



ACCESS

Achieving Circularity in Cities through
Environmental Sustainability of Sports

SUSTAINABILITY-RATED ACCOMMODATION FOR FANS, STAFF AND ATHLETES LOCATED CLOSE TO THE EVENT VENUE AND TO PUBLIC TRANSPORT FACILITIES

“Oh, no need for a taxi, it’s
only a 10 minutes’ walk!”



There are different aspects that can contribute to define an accommodation as environmentally sustainable: first of all, since mobility is one of the most impactful environmental aspects of sporting events, the proximity of the hotel to the event venue is an aspect to prioritise in the selection of the accommodation.

GENERAL DESCRIPTION OF THE PRACTICE

Locating accommodation close to the venues was a major objective of the Special Olympics Canada 2014 Summer Games, to enhance the experience of the participants, and to reduce the environmental and cost impacts of travel.

Except for the bowling venue, all competition, accommodation, and operational venues were located within a 1 km radius — a first for a Special Olympics Canada Games. Having the ability to walk or bike from accommodations to venues was a great achievement, significantly enhancing the event experience, operational, and sustainability goals. All 1.800 athletes, coaches, and staff stayed in UBC accommodations for an average of 6 nights. The approximately 1.900 friends and family members stayed at a mix of downtown Vancouver and UBC accommodation options.

Moreover, all official and affiliated Games' hotels were Green Key certified. Participants were encouraged to select accommodations certified by recognized third-party assessment schemes for social and environmental responsibility. The selected UBC accommodation venues implemented practices such as: "Throw in the Towel" initiatives, new efficient lighting installations and extensive recycling programs, the use of green certified cleaning chemicals and the reduction of the overall use of chemicals, the use non-volatile organic compound (VOC) paints, the ongoing installation of low flush toilets in all suites and a large geothermal field for hot water and heating in the Marine.

Accommodation for players and staff of the teams was an important aspect of the 2022 World Floorball Championship in Zurich. Hotels were needed for around 16 teams, 11 nights per team with around 30 people per team: a total of 5.280 overnight stays (without considering the overnight stays of the supporters). The organiser drafted a list of possible hotels to communicate to the participating teams according to some criteria including price and distance in km from the event. In drafting this list green labels and certifications of the hotels were not fully considered; nonetheless, a hotel operator was selected as a sponsor also for its sustainability characteristics and it was communicated as a possible hotel to the travel agencies that arranged travel packages for the visitors that participated to the event. All IFF staff and officials (referees, referee observers, jury, commentators) stayed at that hotel. The hotel offered its guests to participate to its initiative "Plant for the Planet", offering the possibility to avoid room cleaning in benefit of the environment by choosing a benefit reward. Among the rewards, hotel guests could choose to waive any additional benefits and ask that the hotel invests CHF 5 for the "Plant for the Planet" initiative.

CHALLENGE

This practice addresses the environmental impact linked to two aspects: the GHG emissions linked to the mobility of supporters, staff, volunteers, and athletes to and from the sporting venue and the consumption of energy and resources and the production of waste by the hotels and accommodations selected by these actors to attend the sporting event.

For instance, the hotel industry not only produces large amounts of waste and carbon dioxide, which contribute to climate change, but also consumes a lot of energy and water. The ecosystem and biodiversity suffer greatly because of pollution and poor hotel waste management.

As stated by the UNEP, in a 'business-as-usual' scenario, tourism would generate through 2050 an increase of 154% in energy consumption, 131% in greenhouse gas emissions, 152% in water consumption and 251% in solid waste disposal.

Therefore, the practice of promoting hotels that are near the event venue and that comply with sustainability criteria and implement sustainable practices to reduce environmental pollution should be included in the event organisation.

RESULTS

The selection of accommodations located near the sporting venue not only reduces the environmental impact and economic cost of travel, but it also enhances the overall experience of the participants.

By choosing eco-friendly hotels, the sporting event lowers its environmental footprint in terms of GHG emissions, energy and water consumption and waste disposal, and contributes to preserve the environment by using local products and by avoiding the use materials that harm local ecosystems.

In turn, the practices implemented by eco-friendly hotels help them raise their public visibility and appeal, with consequent possible economic returns.

REPLICABILITY POTENTIAL

The replicability potential of this practice is limited, as it is limited especially in those cities that have a stronger sustainability culture and thus can offer more sustainable accommodation options and soft mobility infrastructures that connect the accommodations to the main local attractions, including sporting venues.





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

www.access-cc.eu

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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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