with suppliers and the local communities as well, yeah."• "Insufficient education of both the participants and volunteers".	<i>Lack of standardized guidelines, lack of support from public institutions, insufficient education for participants and volunteers</i>	Belgrade Marathon (Serbia)



Sustainability barriers - Social

CUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "This initiative not only improves waste management but also provides economic opportunities for marginalized communities, as for many Roma people in the country this is their main source of income".	<i>Economic opportunities for marginalized communities</i>	Skopje Marathon (Macedonia)
<ul style="list-style-type: none">• "Sometimes it is a matter of logistics for the runner, well, what we were saying, if you decide that you are not going to implement cups in your race so as not to incur greater expense and that it has a consequence, if more than not being so sustainable, well, you can as an organization, promote that each person brings their own cup when doing the itinerary and it is more of an inconvenience or not making it so easy for the runners and that each person takes a little responsibility for that they are contributing to sustainable practices [...] In terms of, as we mentioned before, logistics, perhaps we people have become too comfortable and everything is done for us, and when you ask them for certain things to respect sustainable practices, it may be that, to a certain extent, they don't value it positively".	<i>Runner logistics, making them take on certain responsibilities, each runner carrying their own reusable cup</i>	Correcamins (Spain)
<ul style="list-style-type: none">• "Right off the bat, you don't encounter any barriers. The barriers can be imposed by the organization itself".	<i>Barriers can be imposed by the organization itself</i>	Salomon Ultra Pirineu (Spain)



Sustainability barriers - Social

QUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "The city's infrastructure is unsuitable for people with disabilities: Despite the marathon organizers' efforts to make the route accessible, the broader city infrastructure presents challenges for people with disabilities, potentially impacting their overall experience and access to the event".• "Internal factors that limit the adoption of sustainable practices for the UVT Liberty Marathon include the small size of the organization and the limited time available for organizing the event. These constraints have impacted the resources and capacity for researching, planning, and implementing more extensive sustainability initiatives".• "External factors, as highlighted by the barriers faced, include the existing infrastructure in the city (waste management, accessibility, public amenities)".	<p><i>City not adapted to people with disabilities, access difficulties, small organization, infrastructure has limitations (waste management, accessibility, public services)</i></p>	<p>Liberty Marathon Rasp (Romania)</p>
<ul style="list-style-type: none">• "Lack of education and awareness. People are yet to be properly educated on the matter. Also, you have a diverse group of people if we are talking about an international event, so some are extremely aware and following the rules, while others are not".	<p><i>Lack of education and awareness</i></p>	<p>European Rowing Championship</p>



Sustainability barriers - Social

QUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• “The main challenge is communication with the team and all event stakeholders. We need to educate them and share knowledge, so they become independent and understand the benefits”.• “It's not due to a lack of willingness but rather a lack of knowledge. People may have heard about sustainability but don't know how to implement it. Leading by example is crucial. If organizers follow sustainable practices, participants are more likely to follow”.	<p><i>Communication between team and stakeholders</i> <i>Lack of knowledge</i> <i>Flatness</i></p>	<p>Triathlon Federation (Romania)</p>
<ul style="list-style-type: none">• “I wouldn't say we had obstacles—what mattered was the momentum. When you can drive action with momentum, you get results. We didn't work alone—we operated in a context, one that sometimes responded well, other times less so. Within the organization, we had full support. Inspired by all the sustainability discussions and projects, our colleagues in logistics and infrastructure started implementing their own sustainability initiatives”.	<p><i>The importance of driving action, institutional support, inspiring the rest of the team, they implement their own initiatives</i></p>	<p>Football Federation (Romania)</p>



Sustainability barriers - Social

CUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "Change requires an effort in an investment in time and resources. Human resources and financial resources to make the change, it requires the political will also to take the decision to move forward. And so yeah, so the first barrier we didn't really have, it's the leadership engagement".• "You know, criteria to lead this role and run the sustainability plan that you are executing most of the time? It's quite new to them, so they really need to go out and re encourage them to go to universities, students that are studying in the area of this environmental social responsibility and kind of find candidates there, some of them already have really good support. So, it's very different context to context, but that was our first like step is to get them to have one person that dedicates most of..."	<p><i>Changes require time and investment, the need for political will, and finding people truly trained in sustainability.</i></p>	<p>World Rowing</p>



Sustainability barriers - Social

QUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "The person for sustainability, you get like one person that works on it, and very often it's also even it's a consultant that they hired. So then at least you have the expertise, but sometimes it's a student working on sustainability or which is these are always good people let's say. But if it is a person that is not really embedded in the organisation and that is in a power position, let's say the impact that we can make".• "it's development departments, but no sustainability, it's the whole company, every employee in the office should think about sustainability in their work and this is really a change of mindset that that we try to do and similar worried or events we can have as many meetings as we have with this one person".• "That guy sustainability. If this person has no impact, no overview, no support of the colleagues, then the impact will be very low. We really need to have the whole organising committee being aware of the different actions, trying to think in their work. How can I do this as sustainable as possible? So yeah, it's trying to shift this mindset of it's not one person, but it's the whole company or the whole. Everyone needs to think about it when they do their work".• "For me, it's one of the biggest challenges you have is really yet to change the mindset of the people".	<p><i>If a trained consultant is hired, the person must be integrated into the organization. Each employee should address Sustainability from their workplace, changing their mindset (it's not just one person, it's the entire company).</i></p>	<p>European Athletics</p>



Sustainability barriers - Social

QUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "Well then for the sport events also we have a regulatory challenges because they are inconsistent with regulations across European countries. Every country has a different regulation they are not centralized and that is a big problem".• "It comes all back to the resistance to change. So, this is like the main topic or the main issue, and the main barrier is like people don't like to change and they are resistant to change. And we will have to be aware of that. Well, maybe just one thing. Stakeholder engagement."• "So, we found some resistance from sponsors and vendors and attendees due to perceived inconvenience or cost."• "Also, stakeholders and sponsors are involved in this process. So, when you are organizing a sporting event, for example, you must consider that you engage all the stakeholders. So, you must prepare and be aware and you have to provide knowledge, and you have to educate and also you have to advocate. So this is like a few topics that I was answering regarding this question."	<p><i>Regulatory challenges, inconsistent regulations, resistance to change, stakeholder engagement (sponsors, suppliers)</i></p>	<p>National Olympic Committee of Slovenia (Slovenia)</p>



Sustainability barriers - Social

CUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "Well, answering the first question, what are the main obstacles managers face? The first obstacle they face is the issue of time. Often, when they want to be sustainable, it's already a bit late to implement measures at the event itself, right?"• "Another obstacle they encounter is the reaction to changes in how things are done by the event operators themselves, right? Those are basically the two".	<i>Lack of time, reaction to change as an obstacle</i>	Spanish Olympic Committee (Spain)





2. Successful innovations





Innovations - Economics

CUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "There were only financial challenges, with a lack of money preventing the sports venues from achieving energy autonomy".	<i>Financial challenges</i>	Romanian Olympic Academy (Romania)
<ul style="list-style-type: none">• "To address the lack of hydration points, we have arranged for our own hydration stations along the route".	<i>Own hydration stations</i>	Liberty Marathon Rasp (Romania)



Innovations - Economics

CUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• “So, I think the lesson learned, which I was convinced of, but the sector has gradually become convinced, is that sustainability is profitable. Initially, in 18, 19, 17, when I started with sustainability, no one thought sustainability would be profitable. Everyone thought, this is going to cost me more. Sustainability is profitable for several reasons. One, you can achieve significant financial savings, okay? I'll give you two examples. Energy, when you use LEDs or if you make your sports facility energy-efficient, is cheaper; you save money. If you use electric mobility, you save a lot of money on gasoline. For example, a bike ride—I want to tell you the gas bill for all the mobile equipment, motorcycles, cars, trucks, etc., that have. If you have electric vehicles, that bottom line goes down a lot. In other words, you spend much less money. Those are savings due to sustainability, okay? There are things that cost you more. If you want a sustainable and recyclable t-shirt, etc., of course it's going to cost you more than the typical Chinese t-shirt that costs in euros and is not sustainable at all, okay? Second, why is it profitable? By making your sporting event profitable—that is, sustainable, sorry—you get sponsorship, either from the public administration or the private sector, okay? And then there's another very important thing that isn't quantifiable, which is intangible recognition. When you hold sustainable sporting events, your brand reputation improves in the eyes of third parties: participants, athletes, sponsors, and the general public. That can't be quantified financially because it doesn't have a result, a bottom line, but it is a very positive assessment because, depending on your brand's reputation, you can increase your sponsorship levels to a greater or lesser extent. That's why sustainability, from my point of view, is profitable”.	<p><i>Sustainability is profitable, financial savings: energy, electric vehicles, recyclable t-shirts, Brand reputation, increase sponsorships</i></p>	<p>Spanish Olympic Committee (Spain)</p>



Innovations - Environmental

CUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "Use of a new traffic sign, where we encourage visitors to share the carriage (several people in a car) and reward them with a parking space".	<i>Traffic sign to encourage share car</i>	European Volleyball Championship
<ul style="list-style-type: none">• "So, the main word for that is digitalization. Introduction of digital race kits."• "So, we cannot live without our mobile phones, this is obviously, and mobile applications are increasingly replacing printed guides and race information, reducing paper waste. So even this year in Belgrade Marathon we will have in our registration centre of the Expo, the running Expo, no paper anymore. So, the people are coming, the have a tablet in front of them and they have QR codes on their email and mobile phones and without any paper they are signing the, let's say, they are signing on the screen of the tablet, and they are picking up their race number".• "I mentioned the digitalization as one of the main things that we are doing so we promote the use of mobile apps even for the runners that they are taking up they are running kits and signing all the documents on some platforms and even they are taking the bibs in expo before the race on that way the mobile applications for the people who are coming to support their runners so they are they can follow them and have all the information in their mobile application. We are sending the electronic certificates to all the runners, so there is no any papers, and this is significantly reducing the paper usage, let's say, in Belgrade Marathon".• "Some events are using the, let's say, solar power charging stations, as we see in Chicago. So artificial intelligence as well for route optimization. So, all the things that they can help runners not to have any brochures or paper with them"	<i>Digitalization, digital race kits, solar power charging station, AI for route optimization</i>	Belgrade Marathon (Serbia)



Innovations - Environmental

QUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "A digital platform is used to host all sponsor materials".• "Making the marathon fully digital. Expanding this practice, we have digitized other aspects of organization, including flight vouchers provided by Wizz Air (as main sponsor of the race) to participants, which are now issued electronically".• "Additional sustainability measures include banning balloons from sponsors, reusing advertising banners and other products, especially those made from potentially toxic materials, and prohibiting diesel vehicles, including camera cars or any other motorized support, from operating in front of the runners".	<i>Digital platform, fully digital, reusing, prohibition of the use of toxic materials and diesel vehicles</i>	Skopje Marathon (Macedonia)



Innovations - Environmental

QUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "Well, using these technologies, on a personal level, what we do is teach at the level of social networks, at the level of sustainability, of good practices. We went through a kind of decalogue of good practices, of how to try to carry out this event at the user level so that everything goes well, and at the sustainability and logistical level, which I think is quite useful. And on the website, we also have a guide of useful things that can be used, especially in terms of logistics, parking, well, trying not to overcrowd and thus limit access a bit".• "This can also be seen sometimes in the area of parking, in the areas to avoid overcrowding, or in the issues we were talking about, for example, limiting races to a certain number of people so as not to damage the trails. We also do this on a personal level".• "Another thing is the meetings and travel we did with the organizing team. All of this, well, we've switched to doing it virtually, as much as possible, so we no longer spend on travel, and it's something that also reduces expenses, whether you like it or not".• "And, well, that's that too. For example, something I've just remembered: we implemented these polyclinic-type restrooms. It doesn't seem like it, but even though runners know that if they come to the restroom early or so, they always find paper at many places at the race start, especially at the last minute. If you don't provide a restroom area for them, it's something that, well, on a sustainable level, of course, you find yourself there. All the paper, and people don't take it with them. And, well, I think this was a good measure we implemented these past few years. So we can add it to the list".	<p><i>Sustainability, Good practices, Logistics, Overcrowding, Virtual meetings, Travel reduction, Restrooms, Waste management</i></p>	<p>Correcamin s (Spain)</p>





Innovations - Environmental

CUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "And right now, I can't think of any, but I'm sure I'm leaving out some at a more specific, punctual level. But yes, sometimes it's these little things. You have a dining room there for about 300 people to go and make the meal, and what do you do with the tables? Do you cover them with bought paper and such? Don't you cover them and clean them afterward? Well, it sounds like one of those things that sometimes, without thinking about it, we go to the supermarket, to the macro, well, I cover them all with paper. But it really matters whether you cover them or not. These are things that we, at a micro level because we're a small industry, notice, and little by little, we try to improve in this regard".	<i>Small improvement, Dining area, Table covering, Paper usage, Cleaning, Micro-level practices</i>	Correcaminos (Spain)
<ul style="list-style-type: none">• "Technology, particularly smartphones, facilitated real-time communication with participants. This allowed us to share environmental sustainability messages via social media, using positive and negative examples"• "The strategies our organization applies were learned through two Erasmus+ projects that focused on the sustainability of sports activities and their environmental impact: • Sport#WithoutWaste - movement-pillars-in-bulgaria-policy-making-education-and-awareness/# Resources https://sportwithoutwaste.org/sport-withoutwaste-3-".• "For outdoor sports activities, the marking of running or MTB trails has always been done with eco-friendly paint that does not remain permanently on trees or rocks and biodegrades naturally".	<i>Technology use, Sport#WithoutWaste, marking trails with eco-friendly paint</i>	AJSPT Suceava (Romania)



Innovations - Environmental

QUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "Our sponsors are actively involved too; for instance, a major car distributor has partnered with us by supplying electric and hybrid vehicles, which benefits both sustainability goals and their sales".• "We strategically positioned our Expo Zone and Start/Finish area next to a major subway station and an electric tram station. Additionally, we actively encourage participants to use these mass transportation options, thereby reducing the reliance on gasoline-powered vehicles and minimizing traffic congestion".• "We encourage the use of public transport by providing, let's say, special access and promotions for runners and spectators".• "Data analytics was crucial. It helped us accurately predict the number of registered participants so we could order the correct number of medals, T-shirts, and bib/chip combinations, thereby reduce waste and control costs".• "Using data analytics to accurately predict participation has been our most successful initiative".• "We made the official event T-shirt optional, which allowed us to better control inventory and avoid unnecessary waste. We also minimized air transportation for our events team and elite athletes when possible. Furthermore, by locating the Expo Zone and Start/Finish area within Herastrau Park—the largest park in Bucharest—we ensured better air quality for all participants".	<p><i>Involve sponsors, use of mass transportation options, data analytics (predictions), T-shirt as a optional gift</i></p>	<p>Bucharest International Half Marathon (Romania)</p>



Innovations - Environmental

CUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "We are the first major mass participation event to make the official T-shirt optional and to employ a fleet of electric and hybrid vehicles during the event. Our ambition is to lead the way in sustainability for mass participation events".	<i>Optional T-shirt</i>	Bucharest International Half Marathon (Romania)
<ul style="list-style-type: none">• "Social media helped promote content with relevant information on the necessity of adopting sustainable solutions."	<i>Social Media to share sustainable solutions</i>	European Week of Sport and others (Romania)
<ul style="list-style-type: none">• "The easiest measure was to replace halogen lighting with LED bulbs and to capitalize on the PET products collected following sports competitions".	<i>LED bulbs and capitalize PET products</i>	Romanian Olympic Academy (Romania)



Innovations - Environmental

QUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "Technology played a significant role in enhancing sustainable practices through the development of an inhouse volunteer platform and event platform. The volunteer platform allows for the automatic generation of contracts and volunteer certificates online, significantly reducing the need for printed documents. The event platform provides participants with their diplomas in a digital format, further minimizing paper consumption".• "The digitalization of documents through our custom-built platforms is a successful step towards reducing paper consumption and streamlining processes. Our year-over-year analysis and refinement of food purchasing based on consumption data demonstrate a successful and proactive approach to minimizing food waste".• "Moreover, the development of an in-house volunteer platform allows volunteers to automatically generate contracts and certificates online, reducing paper use. Participants also receive their diplomas digitally through the event platform".• "The distribution of recycled cotton tote bags with a sustainability message are also creative practices that promote environmental awareness and responsible behavior".	<p><i>Technology, volunteer platform, minimizing food waste, Recycled cotton tote bags with a sustainability message</i></p>	<p>Liberty Marathon Rasp (Romania)</p>



Innovations - Environmental

QUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "Regarding checkpoints and aid stations, over the years, we have aimed to reduce plastic use. Instead of single-use plastic bottles, we now use 6-liter bottles from which we pour water for the participants. Each competitor is required to bring their own bottle, flask or cup at the start of the race to be refilled at aid stations. Additionally, if a runner uses trekking poles, they must finish the race with the same poles as they are not allowed to leave them in the mountains".• "Transporting water and food to the checkpoints is sometimes done by vehicle or horses to the nearest accessible point, after which volunteers and organizers carry supplies by hand to the stations".• "Since the event takes place on a Sunday, we initially faced challenges in collecting the course markings (which are plastic ribbons) the following day, as it was a workday for most of us, since we (the organizers) are also working on organizing this race in our free time. In the past, we would typically collect them the following weekend. However, we have since implemented a good practice by incorporating a collection strategy into the race itself. Once all runners have passed, we begin removing the markings from the sections of the course that are not part of the return route, as the course is mostly circular. Additionally, instead of purchasing new markers, we borrowed metal poles for vertical markings from another club that organizes a trail race. These poles are easy to remove from the ground and help us reduce unnecessary waste".	<p><i>Plastic reduction, Reusable bottles, Course markings, Waste reduction, Volunteers, Water transport</i></p>	<p>Titov Vrv Skyrunning Race (Macedonia)</p>



Innovations - Environmental

QUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "Over time, new rules will be introduced, and participants, including children and parents, will have to sign agreements about these sustainability measures. In cycling, we have already implemented this rule: you are not allowed to throw trash anywhere except in designated areas".	<i>Agreements about sustainability measures, trash in designated areas</i>	Romanian Cycling Federation (Romania)
<ul style="list-style-type: none">• "We managed, through dialogue with CNI, to convince authorities and decision-makers to adopt sustainable technical solutions in building these facilities. Examples includes LED floodlights — all the facilities adopted this based on our recommendations. Hybrid turf — again, implemented following our advice. Renewables — such as solar panels and more efficient interior lighting and insulation".• "They also modernized water tanks to collect rainwater, which they use to water the decorative turf (not the playing field). These small but effective actions had strong strategic impact"• "Even operationally, during Euro 2020, we helped the National Arena implement a procedure to recycle broken seats. They used to just store them—now they're recycled. They also modernized water tanks to collect rainwater, which they use to water the decorative"• "Adopt an environmental policy and implement ISO 14001 (Environmental Management) and now work on EMAS, a more advanced EU environmental standard"	<i>LED floodlights Hybrid turf Renewable energy Rainwater collection Recycling Environmental standards (ISO 14001 / EMAS)</i>	Football Federation (Romania)



Innovations - Environmental

CUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "Then other thing is we already have a from quite a few years ago we have a water quality testing guideline in place".	<i>Water quality guideline</i>	World Rowing
<ul style="list-style-type: none">• "Avip guide. That was used to be printed. Now it is digital in the app, so we really try to push as many as we can to all to have all the information digital and to reduce the printing of programme, leaflets, whatever. Trying to reduce it as much as we can. Other technology points, I think the IT part might be more aware of it, but for me, yeah that that's on technology side the point we are pushing most for is really at the digital platforms use them as much as we can, yeah".• "As well, you see, the more we can really have an impact on the lower levels as well. So that's something which is nice and which resulted in on, on office level changing the coffee machine to a machine with beans instead of the Nespresso plastic cups where we had a lot of waste afterwards. Having a tap water fountain that is connected to the really tap water instead. Before we had these big prestige bottles, so it was already a tap, but now it's really through the tap water tap water, so this plastic bottle it's also way so it's small actions as well. But we do, I do believe we succeed in yeah implementing these small things and step by step yeah reaching the higher level and hopefully".	<i>Digital platforms Paper reduction Coffee machine with beans, Tap water fountain Plastic waste reduction, Small actions</i>	European Athletics



Innovations - Environmental

CUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "So, I already mentioned that in Slovenia, we had in Paris smart waste management, which was not AI-driven, but this is something maybe considered for the future, that you can AI-driven waste sorting, that you can put up with AI-driven sorting systems and resizing stations. Also, there are vast, vast of renewable energy solutions, which was also part of Paris 2024. They had a solar panel in stadiums, maybe kinetic energy floors and biofuel power transport. So maybe this is something to make a note".• "How we calculated the footprint, we have the methodology for the mitigation measures and in this action plan we have like 19 goals yeah we have like 20 sub goals and 17 measures which are divided in five pillars organization and infrastructure sustainability at events knowledge and networking sport and the public and environmental care this is all aligned with our sustainability strategy and it's also aligned with the project ocean and this is the direct result with the support of the EU funding and also from the Olympic solidarity and this is the direct result which will be implemented in years to come so just quickly these are the measures and they are like divided with target area, they have objective, sub-objective, measure, description of measure, priority, which can be high, low, medium, and they all have the deadline. This is something that will be, as I said, published next week".	<p><i>AI-driven waste management</i> <i>Renewable energy solutions</i> <i>Carbon footprint calculation</i> <i>Mitigation measures</i> <i>Action plan with goals and pillars</i> <i>EU and Olympic funding</i></p>	<p>National Olympic Committee of Slovenia (Slovenia)</p>



Innovations - Environmental

QUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "So nowadays use of AI for any sort of calculations using space technologies to monitor the movement of people and then. Especially if you're organising outdoors events and making sure that you keep people in only in certain areas, these technologies can also help you measure. Air quality and so on and so forth. So, there's a lot of things are already on the market and maybe the last thing to mention is that sports".• "Turning your event into a sustainable one successful. So, there is. ISO 2012 one of course, which is a comprehensive events management. Standard. Might not be, you know, the extent of it might not be appropriate to any size of events, but it's a good start to at least check the headlines. Not necessarily. Go all the way and be certified for all type of events, but it's. I think it's a good it's a kind of a good, good way to start and the IOC in in their sustainability guides they are building on, on this on this standard. So that's a general one management one for events 2nd. For specifically carbon footprint, what is and can make a lot of difference is to try to calculate the ex ante footprint. So just think about everything that you would do at the event and calculate it and then they based on this initial calculation, try to reduce that calculation. Try to reduce that number. Thinking about what we can improve and where. So, I think this is a good practise and 2nd".	<p><i>AI monitoring</i> <i>Crowd management</i> <i>Air quality measurement</i> <i>ISO 20121 (event management standard)</i> <i>Ex-ante carbon footprint</i> <i>Sustainability guides (IOC)</i></p>	<p>International Union for Conservation of Nature and Natural Resources (IUCN)</p>



Innovations - Environmental

QUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "Our main focus is on energy consumption reduction. We are working on establishing a photovoltaic power plant to generate renewable energy. In addition, we have changed our energy supplier to one that uses renewable sources to further decrease our environmental impact".	<i>Consumption reduction, photovoltaic power plant, renewable energy supplier</i>	Macedonian Olympic Committee (Macedonia)
<ul style="list-style-type: none">• "At the moment, we are considering waste sorting at events. In the future, we aim to use biodegradable packaging, both in the participation kits and refreshment zones where athletes consume water. Right now, we use plastic, but we are trying to switch to alternative materials, such as biodegradable plates and cups, and to properly sort waste, especially at major events".	<i>Biodegradable packaging, switch to alternative material, sort waste</i>	Triathlon Federation (Romania)



Innovations - Environmental

CUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "Well, innovations in sustainability are two very similar questions, okay? I mean, I would combine them into one. For example, one innovation, innovation is closely related to technology. For example, everything related to digital accreditations. Well, it's a new technology. Before, you had to go with the entry ticket on a physical ticket that you had to go buy, etc. Now, since almost everything is digital, both tickets and accreditations, you have huge economic savings. First, because you don't have to spend money on printing it. Two, you don't have to spend money on distribution because you don't need a physical person at a ticket office to issue accreditations, to distribute tickets, etc., but people download it. That means you're not wasting paper, you save money on that too, on ink, on printing, on energy, etc., and you don't generate waste, which is very important. In other words, in the end, the ticket isn't physical waste, its digital waste, and that doesn't impact the environment".• "From there, you can say that mobility at events that are moving around geographically is focusing more on electric mobility, or that the textile issue is being looked at more closely, but the textile issue isn't sustainable yet. Race numbers are also becoming more sustainable".	<p><i>Digital tickets and accreditation, Paper and waste reduction, Cost savings, Electric mobility, Sustainable race numbers, textile sustainability</i></p>	<p>Spanish Olympic Committee (Spain)</p>



Innovations - Social

CUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "Cooperation with local communities, informing them about activities in their vicinity and agreeing with them on specific activities".	<i>Cooperation with local communities</i>	European Volleyball Championship
<ul style="list-style-type: none">• "Our sponsors are actively involved too; for instance, a major car distributor has partnered with us by supplying electric and hybrid vehicles, which benefits both sustainability goals and their sales".	<i>Sponsors involved too</i>	Bucharest International Half Marathon (Romania)
<ul style="list-style-type: none">• "The event actively promotes waste collection and social inclusion by hiring Roma workers to collect and separate plastic waste at designated refreshment stations. This initiative not only improves waste management but also provides economic opportunities for marginalized communities, as for many Roma people in the country this is their main source of income".	<i>Economic opportunities for marginalized communities</i>	Skopje Marathon (Macedonia)
<ul style="list-style-type: none">• "What we were saying, for example, we have to organize cars so that all the volunteers don't come with their own cars, and so, well, of course, you could set up a voucher, all the volunteers with their cars, at a certain time to a certain place. But, if you want to try to reduce these carbon emissions by reducing the impact, then you have to do another task, which is to organize their transportation a bit or provide transportation for people. In my case, it's not like that, but there are several races that do provide electric buses or shuttles to transport runners from one place to other, so they don't have to take their car and incur more expense".	<i>Organize public transportation (volunteers and participants)</i>	Correcamins (Spain)



Innovations - Social

CUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "Trying to get ahead of ourselves, talk to town halls and send a text, an announcement that this event is going to be held and that, above all, the shepherds and so on, who have the herds, should be warned"	<i>Notify local councils and communities (prior event notice)</i>	Correcamins (Spain)
<ul style="list-style-type: none">• "The main challenge was organizational, particularly in designating a specific person responsible for sustainability aspects".	<i>The challenge was organizational, design a person responsible of sustainability</i>	AJSPT Suceava (Romania)
<ul style="list-style-type: none">• "Our type of event is very much connected to the environment; therefore, we are working a lot with the local community – how to include them, give them economic opportunities, opportunities to present their products, prolonging events activities to have longer stays, collecting donations and participating in local actions,..."	<i>Opportunities to local community</i>	Julian Alpes Trail Run (Romania)



Innovations - Social

CUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "A team of volunteers with an interest in environmental issues is created, capable of exploring the grounds, conducting cleanups, identifying points of interest and precautions, and, at the same time, being able to disseminate and explain all this information to the runners".• "Within these innovative aspects, or ultimately, it's about achieving maximum involvement, both from volunteers and being able to disseminate and communicate all of this information to runners, in the case of UMB. The role of the environmental ambassador has been created. Its objective is, on the one hand, to work on the ground, to work in the territory on environmental protection measures that are determined by the fact that it's within the peripheral zone of a natural park, the zone of... the fact of being, for example, in what would be a natural network. So, what is that? What does this figure do? What it does is identify the terrain, its points, and then communicate and inform the runners at the time of the bib delivery"	<i>Environmental volunteers, Ground clean ups, Information dissemination, Environmental ambassador, Natural park protection, Runner education</i>	Salomon UltraPirineu (Spain)
<ul style="list-style-type: none">• "At the competitions organized in schools, we focused on the collection and recovery of waste, especially used water containers".	<i>School competitions, Waste collection, Waste recovery</i>	Romanian Olympic Academy (Romania)



Innovations - Social

CUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "Organizing online and offline information sessions on sustainability measures for all involved in sports activities.• "Setting up booths for companies offering renewable energy solutions and involving them as sponsors".	<i>Information sessions, Sustainability measures, Renewable energy solutions, Sponsor involvement</i>	European Week of Sport and others (Romania)
<ul style="list-style-type: none">• "Supporting disadvantaged and disaster-affected areas: a key priority has been the development of sports activities in disadvantaged regions and those affected by natural disasters, aiding in the restoration of sports fields".• "Promotion of green clubs: we have advocated for the establishment of "green clubs" to implement sustainable practices in various areas".	<i>Disadvantaged areas, Disaster-affected regions, Sports field restoration, Green clubs, Sustainable practices</i>	Baia Mare (Romania)
<ul style="list-style-type: none">• "These include ensuring accessibility for disabled participants, addressing social responsibility through the #tutuRace and weekly training sessions for disabled individuals, and promoting sustainable mobility through pre-event educational initiatives and the event day transportation strategy. These practices aim to address the needs of inclusivity, social impact, and environmental awareness".	<i>Accessibility Social responsibility Inclusive sports Sustainable mobility Environmental awareness</i>	Liberty Marathon Rasp (Romania)



Innovations - Social

QUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none"> • "How do you plan to educate stakeholders?" • Through online courses and pilot events where we invite organizers and show them how to implement sustainability practices. We will also monitor progress and collect feedback from both participants and organizers". 	<i>Stakeholder education, Online courses, Progress monitoring</i>	Triathlon Federation (Romania)
<ul style="list-style-type: none"> • "Only a fraction of attendees with disabilities are in wheelchairs, yet facilities often only cater to them. We opened a sensory suite for autistic children—only one of four stadiums in Europe to do so. Once we launched it, clubs playing at the National Arena (FCSB, Dinamo, Rapid) joined in—spontaneously. We also have solutions for visually impaired people—proper seating locations, optional adapted commentary, and support. We even created custom solutions for people with amputations, Down syndrome, and more". 	<i>Disability inclusion, Sensory suite, Visually impaired support, Custom accessibility solutions, Inclusive stadium facilities</i>	Football Federation (Romania)
<ul style="list-style-type: none"> • "We do encourage them to have a sustainability officer or manager within the organising committee space in their system". 	<i>Sustainability officer/manager Organising committee</i>	World Rowing
<ul style="list-style-type: none"> • "There are areas, for example, as in, for example food where I think a lot can be done and where you can then play on you know getting local suppliers that you can promote that at the event. And so, I think that's an area that's actually has a quite a lot of potential for events and it's really, really interesting to tap into". 	<i>Local food suppliers, Sustainable food practices</i>	International Union for Conservation of Nature and Natural Resources (IUCN)



Innovations - Others

CUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "The technical aspect is oftentimes more complicated and expensive, therefore I believe on the short term, more efficient are changes in organization – processes, what you order, where you order, how do you connect your event to the local community, how can you contribute to the wellbeing of the community, the spectators".	<i>Organizational changes</i>	Julian Alpes Trail Run (Romania)
<ul style="list-style-type: none">• "So, we made the plugging challenge for the people that actually I mentioned now don't want to be the part of the running event, but they want to be part of the running event on the other way. So, the plugin challenge is for, actually this year we did it on this way that all the companies, they have employers that they are running, and those ones who are supporting the runners. So those ones who are supporting the runners, they said, I will not be only on the side, I will help to the event. So we have the four points on the event, like the places that the people are going around and collecting the waste or garbage and select and separating in the bags and they are bringing on those four points and we are measuring all these things on the on those points and at the end of the event we have the list of winners and they have the medals they have everything you know like they are the runners. So, this is the way that we will try to work on the, let's say, happier way to be part of the event. Let's say, you know, not only by winning or making some results on the course, but those people are also winners, we can say".	<i>Plogging challenge, Waste collection, Volunteer participation, Event engagement, Recognition for supporters</i>	Belgrade Marathon (Serbia)



Innovations - Others

QUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• “The marathon issues public calls for volunteers, though it has already built a strong volunteer base through collaborations with high schools, scout groups and various organizations. Over the years, the demographic of volunteers has shifted from retirees to younger individuals, particularly high school students. This change is partly due to opportunities for free university education abroad, such as in Slovenia, where volunteer certificates contribute points for job applications and university admissions”.	<i>Volunteer recruitment, high school students, demographic shift, volunteer certificates, university admission benefits</i>	Skopje Marathon (Macedonia)
<ul style="list-style-type: none">• “There's a lot of local support because we have quite a bit of tourism in the summer, but during the year, people find it harder to reach this area, which lies between the Aaran Valley and Andorra, so to speak; it's a small valley. So, at the promotional level, local entities, even city councils, are supporting the event because they know it's a way for us to showcase an area that interests us”.	<i>Local support, Tourism promotion, Remote location, City council involvement</i>	Correcamins (Spain)
<ul style="list-style-type: none">• “I think it has to have some points, a wording of points that are very coherent, something that really makes sense and that has to be useful, written and explained, so that the race manager considers it to be really useful”.	<i>Clear guidelines, Coherent communication, Practical usefulness, Race manager engagement</i>	Salomon UltraPirineu (Spain)
<ul style="list-style-type: none">• “Our ultimate goal is to achieve net-zero sustainable events. By engaging and educating local governments, the public, partners, and suppliers—and by leveraging the right technologies—we truly believe that this goal is within reach”.	<i>Net-zero events, Stakeholder engagement, Technological solutions</i>	Bucharest International Half Marathon (Romania)



Innovations - Others

QUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "Effective strategies included placing informative panels in visible locations, containing relevant graphics and text to educate sports participants and spectators. These proved especially impactful for younger generations".• "Our fundamental education is based on the three R's: Reduce, Reuse, Recycle. Unfortunately, in today's social dynamics, these are not enough. We often need to ask ourselves whether these three R's are sufficient or if we should move toward the seven R's: Rethink, Refuse, Reduce, Reuse, Repair, Regift, Recycle!"	<i>Informative panels, Participant education, to three R's to seven R's, Youth engagement</i>	AJSPT Suceava (Romania)
<ul style="list-style-type: none">• "The future of sustainable practices in the sport event industry will likely involve deeper integration of environmental and social considerations into all aspects of event planning and execution. Mandatory sustainability standards will likely be needed to be followed".• "Our strategy of having no parking and significant road closures to encourage walking and public transport is also a notable approach to sustainable transportation. Organizing weekly training sessions specifically for disabled individuals demonstrates a creative and impactful approach to social responsibility and inclusivity. Our partnership with ADID Timiș to provide on-site recycling education and the distribution of recycled cotton tote bags with a sustainability message are also creative practices that promote environmental awareness and responsible behavior".	<i>Mandatory sustainability standards, Sustainable transportation, Social responsibility, Recycling education, Environmental awareness</i>	Liberty Marathon Rasp (Romania)



Innovations - Others

CUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "It is great to follow some standards/certification schemes to have some guidance and get ideas on what else you can work on".	Sustainability standards, Guidance	Julian Alpes Trail Run (Romania)
<ul style="list-style-type: none">• "Try to improve as well and to transform themselves and so we promoted a webinar to exchange best practises".	<i>Webinar to exchange best practises</i>	World Rowing
<ul style="list-style-type: none">• "We are currently in the final phase of preparing a Strategic Plan, which includes measures to reduce carbon emissions, primarily in the sports hall managed by the Olympic Committee, as well as in employee transportation and other operational areas. Our main focus is on energy consumption reduction. We are working on establishing a photovoltaic power plant to generate renewable energy. In addition, we have changed our energy supplier to one that uses renewable sources to further decrease our environmental impact".	<i>Strategic plan, Carbon emission reduction, Energy consumption reduction, Renewable energy, Photovoltaic power plant</i>	Macedonia Olympic Committee (Macedonia)





3. Lessons learned and possible improvements



Lessons and improvements - Economics

QUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "We've learned that sustainable practices can offer a superior experience for all stakeholders while drastically reducing waste, carbon footprint, and overall costs".	<i>Superior stakeholder experience</i>	Bucharest International Half Marathon (Romania)

Lessons and improvements - Economics

CUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none"> • "Well, look, I think the biggest lesson learned, I saw it from the beginning because I've been in the financial sector for many years. So, for sustainability to be accepted and sustainable over time—redundancy aside, for you to be able to continue doing sustainable sports activities and events—it has to be economically sustainable. You can't just hold events and say, 'Oh, someone paid for it'." • "So, I think the lesson learned, which I was convinced of, but the sector has become increasingly convinced, is that sustainability is profitable. Initially, in '18, '19, '17, when I started with sustainability, no one thought sustainability would be profitable. Everyone thought, 'This is going to cost me more'. Sustainability is profitable for several reasons. One, you can achieve significant financial savings, okay? I'll give you two examples. Energy, when you use LEDs or if you make your sports facility energy-efficient, is cheaper; you save money. If you use electric mobility, you save a lot of money on gas. For example, a bike ride... I want to tell you about the gas bill for all the mobile devices, motorcycles, cars, trucks, etc., they have". 	<p><i>Importance of economic sustainability, sustainability is profitable, examples of how consumption is reduced, textiles (T-shirts), brand reputation, improved sponsorships, importance of social sustainability</i></p>	<p>Spanish Olympic Committee (Spain)</p>

Lessons and improvements - Economics

CUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "There are things that cost you more. If you want a sustainable and recyclable t-shirt, etc., of course it's going to cost you more than the typical Chinese t-shirt that costs one euro and is not sustainable at all, okay? Second, why is it profitable? By making your sporting event profitable—that is, sustainable, sorry—you get sponsorship, either from the public administration or the private sector, okay? And then there's another very important thing that isn't quantifiable, which is intangible recognition. When you hold sustainable sporting events, your brand reputation improves in the eyes of third parties: participants, athletes, sponsors, and the general public. This isn't quantifiable financially because it doesn't have a result, a bottom line, but it is a very positive assessment because, depending on your brand's reputation, you can increase your sponsorship levels to a greater or lesser extent. That's why sustainability, from my point of view, is profitable. And it doesn't just have to be environmental sustainability, but also social sustainability, which is also very important".	<i>Importance of economic sustainability, sustainability is profitable, examples of how consumption is reduced, textiles (T-shirts), brand reputation, improved sponsorships, importance of social sustainability</i>	Spanish Olympic Committee (Spain)

Lessons and improvements - Economics

QUOTES	KEYWORDS	SOURCE
"Economic criteria is always the issue".	<i>Economic criterion</i>	National Olympic Committee of Slovenia (Slovenia)
"Sourcing local products and materials, giving opportunities, enchant and chances to disadvantage groups and so on and so forth. So that's where environments and social sustainability or you know considerations are very closely intertwined with economic ones for that matter as well. For this, it's really important that you as even organiser consult and involve the local community".	<i>Support and integration of the local community, purchase of products and materials, support for disadvantaged populations</i>	International Union for Conservation of Nature and Natural Resources (IUCN)

Lessons and improvements - Environmental

QUOTES	KEYWORDS	SOURCE
<p>"More emphasis on activities that are taken for granted. Example: if fans are reused, inform cleaners not to throw them away".</p>	<p><i>Greater emphasis on things that are taken for granted (reuse)</i></p>	<p>European Volleyball Championship</p>
<ul style="list-style-type: none"> • "There is still significant room for improvement in waste separation and recycling logistics during events, so that's what I said about the system and about the country that we are living. We just have to wait about the moment to have some rules, and that's actually basic rules and core of that, to follow it, how to do it. Transportation remains, let's say, a major factor. We need better incentives and systems for carpooling, let's say" • "And another critical measurement area is measurement. As we mentioned in some topics that we talked before, we need more reliable tools to track and report on environmental impact let's say so this is why I mentioned the system and the institutions that they are working with the recycling let's say because we have from the past we have a lot of non-used metals and we give them to on the recycling and we never get back what we what we did with that because we want to make something yeah so we never we never accept how many The pillows we put on the recycling, we don't have anything more than that. So that's what we are waiting for to be changed". • "We can try with the volunteers and the people who are engaged about it to have the cups that they are reusable or recycling from the recycling materials". • "And that can be filled up with the water fast enough to be ready for the runners that they are coming on the water station. So, this is something that we try in the last two years. Is really good option for the marathon runners". 	<p><i>Improvement in logistics and waste separation, improvement and incentives for transportation, water stations and the use of cups</i></p>	<p>Belgrade Marathon (Serbia)</p>

Lessons and improvements - Environmental

QUOTES	KEYWORDS	SOURCE
<p>"To improve waste sorting, the marathon plans to increase the number of refreshment stations, placing them every 850 meters instead of every 2.5 kilometres. Each station will be dedicated to specific waste categories; for example, one station will provide only water and collect plastic, while another will handle food waste and organic materials".</p>	<p><i>Increase in refreshment stations (specific example), waste repair</i></p>	<p>Skopje Marathon (Macedonia)</p>
<ul style="list-style-type: none"> • "What we were saying, at the level of organization of volunteers above all, or of runners, in case the race will be linear and not circular, implement buses if they can be electric better or, at an internal level, organize in the cars, as far as possible, trying to think about the logistics of the race, because the volunteers who go to the refreshment stations at a certain point, get in a car and only one car will go to this area, which will be the So, they seem like small things, but when you have large organizations, which mine is not either, but I understand that in larger organizations, if you do not make this small effort of logistics, of organizing the transfer of volunteers and so on, obviously, the expense at the event level of the carbon footprint is much higher". • "And regarding the restrooms, I think it's also essential, trying to reduce plastics as much as possible". 	<p><i>Volunteer travel logistics, restroom plastic reduction</i></p>	<p>Correcamins (Spain)</p>

Lessons and improvements - Environmental

QUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none"> • "Another important thing, which seems silly, is when you go to pick up your race number. Race numbers used to be made of plastic, but now they're recyclable. There are other systems, for example, these chips that are placed in the sneakers, which are reusable. There are some actions that, well, before, we had to sign a sheet of paper that many organizations, well, we printed them, and you had 500 sheets there for companies to discuss participation, like giving consent to take photographs. And not just with the website, but also with the online form and the referrals directly there so they can check what they agree on, well, that's something you save as an organization". • "I think the most notable thing is to move away from plastic and allow the participant, the runner, to be involved in the issue of sustainability, allowing them to carry their own silicone bean bag that they keep in their pocket, and at each refreshment point they can refill it, and then, well, there's no expense. One of the actions, I think, should be like this, in almost all races like this. People would already have it, they would normalize it, and they wouldn't go thinking, "Well, since I'm going to get stuck with cups and everything, I won't take anything anymore." So, I think it should be mandatory to bring your own cup and refill it". 	<p><i>Forms digitalisation improvement of runner's bib, runner's cup (own)</i></p>	<p>Correcamins (Spain)</p>
<ul style="list-style-type: none"> • "This sustainability program of good sustainability practices, which is based on three axes: people, the environment, and the territory". • "Continuous improvement in such simple things. Well, maybe it's suggested that instead of having five bathrooms, there should be eight, which is perhaps the best option instead of having chemical toilets" 	<p><i>Three axes of sustainable best practices: people, environment, and territory. Restrooms</i></p>	<p>Salomon UltraPirineu (Spain)</p>

Lessons and improvements - Environmental

QUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none"> • "We've learned that sustainable practices can offer a superior experience for all stakeholders while drastically reducing waste, carbon footprint, and overall costs". 	<p><i>Sustainable practices = superior stakeholder experience</i></p>	<p>Bucharest International Half Marathon (Romania)</p>
<ul style="list-style-type: none"> • "I believe that in the future, the assignment of the organization of competitions to one organizer or another will also take into account the degree of sustainability offered by them". • "We are considering equipping all sports facilities with photovoltaic panels". 	<p><i>The allocation of competitions will take into consideration the level of Sustainability, photovoltaic panels in facilities</i></p>	<p>Romanian Olympic Academy (Romania)</p>
<ul style="list-style-type: none"> • "The future of sustainable practices in the sport event industry will likely involve deeper integration of environmental and social considerations into all aspects of event planning and execution. Mandatory sustainability standards will likely be needed to be followed". 	<p><i>Better integration of environmental and social aspects. Sustainability standards</i></p>	<p>Liberty Marathon Rasp (Romania)</p>

Lessons and improvements - Environmental

QUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none"> • "...the transportation section, now we adapted it and in the organisation manual there is written transport should be organised in a in a sustainable way as possible, something like that". • "An amount of dedicated cars, for example, that's an organiser need to provide here. We really want to check is it still needed to have dedicated cars or can we remove these to shuttles or if it is on walking distance?" 	<p><i>Vehicle management organization</i></p>	<p>European Athletics</p>
<ul style="list-style-type: none"> • "Think of each event as having has the event, leaving the place where it's taken a better off than when you started, and I think this can lead kind of the whole thinking and organisation" 	<p><i>Thinking about leaving the place better than it was can guide the organization</i></p>	<p>International Union for Conservation of Nature and Natural Resources (UICN)</p>
<ul style="list-style-type: none"> • "One of the major challenges we face is waste management at sporting events. Often, event organizers do not take full responsibility for waste disposal, which creates problems in ensuring proper environmental practices". • "In most cases, the cheapest solutions prove to be the most sustainable, particularly when it comes to energy-saving initiatives". 	<p><i>Waste management: the most economical solutions can be the most sustainable (energy)</i></p>	<p>Macedonian Olympic Committee (Macedonia)</p>

Lessons and improvements - Environmental

CUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none"> • "The areas for improvement are, without a doubt, textiles, waste, which have already been extensively addressed, but, above all, textiles, waste, and mobility. The carbon footprint generated by a large-scale event is enormous, but it's necessary because, otherwise, there would be no event, no spectators, and no participants. So, the industry must work to make mobility more sustainable. This is already being done because airlines are increasingly using sustainable fuels, there are sustainable fuels, there is electric mobility, there is public transportation for commuters, there are trains that are cheaper than airplanes, which generate less than airplanes, for commuters or participants who are also medium-distance commuters, medium-distance commuters. These are the challenges that events face". 	<p><i>Textiles, waste management, sustainable mobility, sustainable fuels</i></p>	<p>Spanish Olympic Committee (Spain)</p>
<ul style="list-style-type: none"> • "We expect cleaner water bodies for swimming, improved air quality, and better waste management. Educating people about the effects of plastic pollution will help maintain cleaner environments". 	<p><i>Cleaner water, better air quality, and waste management. Raise awareness about the effects of plastic pollution.</i></p>	<p>Triathlon Federation (Romania)</p>

Lessons and improvements - Environmental

CUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none"> • "To not only to protect, but to restore and regenerate. So, this new pilot will allow us to have this. Biodiversity focus through a new compass that we are utilising with a service provider that will help us, and the organising committee measure their biodiversity levels and. Analyse different ways to improve those levels". • "Create a tracking tool for the events carbon footprint. So that we can have one tool that can service all organising committees and that can give them. Kind of dashboard overview using technology of you know what? What are the components of their carbon footprint and so that can they can also have this visual on for next time. What should I do to? To improve this and but also allow us to have an overview of what different organising committees, what is their situation?" • "So healthy waters, healthy ecosystems, connection, more connection to biodiversity. So, what can we do? To involve our communities. To not only to protect, but to restore and regenerate. So, this new pilot will allow us to have this. Biodiversity focus through a new compass that we are utilising with a service provider that will help us, and the organising committee measure their biodiversity levels and. Analyse different ways to improve those levels". 	<p><i>Restore and regenerate, analyse ways to improve carbon footprint levels, and increase connection to biodiversity by engaging communities..</i></p>	<p>World Rowing</p>



Lessons and improvements - Social

CUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "Public awareness about sustainability is also still growing in this region. I'm also talking about, from the perspective of Belgrade Marathon, the Southeastern Europe and the countries around us, which can limit, let's say, broader community engagement. But we are facing with that and working on this topic in order to engage more people working with the kids in order to make the education for their parents. And I think that this can be a good way".• "That's why we are starting from the kids, because as we know, these countries around Serbia, we have some bad past times, let's say, and the people there have grown as we are, we cannot change our mind so fast. But if we talk with our kids, they can help us to change mind. Even we can be embarrassed sometime when our kids say something, hey, dad, don't do that because this is bad. And I will be ashamed that I didn't follow the rule that my kid told me. So, this is the thing that we are trying to work with. We have a lot of volunteers that they have engagement in our event. So, I'm sure that we are not so far away as we mentioned from the beginning".• "Let's say that the key words for this can be the planning or proper planning let's say so one of the key lessons from our experience that sustainability must be an in the early planning stages".	<p><i>Public awareness of sustainability, involving children as a strategy to improve social awareness, integrating sustainability from the early stages of planning</i></p>	<p>Belgrade Marathon (Serbia)</p>





Lessons and improvements - Social

QUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "Community Engagement is Key: Involving local communities ensures better acceptance and success of sustainable initiatives".• "Integrated Planning: Sustainability must be embedded in the early stages of event planning. More emphasis on activities that are taken for granted. Example: if fans are reused, inform cleaners not to throw them away. The whole staff (including volunteers, security guards, etc.) should be informed about the activities, as they can also make suggestions. To take the activity as "one's own" and not treat it as one of the activities. This means giving sustainability more importance".• "Increased Transparency: Clear communication about sustainability goals and achievements. More discussions on activities. Building awareness from all sides. Timely planning. Finding synergies between stakeholders (sponsors, organisers, local community, etc.)".	<p><i>Involve the local community and integrate sustainability from the early stages of planning. Involve the entire staff, improve communication and objectives. Seek synergies between stakeholders.</i></p>	<p>European Volleyball Championship</p>
<ul style="list-style-type: none">• "The balance is complex, but I think that, by working a little with, being aware, and working on awareness at the user level, I think it can be improved".• "So, there's good communication with external agents".• "Sustainable practices that also fit the context because, if it's not coherent, we're perhaps taking measures that won't work in this territory itself".	<p><i>Finding a balance, adequate communication with external agents, adapting measures to the context (adequacy)</i></p>	<p>Correcamins (Spain)</p>



Lessons and improvements - Social

QUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "Here we are considering maybe that, not trying to be so extensive explaining the flora and fauna because there isn't enough time, maybe it's not the right place. Many people aren't interested, but we do want to follow these basic tips, which we believe should be respectful of all signage. Please don't stray from the guidelines your companions explain: bathing in lakes is not allowed, nor is bathing pets allowed. We'd like to share 4 or 5 more specific tips so the whole process can be done more quickly, and we can reach more people at the same time when communicating what's happening".• "UTMB for the planet? This sustainability program of good sustainability practices, which is based on three axes: people, the environment, and the territory"• "Any implementation is a step forward after implementation. There's a recap of data to see the success of that implementation, and it's also very important to mention a continuous process".• "What we're doing. What we're doing at the global level is implementing this package of items from the three pillars in all the races. We haven't really added any new points in the last year that we're thinking about. Right now, nothing comes to mind, except that some races have begun to implement the entire environmental ambassador role".• "So, I think the measures, when we arrive at a guide of good practices in which the manager of the protected area is included, and the race manager, really are a series of practices that make sense".	<p><i>Don't over-explain the flora/fauna to participants; focus on 4 or 5 tips.</i></p> <p><i>UTMB for the Planet (initiative), Role of the Environmental Ambassador, best practices guide that includes the manager and the protected area administrator.</i></p> <p><i>The practices must make sense.</i></p>	<p>UltraPirineu (Spain)</p>



Lessons and improvements - Social

QUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "We've learned that sustainable practices can offer a superior experience for all stakeholders while drastically reducing waste, carbon footprint, and overall costs".• "We now prioritize partners, sponsors, and suppliers who are committed to sustainability for both products and services".	<i>Sustainable practices, superior stakeholder experience. Prioritize sustainable sponsorship and suppliers (products and services).</i>	Bucharest International Half Marathon (Romania)
<ul style="list-style-type: none">• "The main lesson learned is that today's generations are highly visual (perhaps due to communication technologies)! They look for symbols and short phrases! They do not have the patience to read! Therefore, sustainability messages must be strong, concise, and direct".	<i>Sustainability messages must be forceful, concise and direct</i>	AJSPT Suceava (Romania)
<ul style="list-style-type: none">• "The necessity of implementing promotional plans for sustainable practices to increase the willingness of stakeholders to offer solutions".	<i>Implement plans to promote sustainability actions</i>	European Week of Sport and others (Romania)



Lessons and improvements - Social

• QUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "Given our internal limitations, focusing on enhancing existing successful initiatives and exploring partnerships that can provide additional resources, or expertise might be the most feasible approach. This could include seeking pro-bono support for carbon footprint assessments or collaborating with student groups on sustainability projects related to the event. We would also consider exploring potential collaborations with the city or local authorities to address the identified infrastructural limitations regarding waste collection and accessibility for future long-term improvements. Investigating options for providing more accessible and convenient public transportation options for participants, potentially in partnership with local transport authorities, and exploring partnerships with local businesses or organizations to establish more reliable and appropriately located hydration points along the route are also areas we might consider".• "Proactive planning, establishing partnerships with relevant organizations (ADID Timiș, food banks, local NGOs), and investing in necessary infrastructure (like additional recycling bins and hydration stations) appear to be effective strategies for addressing the challenges posed by the city's infrastructure, given the internal limitations of our organizing team. Adapting the event route to improve accessibility also demonstrates a successful adjustment. Our iterative process of implementing and learning from each edition has also proven highly effective".• "Key lessons include the importance of aligning event practices with our overarching institutional values, the value of community partnerships, the effectiveness of proactive measures to minimize waste, the positive impact of inclusivity initiatives, the role of technology in reducing environmental impact, the need for resourcefulness and adaptability in the face of limitations, the significance of prioritizing sustainability even with a small team and limited time, and the power of continuous learning and improvement through iterative implementation".	<p><i>Promote successful initiatives, explore collaborations that can provide resources or expertise, carbon footprint (seek partners), collaborate with the city and authorities to improve infrastructure, transportation, and reliable hydration points.</i></p>	<p>Liberty Marathon Rasp (Romania)</p>



Lessons and improvements - Social

CUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "Education. We can implement or recommend as many sustainable innovations as we want, but if people are not practicing, implementing and following them than there is no point. Organising a quick educational workshops/pamphlets/QR codes with all important info is a small investment that can go a long way".	<i>The importance of education to be able to implement actions</i>	European Rowing Championship
<ul style="list-style-type: none">• "Building awareness about volunteerism, fostering a sense of community and strengthening the feeling of belonging are all crucial aspects of our race".	<i>Awareness of volunteering, sense of community and strengthening the sense of belonging</i>	Titov Vrv Skyrunning Race (Macedonia)
<ul style="list-style-type: none">• "The need to educate the public and spectators regarding the collection of recyclable waste".• "We are considering equipping all sports facilities with photovoltaic panels".	<i>Educate the public and spectators about recycling Photovoltaic panels</i>	Romanian Olympic Academy (Romania)



Lessons and improvements - Social

QUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "Implementing sustainable practices is very beneficial when organizing events with huge crowds. All the waste that we collect is being recycled or reused, and it piles up to be a significant number at the end".• "No. 1 lesson is that we need to educate people more, so they become our allies in implementing sustainable policies".	<i>Recycle and reuse. Educate people to be allies in implementation.</i>	European Rowing Championship
<ul style="list-style-type: none">• "For example, our type of event is very much connected to the environment, therefore we are working a lot with the local community – how to include them, give them economic opportunities, opportunities to present their products, prolonging events activities to have longer stays, collecting donations and participating in local actions,..."	<i>Integrate and work with the local community</i>	Julian Alpes Trail Run (Romania)





Lessons and improvements - Social

QUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "Would athletes consider taking the train or biking to events?"• It's possible, but they need proper guidance. We need to provide solutions alongside recommendations"	<i>Offer solutions as well as recommendations for action</i>	Triathlon Federation (Romania)
<ul style="list-style-type: none">• "That's why collaboration with authorities is essential. Examples like the Pitești stadium (aiming for sustainability), and soon in Constanța or Timișoara, help pave the way. The worst thing would be to force people. Even UEFA now says: "ROI" can mean not only Return on Investment, but also Risk of Inaction. When we stay still because it's comfortable, we fall behind".• "UEFA has provided tools and expects them to be used—manuals on sustainable facilities and events, hospitality protocols, etc. These will gradually be adopted by all. We aim to host more major sports events, and sustainability will play a key role in these bids".	<i>Collaborate with authorities. "ROI" can mean not only Return on Investment, but also Risk of Inaction. Importance of manuals and tools</i>	Football Federation (Romania)



Lessons and improvements - Social

QUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "We also want to we have a section for member federations, which is always something we are still chasing a lot of member federations to give us a little bit more feedback because I think there's so many clubs communities out there that are doing good stuff but".• "A systematic approach, a systematic process. So what we are learning is although we know we have been doing the right things for kind of to start the process. We've decided that we because we needed this systematic approach which should actually do a pilot with a lot of dedication to. Two different events in two different disciplines. One in the context of flat water. And one in the context of the ocean. To be able to kind of guide us through a more in depth".• "I just think one of the main learnings is always to just start early and it's always like just start the conversations early as soon as possible with organising committees, because this is I can see when we have our first kick-off meeting with them that either. Either they are ready or they feel already overwhelmed with the amount of tasks that they have to have to do in plan. So I always think we should. We should try with our meetings as early as possible so that they mindset can already like shift and kind of see what is expected or what can they do and almost. Don't. I don't I feel like in the past it's been seen as a as a weight on the shoulder to think about sustainability".	<p><i>Systematic process, start conversations with organizers as soon as possible so that awareness comes from the beginning Pilot test on water issues</i></p>	<p>World Rowing</p>



Lessons and improvements - Social

QUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "There they won an award because they really put a lot of effort in the social site and making sure that their volunteer programme was very accessible, that they. If mental training or mental health training to the volunteers and so on. So, these are also initiatives we really want to highlight and what we saw now in the indoor championships in Upldon, the legacy they leave behind for the city that the event was happening, the partnerships that were created between schools, local partners and the Federation, these are very valuable things that that we can leave behind and that we also really want to promote. To other events to show please like. You can leave an impact. You can leave a legacy and it's both on environmental, but also on the social side or the economical side which is, which is amazing to see if we can create this with our events".• "Yeah, I think for sure communication. As a key point, it's although there is a lot of happening behind the screens for sustainability, it's sometimes not as well very well visible in a way, and it's crucial that if there are spectators or athletes are coming to your event that they kind of are aware of all the different actions that are in place and how they can contribute to the sustainability journey. And this is something where we should really. Continue and improve our communication and so that everybody. [...] It's also a lesson learned because there are so many people involved it's very difficult to have all the information gathered to know every single action that is happening so we it still happens that we arrive at an event and that we see something and that we are like"	<p><i>Social media, accessible volunteer program, event legacy, Better communicate the actions being implemented</i></p>	<p>European Athletics</p>



Lessons and improvements - Social

QUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "So, we have sports organizations questionnaire, and we have questionnaire for sponsors, how they are intending to integrate sustainable practices into a sports sponsorship strategy. And also, in the direct result of these questionnaires can be something for the future".• "Well, no, we are not there yet. These guidelines are a part of our sustainability action plan. This is something that we are planning to do. Start in 2025. When you will go through the document, Sustainability Action Plan, you will find the guidelines, mentioning guidelines for the sport events. And there will be guidelines for the spectators, sponsors, organizers, etc. But we are just preparing them. We are not even How do you say? We started with action plan and now it's up to us that we are committed to provide the guidelines for the stakeholders".• "Early planning and stakeholder engagement beside the leadership support are crucial. And also, collaboration with local communities is the priority because we have events in Slovenia, perhaps like in, I don't know, NOC Slovenia is involved in 150 sport events per year. [...] And without the local support, you cannot even manage the event. So, it's not only up to us, but also to local communities that they are part of the sustainability process, that they are educated with our vision and vision that we accepted from IOC and EOC. So, we as a member of IOC and EOC, we implemented their vision, their sustainability strategy. And also, we were like, very proud that we signed the UUN Support for Climate Action Framework in the Olympics".	<p><i>Questionnaire for organizations (its results may be key for future actions), guidelines for stakeholders, Action Plan, Early Planning, integrating local community into processes, Support framework for the "UUN Support for Climate Action Framework in the Olympics."</i></p>	<p>National Olympic Committee of Slovenia (Slovenia)</p>





Lessons and improvements - Social

QUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "Sourcing local products and materials, giving opportunities, enchant and chances to disadvantage groups and so on and so forth. So that's where environments and social sustainability or you know considerations are very closely intertwined with economic ones for that matter as well. For this, it's really important that you as even organiser consult and involve the local community".• "Necessarily be that if it's a smaller event that you go around and talk to every single household, but they're always associations there, there's various type of interest groups in that given area. So, I think for every event organiser, it's really important to tap into this as well and find the treasures that are some sometimes hidden in in those organisations".• "Think of each event as having has the event, leaving the place where it's taken a better off than when you started, and I think this can lead kind of the whole thinking and organisation. So, there we're speaking not necessary about sustainability of the operations, but more of the positive legacy that you would be leaving, which then has to do a lot with just the local area that you mentioned, local people working in the events which I think is actually very important".	<p><i>Involve the local community: Local products and materials, provide opportunities for disadvantaged communities. Reach out to and involve neighbours and associations. Positive legacy</i></p>	<p>International Union for Conservation of Nature and Natural Resources (UICN)</p>



Lessons and improvements - Others

CUOTES	KEYWORDS	SOURCE
<ul style="list-style-type: none">• "Increased Transparency: Clear communication about sustainability goals and achievements. More discussions on activities. Building awareness from all sides. Timely planning. Finding synergies between stakeholders (sponsors, organisers, local community, etc.)".	<i>Greater transparency, communicating actions and results, planning, seeking synergies with stakeholders</i>	European Volleyball Championship
<ul style="list-style-type: none">• "I think the measures, when we arrive at a guide of good practices in which the manager of the protected area is included, and the race manager, really are a series of practices that make sense".	<i>Include the protected area manager in the good practices guide</i>	Salomon UltraPirineu (Spain)
<ul style="list-style-type: none">• "Encouraging specialized companies to participate as event sponsors".• "The future of sustainable practices depends on how each sports event organizer chooses to allocate resources (material, financial, human) to support the adoption of these practices at local and national levels".	<i>Specialized companies as sponsors. Future...</i>	European Week of Sport and others (Romania)



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