

EMAS and sporting events

The European Eco-Management and Audit Scheme

Improving your environmental and business performance

<http://www.europa.eu.int/comm/environment/emas>

The greenest Games ever

"There is an unwritten rule that has been passed on since the times of Baron De Coubertin: each Olympiad must be greater, more striking and more inspiring than the one before. Each Olympiad is the best ever. The Games of Torino 2006 will be remembered as the first ones to apply environmental tools, such as the EU EMAS system, to so large an event."

Cesare Vaciago

CEO of TOROC (Organising Committee for the XX Olympic Winter Games 2006)



"In the future, I fully expect that environmental issues will become increasingly important for the organisation of major sporting events. And the successful example of the 2006 Winter Olympic Games is the best possible demonstration of the effectiveness of the EU's voluntary tools such as EMAS, or the EU Eco-label and Green Procurement."

Stavros Dimas

Environment Commissioner



Greening sporting events with EMAS

Sporting events are unique short-lived happenings that can take various forms, from football championships to the Olympics, from Formula 1 Grand Prix to athletics. However, they have one common feature: the events often have a considerable impact on the environment. They usually involve extensive infrastructure development, such as stadiums or ski facilities, which may have a damaging impact on the soil, water, forest, wildlife and sensitive areas. Large crowds attend these events, resulting in increased resource consumption, waste generation and transport issues. Although a sporting event may be very short in duration, the environmental impacts during its preparation may have a far longer-lasting effect.

The best way to reduce this impact is to take environmental issues into account from the beginning. EMAS, the Eco-Management and Audit Scheme, is the EU programme that helps organisations across Europe to identify their main environmental impacts, to make systematic plans, to undertake actions to improve environmental performance, and to communicate this effectively with stakeholders.

This brochure looks at using EMAS as a viable tool to help address the environmental aspects of sporting events. EMAS is a flexible instrument that can be adapted for different



EMAS helps protecting the Olympic site of Sestriere. (Photo © Maria Gabriela Noris/LaPresse)

types of organisations. This is especially beneficial to organisers of sporting events given their diversity. A firm grasp of the environmental consequences of the event and a willingness to manage these impacts throughout its life cycle will give added credibility to the organisers.

TOROC, the EMAS registered Organising Committee for the Winter Olympic Games in Turin, has produced a handbook on how to apply EMAS to sporting events which includes concrete steps towards registration and examples of activities, some of which are shown in this brochure.



EMAS

Performance, Credibility, Transparency



EMAS offers a systematic approach to improve environmental performance

EMAS is designed to help all private and public organisations in Europe improve their environmental performance and competitiveness, through the better use and management of resources.

EMAS registration allows organisers of sporting events to demonstrate to all interested parties (customers, regulators, citizens) that they evaluate, manage and reduce the environmental impact of their activities. EMAS is a systematic tool to manage a wide range of complex environmental issues.

EMAS is based on the following key principles:

- Continual improvement of environmental performance;
- Compliance with environmental legislation;
- Provision of public information through annual reporting in the Environmental Statement;
- Employees' involvement.

Together, these principles lead to three distinguishing features of the EMAS scheme:

- **Performance:** Through annual updates of the environmental policy and targets, and through carrying out actions to implement them, organisations continually improve their environmental performance.
- **Credibility:** Third party verification guarantees the value of the actions taken and of the information published in the Environmental Statement.
- **Transparency:** The Environmental Statement offers organisations a comprehensive communication tool.

EMAS is suitable for a wide range of sporting events

To register with EMAS, organisers of a sporting event must clearly define their sites and their level of management control. Site definition is a crucial step as a site has to be geographically defined and needs to be in one of the EU Member States.

Management control is key for an organisation to influence the environmental impact of its sites and operations. In order to define the scope of its environmental management system, TOROC, for example, has made a distinction between those activities under its own direct responsibility (e.g. construction of temporary infrastructures or relationship with suppliers), and those under external control.

From the wide range of sporting events three types of events can be distinguished using the criteria of geographical location and the level of management control of the organising body:

- 1) Repetitive events may be located on the same site every time they occur, with the organisers having full control over the facility: for example the Formula 1 races in Monza (Italy) or Nürburgring (Germany)
- 2) Repetitive events may take place on different sites, where the organisers only control temporary facilities: for example, the Tour de France, where each town is responsible for the organisation of the race in its district.
- 3) One-off events may take place at various locations, where the organising committee controls both temporary and fixed facilities, such as the Olympic Games or football championships. In the case of the Winter Olympic Games in Turin 2006, the Head Quarter of the Organising Committee was registered first, with the objective to ultimately register 29 sites in all, such as the Olympic Village and the competition venues.

The classification of the specific type of event in this way is beneficial to help identify key issues, impacts and useful best practice from other similar EMAS registered events. All events benefit from having an overriding organising committee which can use EMAS as a flexible tool, adapting it for use in their own situation with the same effectiveness and efficiency.

EMAS applies at every stage

EMAS offers a systematic approach to help turn policy commitments and principles into concrete steps to be taken during the overall management of the event.

In most cases sporting events follow a 4-step life-cycle. The EMAS monitoring of the implementation of the environmental targets applies throughout each step, while allowing the necessary flexibility between conception and realisation of the event.

1. Conception (may include candidacy)

The event is determined in terms of its overall aims, scope, possible location(s), etc. The type of event will provide a broad framework for identification of the potential environmental impacts and gives a first indication as to the focus for the Environmental Management System.

Madrid 2012 Olympic Office registers with EMAS

Although the City of Madrid was not selected for hosting the Olympic Games in 2012, this case study highlights how EMAS proves a useful tool to help plan and manage the environmental impact of a big sport event. The Madrid 2012 Olympic Office registered with EMAS in March 2005. It had its present and future activities planned for and audited in order to reduce their environmental impacts. These activities concerned for instance promotion activities, competitions and future infrastructure. One of the actions that the Council of Madrid had introduced aimed at replacing municipal vehicles with environmentally friendlier ones through the introduction of hybrid cars in the municipal fleet.



Sustainable architecture of the 2006 Winter Games Olympic Village

The Turin Olympic Village is probably the most successful example of green architecture in the city of Turin and among the Olympic Venues. The Turin Olympic Village covers 52,000 m² of residential area, almost 70,000 m² of service area and is made up of 39 buildings hosting 2,500 athletes, coaches and national team officials. In order to minimise the environmental impact of these buildings, eco-efficient technologies and devices were adopted. For example:

- 2,000 m² of solar panels to warm sanitation water;
- glass surfaces – glasshouses – with southern orientation in order to optimise sun exposure during winter time;
- connection to the urban district heating system;
- floor heating system based on radiant heaters in order to minimize energy consumption;
- use of low energy consumption bulbs;
- sound- and thermal-proof insulation made of recycled cellulose fibre;
- rainwater reuse for green areas irrigation.

After the Olympics the Village will become the city's property. The residential area will host 1,500 families and other parts will be used for research and high-tech services.

(Photo © Agnese)

2. Organisation (planning up to the event)

At this stage, the issues which may have negative consequences for the environment are examined. This includes issues such as the exact location(s), the number of participants and visitors, the infrastructure and services. In addition the organising committee considers indirect impacts, such as suppliers and contractors, public transport and procurement issues. The introduction of EMAS helps to plan systematically for these impacts and consequently minimise them.

TOROC involved sponsors in its environmental management system

Stakeholders' involvement is a key aspect of the EMAS scheme. TOROC developed a Sponsors' and Sustainability Programme, recognised by the Turin environment logo: sponsors are asked to comply, voluntarily, with ethical and environmental policies, tools and actions of the Winter Games. Seven sponsors have been awarded the logo.



The environmental impacts of sporting events, such as deforestation in the case of a skiing slope can be minimised using EMAS. (Photo © Maria Gabriela Noris/LaPresse)

3. During the event

The event usually only lasts between a few hours (e.g. a marathon or a football match) and two to four weeks (e.g. the Olympic Games or an athletics championship). This phase also includes the activities immediately after the sporting event itself, such as the departure of athletes and spectators and the collection of rubbish bags and road signs.

Organisers monitor with EMAS the environmental impacts of the sporting activities such as the effects of spectators (e.g. travelling to and from the event), or of infrastructure-building (e.g. ski slopes, buildings, ice rink), and services (e.g. catering facilities).

Targets for activities during the event are defined in different areas, such as recycling targets in catering and cleaning departments. For TOROC, the target for waste production was based on the experience of the Winter Olympic Games in Salt Lake City, 2002, where over 2,000 tons of waste were generated. The Turin Games aim to reduce this to less than 1,600 tons of waste. Furthermore, the objective is to recycle 68% of the waste and to send 30% to energy recovery. The disposal of waste in landfill will be reduced as close to zero as possible, and consist of materials that cannot otherwise be recovered. Another goal is to reduce the environmental impacts of the activities carried out in the Headquarters by powering them with electricity coming from renewable sources.

Climate change: the HECTOR project

The HECTOR project (HEritage Climate TORino) planned in an exemplary way for environmental impacts. It raises awareness on climate change issues and offsets the greenhouse gas quantity produced during the 2006 Olympic Winter Games through financial investment in reforestation, energy efficiency and renewable energy sources projects.

About 120,000 tonnes of CO₂-equivalent emissions are generated through transport and energy consumption. Local authorities help finance new projects in the field of energy efficiency and renewable sources. The "carbon credits" generated by these initiatives will be yielded to TOROC in order to offset the Games emissions.

4. Closure (post-event activities)

Once the event has finished, there are usually a number of activities remaining to be undertaken, such as the dismantling of temporary structures, reassigning fixed structures, and carrying out corrective measures prescribed by environmental impact assessments.

Examples of TOROC legacy:

Sporting facilities turn into multipurpose structures

The sporting facilities were designed not only to host the Games, but also to be used after the event. Some of them (e.g. Oval Lingotto and Torino Esposizioni) will mainly be dedicated to tertiary industry activities such as exhibitions, congresses and concerts. Some others (Olympic Palasport), thanks to technical solutions such as mobile internal partitions, will be dedicated both to sport competitions and concerts, fairs and religious meetings. Thus, such a legacy is likely to ease the transition process of the city of Turin from an industrial economy to a tertiary one.



Environmental spin offs of sporting events



The Formula 1 race course "Nürburgring" in Germany registered with EMAS as early as 1995 to achieve its environmental targets which include waste reduction and noise monitoring.

By attracting the attention and emotions of the spectators, a sporting event offers an opportunity to catch their interest in environmental issues and give momentum to the environmental development of a region. For example TOROC promotes EMAS among several municipalities around Turin to engage them in their commitment to the scheme. The commune of Cesana Torinese which hosts several of the

Olympic sites, registered with EMAS in May 2004, whilst another 15 communes are planning, or in the process of, EMAS registration. The Olympics in Turin also promote the dissemination of the EU Eco-label for tourist accommodation. The Eco-label "Flower" is a certification scheme aimed to help European consumers distinguish more environmentally friendly products and services. In 2005, it was awarded for instance to the Hotel Glis in San Mauro (in Turin) and the Agriturismo Cascina Martina (in Dogliani). In addition to seven other hotels, who were awarded the Eco-label in this region, more are now seeking certification.

Apart from sporting events EMAS can help improve the environmental impacts of other large-scale events. In 2005, the World Youth Day in Köln, Germany used EMAS in this religious event, which attracted over 1 million young people from all over the world. The Formula 1 race tracks of Monza and Nürburgring have already registered with EMAS. Other sporting events that are already preparing for registration include two stadiums for the FIFA World Cup 2006 in Germany (Allianz-Arena and Frankenstadion).

EMAS in figures

The EMAS scheme is ten years old and today over 3,100 organisations, covering over 4,200 sites, are registered under EMAS in Europe.

In Germany alone, this represents almost 1 million employees working for EMAS registered organisations.

Twenty organisations are registered for sporting activities, including the Nürburgring race circuit in Germany, a golf course and several nautical sports organisations as well as the 2006 Turin Winter Olympic Games.

Do you want to know more?

This brochure is based on the full "EMAS in Sporting Events Guideline" available on http://europa.eu.int/comm/environment/emas/pdf/guidance/guidance09_en.pdf

For more information, please contact:

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The European Commission provides a very comprehensive website with all EMAS-related legislation, news and events, EMAS projects, latest statistics, as well as dedicated corners for the use of the EMAS logo and Local Authorities. In addition, over 550 Environmental Statements from EMAS organisations are available online.

http://europa.eu.int/comm/environment/emas/index_en.htm

More questions? Contact the EMAS Helpdesk: emas@cec.eu.int or voicemail +32 22 82 84 54

If you want more information about the European Eco-label, please visit

http://europa.eu.int/comm/environment/ecolabel/index_en.htm and

<http://www.eco-label.com>

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