



# European Equestrian Federation Sustainability Webinar

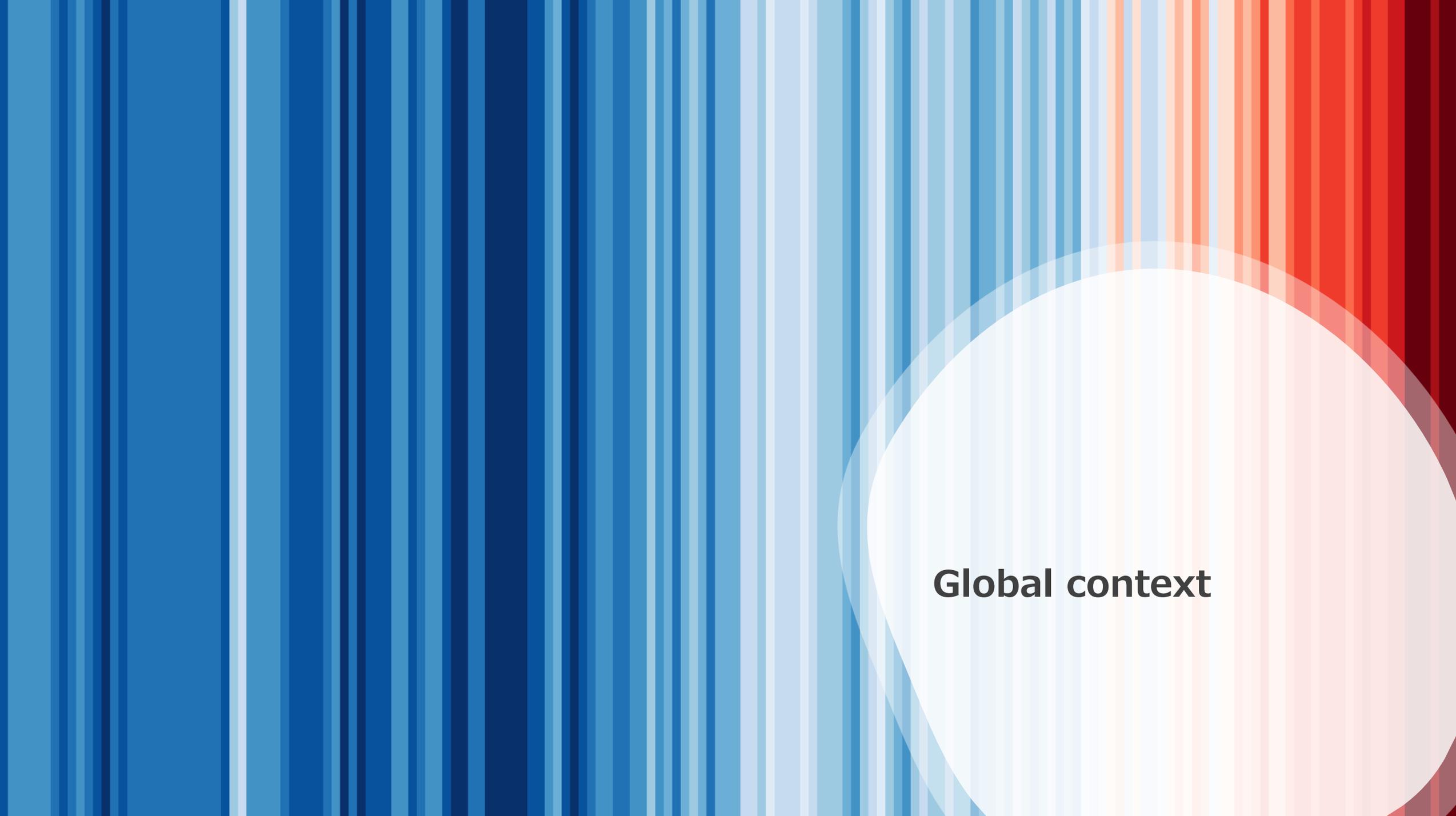
Amanda Curtis

3<sup>rd</sup> May 2023

# Agenda

- Headline global issues
- Sustainability in Sport
  - Impacts
  - Actions
  - Approach
- Q&A discussion

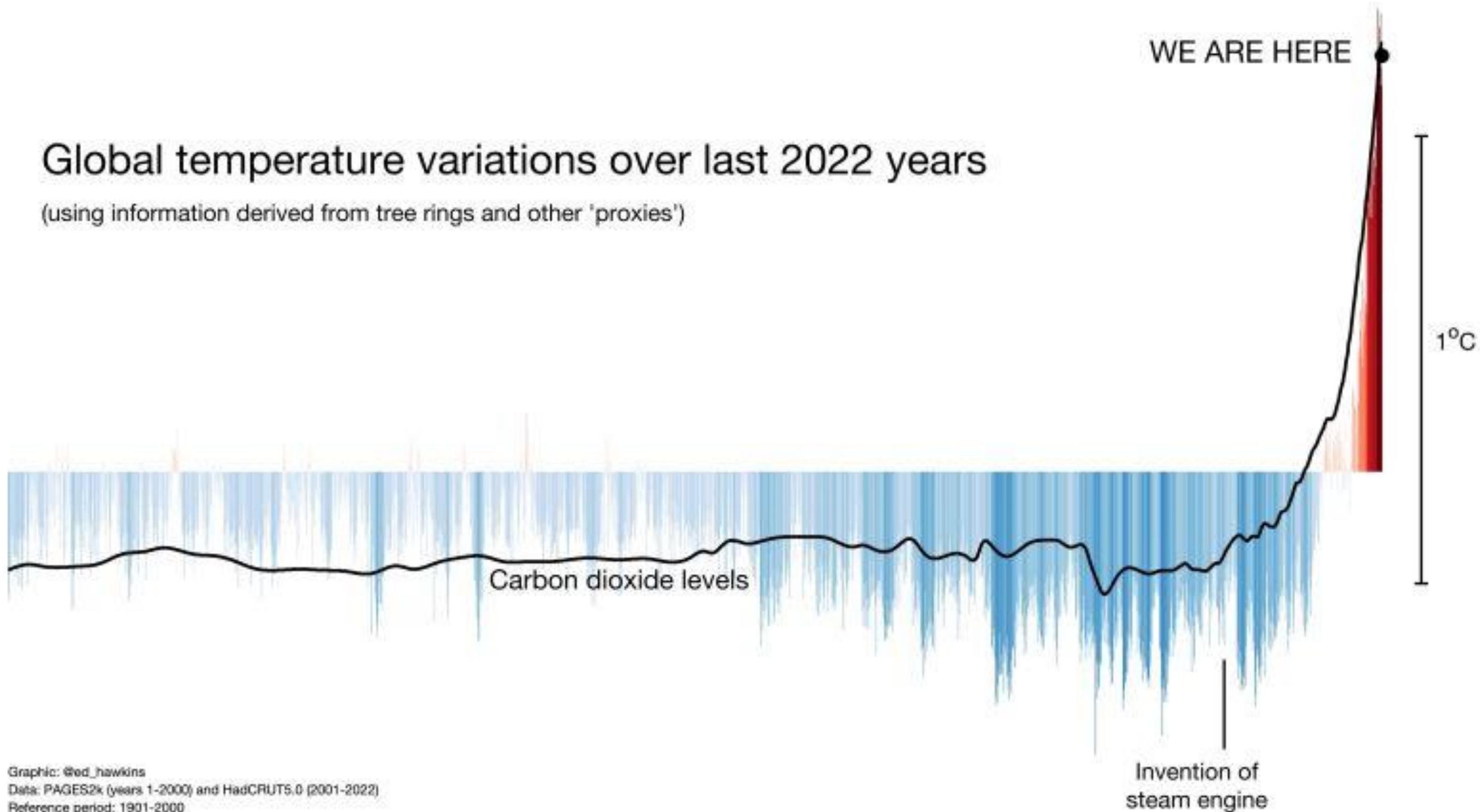




**Global context**

# Global temperature variations over last 2022 years

(using information derived from tree rings and other 'proxies')



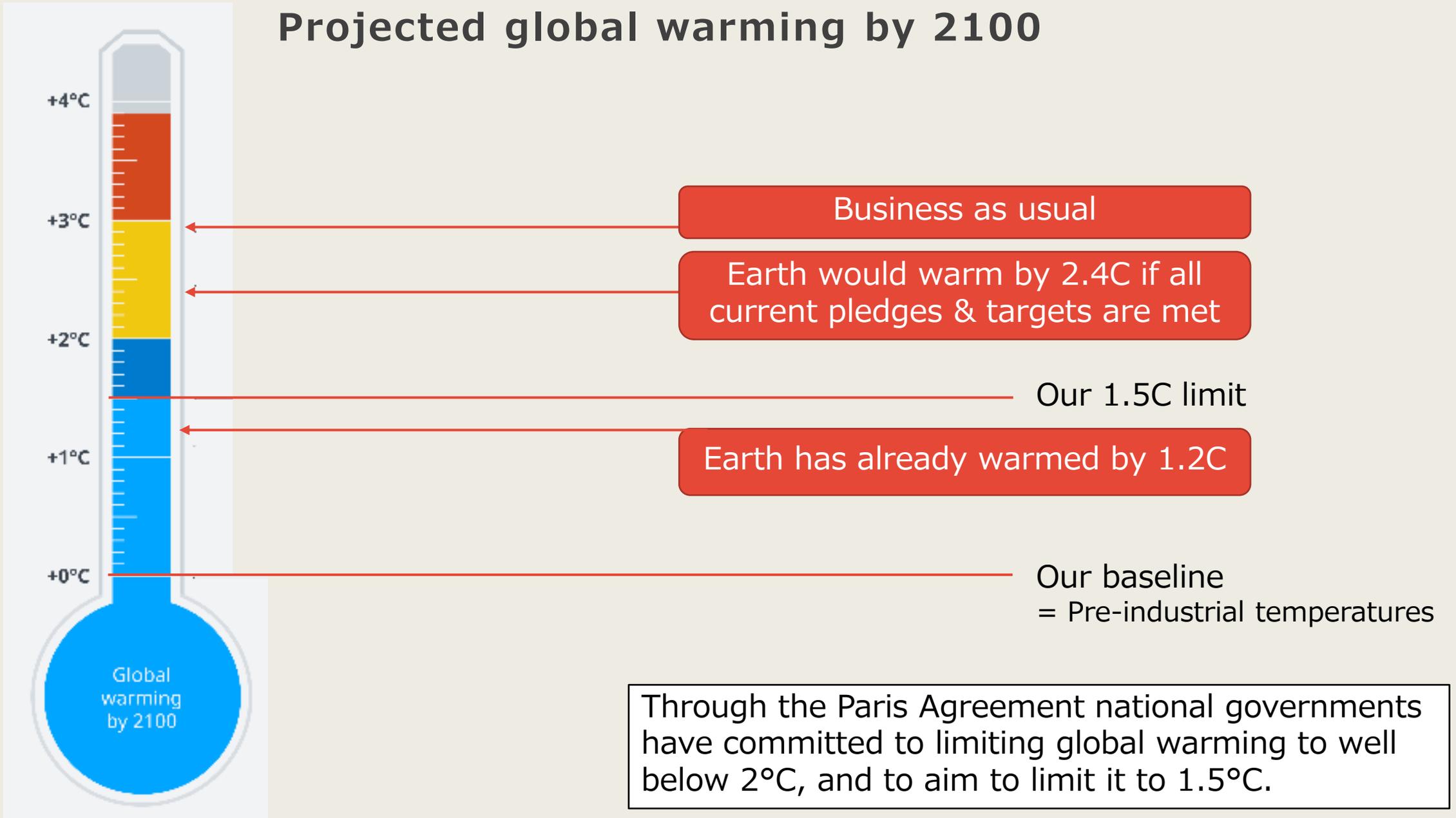
Graphic: @ed\_hawkins

Data: PAGES2k (years 1-2000) and HadCRUT5.0 (2001-2022)

Reference period: 1901-2000

Invention of  
steam engine

# Projected global warming by 2100



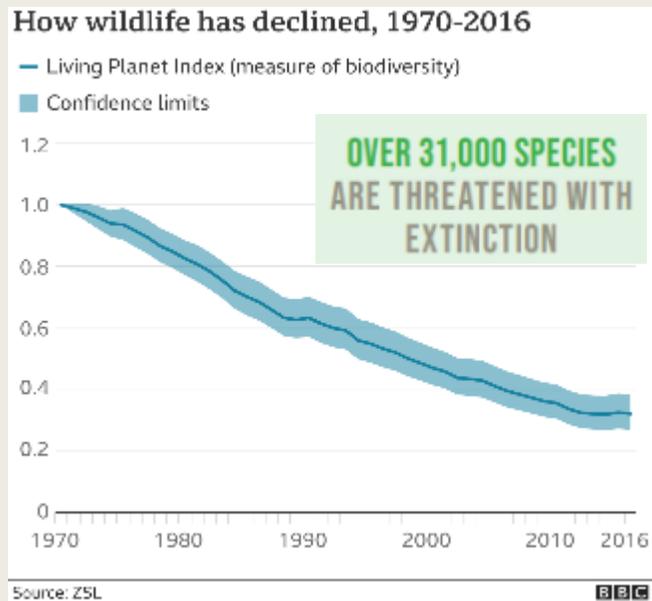
A golfer in a dark shirt and light shorts is captured in the middle of a golf swing on a green tee box at night. The background is filled with a dense forest of trees, many of which are illuminated from within by bright, fiery lights, suggesting a fireworks display or a forest fire. The sky is dark, and the overall scene is lit by the ambient light of the fireworks and the moon. In the foreground, other people are visible on the golf course, some standing and watching. The text 'THE DECISIVE DECADE' is overlaid on the right side of the image in a large, white, sans-serif font, partially enclosed by a white circular graphic element.

# THE DECISIVE DECADE

# Its not just about climate – Biodiversity loss



## SPECIES DECLINE



## DEFORESTATION



## LAND USE CHANGE

**FOREST AREAS CONTINUE TO DECLINE AT AN ALARMING RATE, DRIVEN MAINLY BY AGRICULTURAL EXPANSION**

**EACH YEAR, 10 MILLION HECTARES OF FOREST ARE DESTROYED (2015-2020)**

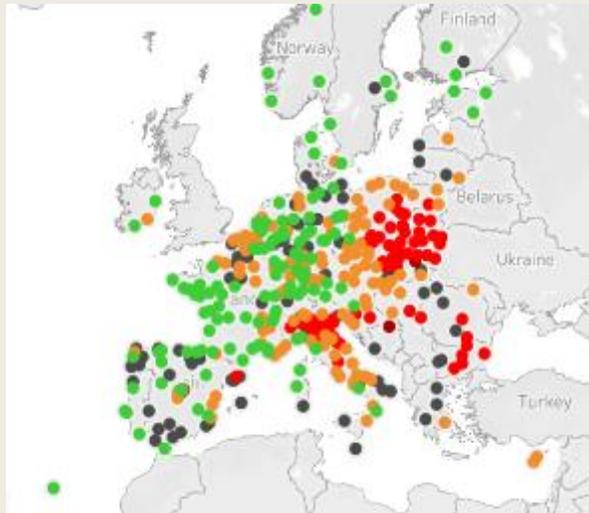
# Its not just about climate - Pollution



## AIR PARTICULATES

Impact on health

Air in European cities – from the cleanest to the most polluted



## PLASTIC WASTE

8.8m tons of plastic waste ends in oceans each year = a rubbish truck filled with plastic being tipped into the sea every minute.



## CHEMICALS

Synthetic chemicals such as pesticides, industrial compounds and antibiotics lead to long-lasting and widespread impacts

### Chemical pollution has passed safe limit for humanity, say scientists

Study calls for cap on production and release as pollution threatens global ecosystems upon which life depends



# Where are we now?



## WE ARE NOT DOING ENOUGH

- Limiting global warming to 1.5° looks highly unlikely
- We are on track for closer to 2.7° if we continue as we are without more decisive action.

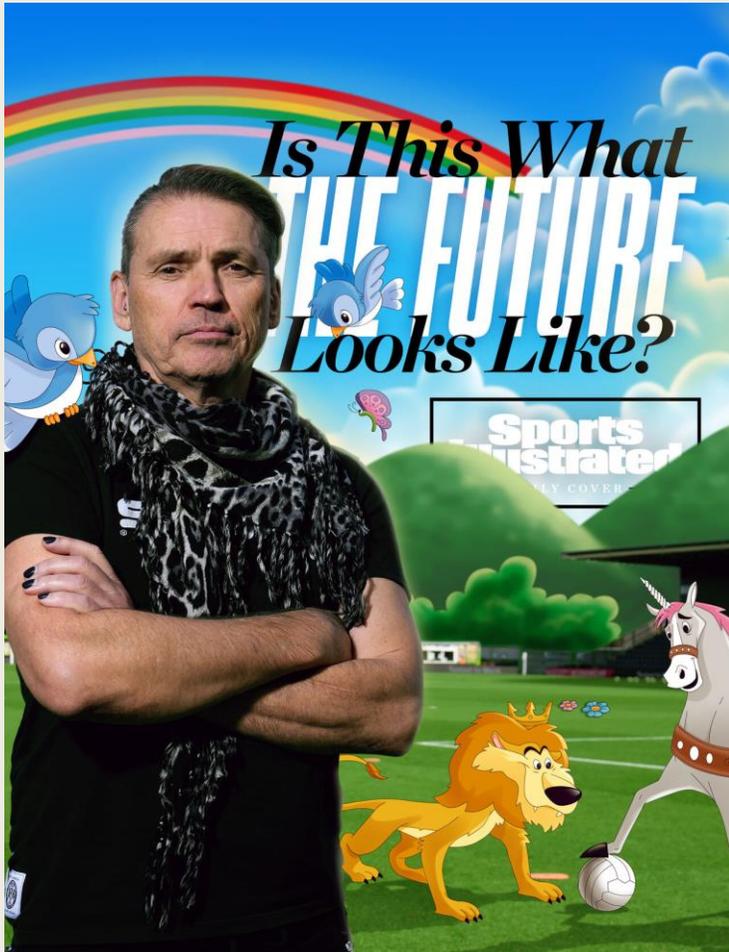
## GAP BETWEEN PROMISES & POLICIES

- And policies and intentions and actions
- Countries are not doing enough to outline how they are going to deliver the emissions reductions they have promised
- While people's good intentions around environmentally responsible consumption is not yet translating into action.

## HELP PEOPLE MAKE LIFESTYLE CHANGES

- Business must do more to help people make the lifestyle changes required.
- It is best placed to drive a new culture of sustainability and new behaviours through the products and services they offer.

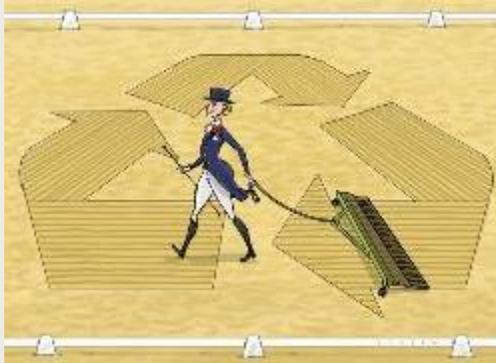
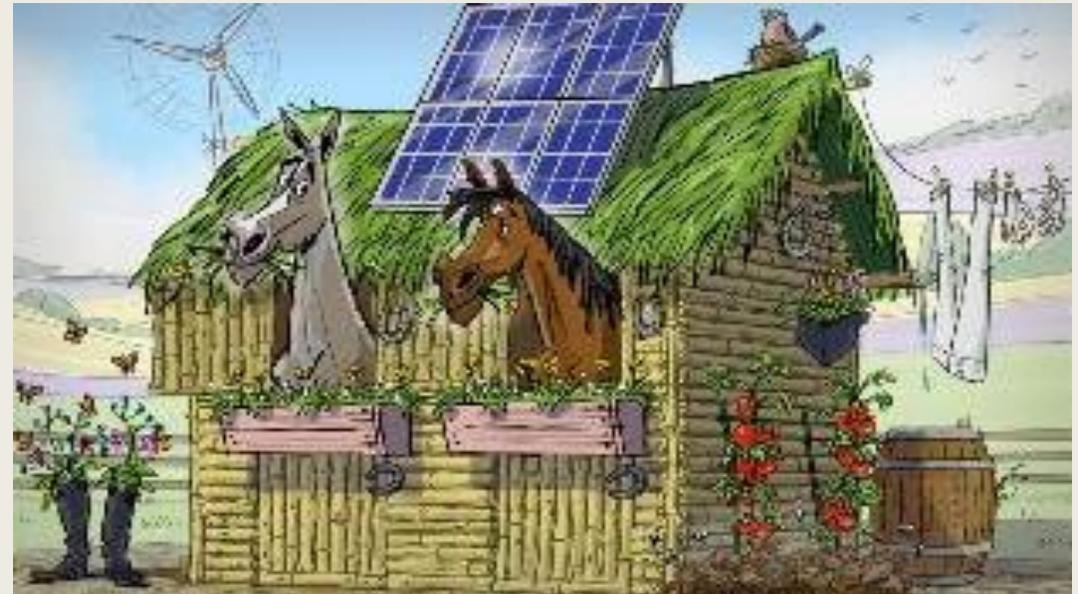
But we could create a future that looks like this



# Sustainable equestrian events...



...to greening the yard



**“Saving the climate involves huge change, but it could make us much happier at the same time.”**

**Ida Auken**

Danish Member of Parliament and  
Global Future Council member



# Question

**Do you address sustainable practice in your organization, and if yes, how long?**

- A) Not yet
- B) We are thinking about measures
- C) Yes, 1-3 years
- D) Yes, more than 3 years



# **SUSTAINABILITY & SPORT**

Impacts

# Key impact areas of sport activities



## TRAVEL

E.g. Spectators, riders, sponsors, media & entourage

Carbon emissions, air pollution



## INFRASTRUCTURE

E.g. overlay build, signage, energy, water

Carbon emissions, materials/resource use & waste



## PRODUCTS & SERVICES

E.g. Food, kit, merchandise, IT

Carbon emissions, materials/resource use, waste, human rights, labour standards



## HOSTING CITY & COMMUNITY

E.g. disruption (transport, noise)

Air pollution, noise

Legacy, employment **15**

## Kilograms of CO2e per passenger km



Emissions are per passenger. Car is based on two people in the vehicle. Flight is short haul.



## Runner says no to competing for GB in Australia over flight climate concerns

Teenage athlete asks not to be considered for world cross country championships because of impact of air travel



© Innes Fitzgerald competing at the European cross country championships in Italy; she travelled there by coach and train. Photograph: Sam Barnes/Sportsfile/Getty Images

## Beijing 2022: No snow at the Winter Olympics? You'd better get used to it

Climate change is making winter sports increasingly unviable - but the industry prefers the fig leaf of social responsibility to meaningful change

David Bellamy

28 January 2022, 12:00am



## Sebastian Vettel reveals climate crisis fears influenced his F1 retirement

Four-time world champion to quit at end of the season  
Vettel cites worry about 'burning resources' as factor



## English athlete skips Worlds over carbon footprint

1 month ago



## Skiers urge sport's governing body to act over climate crisis and lack of snow

Leading athletes call on International Ski and Snowboard Federation to overhaul sustainability strategy



Last updated: 31st August 2021 08:12:17

## Climate Change Effects On Sports 'alarming' Warns World Athletics Chief Sebastian Coe

Speaking on the final day of the Olympics, Coe asserted that climate change will also affect sports bodies and eventually lead them to rethink their calendars.

Written By Shioak Prabhu



## Creating the Greenest Football Club in the World Forest Green Rovers | United Kingdom.



GH Sports Football Tennis Golf Olympics US Sports Climbing Motorsport Esports Hockey



The athletes going to extreme lengths to highlight climate change

THE CLIMATE COLUMN

## A sponsorship deal with Shell - what was British Cycling thinking?

Britain deserves far better than what the current British Cycling board is delivering, writes Donnachaill McCarthy



3 days ago

Comments



# Impact on sport

## Performance & welfare



- Heat exhaustion
- Dehydration

## Disrupted schedules



- Flooding/hard ground conditions
- Extreme temperatures
- Weather events

## Selection



- Based on ability to perform in extreme conditions

## Investment



- Sponsors

# Why sports win from being sustainable (EUFA)



## SHAPE YOUR FUTURE

Environmental impact is changing our planet and sport stakeholders are directly affected. Adaptation and risk mitigation are key for the sports industry.



## GENERATE REVENUES AND REDUCE COSTS

The sports industry can benefit financially from being more sustainable. When integrated properly, sustainable practices can strengthen stakeholders' business operations and sponsorship opportunities.



## BECOME A TRUSTED PARTNER

Being sustainable and purposeful is crucial for any sports organisation hoping to remain a trusted partner for local communities and global partners in the future.



## DRIVE INNOVATION AND ENGAGEMENT

Sustainability solutions drive innovation in infrastructure/operations and serve as catalysts to drive engagement with athletes, fans, partners, youth and local communities.

# Power of sport to influence change

## Social platform



- All geographical areas and social backgrounds
- Broad spectrum of individuals - spectators, practitioners, investors

## Education



- Promotion of healthy sustainable lifestyle

## Lobbying



- Advocates
- Campaigns

## Role models



- Modern day influencers

# Question

**Do you feel pressure to integrate sustainable practices into sport activities?**

- A) Yes, from the public
- B) Yes, from the government
- C) Yes, from sponsors
- D) Yes, from members / riders
- E) Yes, I believe it is important
- F) No / not applicable

# **Sport and Sustainability**

Actions

# International level



## UN SPORTS FOR CLIMATE ACTION (UNSCA)

- Launched 2016 - FEI is a signatory (+ NOC Denmark, UEFA, European Rugby, European Broadcasting Union)
- **50% reduction in emissions by 2030;  
Net zero by 2040**
- Sports specific framework for action:
  1. Undertake systematic efforts to promote greater environmental responsibility;
  2. Reduce overall climate impact;
  3. Educate for climate action;
  4. Promote sustainable and responsible consumption;
  5. Advocate for climate action through communication.

## INTERNATIONAL OLYMPIC COMMITTEE

- Sustainability Strategy: Strategic Intent for 2030 'By 2030 to move beyond carbon neutrality and make the games carbon negative'
- Reduction of both direct and indirect greenhouse gas emissions for operations and events associated with the Olympic Movement's activities
- An adaptation to the consequences of climate change in the planning of sport facilities and events.
- Commitment to climate action is a requirement for candidate cities to host the Olympic Games.

# International & European Examples



1. Lead by example – own operations
2. Support – managed events & athletes
3. Inspire, educate & communicate

## EUFA



## ATP



## WORLD SAILING



# Best practice at venues & events



## FOREST GREEN ROVERS

World's 1<sup>st</sup> carbon free team  
Vegan  
100% renewable energy &  
rainwater harvesting

Building new carbon-free wooden  
stadium



## FIA FORMULA E

ISO 20121 Sustainable Event  
Management System

New sustainable branding and  
trackside signage at race events



## ROLAND-GARROS

1<sup>ST</sup> International event in France to  
get ISO 20121

100% renewable energy & flexible  
solar panels trials

Modern greenhouse with City of  
Paris

Increase open ground to increase  
biodiversity



## GREEN DRIVE EUROPEAN TOUR VENUES

Irrigation control efficiencies (inc.  
training centres) (Italy)

Increase biodiversity

Sheep instead of pesticides &  
irrigation (Scotland)

# Best practice at venues & events



## HELSINKI HORSE SHOW

Energy – manure to run energy for the show week

Reusable materials – ringside boards, cups (grooms & volunteers)

Tap water only, electric vehicles

Social media engagement - QR codes not paper, public transport



## LONDON 2012

Field of play - recycled horse shoes

Temporary overlay

Protected trees & biodiversity



## LONDON HORSE SHOW

Excel – renewable energy

80% seasonal produce & no flying

Food waste donated

Commercial wormery

Manure sent to local farms



## ROTTERDAM

Rabobank – Brasserie 2050 concept

European Championships Jumping, Dressage and Para-dressage in Rotterdam (Aug 2019)

<https://www.euronews.com/green/2022/12/29/how-sailing-is-being-reborn-as-a-sustainable-sport>



# Innovations

## SMART LOGISTICS



- Sustainable aviation fuel
- Competition schedule planning
- Cloud technology – Sail GP

## SPORTS EQUIPMENT

- Carbon fibre - consortium
- Sustainable fuel – Formula 1
- Cricket balls, bats and clothing



## IMPACT LEAGUE

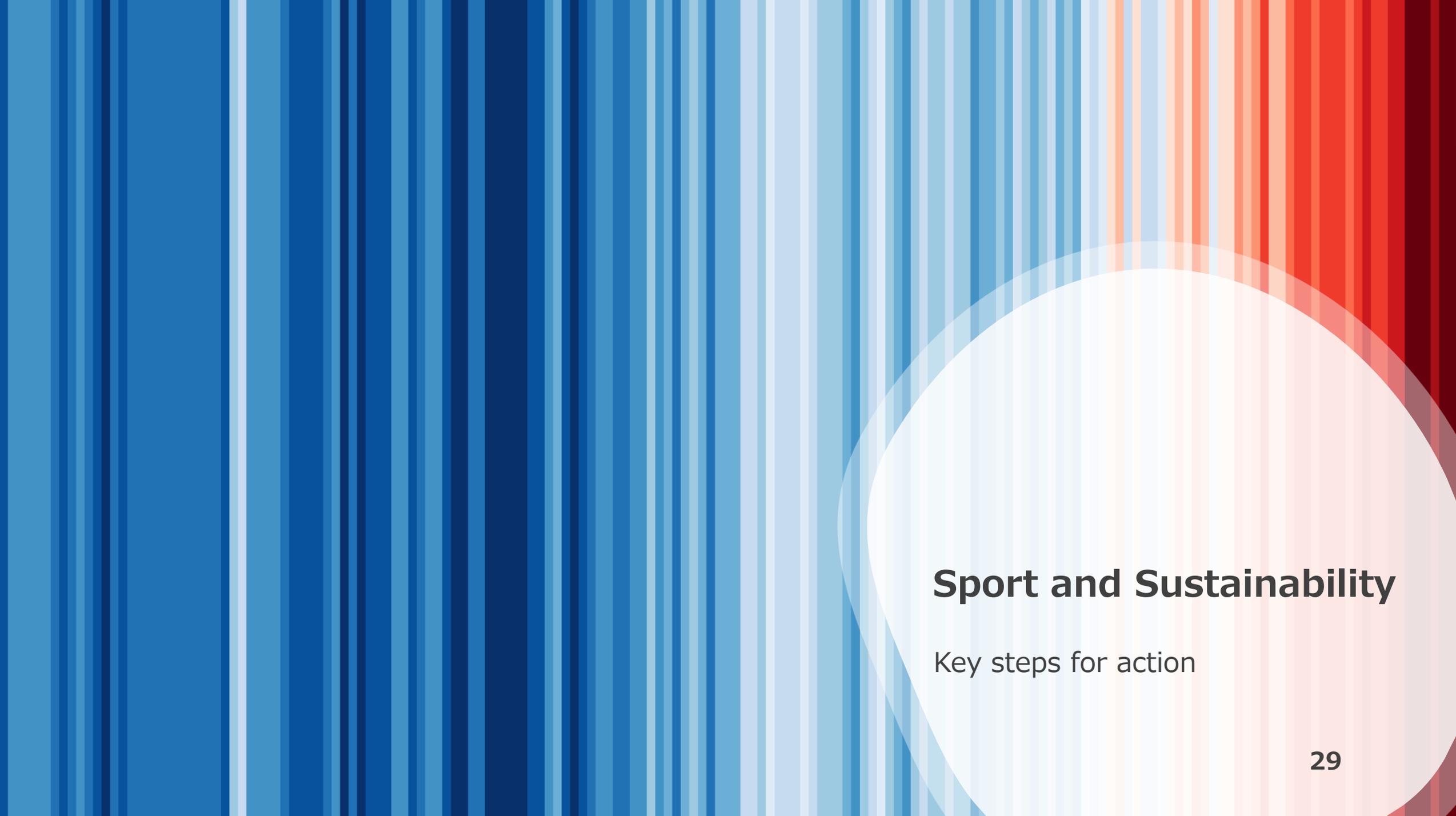


- Incentivised teams to reduce their carbon footprint

# Question

**Where do you see the greatest urgency to act?**

- A) Reducing CO2 and other emissions (climate)
- B) Reducing waste
- C) Protecting human rights (equality, diversity and inclusion)
- D) Mental wellbeing
- E) Water reduction
- F) Other



# **Sport and Sustainability**

Key steps for action

# UN Sports for Climate Action

## PLEDGE

Commitment by the head of the organization to adopt the targets – net zero by 2040.

## PLAN

To help facilitate action.

## PROCEED

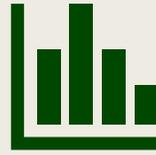
All signatories are requested to take immediate action toward their climate goals, reflecting the urgency of rapid emissions reductions.

## REPORT

For credibility of commitments and to maintain signatory status, all signatories are to submit annual public reporting from 2021 onwards.



# APPROACH - PLANNING



## DEFINE SCOPE

Review current operations

What is direct control and influence?

## ASSESS

Assess impacts of operations

Are you managing any impacts?

## MEASURE

Collate data for baseline year

Calculate footprint

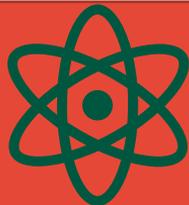
## SET TARGETS

Vision

Agree indicative\* targets

## ACTION PLAN

Create action plan to reduce emissions in line with Strategy



## GOVERNANCE

FINANCE, COMMUNICATE, ADVOCATE

# DEFINE SCOPE



# ASSESS IMPACTS, RISK AND VULNERABILITIES



**Carbon emissions**



**Waste**



**Water**

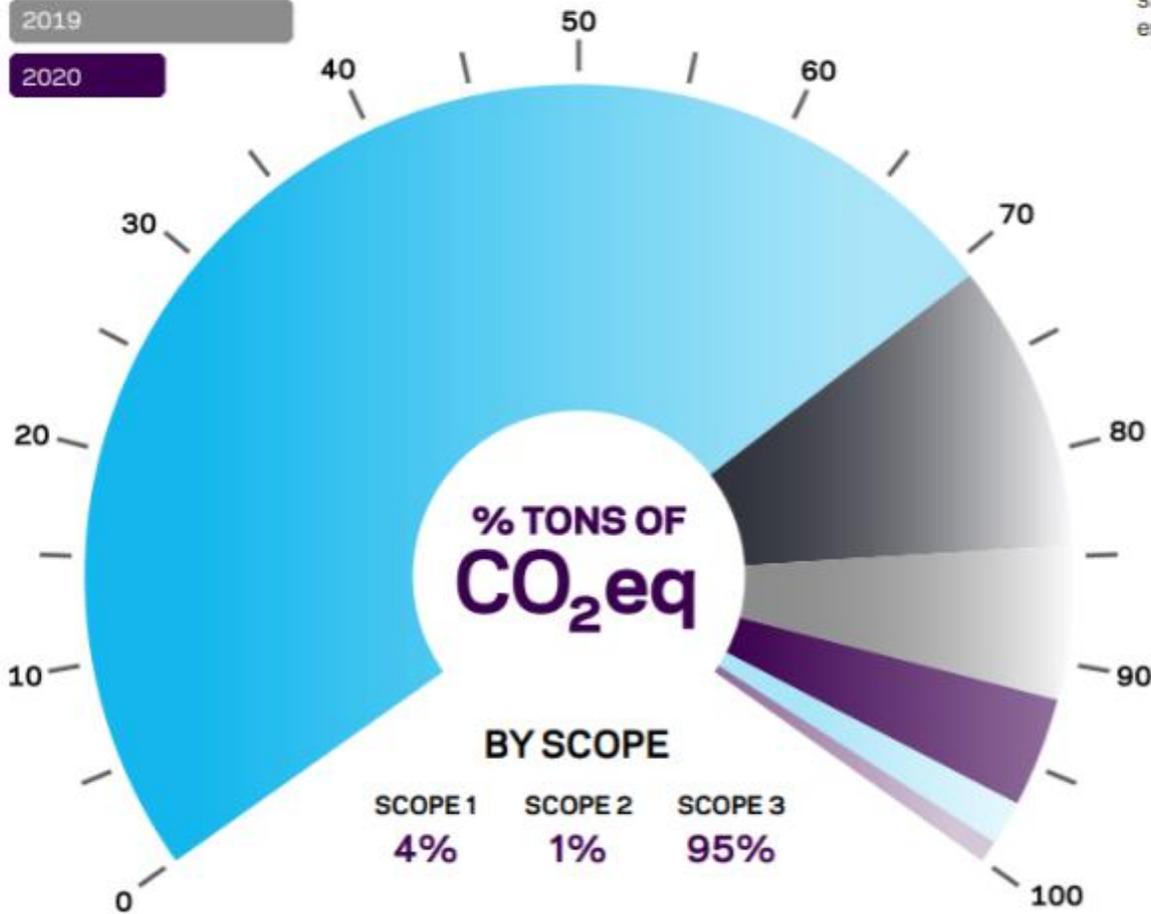


**Biodiversity**

# MEASURE

Overall season emissions  
**20,000 t CO<sub>2</sub>-eq**

2019  
 2020



## MEASURE

Working closely with Quantis, the leading life cycle assessment and sustainability experts, Formula E has calculated the overall footprint of the Championship (using race by race data) since our inaugural season with a constant focus on lowering emissions.

- 
**71% FREIGHT**  
 Freight the cars and equipment between the races is the biggest contributor to our footprint.
- 
**14% STAFF TRAVELS**  
 Staff travel to the races is the second highest contributor to our footprint.
- 
**7% OPERATIONS**  
 Including infrastructure, track overlay and energy usage at the events; this is the footprint for the generation of our cars and has been included in the overall calculations since Season Five.
- 
**5% SPECTATORS TRAVELS**  
 Our spectator footprint continues to be low at only 5% of our total footprint, due to the location of our races being in the heart of cities and encouraging public/sustainable transport.
- 
**2% FOOD AND DRINKS**  
 We work with food vendors in our Allianz E-Villages and our catering providers for teams/staff to ensure we have vegetarian/locally sourced options, keeping this a low contributor to our footprint.
- 
**1% CAR**  
 This is the first year we have included the manufacturing of the car in the total footprint.

# SET TARGETS

**GLOBAL**

## **Paris Agreement**

To limit global warming to well below 2°C (1.5°C)



**INDUSTRY**

## **UN Sports for Climate Action**

Benchmark

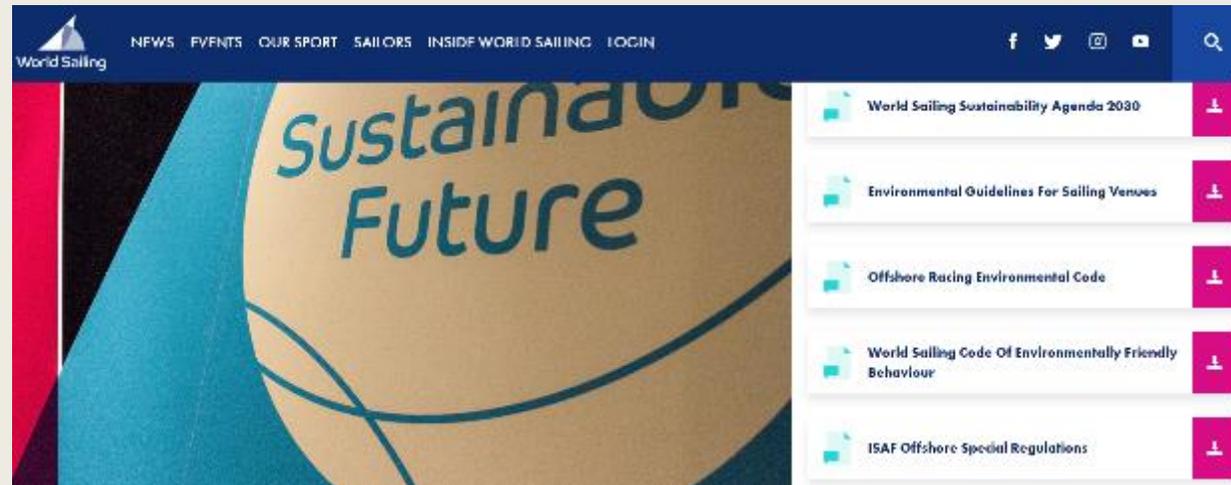
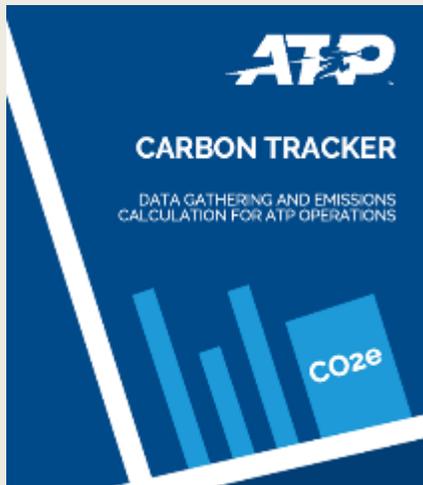


**EEF**

## **EEF Strategy & Commitments**

# ACTION PLAN

1. Lead by example – own operations
2. Support – managed events & athletes
3. Inspire, educate & communicate



# GOVERNANCE

## - FINANCE



## RESOURCES

- Time
- People
- Money

## INVESTMENT

- Sponsorships
- Ticketing



# GOVERNANCE

## - ADVOCATE & COMMUNICATE



### INSPIRE

**Premier League Sustainability Rankings**

Rank	Club	Score
1	Tottenham Hotspur	21
2	Arsenal	20
2	Brighton & Hove Albion	20
2	Manchester United	20
3	Manchester City	19
4	Southampton	18
5	Liverpool	17

### EDUCATE



### ENGAGE

**Sustainability Schemes**



**Quiz: Test your sustainability knowledge**  
 ENTER THE QUIZ FOR A CHANCE TO WIN 2 TICKETS TO THE ROLAND-GARROS 2022 FINALS OF YOUR CHOICE!  
 MONDAY 11 MAY 2021

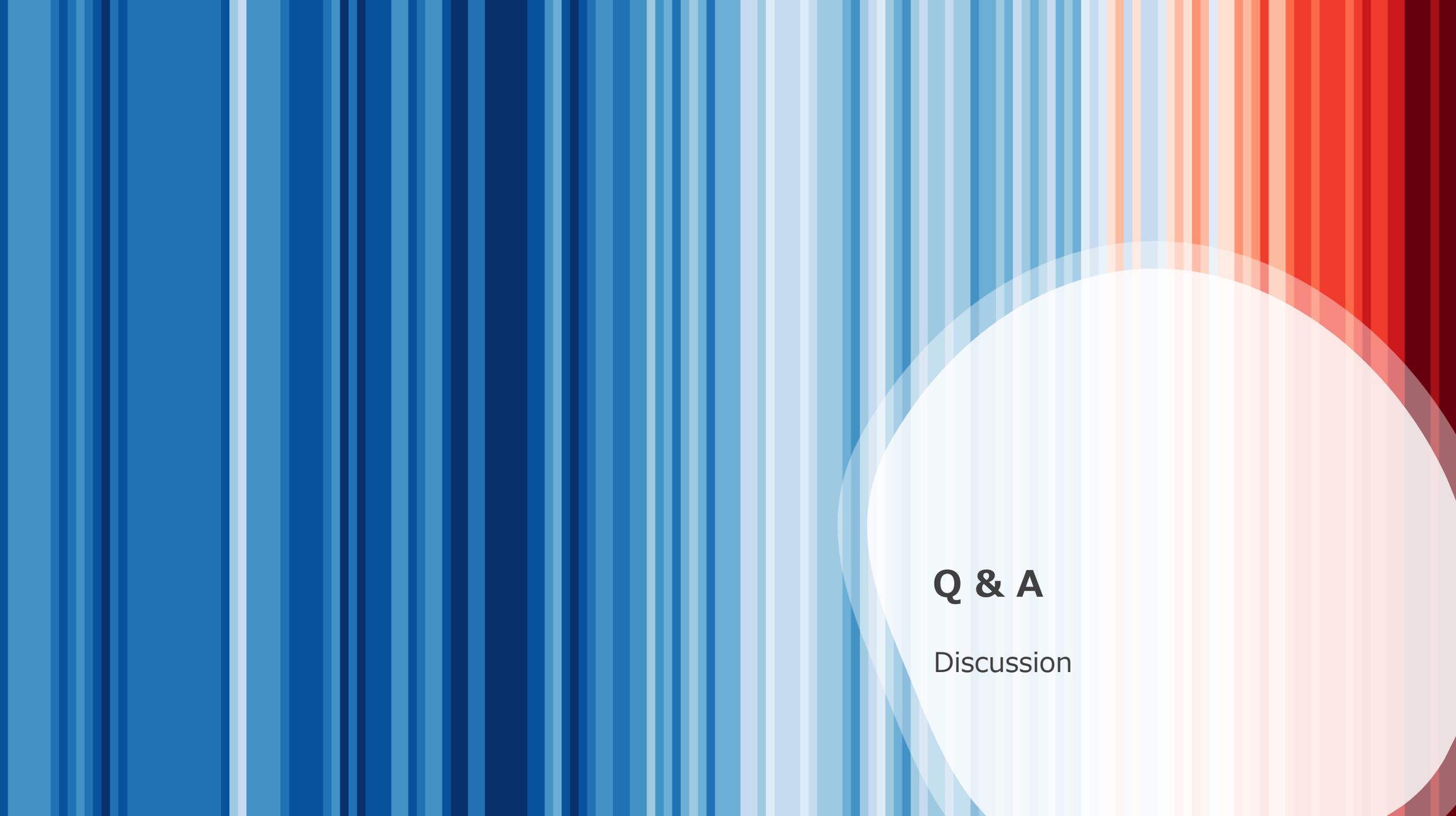
**Roland-Garros celebrates World Environment Day**  
 ROLAND-GARROS CELEBRATES WORLD ENVIRONMENT DAY  
 THURSDAY 3 JUNE 2021

**Roland-Garros 2020: Sports for Climate Action**  
 ROLAND-GARROS 2020: SPORTS FOR CLIMATE ACTION  
 FRIDAY 7 OCTOBER 2020

# Summary

- Climate change is one of the most pressing issues of our time alongside biodiversity loss and pollution
- Sport plays an important role as part of the solution
- Sport is a key social platform that can reach and influence millions to raise awareness, promote a positive culture & champion action
- Sport sector can contribute to tackle climate change by reducing its environmental footprint – target, measure, act.





**Q & A**

Discussion



# Thank You

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