

Toolbox - CforCSR

Organizing a green event

When organizing a sustainable event, it is important to first understand the challenges and ask oneself the right questions. Then, when thinking about the practical side, several key points must be taken into account:



The venue



Transportation



Equipment



Promotion and goodies



Catering



Disassembly and Waste



Assessment of the event

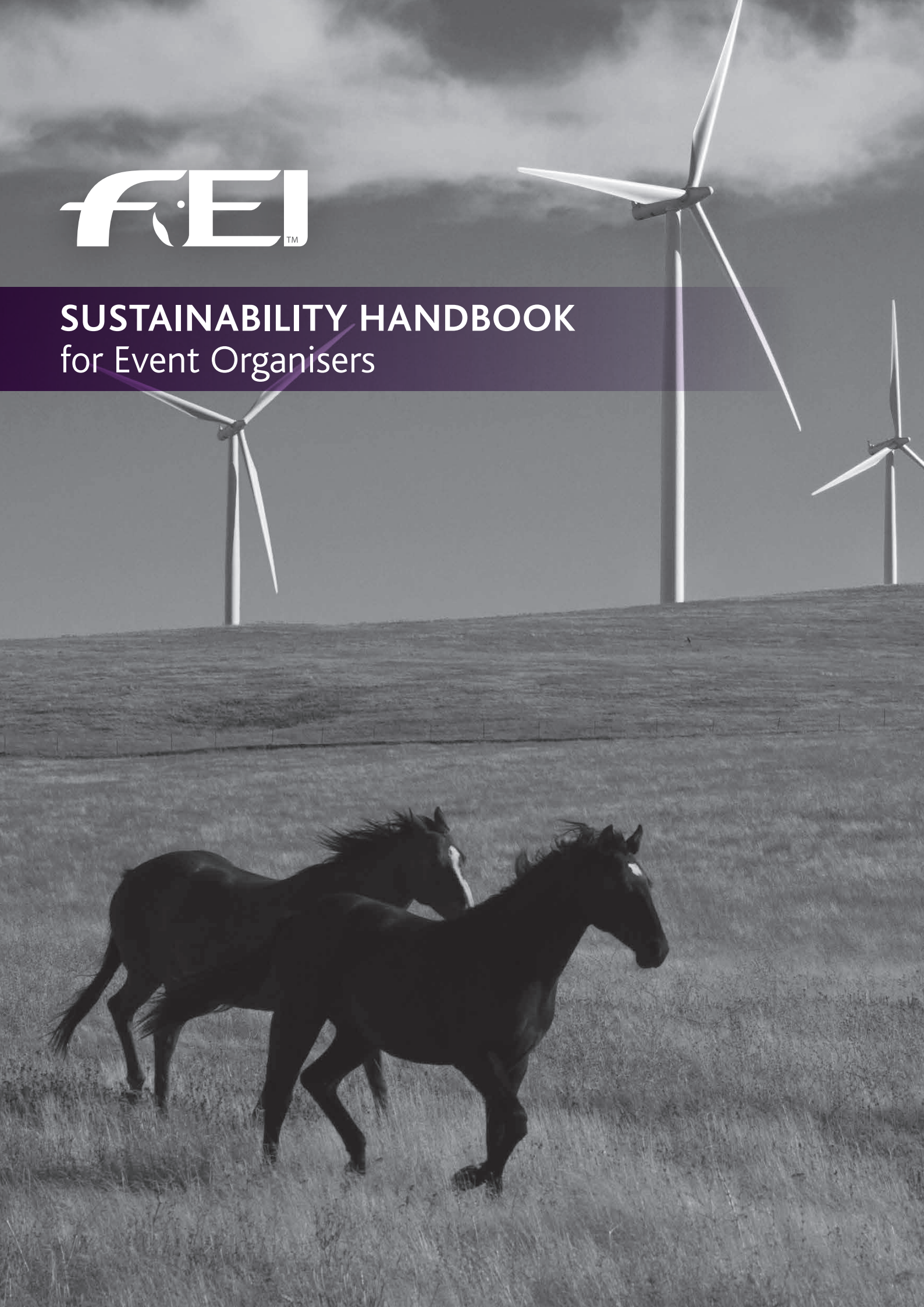
To organize your event step by step, you can use ADEME's Éco-événement guide, an online resource available in French that guides you along the way: <https://eco-communication.ademe.fr/eco-evenement>

Alternatively, if you prefer a resource in English, you can use the following handbook which is customizable to your needs and allows you to create a sustainability plan especially for your event.



SUSTAINABILITY HANDBOOK

for Event Organisers



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FEI PRESIDENT'S MESSAGE

The concept of the FEI Sustainability Programme was born of our desire to make a serious contribution towards conserving the sound environment necessary for the practice and continuity of equestrian sport.

This handbook aims to encourage event organisers to implement various sustainability initiatives that will help reduce negative environmental impact and create a positive legacy.

Each initiative mentioned is linked to a 'Sustainability Objective' and is graded on its 'Awareness Potential', 'Impact Minimisation' and 'Ease of Implementation'. Event organisers can select initiatives based on the priorities they have set themselves.

The FEI Sustainability Handbook for Event Organisers will be made available online and we encourage your suggestions and feedback so that it can be developed further over time.

Other FEI sustainability initiatives will follow, as we plan to create an interactive web platform, knowledge database and diverse benchmarking tools. To develop these, the expertise and experience within our community will be essential.

The wide outreach and influence of sports events means that they can act as catalysts for change within society and that gives us a responsibility we should all take very seriously. With this handbook, we are making a small step towards a more responsible future. There is a lot more we can do and we very much welcome your support in nurturing sustainability across the global equestrian community.

HRH Princess Haya
FEI President

SUSTAINABILITY HANDBOOK

What is Sustainability?

Sustainability means meeting the needs of the present generation without compromising the ability for future generations to satisfy theirs.

Staging a sustainable event means that you promote the use of resources in an efficient and responsible way. Your actions reduce the negative impact of your event on the environment and create a positive social and economic impact.

Equestrianism is the only Olympic-level sport performed in unison with an outstanding ambassador of nature – the horse. It is our responsibility to do all that we can to conserve the sound environment necessary for the welfare of the horse and the sport itself.

How will I benefit from adopting sustainability?

- Visibility & reputation
 - Organising an event that is, insofar as possible, sustainable, highlights your commitment and leadership in conserving the environment.
 - In doing so, it places your event in the worldwide sphere of responsible action.
 - By using a local workforce and local suppliers you trigger positive social inclusion, thereby enhancing your legacy
- Cost reduction (in the long term)
 - Using less non-renewable energy, water, materials and minimising waste will reduce costs in the long run.

Where to begin

- Developing a sustainable event requires a methodical approach. First, you have to identify the main areas/aspects of your event where you can act, choose the sustainable objectives that correspond to your priorities and select a few initiatives that you can implement. Progressively, you can adopt additional initiatives.

The goal is not to achieve as many initiatives as possible, but to be successful with the ones selected.

- Regardless of the location and size of your event, the areas of application and the considerations are the same: venue-related aspects, food & beverage, waste management, etc. Most of the initiatives listed in this document apply to all events and it is possible to select and adopt some of them to develop your sustainability efforts.

How to identify priority areas and initiatives

- The handbook lists initiatives for each of the Main Domains of an equestrian event. To help you select appropriate initiatives, the handbook adds three parameters for each initiative, which are graded 'Low', 'Medium', 'High' and 'Very High'. These parameters are:
 - Impact Minimisation
 - Awareness Potential
 - Ease of Implementation
- You can set your individual sustainability goals on the basis of a combination of the above choices and parameters. For example, your highest priority may be 'Impact Minimisation' in 'Food and Beverage' or the 'Ease of Implementation' of an initiative in managing waste. Alternatively, your objective may be a mix of them all.

What are the benefits of engaging sponsors and partners?

- As soon as your sustainability goals have been defined, they could be endorsed and supported by your sponsor and other partners – from the first planning phases, through to the staging of the event.

In this way, your event can offer a unique opportunity to showcase environmentally-friendly products and services, while enhancing your sponsor's environmental profile.

- The biggest impact is made when your sustainability goals and endeavours are promoted throughout your sourcing chain, so that, wherever possible, the products and services at your event reflect the message that you want to convey.

Look for opportunities to build up your sustainability targets by having a part contribution from each of your suppliers (venue infrastructure provider, caterer, etc).

- The FEI will also endeavour to partner with a global environmental organisation. This will provide you with a broad array of expert information and tools to help you to implement your sustainability initiatives in the most effective way. It will also contribute to the environmental quotient of your event as a whole.

What to communicate and how

- Communicating your sustainability initiatives raises the profile of your event within the sport as well as with your stakeholders, including spectators. Both internal and external communication needs to be incorporated from the planning stage. Internal communication in particular should be well established so that objectives, rationale and protocols can be shared with your service providers.
- Engaging public authorities, volunteers, riders, spectators, and other stakeholders at and during the event is very important. For example, having a well-known rider competing at your event endorse your sustainability efforts in an interview is an effective way of raising awareness. It may also inspire fans to adopt and follow what was said, thereby multiplying the effect considerably.
- The FEI aims to create a dedicated Sustainability Portal that will offer a number of easily customisable communication tools. These will include templates with messages for spectators and for advertising spots across the event city, videos and "Green Event" banners. You may choose to take the text and apply your own design or simply just insert your event and sponsor logos on the templates and use them in a way that best suits your communication strategy.



What to consider while planning and allocating human resources

- Hire local staff who are familiar with the host city. You can also ask your vendors and suppliers to plan ahead and include as many locals as possible.
- Create opportunities to involve the event host city's senior citizens and youth as volunteers. They have the potential, energy and passion to carry out your on-site sustainability initiatives during the event.

Divide areas of function and specific sustainability targets among the volunteers and organise meetings with them before the event to explain your sustainability initiatives.

What does it cost?

- Organising a sustainable event does not necessarily mean spending more money. Many initiatives are organisational measures that require no extra costs, while some of them may even reduce your expenses.

On the other hand, depending on your sustainability goals, some initiatives may require investment in order to reap long-term benefits. For example, investing in waterless toilets or incorporating solar-panels in venue design will require upfront investments that you have to accommodate in your budget.

- Over time, the 'Live Knowledge Base' on the FEI Sustainability Portal will request event organisers to voluntarily enter the costs related to their initiatives and describe the long-term benefits they derived from them. Other users will then be able to search for and refer to the relevant efforts and find out approximate associated costs.

How to share experiences and learn from those of others

- The creation of a dedicated FEI Sustainability Portal will provide you with a 'Live Knowledge Base' of best practices, success stories and examples of specific initiatives.

The 'Live Knowledge Base' will grow organically through your commitment and sharing of your sustainability implementation experiences. It will also serve as a forum through which you can contact organisers whose successful sustainability efforts seem relevant to your event.
- Documenting and being transparent is also central to measuring and learning from your sustainability efforts. The FEI Sustainability Portal will facilitate this by offering an online reporting and evaluation tool to create a 'Sustainability Report' for your event. It will also include an easy-to-use 'Environmental Impact Calculator' that is customised for equestrian events.

How to gather feedback

- It is important to take into account the views and experiences of all groups of people involved in the successful staging of the event.

The FEI Sustainability Portal will offer you different types of feedback collection mechanisms and forms that can be customised with your own logo and branding. You will be able to use these to collect feedback from your suppliers, volunteers, spectators and also document it on the 'Live Knowledge Base'.

Feedback is as important as measuring and reporting and provides you with the real world's view on the extent of your success in your sustainability efforts.



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Create your own Sustainability Implementation Plan

We have compiled a list of more than 150 'Sustainability Initiatives'. This section will help you select those that you would like to implement at your event.

Each '1 Sustainability Initiative' is linked to one of 18 'Objectives'. And each '2 Objective' is linked to one of eight '3 Main Domains'.

- 1 The action to be executed
- 2 The overall aim that implementing a certain Sustainability Initiative will accomplish
- 3 The area and aspect of your event across which Sustainability efforts can be made

The table on pages 10 and 11 shows each of the Objectives and Main Domains. A '✓' highlights which Objective is relevant to which Main Domain. It implies that there are one or more Sustainability Initiatives possible for that combination of Objective and Main Domain.

An empty box (where there is no '✓') indicates that the Objective and Main Domain are not relevant to each other and that there is no recommended Sustainability Initiative.

MAIN DOMAINS								
OBJECTIVES	VENUE (infrastructure, stabling, overlay) 	WASTE MANAGEMENT 	ENERGY USE 	TRANSPORT 	FOOD & BEVERAGE, MERCHANDISING 	ON-SITE ESTABLISHMENTS 	MANAGEMENT, COMMUNICATION, MARKETING 	ACCOMMODATION (hotels, camping) 
Encourage waste sorting and recycling	✓	✓				✓		
Minimise the production of waste					✓	✓	✓	✓
Extend the use of material and products (rent, re-use, store from a year to the next, etc.)	✓	✓	✓			✓	✓	✓
Save water	✓							✓
Manage and treat waste water	✓	✓						✓
Minimise the use of non-renewable energies	✓		✓			✓		✓
Produce (onsite) renewable energy	✓		✓					
Optimise or reduce personnel transport (plane, cars, etc.)				✓	✓		✓	
Optimise or reduce freight transport (plane, trucks, etc.)	✓			✓				
Favour walking, biking and the use of public transportation	✓			✓				✓
Offset your carbon emissions								✓
Use existing building, facilities and material		✓						
Preserve the natural habitat of the event location and surroundings		✓						
Use sustainable products (locally produced, recycled, renewable, certified, non-toxic, etc.)		✓	✓			✓	✓	✓
Benefit from external expertise		✓						
Finance your sustainability policy								✓
Involve, share and raise awareness		✓	✓		✓	✓	✓	✓
Organise and coordinate the sustainability effort			✓					✓

CREATE YOUR OWN SUSTAINABILITY PLAN

In order to create your own Sustainability Plan, we recommend that you take the following steps:

1

From the eight Main Domains listed on pages 10 and 11, shortlist those you wish to concentrate on.

2

As indicated by the '✓', one or more Objectives will be relevant to the Main Domains you have shortlisted. You can choose to adopt all or some of those.

3

Finally, after making the above shortlists, you can refer to the shortlisted Main Domains' 'Sustainability Initiatives' table in the next section.

Each of these Sustainability Initiatives is graded

- ☆ Low
- ☆ Medium
- ★ High
- ★★ Very High

on the following parameters:

- Impact Minimisation capability
- Awareness Potential
- Ease of implementation

Based on the grading that suits your ambition and priority, shortlist the Sustainability Initiatives and you will have your own Sustainability Plan.

A step-by-step example

1

Jamie (an Event Organiser) looks at the table on pages 10 and 11 and is interested in 'Waste Management' and 'Energy Use' (=Main Domains)

2

He finds that six different objectives are relevant to his selection in Step 1. Of these, he considers the following two as his individual focus areas:

- Encourage waste sorting and recycling (applicable only to Waste Management)
- Extend the use of material and products (applicable to both Waste Management and Energy Use)

	WASTE MANAGEMENT	ENERGY USE
OBJECTIVES		
Encourage waste sorting and recycling		
Minimise the production of waste		
Extend the use of material and products (rent, re-use, store from a year to the next, etc.)		

3

He then goes to the 'Sustainability Initiatives' table of Waste Management (see page 21). He reads the Sustainability Initiatives for one of the Objectives selected in Step 2.

There, he finds five different 'Sustainability Initiatives'. He decides to only select those which are graded 'High' or 'Very High' on 'Ease of Implementation'. This leaves him with the following two Initiatives to form a part of his Sustainability Plan:

- Ensure old light bulbs are recycled ¹
- Manage a wide range of bins (paper, glass, aluminium, organic, incinerables) and deploy those across the venue (spectators area, stabling, parking, camping) ²

Similarly, he repeats Step 3, as applicable, to complete his Sustainability Plan.

Objective	Sustainability Initiative	Impact Minimisation	Awareness Potential	Ease of Implementation
Encourage waste sorting and recycling	Communicate recycling initiatives to spectators (electronically, via volunteers, etc.)	☆	★★	☆
	Manage a wide range of bins (paper, glass, aluminium, organic, incinerables) and deploy those across the venue (spectators area, stabling, parking, camping)	☆	★	★★ ²
	Plan your recycling and composting sites for easy access	☆	★	☆
	Ensure old light bulbs are recycled	☆	☆	★★ ¹
	Have an efficient signage for the recycling bins	☆	☆	☆



This is just one way for you to select your individual 'Sustainability Initiatives'. You can also browse through the list of initiatives and select any that appeal to you, regardless of their Main Domain or Objective.

The future version of the 'Create Your Own Sustainability Plan' will be online and interactive. It will provide you with multiple selection criteria and an easy step-by-step guide to designing your plan.

The FEI will strive to support you with many more initiatives in order to achieve a greener future for our horses.

We wish you the best of luck for your sustainability journey - and this is just the beginning!



EVENT BEST PRACTICES CHECKLISTS





Objective	Sustainability Initiative	Impact Minimisation	Awareness Potential	Ease of Implementation
Encourage waste sorting and recycling	Plan a separate place for manure, close from the stable	★	★	★
	Ensure that manure is collected during the event, cleaned, composted and reused	★	★	★
Extend the use of materialw and products (rent, re-use, store from a year to the next, etc.)	Reuse, share, rent or donate material to maximise its use (jumping equipment, fencing, banners, signage, tents, electronic material, etc.)	★	★	★
	For temporary facility, ensure arena sand is stored close to the site to reduce transport impact and reused for the next event or by an equestrian centre	★	★	★
	Use data from previous or other events to estimate specific needs and ensure little excess materials	★	★	★
	Assess the needs for each order request for new products and material; look for alternatives	★	★	★
	Plan long term relationships with partners (sponsors, vendors, etc.) to develop banners for multi year use	★	★	★
Save water	Educate staff and participants to save water (minimise the use of water for horse shower, for watering the outdoor arena, etc.)	★	★	★
	If rains are predicted during the event, install a rainwater tank, collect water and use rainwater for outdoor arena and wash bays	★	★	★
	Verify at regular intervals if there is no water leak in water systems	★	★	★
Manage and treat waste water	If event organisers own their venue, install eco-friendly permanent toilets	★	★	★
	Choose waterless urinals, low flushing toilets or water free toilets	★	★	★
	Design stables, manure area and wash bay to hold water, avoid run off and contamination into natural streams	★	★	★
	Ensure good drainage and decrease run off by installing permeable pavements, green roofs, retention ponds or reed beds	★	★	★
	Encourage participants to use non chemical shampoos in wash bays to reduce contaminated water entering natural streams	★	★	★
	Fit dual quality supplies to separate storm water and sewerage systems	★	★	★

★ Low
★ Medium
★ High
★★ Very High



Objective	Sustainability Initiative	Impact Minimisation	Awareness Potential	Ease of Implementation
Minimise the use of non-renewable energies	Take into consideration energy efficiency when building any new construction	★★	★	★
Produce (onsite) renewable energy	Incorporate solar panel (thermal and photovoltaic) into the design of the venue	★	★	★
	Purchase power certified from new renewable sources to encourage the production of renewable energy	★	★	★
Optimise or reduce freight transport (plane, trucks, etc.)	Use local materials and products	★	★	★
	For material that needs to be transported (fencing, judges boxes, Jumping equipment), plan the transport to use the train than long distance trucks or airplanes	★	★	★
Favour walking, biking and the use of public transportation	Choose a venue that will have good access (ideally within walking distance) to the main public transport connections, town centre and hotels	★★	★	★
Use existing building, facilities and material	Use, refurbish or develop existing buildings through modernisation	★	★	★
	Design the venue to allow flexibility, multi-purpose and continuous use	★	★	★
	Consider using locally available temporary facilities, collaborate with other local events and re-use material for future editions of the event	★	★	★
Preserve the natural habitat of the event location and surroundings	Don't clear vegetation or cut trees; if this is necessary, an equivalent surface should be planted elsewhere	★	★	★
	After the event make sure to collect all the rubbish in and around the site	★	★	★
	Provide a sufficient number of portable toilets and waste bins across the venue	★	★	★
	Protect with fencing areas that require protection (low lying areas, natural reserve, forest) that are close to the venue and access routes	★	★	★
	Avoid using pasture weed control products and pasture fertilisers, or use environmental friendly products (such as phosphate free products)	★	★	★
	Install holding ponds or trenches to elevate runoff water in order to limit erosion and allow sediments and pollutants time to settle out or neutralise	★	★	★

★ Low ★ Medium ★ High ★★ Very High

Objective	Sustainability Initiative	Impact Minimisation	Awareness Potential	Ease of Implementation
	If the ground doesn't soak up water quickly when it rains, set up a temporary drainage system	★	★	★
	Avoid sites where the ground water is close to the surface or near to drinking water sources	★	★	★
	Take into consideration the neighbourhood when planning the venue, the parking and the access roads	★	★	★
	When designing cross-country, Endurance and Eventing tracks, take into consideration soil compaction issue and vegetation	★	★	★
	Set up plan in case of bad weather (cover pathways with permeable structure, geotextile or gravel, prevent trampling of ground other than proper pathways, etc.)	★	★	★
Use sustainable products (locally produced, recycled, renewable, certified, non-toxic, etc.)	Implement sustainable solutions for the construction of the venue and stables (recycled material, eco-friendly material, building labelling like LEED or BREEAM, etc.)	★	★	★
	Work with renting companies that have a sustainability policy and can propose certified material	★	★	★
	Use eco-friendly products and material for overlay (recycled, certified, biodegradable, etc.) and avoid material that has a large environmental load (tape in PVC, single use plastic bags, etc.)	★	★	★
	Use flowers that comply with fair trade/ local and organic requirements and compost properly afterwards.	★	★	★
Benefit from external expertise	Select construction companies that are known for taking into account the goal of sustainability	★	★	★
	Work with sustainability experienced architects and energy engineers to optimise the design of the venue	★	★	★
Involve, share and raise awareness	Place a signage at the wash bays to invite participants to save water	★	★	★★

★ Low ★ Medium ★ High ★★ Very High



★ Low ★ Medium ★ High ★★ Very High



Notes

ENERGY USE



Objective	Sustainability Initiative	Impact Minimisation	Awareness Potential	Ease of Implementation
Extend the use of material and products (rent, re-use, store from a year to the next, etc.)	Consider renting from local suppliers, instead of purchasing lighting equipment	★	★	★
Minimise the use of non-renewable energies	Educate staff to switch off systems and appliances when not needed, especially during non-show times	★	★	★
	Educate staff and spectators to switch-of manual light switches	★	★	★
	Design a venue that minimises the need of energy (natural lighting, passive heating or cooling, etc.)	★	★	★
	In hot weather climates, prioritise passive cooling solutions (shading, natural ventilation, etc.)	★	★	★
	In hot weather climates, use most energy efficient solutions (fans or air cooling instead of air conditioner, etc.), and avoid overcooling	★	★	★
	Structure the schedule of the event to maximise natural light and minimise the need for artificial lights	★	★	★
	Install presence-controlled, time-controlled or energy efficient lighting	★	★	★
	If your local, or international event calendar allows, try to plan to host your event during milder climate months	★	★	★
	If you are using ground water at the event site, use a low powered motor, or as per specific usage required	★	★	★
Produce (onsite) renewable energy	In hot/cold weather climates, power the cooling/heating systems with onsite renewable energy (solar, etc.)	★	★	★

★ Low ★ Medium ★ High ★★ Very High



Notes



★ Low ★ Medium ★ High ★★ Very High

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Notes



★ Low ★ Medium ★ High ★★ Very High



Notes

★ Low ★ Medium ★ High ★★ Very High



ACCOMMODATION (hotels, camping)



Objective	Sustainability Initiative	Impact Minimisation	Awareness Potential	Ease of Implementation
Minimise the production of waste	Avoid the small sachet packets of shampoo, soap, sugar, salt, coffee, etc.	☆	☆	☆
Extend the use of material and products (rent, re-use, store from a year to the next, etc.)	Ban disposable cups or glass	☆	★	★★
Save water	Use water saving devices (tap and shower flow regulators, dual flush toilets, etc.)	☆	☆	☆
Manage and treat waste water	Use rainwater and water generated from hand wash basins	☆	☆	☆
	Disposal of black water (water from the toilets) should take place at appropriate facilities and not into campground toilets	☆	☆	☆
Minimise the use of non-renewable energies	Re-use sheets and towels for energy and water saving reasons	☆	★	★★
	Educate staff to regularly adjust or switch off appliances in hotels, especially in unoccupied rooms (heater, air-conditioner, mini-bar, etc.)	★	★	☆
	Set energy efficient solutions (presence-controlled lighting systems, energy efficient light bulb, low energy mini-bar)	☆	★	☆
	Provide Key Card that are linked to energy appliances so lights and appliances switch off when people leave the room	☆	☆	★
	Purchase or produce renewable energy	☆	☆	☆
Favour walking, biking and the use of public transportation	Include a free or reduced public transport day access with each booking	☆	★	☆
	Promote hotels located near the venue (at walking distance)	★	☆	☆
	Ask hotels to provide bicycles for loan to their clients	☆	★	★
Preserve the natural habitat of the event location and surroundings	Educate campers about natural surroundings and protection of plants, animals, etc.	☆	★	☆



Objective	Sustainability Initiative	Impact Minimisation	Awareness Potential	Ease of Implementation
Use sustainable products (locally produced, recycled, renewable, certified, non-toxic, etc.)	Apply environmental and social consideration in the purchasing policy (buy local, certified products)	★	★	★
	Use eco-labelled 100% biodegradable cleaning products	★	★	★
Involve, share and raise awareness	Promote hotels that are certified or that have a sustainability policy	★	★	★
	Provide training to your staff about environmental / sustainability practices	★	★	★

Notes

★ Low ★ Medium ★ High ★★ Very High

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