



GREENet

GREEN RUN NETWORK ecological education through running events

Project "Green Run Network – ecological education through running events (GREENet)"

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GUIDELINES on eco-solutions in organisation of the running events



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Nowadays ecology is an important aspect of sport event organisation. This manual of good practices aims to develop the awareness of the organisers and give them knowledge to make their projects more eco-friendly.

Good practices were divided into areas which are present almost at every step of sport event organising. Some of those elements are indicated as obligatory or forbidden in organisation of eco-friendly events.

What is more, this manual gives information to all organisers how to become a part of Green Run Network Society and to be able to use special green label during their own event by completing solutions contained in the manual.

Everyone is more than welcome to adopt even one proposed solution from the manual and have a smaller impact on our environment.



RACE OFFICE

Every event has its own Race office which is also the main point of athlete's service. Below You can find some solutions which in our opinion could be able to be fulfilled by Organisers.

Printed materials

For one medium size event, about 3,000 racebooks are printed, which are made of 30 A4 200 g/m² sheets of paper. Moreover, remember that racebooks are printed on the entire page which use lots of ink. Summing up, if we replace printing racebooks with digital ones we will save only in that particular example 90,000 sheets - 180 reams of paper. It's only one event!

Just imagine event for more than 50 000 participants. Everybody receives an official printed program which has 86 pages! 4 300 000 printed pages, ONE RUN!

Recomended solutions:

- **Digital racebooks/ mobile apps to put information about the event**
- **Resignation of using paper or printing on paper during the event, using only digital solutions**
- **Digital starting lists, score lists**
- **Using reusable boards with printed materials**
- **LCD screens or touch screens instead of printing materials**



Fonts

Sometimes it's truly the little things that matter. You can reduce paper and ink use by being conscientious about your selection of fonts. To start, avoid serif fonts, which have little tails on the ends of the documents that use up more ink. Century Gothic is one of the most eco-friendly fonts, with Garamond, Times New Roman, and Courier being good alternatives.

There are also Eco Fonts like Ecofont Vera Sans (originally called Eco Sans), which have tiny holes in each letter and are purported to save 15 percent more ink than traditional eco-friendly fonts.

Recomended solution:

- **Adjusting fonts to reduce the number of pages and amount of ink**

Duplex or more pages at one sheet of paper

If you have to print choose "duplex" rather than one side printing as the automatic default within your printer driver settings. You'll save a sheet of paper every time you press the print button because you'll be printing double-sided. If you want to print even more pages on a sheet of paper, choose the "2-up" or "2 Pages per Sheet" option to print two images on each side of a single sheet. So you don't have to print for example 50 000 pages but 25 000 or less !!!

Recommended solutions:

- **Duplex printing and working mode of the printer**

Did you know that you don't have to remember every time before printing to change documentation and setting properties? Remember and change your settings!:

- Print Preview, on-screen to "see" a document before actually printing it
- Page layout options such as Portrait or Landscape allow best fit for the page
- Margin size reduction allows for a larger print area
- Header and footer adjustments can increase print area
- Page breaks properly segment your document
- Adjust font type and size for optimal presentation and best use of space
- Set print area to only print pertinent information (spreadsheet applications)
- Print in grayscale instead of black, further reducing your ink usage.

ID's and t-shirts for event crew

Most of the badges are thrown out after the end of the event. The same, T-shirts with a printed date. Think about how to prevent this from happening before making prints. One hundred people employed for the event can receive 100 T-shirts with the company logo, not with the event logo.

Recommended solutions:

- **IDs for „one time”: organisers, press, VIPs not laminated,**
- **IDs for regular/full time crew reusable,**
- **IDs for staff made from eco-friendly materials,**
- **T-shirts for staff made from natural materials that can be reused (i.e. only with logo of the organiser).**

Not allowed:

- **Laminating IDs for „one-time”: organizers, press, VIPs.**

Resignation of medals and unnecessary gadgets

Does everybody want to get a medal from your event? If you don't give them a choice then you'll never know. You can be eco by giving choice to people who would like to be eco-friendly and don't care about trophies and additional specially produced souvenirs for the event.

Recommended solutions:

- **Checkbox “resignation from the medal” during registration**
- **Introducing the possibility for the participant to resign from receiving gadgets such as t-shirt, medal, etc.**





REFRESHING POINTS

Refreshing points

Almost all competitions are equipped with refreshing points. At the refreshing points it is possible to refresh yourself with water and to restore strength with food. Depending on the competition distance, there may be from 1 to 9 points on the track and in some competitions there may be even more.

Marathon competitions require the installation of water recovery points every 5 km. 8-9 such points are installed in the marathon distance. For example, if there are 2,500 participants in a marathon, and it is estimated that one participant will drink once at each refreshing point using a plastic cup, then about 25,000 plastic containers will be used during such an event. And if we are talking about marathons with 30,000 participants and more the numbers of plastic cups used add up.

Usually, participants throw their cups on the road after drinking the water. Some of them will never be collected and, as a result, spread further by the wind, permanently littering the area.





Recommended solutions:

- **Use biodegradable paper cups to equip refreshing points.**
- **Provide the water in deposit bottles, which will be used and returned to the deposit stations.**
- **Use your own special cup that can be carried with you while running. At the refreshing point, ask for water to be poured into your cup. Such cups can be used in many competitions and thus save natural resources.**
- **Carry your own reusable bottle or bottle that can be filled with water at the water stations.**
- **The reusable cups assigned to each participant can be used for small events (less than 100 participants) where the lap length does not exceed 2 km. When the participant uses the cup, it is filled and placed in the place provided for the participant.**
- **Use water capsules instead of bottle water.**



The route is a pre-planned, marked, secured running track, with sponsors BTL materials. The route may pass through a variety of terrain (roads, forests, parks, stadiums).

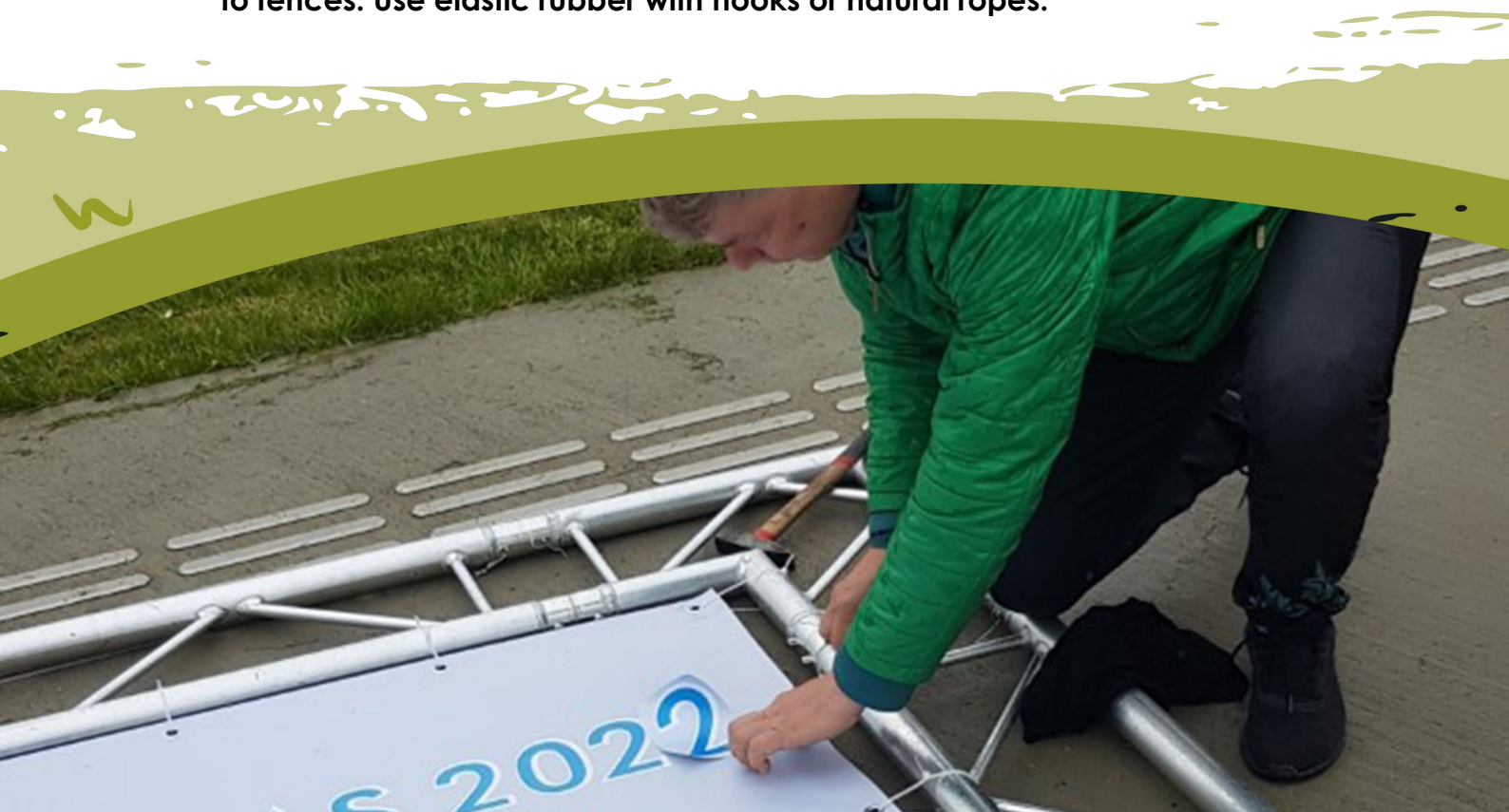
Recommended solutions:

- Do not use plastic tape that is discarded after the event, but use directional arrows that can be used for more than one event.
- Use fast-washing paint in road running competitions.
- Do not print the number of the event on the promotional sheet and do not print the date of the event so that the promotional sheets can be used not only for a specific event but can be used few or even several times.
- Do not print the logo or date of the event on the organiser's or sponsor's promotional materials so it can be used, not only for the following year, but possibly for another event sponsored or organised by the same sponsor.

Promotional banners are usually attached to the fences / railings with plastic straps. About 8 to 14 straps are used to mount one banner. At the end of the competition, advertising banners are collected and the plastic straps are trimmed and, unfortunately, often thrown alongside, polluting the nature.

Recommended solutions:

- Do not use disposable plastic fastening straps to attach promotional materials to fences. Use elastic rubber with hooks or natural ropes.





MARKETING

Marketing

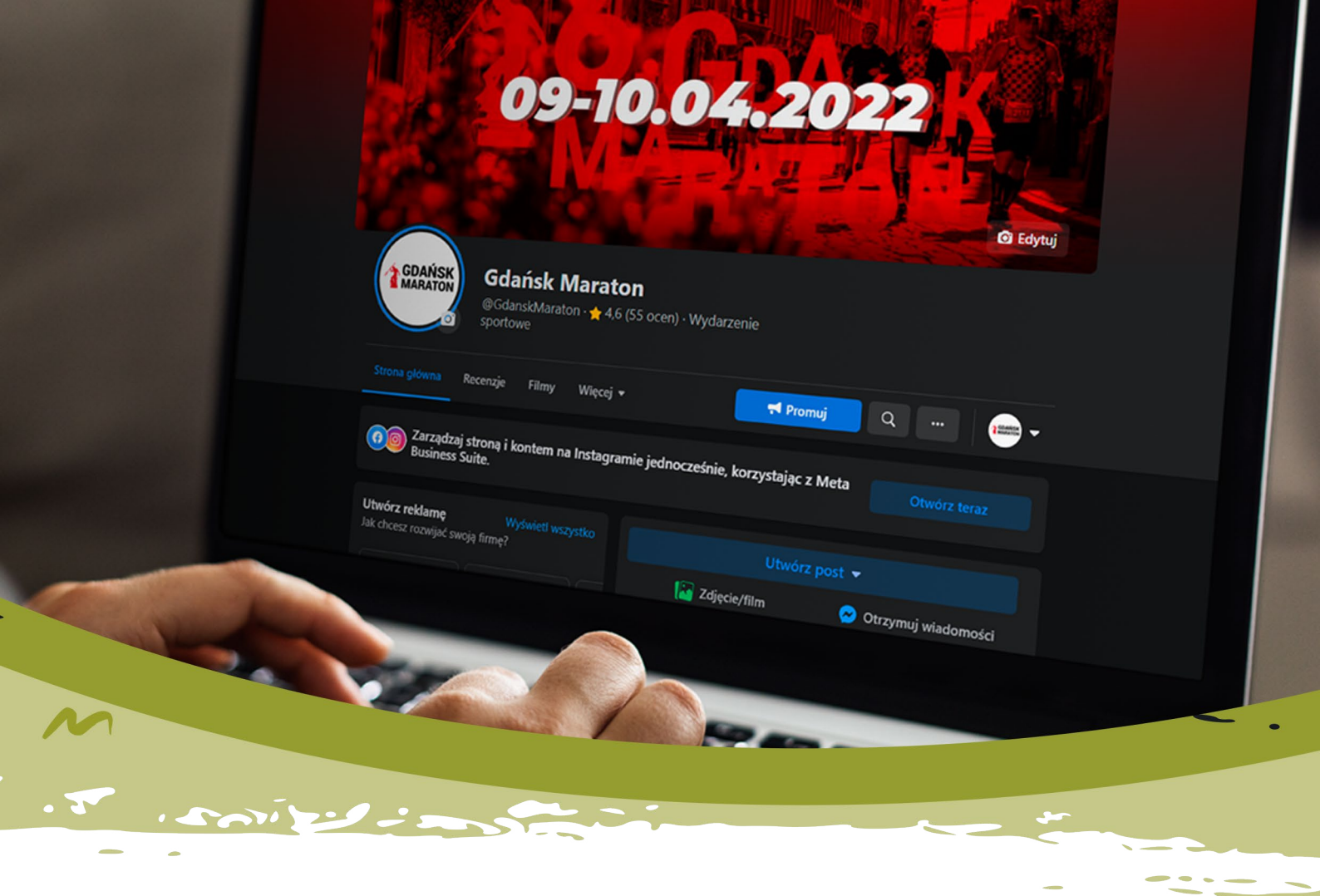
Every running event needs marketing. If there is an event, people need to know about it and word of that needs to be spreaded. There are 3 types of marketing: above the line, below the line and online.

In eco events we are completely removing communication to digital channels. So, online marketing is mandatory. We are removing production of printing materials (billboards, citylights, paper leaflets about the race).

There is no need for production of "hard copy" content which is polluting more. We are using only digital content on digital channels.

The use of digital forms of communication has a great advantage over printed materials. Printed materials require the use of a large amount of paper and are very often difficult to recycle. Digital media is a great solution for fast communication and environmental protection. Great advantage is two way communication, so you can always have "look and feel" about public opinion and emotion about your event. 90% of all our auditorium is online and we can cover all of them.





Recommended solutions:

- Using digital communication channel only, eg. Facebook page, Instagram account, TikTok, Strava app.
 - Using visuals, video materials (15, 30 or 60 sec), creating copies instead using large billboards, city light or leaflets.
 - All information can be shared live.
 - Great advantage is creating of hybrid events, where you can take part in the event, wherever you are.
 - Using Facebook/Instagram, Google or similar advertising platforms to spread the word, make awareness, conversion (registration to event) or lead generating.
 - Reels, TikTok and other “catchy” platforms can be used to place interesting, engage content and create buzz, viral effect, so reach can be spreaded organic, without printing any materials.
- Strava and other apps popular by runners can be used to create groups and communicate direct to our targetgroup with hinge conversion rate.

Reducing, avoiding and limiting unnecessary decorations

All unnecessary decorations made of non eco-friendly materials should be reduced to a minimum of use on racetracks.

Recommended solutions:

- Using LCD digital screens with all information connected with funny colours and animations to make race looks more attractive.

Storytelling – creation of a good story – presenting interesting examples of eco-solutions

Recommended solutions:

- On digital communication channels we can share good stories about facts and interesting examples of eco-solution for which we are committed and using it
- Promoting eco solution which the organizer is implementing during the event.
- Purpose of this event is not only about running. We are educating people about ecology and talking about tips and easy way to save our environment.

Putting a lot of attention to communicate why each type of eco-solution is implemented during the event

Examples:

Do you know that we use the hydrant infrastructure during the marathon, thanks to this we did not use 4,500 plastic bottles.

Responsible production of advertising materials

Recommended solutions:

- If you need to produce marketing materials, make them in a way that allows their use in the future at the next events. Don't print the date or the number of the event,
- Try to replace banner printing with other solutions: consider using reusable whiteboards where you can print or stick additional graphics,
- Use advertising flags that do not require plastic zips for montage,
- Don't use leaflets and try to avoid paper printed materials,





STARTER PACK

The starter package is the basic equipment of the competition participant. It includes a bib number, a deposit bag, a coupon for a meal, a T-shirt, and very often leaflets or products of the race partners.

Recommended solutions:

- The bags in which the competitors receive the starting package should be made of natural, biodegradable materials. These can be, for example, paper or bags made of cotton or linen.
- Try to give useful gadgets made of biodegradable materials in a starter pack.
- Do not include printed materials in the starter pack.
- Give the opportunity to resign from the starter packet during the registration.
- Give the occasional T-shirts included with the starter pack without the packaging foil





TRANSPORT AND EXPO

Transport

Each competitor has to get to the event somehow. There are many travel options with different environmental impacts. Transport also plays an important role in organizing the event. These include the pilot vehicles, vehicles used for transporting infrastructure and promotional vehicles of the event partners.

Recommended solutions:

- Promotion of public transport, cycling or walking.
- Organization of bicycle parking lots at events to facilitate access to the event.
- Displaying information about nearby bicycle rental stations in information brochures.
- Dedicated bus lines to support sporting events.
- Try to ensure that event participants arrive in the least environmentally damaging way.
- Try to provide electric or hybrid vehicles to support the event.
- If it is possible, try to replace the car with a bicycle, scooter or a motorcycle.



Expo

The expo is organized during most sporting events. It is an opportunity to promote partners, other events, conduct commercial activities and provide a place to spend free time for children.

Recommended solutions:

- Use of LED displays, instead of printed posters or banners in the expo area,
- Interactive stands and information materials available on the Internet instead of in printed form,
- Use of solar panels to provide the electricity needed in expo zone,
- Ecological attractions in the expo zones, such as muscle-powered phone chargers,
- Arrange a stand dedicated to environmental education, where we will be explaining how much we will gain for the environment by changing our daily habits,
- Providing free of charge space for NGO's promoting ecological solutions.





SPONSORS AND PARTNERS

There are many potential partners who see great opportunities to improve their image by involving their brand in sporting events. The choice of the event to be supported may depend on the values that the event brings.

Thanks to sponsors and their support, a sports event may have the opportunity to implement ecological solutions that require a greater financial outlay.

Recommended solutions:

- Try to involve partners and sponsors who are eco-friendly or undertake activities connected with taking care of the environment,
- Make your sponsor aware of your preference for using reusable advertising at your event rather than producing one-time promotional material,
- Providing the sponsor with the possibility of electronic communication with event participants instead of printed materials.





Others during the event organization

- Instead of producing new items such as cups and medals, consider giving a live tree as a trophy for the winners or other rewards that will be recycled,
- Organizing selective waste collection points,
- Creation of a “loyalty system” giving points to participants who fulfills eco behaviors determined by organiser. For example: arrive to the race on the bike, resignation from starting pack,
- Try to choose an event venue that has eco-infrastructure, such as solar panels, city bike station.

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