



ACCESS

Achieving Circularity in Cities through
Environmental Sustainability of Sports

INTEGRATION OF FREE PUBLIC TRANSPORT WITH TICKETS THROUGH COOPERATION AND SYNERGIES WITH THE CITY

Buy a match ticket, get a ride for free



This operational practice aims at reducing the environmental impact linked to the mobility of supporters, staff, volunteers and athletes to and from the sport venue, developing and strengthening the synergies between the city and local public transport bodies.

GENERAL DESCRIPTION OF THE PRACTICE

Through the creation of synergies between the transport agency and the city, it is possible to encourage and direct the mobility choices of fans.

According to the Italian CAM (minimal environmental criteria), the activation of collaborations and sponsorships with public transport companies, as well as with bike sharing, car sharing moto-sharing and micromobility services for discounts on transport tickets or sharing mobility services (shared mobility) should be applied, also the provision of discounts on the entrance ticket or other discounts for those who prove to have reached the event by public transport (train, bus, sharing mobility).

During the Men's World Floorball Championships 2022, the ticket for public transport was integrated in the WFC event ticket. This meant that spectators were able to take all public transports for free within the canton of Zurich (see figure). This initiative aimed at incentivizing and facilitating the use of public transport and was designed after a survey of 2,500 people aimed at understanding the expected mobility behaviours.

During the IBU BMW World Cup in Oberhof, moving by public transport and shuttles was free of charge and included in the entrance tickets for spectators within a 50 km radius of Oberhof. Spectators arriving by car were shuttled for free from several Park & Ride lots some 10-15 km outside the town of Oberhof to the event, replacing individual journeys and reducing the volume of vehicles.

During the FIS Nordic World Ski Championship, held in Oberstdorf Allgäu in 2021, over 55% of the spectators arrived with public transport. The existing transportation concept was enhanced, with a preference for trains and buses and the creation of a corresponding “Kombi-Ticket” that combined the games ticket with the public transport ticket. A tailor-made traffic concept with large-scale bus shuttle system, which is consistently controlled across a large geographical area via a traffic management system, provided transport to and from the event area.

Another example came from Australia, where the Richmond Football Club worked with the Australian Football League (AFL) and the City of Melbourne to introduce free public transport for Richmond fans when travelling to the match games, accessible by presenting their match day tickets.





CHALLENGE

The transport sector causes substantial negative impacts on the environment and human health, as it is responsible for about a quarter of the EU's total greenhouse gas (GHG) emissions, and causes air pollution, noise pollution and habitat fragmentation.

Compared with driving alone, taking public transportation reduces CO₂ emissions by 45%, decreasing pollutants in the atmosphere and improving air quality. It is estimated that public transportation in the U.S. saves 37 million metric tons of carbon dioxide annually.

Very large events generate crowds of more than 250.000 spectators a day or 5 to 10 million ticketed spectators. Encouraging the use of public transport by increasing the quality and the frequency of public transport services to and from the event venue, especially during big events, helps mitigate the environmental impacts linked to mobility, thus reducing the overall environmental footprint of the sporting event.

RESULTS

This practice allows the event organisers to greatly incentivize the use of public transport and lower the environmental footprint of the event regarding CO₂ emissions from transport. Mobility was recognized by the federations of Biathlon and Floorball, and by the sport industry in general, as the top category that influences environmental impact of sporting events.

In addition, this practice can also benefit crowd-building by incentivizing more fans to attend games in person.



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This factsheet is a part of a larger collection of good practices available on the project's website

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The **ACCESS project** is one of the latest European projects which explores and challenges environmental sustainability and environmental management in sports. Co-funded by the European Union's Erasmus+ programme, ACCESS is looking at narrowing the gaps between the current environmental performances of sport organisations, their strategies, and practices on one side and strategies and targets of their respective cities or regions with the overall objective – making these sport organisations a reference point for sustainability in sports in their countries and turning them into replicators of solutions for achieving it.



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