



EEF
EUROPEAN
EQUESTRIAN
FEDERATION



GREEN CODE OF CONDUCT

2022

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Introduction

The EEF Green Code of Conduct (Code) sets out the minimum environmental requirements and recommendations to reduce the impact of our competition(s) on the environment and provides to EEF Partners a framework for continuous improvement.

For the purposes of this document, the following terms and definitions apply:

1. The term 'Partner' includes event organizers and suppliers¹.
2. The EEF Green Code of Conduct is henceforth referred to as 'Code'.
3. Whenever 'shall' is used, it indicates a minimum requirement that is necessary to be fulfilled.
4. Whenever 'should' is used, it indicates requirements which are recommended to follow in line with standard sustainable event best practices.

The EEF is striving to protect the environment and create a more responsible sport culture, truly respectful of the horse, the people and the planet. The EEF environmental vision is to 'inspire through action and advocate to deliver meaningful positive environmental change within the European equestrian community and beyond'.

The EEF aims to achieve this vision by addressing the environmental impact of the events, creating insights that enact change, and promoting a culture of sustainability.

Event operations, goods and services procured for events have impacts on the environment – both positive and negative. It is important that Partners meet a minimum set of requirements to reduce negative impacts and look for opportunities to create a positive impact. Therefore, the EEF expects Partners to operate in a way that adheres to the EEF environmental vision by complying with this Code.

The EEF aims to establish an annual dialogue with Partners on the continuous improvement of the environmental performance of EEF competitions. As part of this activity, Partners will be invited to complete an annual environmental questionnaire.

¹ Suppliers - defined as any third party providing or intending to provide goods and services.

1. Governance

Adherence to the Code is required as part of procurement, hosting, or licensing contracts between the EEF and its Partners and applies to all event operations before, during, and after the staging of the EEF competition(s). Partners are recommended to ensure that their own suppliers and subcontractors adopt these requirements. As the business relationship develops, Partners shall continuously improve their environmental performance.

It is recommended that a senior person in the organisation is appointed as overall responsible for sustainable development. Policy and procedures should be developed and followed where appropriate to ensure compliance with the Code.

The EEF advises the following management activities:

- Introduce an environmental policy.
- Monitor and measure key environmental metrics.
- Set targets and report on progress.
- Adopt measures to ensure continual improvement.

Claims and declarations

Partners should ensure that any claims and declarations made about products and services (e.g. recyclability, recycled content or “carbon neutral” labels) are legal, honest, transparent and verifiable. When using third-party logos (e.g., FSC², PEFC³, Fairtrade or Rainforest Alliance), the necessary licenses and permissions must be obtained from the corresponding certification or licensing body prior to use.

² FSC (Forest Stewardship Council) for sustainable timber products.

³ PEFC - Programme for the Endorsement of Forest Certification.

2. Environmental measures and recommendations

Partners should implement business measures that minimize the impact of operations, products, and services on the environment, covering impacts such as greenhouse gas emissions (energy, fuel and refrigerants), the use of materials, the production of waste, damage to biodiversity, and other forms of nuisance.

Partners are encouraged to adopt the relevant measures and recommendations detailed in sections 2.1 to 2.6. The measures and recommendations listed here are not exclusive and should be reviewed in line with the Partner's operations and services and identify where the material impacts are. Supporting best practice information can be found in Appendix 1.

2.1. Reduce greenhouse gas emissions

All activities contribute to greenhouse gas emissions, but the use of energy and fuel are the main impact areas.

The following measures should be considered by Partners to reduce greenhouse gas emissions:

- Adopt energy efficiency practices including energy efficient lighting (e.g., LED) and technologies.
- Consider the provision of renewable energy either on site and/or through the energy service supplier (high quality power purchase agreements); minimise the use of temporary power generation and where used, use hydrotreated vegetable oil (HVO⁴) or biofuel.
- Consider energy efficiency when preparing schedules to maximise daylight.
- encourage energy-efficient behaviours.
- Aim to minimise transport distances and optimise transport efficiency for the delivery of goods and services. For example, for fencing, judges' boxes, jumping equipment, and horse boxes, plan the transport to optimise routes and delivery formats (e.g., train and shipping overuse of air freight);
- Promote walking, cycling, public transport and car sharing.
- Use the official fleet of vehicles (cars for VIPs, staff, taxis, etc.) to promote green cars (hybrid, natural gas, electric, etc.). Low- or zero-emission transport modes should be favored. If vehicles are used, preference should be given to electric or hybrid vehicles or low fuel-consumption vehicles (e.g., label A or B under the EU labelling scheme) that meet the EURO 6 emission standards. Use the official fleet of vehicles (cars for VIPs, staff, taxis, etc.) to promote green cars (hybrid, natural gas, electric, etc.).

⁴ HVO is synthesised from 100% renewable raw materials such as vegetable oils, animal oils and fats, which reduces net CO2 greenhouse gas emissions by as much as 90%.

2.2. Promote responsible resource use

Partners are recommended to take measures to adopt responsible procurement to minimise the environmental footprint and ensure ethical standards are met. Products and services procured for an event have environmental and ethical impacts including branding, signage, food, event overlay, footings, jumps and merchandise.

These impacts can be managed in the procurement process by using the following checklist questions in procurement planning, tendering and decision-making.

Checklist questions	Description
Whether you need to buy it?	Is it possible to rent or lease the item(s)? This can also avoid the cost of disposal once the event is over.
Where is the product made?	The further away the item is made, the further it has to travel – which means higher CO2 emissions. Also, each country uses different types of energy (coal, gas, nuclear, hydro power, renewables) to power manufacturing facilities. Products made in countries with low carbon energy sources have a lower carbon footprint.
Who made the product?	Modern slavery and child labour are still far too common in many supply chains. It is important to know who makes the products you are buying, and the conditions in which they are made.
What the product is made from?	The choice of material that goes into a product can make a big difference to its environmental impact. Look for products made from natural materials that are recyclable, reusable or compostable.
What happens to the product after it has been used?	Single use products are often the most damaging. Products that have a longer useful life, can be reused, repurposed, recycled or composted are generally a more responsible choice.

Specifically, Partners should consider the following measures:

- Use local materials and products where feasible.
- Use eco-friendly products and materials for overlay (recycled, certified, biodegradable, etc.) and avoid material that has a large environmental load (tape in PVC, single-use plastic bags, etc.).
- Timber and forestry products should be from reused or recycled sources where possible, or if not, they should be certified under an accepted international sustainable forest management scheme such as FSC Chain of Custody or PEFC certification, to provide credible confirmation of the origin of products from environmentally and socially responsible sources.
- Avoid single-use materials – i.e. items that are used once and then discarded such as straws, disposable cutlery and cups, and packaging.
- Purchase local, seasonal and organic certified food.
- Provide water from refill taps or drinking water fountains to minimise plastic bottles/cups.
- Encourage the use of eco-friendly or Fairtrade merchandise.
- Use plants & flowers that comply with Fairtrade standards.
- Reduce the use of chemicals and veterinary residues and exclude the use of chemicals and fertilisers which are hazardous to human and animals' health.
- Encourage purchasing in quantities that minimise the amount of packaging required.

2.3. Encourage waste reduction

Partners are recommended to follow the principles of the waste hierarchy – reduce, reuse, recycle and then recover. It is important to review what will happen to equipment and materials post-use and prepare accordingly. Partners should avoid disposing of waste to landfill.

Reduce

Waste can be avoided by reviewing the procurement of all equipment and materials and ensuring only what is needed is bought. Partners should look to procure only necessary items and hire or lease assets in the first instance.

Reuse

Partners should ensure that any post-event equipment and materials are reused where feasible.

For example:

- Reuse, share, rent or donate material to maximise its use (jumping equipment, fencing, banners, signage, tents, electronic material, decorations, carpeting etc.).
- Collaborate with other local events and reuse material for future editions of the event.
- Redistribute food surplus to local charities or community groups.

Recycling

Partners should ensure that suitable recycling options are available, serviced and managed for each waste material. This will be dependent on local collection and reprocessing facilities. Recycling streams and segregation should include paper/card, glass, plastic, aluminum and compostable waste. Bins should be deployed across the venue (spectators' area, stables, parking etc.) and include clear signage. Communicate recycling initiatives to all stakeholders including spectators and educate staff.

Recover

Partners shall ensure that residual waste material is managed and treated by appropriate contractors in line with national legal requirements. Partners shall ensure that horse manure is collected and handled in cooperation with certified companies which transport and process the manure in the environmentally safe way.

2.4. Promote responsible water consumption

Partners should identify and implement measures to minimise water consumption.

Specifically, Partners are encouraged to consider the following measures:

- Use grey water recycling facilities in preparation for competition grounds, training facilities, and stables.
- Use water-efficient technologies in showers and toilets (e.g., low flush taps and waterless urinals).
- Consider water consumption when planning the competition schedule to ensure minimum water use for arena maintenance or for cooling showers for the equine athletes.
- If rains are predicted during the event, install a rainwater tank, collect water, and use rainwater for the outdoor arena and wash bays.
- Promote water conservation among all stakeholders, including spectators, grooms, and staff.

2.5. Protect local biodiversity

Partners should assess their operations against potential impacts on the local biodiversity and adopt measures to reduce these impacts. This could be noise, dust, chemicals, and transport emission pollutants, etc.

Specifically, Partners are encouraged to consider the following measures:

- design the stables, manure area and washing bay so that they retain water and avoid runoff and contamination into natural streams.
- avoid using pasture weed control products and fertilisers or use environmentally friendly products (e.g. phosphate free);
- encourage participants to use non-chemical shampoos in washing bay to reduce contaminated water into natural streams.
- give preference to subcontractors who use environmentally friendly materials for their products.
- Areas that require protection (tree protection, natural biodiversity reserve) shall be protected accordingly (e.g. with fencing).

2.6. Promote technological advances and innovations

Partners are encouraged to identify and advocate the use of technology and innovation services that support the sustainability agenda such as reducing carbon emissions or waste. For example, digital solutions to manage energy, renewable solutions, or water efficient technologies.

3. Advocacy and engagement

Partners are encouraged to promote the importance of sustainability throughout its event operations. Specifically, Partners may adopt the following measures:

- Communicate and promote the sustainable aims and initiatives of the event (to staff, sponsors, medias, etc.);
- Display the environmental guidelines and rules to be respected clearly.
- Set up a stand in the venue to communicate the sustainability aspects of the event to the participants and the spectators.
- Include side events to raise awareness on environmental sustainability in co-operation with institutions/foundations that promote relevant scopes.
- Support EEF communications and engagement programme around sustainability; and
- Share learnings.

Disclaimer

The Code provides measures and recommendations in line with industry best practice as of December 2022. Please contact the EEF with any relevant queries regarding this Code.

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Appendix 1

The following sources provide additional guidance on sustainable event management:

1. IOC, International Olympic Committee Sustainability Essentials, guidelines that provide valuable information in an easy-to-follow manner to help navigate the complexities of this subject and develop effective sustainability programmes;
2. ISO Standard, [Sustainable events with ISO 20121](#), specifies requirements for an event sustainability management systems for any type of event or event-related activity;
3. FEI, International Federation for Equestrian Sports, [Sustainability Handbook for Event Organisers](#), 2014.