

A person wearing a red jacket, black shorts, a red helmet, and a backpack is riding a mountain bike on a grassy hill. The sun is setting in the background, creating a warm, orange glow over the mountains. The person is in a crouched position, leaning forward over the handlebars.

# Aspects of Sustainability

- that Inspire -

# Inspiring and sustainable events

The Swedish Sports Confederation's (RF) Aspects of Sustainability is an attempt to start sharing the accumulated knowledge and great ideas that exist among all sports federations and associations. In this way, we can inspire each other and do the right thing: one way to bring to fruition what is often described as a learning organization.

This list of aspects should continually evolve and thereby accelerate the positive development of the Sports movement through cross-sectional exchange of experience and ideas.

## How to use the aspects

The aspects should be used as inspiration, rather than a list of requirements that must be met immediately in all areas. The idea is that they should work as a knowledge bank to which you refer for tips and ideas.

The aspects are listed in random order, and you are free to prioritize them according to the sort of event you wish to focus on. What is important is that we all develop our sustainability initiatives in conjunction with sports events.

The aspects are written in a Swedish context, and some references and laws may not be applicable in other countries.

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# Aspects of Sustainability

PUBLIC ACCESS

RESPONSIBLE BETTING

ANTI-DOPING

WORKING CONDITIONS &  
HUMAN RIGHTS

WASTE MANAGEMENT

BIO-DIVERSITY & ANI-  
MAL WELFARE

ACCOMMODATION

NOISE AND POLLUTION

CONSTRUCTION

ENERGY

EVENT DESIGN

SUSTAINABILITY POLICY

DON'T LITTER

HEALTH

PURCHASING &  
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INTERNAL & EXTERNAL  
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CHEMICALS

CLIMATE

COMMUNICATION

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ART & CULTURE

LAWS & PERMITS

LEADERSHIP &  
MANAGEMENT

LOCAL FOOTPRINT

PROFITABILITY

MARKETING

FOOD & DRINK

MATERIAL SELECTION

COMBAT MATCH-FIXING

MONITORING & FOL-  
LOW-UP

PANDEMICS

TRAVEL TO AND FROM  
EVENTS

SOCIETAL ENGAGEMENT

SEX TRAFFICKING & PROSTI-  
TUTION

SPONSORS & PARTNERS

SAFETY & SECURITY

ACCESSIBILITY

TRANSPARENCY &  
REPORTING

TRAINING &  
EDUCATION

CHOICE OF VENUE

WATER

EXPLOITATION

CLOTHING





# How to start

## 1. Build a Team

All sustainability work should be undertaken within the auspices of existing organizational structures, so select people in different key roles and establish routines to ensure that sustainability issues are incorporated in all aspects of your work with events.

We recommend appointing a specific person responsible for co-ordinating sustainability activities with specific focus on guaranteeing continuity and quality of work, (similar to the role of a financial controller). For large events, it is a good idea to have one person as a sustainability strategist. Irrespective of the size of an event, it is crucial that sustainability activities are directed by management.

## 2. A Strong Team with Knowledge of Sustainability

The key drivers for sustainability initiatives always come from the individual. Knowledge and insight drive involvement. Strong leadership within the sports movement can make a difference by integrating sustainability in all its forms in the core values that we live by and teach. In this way, you provide all team members with the knowledge they need to have the confidence to create new routines and ideas that show the way forward.

## 3. Select Aspects

RF's "Aspects of Sustainability" provides an easy-to-use overview of a number of areas worth considering and incorporating into your planning. Critics might say that it is impossible to consider more than 40 aspects, but knowledge and insight are never barriers. Rather, they are resources at your disposal. Read through the guide and discuss with your team which aspects you already are up-to-speed with and can implement immediately. Then think about those aspects that your sport in particular can influence and make a difference to. Lastly, select a number of aspects in which you feel you can learn more about and develop your team and your sport.

## 4. Establish Policy & Goals

Once you have selected a number of aspects, it is time to establish policy and goals. Use Aspect 12 to help you develop your policy. Set challenging but realistic goals and decide on ways to measure and follow up on them. The process of formulating sustainability issues in a policy document facilitates future work on sustainability as you can always refer to the document when questions arise over short-term thinking undermining sustainability initiatives.

## 5. Get to Work . . .

For more ideas use the [RF's material](#) that provides help and support for planning events.



# Definition

## A science based definition of sustainable sports events

Sustainable sports events inspire diversity, equality and lifelong physical activities and are successful both socially, environmentally and financially. They are transparently carried through and contribute to health, empowerment, learning and a just and meaningful life for all, locally and globally.

Sustainable sports events efficiently use renewable energy, metals and minerals abundant in nature, biodegradable chemicals and resources from well - managed, fields, oceans and forest. By that, they are no longer a hindering to our planet's ability to provide us with new resources and maintain life in all its forms. The journey to fully sustainable sports events may seem long but is a unique success factor for Swedish sports that we together shall make a reality.

*Established by the board of Swedish Sports Confederation in August 2016*

# Public Access

Sweden's "Allemansrätt" – the right for all to access woodland and other public spaces on the condition that they do not disturb or destroy anything – is unique, and a right worth protecting. Organizing sport on public land, public roads, in air and on water, is a pre-requisite for a wide variety of exercise and sporting activities.

## *Tips & inspiration*

- [Inform](#) visitors, participants, and officials about the right of public access
- Ensure that events are not held in nature reserves or water protection areas
- Follow relevant rules from your special sport federation



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# Responsible Betting

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Betting Sporting events are often associated with betting. Betting provides an extra dimension of excitement and engagement for fans.

Responsible betting, information, and clarity related to the risks linked to betting reduces the risk of people losing control of their betting.

With the aim of preventing people from becoming addicted to betting, and to ensure that those with a problem receive fast and effective treatment and support, your event can support responsible betting.



## *Tips & inspiration*

- Share information about and support [Spelkoll](#)
- Share information about and support [stodlinjen.se](#)
- Share information about and support [spelberoende.se](#)
- Find equivalent help for international fans such as [gambleaware.org](#)
- Prevent and prosecute illegal betting



# Anti-doping

The goal of the sports movement's anti-doping efforts is to protect the natural right of all athletes to participate and compete in dope-free sport.

To achieve this, doping is combatted in various ways at all levels of sport. This requires active efforts from the Special Sports Federations (SF), District Federations (DF), SISU Sports Education, and the local sports clubs.

All sport club members are subject to RF statutes and anti-doping rules. Each individual athlete is personally responsible for knowing and following these rules.



## *Tips & inspiration*

- Follow the sports movement's work on [anti-doping](#)
- Establish clear rules and respect standards



# Working Conditions & Human Rights

Events are characterized by project-led management and often by organizations that exists for short periods of time.

Ensuring proper routines for fair employment, safety, and a good working environment for all involved including subcontractors, volunteers and competitors in sports events requires robust systems.

The challenges are both local and global, which is why robust purchasing requirements are also crucial to successfully combat human rights abuses.

## *Tips & inspiration*

- Demand collective agreements
- Treat employees and volunteers equally
- Follow Swedish [labour law](#)
- Use systems for employee influence
- Place clear demands on contractors
- Read Swedish Sports Confederations [handbook](#) on Human Rights
- Buy [Fairtrade](#) products
- Sign the [UN Global Compact](#)
- There is also a standard for the working conditions: [ISO45001](#)

# Waste Management

On our journey from a linear society to one where the right resources are used cyclically, waste recycling is key. Rubbish is simply a resource in the wrong place. Smart material management and efficient recycling pay off for the planet and in financial terms. Minimize its production, simplify its management, and earn money from material revenues.

## *Tips & inspiration*

- Recycle waste by relevant material and amount
- Make it possible for all to recycle bottles and cans
- Avoid printed material
- Use reusable temporary constructions
- Award prizes for sustainability
- Give virtual prizes
- Offer clear recycling options for members of the public, competitors, and backstage team members
- Review purchasing and minimize packaging
- Avoid mixed materials that cannot be recycled
- Use compressors for larger amounts of waste to reduce the number of collections
- Ensure recycling sites are visible and clearly signposted
- Ensure that you have systems in place for dealing with hazardous waste and electronics
- Measure and follow up on the amount of waste generated and the proportion of waste that is unsorted



# Biodiversity & Animal Welfare

One of our greatest sustainability challenges is also guaranteed to be irreversible. Globally, we lose around 100 species every day. Sport is just like any other human activity, completely subordinate to nature, and should actively contribute to biodiversity. All sports that are performed in nature or that interact with animals have special opportunities to inspire improved development, and of course to responsible treatment of animals.

## *Tips & inspiration*

- Share information about and support [“Take care of your arena”](#)
- Ensure that events are not held in nature reserves or water protection areas
- Guarantee the best possible conditions for participating animals
- Prohibit all types of non-biodegradable pesticides
- Put up birdbaths, beehives
- Support endangered species in your local area
- Precautionary principle: prohibit all GMO products
- Provide inspirational information about animals in your sport
- Lookout for pets left in parked cars on sunny days
- Avoid fireworks
- Ensure that participating animals have access to privacy, food, and water

# Accommodation

Please  
do not disturb

Experiencing or attending an event often means staying somewhere other than home. You can make a direct difference by choosing accommodation that actively works with sustainability. Accommodation providers can actively contribute to reducing environmental impact in many ways. Booking eco-labelled hotels and hostels is an easy step that makes a big difference to the environment.

## *Tips & inspiration*

- Promote accommodation options for participants and visitors that actively work with environmental issues:
  - [The Nordic SwanSvanen \(type 1 eco-label\)](#)
  - [Green Key \(eco-label\)](#)
  - [Svensk miljöbas \(The Swedish Environmental Base environmental certification\)](#)
  - [ISO 14001 \(environmental management system\)](#)
- Stipulate that eco-labelled accommodation should be used for internal trips in your sustainability policy/environment policy
- Establish a dialogue with eco-labelled accommodation providers and ask them to make special offers for your participants and visitors
- Co-ordinate transport to and from accommodation
- Encourage the use of nearby accommodation to reduce travel to and from events





# Noise & Pollution

Hearing is a powerful sense that often contributes to an enhanced event experience. Events typically include speakers, music and other sources of sound that can be heard nearby. If sound is too loud, it is not only people that are affected, but also animal life. Allow your event to retain its charm and prevent volume levels from becoming an irritant.



## *Tips & inspiration*

- Check which times excessive noise should be avoided
- Follow [guidelines](#) on sound levels
- Establish a dialogue with local stakeholders
- Avoid fireworks

# Construction

den motsatta sanningen.

Get it right when we erect a new building, or rebuild and extend existing facilities, we can create positive effects for decades. Unfortunately, the opposite is also true.

Major sporting events often result in investment in improvements to venues and facilities, when this is done sustainably it has long-lasting effects.

In many cases still, infrastructure is built and constructed for the short term and then recycling needs to be a primary focus.

## Tips & inspiration

- Only use eco-labelled paint
- Use local tradespeople with a sustainability profile
- Prioritize wood as a construction material
- Use eco-labelled building materials in the first instance
- Prioritize reused materials
- Renovate interior design
- Use daylight for lighting
- Avoid mixed materials
- Review working conditions and occupational safety
- Sort materials on site
- Precautionary principle: avoid unreliable technique and materials (PVC, Nano, non-biodegradable chemicals etc.)
- Incorporate sustainability in procurement
- Encourage architects and consultants to work sustainably
- “[Nordic Swan-label](#)” new buildings
- Apply for a [Green Building](#) Award for larger projects. We also recommend the use of [LEED](#) and [BREEAM](#)



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# Energy

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Sustainable energy use is about SAVING and CHANGING. Many sports events are energy-intensive in terms of lighting, heating, cooling, and ventilation of large arenas.

Save energy with appropriate behaviours and clear instructions, but also through innovative technological solutions.

Switch to renewable energy, (wind, solar and water), instead of fossil fuel generated energy, (oil, natural gas and nuclear).



## *Tips & inspiration*

- Monitor and follow-up energy use
- Use daylight as much as possible
- Offer/require climate compensation
- Review and streamline technical solutions
- Demand electricity certified [Bra miljöval](#)
- Use renewable energy for heating Use renewable energy for cooling
- Change to LED lamps – arena and general lighting
- Use ventilation according to time and spectator requirements
- Use renewable energy for power supply and spare parts
- Educate employees
- Install motion-sensitive lighting

# Event Design

What is known in the corporate sector as “event design” is just as important in terms of the opportunities it offers at sports events. Event design can be defined as consciously defining an event’s different elements to maximize the experience for participants and others involved in the event.

Early on in the planning process of an event, it can be appropriate to think in new ways and question established practice – something that can also result in the event as a whole being more sustainable.

Including each of RF’s Aspects of Sustainability will of course make your event more sustainable, but challenging your organization to think of everything that is not included on the list may be the greatest opportunity of all...

## *Tips & inspiration*

- Stop and think outside the box – what can we do differently to generate a positive outcome from a sustainability perspective?
- Review structures and ask why things should be done in the way they have always been done in the past. Perhaps there’s a more sustainable solution just around the corner?
- Think whether it is possible to introduce an emotional cultural aspect into your event
- Carefully consider whether it would be relevant to make your event available digitally
- Create opportunities for engaging interactivity for visitors



# Sustainability Policy

A sustainability policy is a valuable tool that provides guidance and an indication of ambition level under the auspices of sustainability.

Your sustainability policy should be a powerful tool that can be shown to sponsors, suppliers, contractors, and volunteers. It should be widely used throughout your organization, from executive management to all participants.

Having a policy document in place simplifies future sustainability work as you can always refer to it when questions arise over short-term thinking that undermines sustainability initiatives.

## *Tips & inspiration*

- Base policies on a system-centric view of sustainability.
- Create a sustainability policy by basing it on the aim of your event and relate this to the overarching vision of your organization.
- Communicate the policy to participants, visitors, officials, and team members.
- Use the policy to set standards for purchasing and agreements with sponsors and partners.
- Refer to the policy in the event of confusion regarding your sustainability efforts.
- Use the RF's [definition](#) of sustainable sports events as a basis for your policy



# Don't Litter

Litter is an everyday environmental problem. With their unique capacity to influence large numbers of people, especially young people, sports events can be a source of change and improvement.

Swedes have unique opportunities to use nature as an arena for their own outdoor and sports activities. We should take care of this and preserve it for future generations. Every one of us should take responsibility for how we behave in indoor and outdoor environments. Naturally, this applies to when we visit woodland and open spaces and respect our right of public access.



## *Tips & inspiration*

- Ensure that you offer enough recycling options and bins for all
- Plan the location of areas where you serve food and drink strategically
- Tidy up frequently to avoid a vicious cycle – the untidier a place is, the easier it is for people to drop more litter
- Organize litter collection activities
- Organize activities where people pick up litter
- Ensure that you offer enough sanitary facilities
- Use a deposit system for cups, glass etc.
- Tidy and return event venues to how they were prior to events
- Minimize use of all forms of single-use materials





# Health

Sport makes people healthier, improves stamina, has a positive impact on our mental wellbeing and plays a key role in rehabilitation.

The sports movement aims to offer age-adapted activities for life-long sport and exercise. Visitors to sports events can be inspired to improve their health in many ways.



## *Tips & inspiration*

- Organize physical “try-out” activities for the public
- Encourage life-long exercise
- Promote a focus on health and alternative diet options
- Ensure you offer special dietary requirement options
- Ensure that events are 100 per cent smoking-free – inside and out!
- Ensure alcohol is served responsibly
- Ensure that participants have enough rest periods
- Ensure that there is adequate ventilation at venues
- Avoid odor systems
- Encourage personal exercise
- Provide information about alcohol, tobacco, and drugs

# Purchasing & Suppliers

Prior to and during events, large quantities of goods and services are purchased. This offers a great opportunity to influence suppliers for improved sustainability performance across all parts of the supply chain. This applies to distant production countries as well as domestic transport and deliveries. With new rules for public procurement, public organizers can now make extensive sustainability requirements.

The challenges are numerous and at every purchase we must reflect on the social and ecological challenges that exist. Current examples in the sports world include the risk of human rights abuses associated with the production of sportswear and equipment.

## *Tips & inspiration*

- Ask yourself: is this product or service necessary?
- Check whether it is possible to rent or borrow instead of buying new
- Buy environmentally labelled products and services, for example: printed material, cleaning and washing detergents, soap, furniture, office material, hotels, and cleaning services.
- Join the [“The Nordic Swan”](#) network
- Co-ordinate deliveries
- Shift focus from price to lifecycle cost
- Co-ordinate purchasing with others in your area
- Encourage product development
- Create a purchasing routine based on ethical and sustainable products and services
- Buy services rather than products
- Buy locally
- Set requirements for suppliers’ environmental work
- Draft contracts that include requirements to return unused products
- Purchase products without year markings to increase scope for their reuse
- Read more at the [National Agency for Public Procurement](#)
- Choose environmentally sustainable environmentally friendly team strips and work clothing and consider [microplastics](#) used in synthetic fibres
- Send digital invoices
- Read more about fair purchasing in the RF’s [handbook](#) on human rights





# Inclusion

Sport plays an important role in increasing understanding between people and nations. Our values are based on the following four cornerstones: pleasure and community, democracy and participation, the right of all to participation and play games. Everyone who wants to, should be able to participate based on their abilities, and an event may be the first opportunity for some people to take part in sport and community life.

## *Tips & inspiration*

- Be inspired by RF's work on [inclusion](#)
- Read the RF human rights [handbook](#)
- Use SISU's diversity training
- Use the [Inclusive Communication checklist](#)
- Respect [discrimination](#) law:
  - Gender: discrimination on the grounds of gender shall not be permitted
  - Religious or other beliefs: the democratic principle of the right of all to be included and participate is overarching
  - Gender expression and gender identity. Follow the RF's policy on [sexual discrimination](#)
  - Age: work actively to ensure individuals do not discriminate due to age during an event. Increase youth involvement
- Promote equal rights irrespective of ethnicity
- Promote equal rights irrespective of ability variation
- Strive for diversity among competitors, spectators, team members, and volunteers, as well as judges and those who present prizes
- Look at how you may be able to prioritize marginalized groups
- Involve people who have recently emigrated to Sweden



# Internal & External Transport

One of the most acute sustainability challenges we face – the dominance of fossil fuels – also offers considerable opportunities for influence and change. Sweden has a stated aim of having all vehicles fossil-free by 2030!

This can only come to fruition if we act concertedly and in all areas of society. Events' internal and external transport can be controlled, and this offers a fantastic opportunity for change, especially in terms of suppliers who can make a substantial difference.

## *Tips & inspiration*

- Encourage team members to use public transport
- Encourage visitors and participants to cycle
- Hold meetings online
- Co-ordinate deliveries
- Require suppliers to provide renewable-powered vehicles Introduce environmental bonuses into purchasing agreements
- Use messenger services that use bicycles
- Use cars that run on renewable power
- Arrange a contract with environmentally focused taxi company
- Book shared transport
- Choose car models that use renewable fuel for “official car” agreements with car companies





# Stakeholder Dialogue

To understand and learn from your local area through stakeholder dialogue offers insights and creates relationships that also facilitate future co-operation. A stakeholder is any organization or individual that is affected by your event. Much potential disruption and misunderstanding related to events can be avoided with effective, informal, and solutions-orientated dialogue in advance.



## *Tips & inspiration*

- Use local knowledge and competence to improve the experience of people nearby events Invite stakeholders to a dialogue at the planning stage
- Allow all present to speak and minute meetings
- Ask for ideas to make the event even better
- Respect residents and their surroundings that are likely to be affected by events
- Follow-up dialogue for evaluation
- Demonstrate the value of your event with the help of the [RF's forecasting tool](#)

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# Equality

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Research and people's own experience suggest that equality promotes the development of organizations and individuals. Equality in sport is a condition for the successful development of sport and events alike.

Democracy, fairness, efficiency, and development are unlikely to work if only half the population are involved



## *Tips & inspiration*

- Act to ensure that women and men have the same opportunities, rights, and obligations at all levels and in all areas to perform, lead and enjoy sport during the event
- Follow the RF's work on [equality](#)
- Work for and demonstrate that attention to gender underpins events
- Work for an equal gender balance among artists, people who present prizes, and others prominent during events
- Establish measurable equality targets and follow-up on these
- Ensure that all material you communicate is inclusive in terms of gender
- Read more about "[Alla skall med](#)" regarding communication





# Secretariat/Office

Continual work on sustainability is as important at the secretariat and office level as it is with sustainable events.

Setting an example by maintaining high sustainability standards in your office and secretariat demonstrates to others where we are headed.



## *Tips & inspiration*

- Recycle Buy environmentally labelled print material and paper
- Use [environmentally-labelled](#) cleaning products
- Buy [environmentally-certified](#) electricity
- Serve ecological and Fairtrade coffee
- Keep a copy of your sustainability policy in your office
- If possible, obtain environmental or ISO certifications for your activities

# Chemicals

A sustainable chemicals strategy involves SAVING & CHANGING: using recommended amounts and changing from persistent and toxic chemicals to biodegradable alternatives.

Environmental label “type 1” is an effective tool and makes it easier for people who are not chemists to make the right choices.

Be bold and pledge to make your event toxin-free. It is likely that we face unknown challenges of cocktail effects from the more than 100,000 chemicals that have spread more or less uncontrolled in the environment.

## *Tips & inspiration*

- Buy environmental marked [cleaning and washing](#) products
- Ensure that your cooling and freezing equipment is free from freons
- Use the recommended amounts of cleaning products
- Replace chlorine Inventory all chemicals
- Minimize the number of chemicals you use Request biodegradable chemicals from suppliers
- Prohibit [perfluorinated](#) substances in clothing, fire extinguishers, and ski waxes etc.
- Prohibit anti-bacterial treatment of whitegoods and clothing
- Replace brominated flame-retardants in curtains and furniture
- Use non-toxic insect, animal repellent
- Do not use toxins on gardens or pitches
- Use protective mats to prevent leakages from motorsport vehicles



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# Climate

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Climate change is one of humanity's greatest challenges. It has resulted in global catastrophes, but also, in co-operation initiatives on a scale that have seldom been seen in the past. Sports events, in all their forms are characterized by different management styles and often involve large numbers of different actors, which creates excellent opportunities for co-operation on climate issues.

For Sweden and RF, it is important to clearly demonstrate that responsibility for the climate is a red thread throughout your event.



## *Tips & inspiration*

- Identify your largest sources of emissions and find ways to reduce them
- Review energy use in terms of climate impact
- Review internal and external transport in terms of climate impact
- Establish purchasing rules in terms of climate impact
- Establish clear and timed goals for when your event shall be fossil-free (recurrent events)
- Measure and follow-up fossil CO2 emissions
- Climate compensate the emissions your event causes
- Read more about the global sports movement work for climate action, [Sports for Climate Action](#)



# Communication

Transparent and proactive communication builds trust for events' sustainability initiatives. Having one and the same message internally and externally simplifies this. Communication should be accessible for all and easy to digest, irrespective of language ability, disability, or other individual circumstances.

Follow up and present results, learnings, and impressions of the event.

## *Tips & inspiration*

- Provide visitors with attractive information on sustainability
- Smart communication to media, with action points listed
- Communicate sustainability initiatives as part of normal communication in all channels
- Highlight one or two unique initiatives with a newsy edge that make them easy to remember
- Prioritize digital communication over printed material
- Communicate before, during and after events
- Provide concrete examples of results and impacts in follow-up communication
- Guide visitors to more sustainable choices (nudging) for example with the use of pre-sets in booking processes
- Refer to your sustainability policy in all communication If you have international guests – translate material into relevant languages
- Read more about ["Alla skall med"](#) regarding communication



# Mood Drivers

A sense of togetherness, the celebration of sporting heroes, and, of course, marking victories at sports events is often enhanced in a number of traditional ways. A well-thought through strategy, in which organisers replace practices that are damaging from a sustainability perspective in advance are important. Some common mood drivers that are problematic include: Plastic confetti that breaks down extremely slowly and disperses into nature, including the oceans where it ultimately becomes microplastics.

Fireworks and other pyrotechnics frighten animals as well as large numbers of people who have pre-existing trauma conditions. Furthermore, fireworks are often manufactured under questionable working conditions and have substantial negative environmental impacts where they are produced. Fireworks also contain large numbers of substances that should not be dispersed into the natural environment, such as lead and benzene, (which can cause cancer). Used fireworks tend to end up in the environment, disrupting the ecosystem.

Balloons that are non-biodegradable and travel considerable distances often end up in the environment including the sea where they become microplastics. Smoke machines are usually powered by fossil fuels with added chemicals. This creates problems for people who suffer from allergies.

## *Tips & inspiration*

- Flower petals or biodegradable paper confetti instead of plastic confetti
- Laser shows instead of fireworks
- Soap bubble machine instead of balloon release
- Water fog generator instead of a conventional smoke machine
- “Pimp” using recycled material
- Think whether a given effect is really necessary and whether it really creates extra value



# Art & Culture

Art and culture in all its forms can help us to accelerate our progress towards a sustainable future. Whether it is performance art, such as theatre, film, music, poetry, dance, art, or literature, they all have one thing in common: the magical capacity to create a vision of a future world far from the reality where we find ourselves today.



## *Tips & inspiration*

- Use opening ceremonies as a channel to spread messages
- Stage art exhibitions in unexpected surroundings
- Co-operate with art colleges





# Laws & Permits

Events require authorization from different authorities – and for good reason. Under Swedish public order legislation (1993:1617), event organizers are responsible to ensure public order at events.

Furthermore, owners and venue licensees are legally responsible for fire protection. To obtain permission to organize a public event, in your application to police you are required to show how you intend on meeting your obligations as an organizer.

## *Tips & inspiration*

- See Sweden's law on [public order](#) (1993:1617) in full, especially Chapter 5. Special provisions for certain sporting events
- See the [Swedish National Police Board's](#) guidelines for conditions relating to public gatherings as sporting events (PM 2016:21)
- [Application](#) for use of public space
- See Law ([2003:778](#)) on accident prevention
- See information on alcohol law ([2010:1622](#))
- See information on camera monitoring law ([2013:460](#))
- See information on working environment ([1977:1160](#))
- Contact other municipal bodies for advice: social services, environmental and health protection, alcohol licensing, road safety and planning permission
- Comply with local safety requirements
- Contact insurance providers for appropriate cover for team members, visitors, and materiel
- Work with health and safety in relation to food service
- Is a permit required from the Swedish Environmental Protection Agency?
- Is a permit required for sound?
- Safety (maximum number of visitors, ambulance requirements, fire protection)

# Leadership & Management

Leadership and management of organizations for the planning and implementation of a sports event is challenging as it often involves project-based organizations for a limited period.

Therefore, it is especially important to uphold traditional success factors of leadership such as vision, goals, and follow-up. This also applies to skill sets development of those involved, and not least continuity for events that are recurrent, with the same or an entirely different organization at the helm.

## *Tips & inspiration*

- Demonstrate a clear vision, goals, and policies
- Develop employee skill sets
- Use your management structure to promote sustainability
- Demonstrate engagement in regional co-operation and destination development
- Use systems to evaluate visitor impressions
- Maintain sound documentation that ensures continuity (recurring events)



# Local Footprint

A sports event always has impacts on its surrounding area. This presents opportunities to create so-called “soft” and “hard” impacts. An example of a soft impact can be increased interest and participation in sports, greater sustainability engagement or a heightened focus on integration. Hard impacts include the renovation of sports facilities, improved public transport, and enhanced green areas.

Sports are rich with history worth telling visitors, in the same way as venues do themselves.

## *Tips & inspiration*

- Buy local services
- Create long-lasting infrastructure and improve existing facilities
- Initiate existing value changes
- Establish dialogue with local people at an early stage
- Co-operate with sports associations to involve and get young people interested
- Plan future investment
- Clarify total tax income
- Learn more from [the Legacy and Sports Events report](#)
- Use posters, apps or QR codes to share stories
- Work with local municipalities and local associations
- Make history come alive with locally produced products such as souvenirs



# Profitability

With a large role played by volunteering, it is important that you have good control of your financial position during the planning and holding sports events and strive at every stage to contribute to a long-term profitable end-result.



## *Tips & inspiration*

- Be professional with your financial management
- Build profitability through taking sustainable steps in the right direction
- Budget, and follow-up continuously
- Develop a plan for unexpected events (bad weather, epidemics, illness etc.)
- Review [insurance cover](#)
- Use the [RF's forecasting tool](#)

# Marketing

To stand for what you promise and being honest and open in messaging are excellent aspects of sustainable marketing. Marketing that is responsible, credible, truthful, and that creates expectations, is to take responsibility for visitors, as well as seeing their interest as an investment into an event. Use messaging that is easy for all to understand, irrespective of language ability, physical ability, or other individual circumstances.

## *Tips & inspiration*

- Be ethical and fair in your marketing
- Make sure you sign simple contracts that are easy to understand
- Review routines for cancelled events
- Ensure insurance cover is in place for travel organizers
- Prevent unofficial ticket sales
- Clearly describe events including times, duration, dates, prices, and what is included
- Market responsibly, credibly, and truthfully



# Food & Drink

In a sustainable world, production of food and drink is in harmony with, and strengthens ecosystems rather than what happens now where linear industrial solutions deplete the land and the oceans and is based on fossil fuels and the over consumption of raw materials.

Done sustainably, production of foodstuffs would no longer require energy-intensive fertilizers and chemical pesticides. Rather, we would have an agricultural sector that respected nature, animals and farmers' working conditions. Climate challenges have made meat the delicacy it should be and served as a complement to a primarily vegetarian diet.

Food at sports events can encourage pleasurable, healthy eating for all, regardless of origin. The responsible serving of alcohol that contributes to good order creates more enjoyable events for all.

## *Tips & inspiration*

- Ensure alcohol is sold responsibly
- Serve seasonal food
- Serve locally produced food
- Serve vegetarian and vegan options
- Serve ecological/Fairtrade/KRAV items
- Do not serve IUCN Red List [fish](#)
- Phase out single-use materials
- Take advantage of food waste for biogas
- Do not offer single-use bottles
- Reduce food waste through smart portion sizes
- Identify suitable plate sizes
- Replace bottled water with tap water
- Donate left-over food
- Use returnable glass
- Offer drinks on trays/tanks/dispensers
- Offer ethnic food
- Nudge people in suitable directions by highlighting sound alternatives without removing freedom of choice
- Use biodegradable single-use materials (paper, wood, bamboo)
- Reduce the amount of foreign meat products
- Offer a good variety of special dietary requirement foods
- Review handling of [alcohol and tobacco](#)
- Offer organic food with the EU or KRAV label

# Material Selection

An aspect that affects purchasing, construction, and co-operation partners.  
Use environmental labelling as a tool and select renewable and biodegradable materials from well-managed ecosystems.



## *Tips & inspiration*

- Ask first if a product is genuinely necessary
- Buy [environmentally-labelled](#) products
- Follow the [Sustainability Principles](#)
- Make sustainability demands on partners and sponsors

# Combat Match-fixing

If competition in sport, or aspects of competition in sport, are fixed sport in the long term is no longer interesting, either to participate in or watch.

The Swedish sports movement, athletes, trainers, judges, and officials must therefore take responsibility for their approach to betting and gambling and guarantee that all sports follow the rules that are in place. In this way, together we maintain the basic values relating to clean betting in sport.

## *Tips & inspiration*

- Familiarize yourself with the RF's checklist and material on [match-fixing](#)
- Share the RF's web portal against match-fixing, [minmatch.se](http://minmatch.se), which includes a whistle-blower function
- Familiarize yourself with [IOK](#) and Interpol's handbook on how to protect sport from match-fixing



# Monitoring & Follow-up

Monitoring and follow-up is important to demonstrate change and results of work on sustainability. Statistics for annual events highlight which initiatives have made the greatest difference but it is also important to measure specific events to demonstrate the effects of initiatives implemented.

This can be done as part of work on standards and environmental certification but also by following a number of key indicators to demonstrate changes in real terms that are easy to communicate and target.

## *Tips & inspiration*

- Measure and follow-up aspects in relation to visitor numbers:
  - waste in weight and number of fractions
  - energy use, kWh
  - climate emissions in tones
  - proportion of travel by vehicle type
  - water use
  - variations presented in images used, for example gender, age, ethnic background, disability etc.
- Ensure that actors who have been involved evaluate their experience of events to follow-up and improve. Environmental labels for events that reinforce communication and support work on sustainability:
  - [Environmental certificate events by The Swedish Environmental Base](#)
  - [Swedish Welcome](#)
  - [Natures Best](#)
  - [Sustainable event](#)

# Pandemics

When large numbers of people gather in the same location and an infection breaks out, there is considerable risk that the infection can spread suddenly. Make a risk analysis of if an infectious disease emerges and include measures to address an epidemic in your crisis plan.

## *Tips & inspiration*

- Assess the risk of sudden epidemic based on the location of the event, current situation, and target audience
- Prepare initial actions and contact list to the relevant authorities as part of your crisis plan
- Relevant authorities
  - [Public Health Agency of Sweden](#)
  - [The National Board of Health and Welfare \(Swedish\)](#)
  - [The Ministry for Foreign Affairs \(Swedish\)](#)
  - [The Swedish Civil Contingencies Agency](#)

# Travel to and from Events

Travel is one of the greatest sustainability challenges because we are trapped in an overwhelmingly fossil driven fuel structure. This gives considerable opportunities for change and influence.

Participants' and visitors' travel to and from events often accounts for the largest proportion of climate impact related to events. Scope to influence travel to events is considerable and prioritizing specific modes of transport at the ticket booking stage makes a difference.

## *Tips & inspiration*

- Smart choices of location and design of venues facilitate collective travel.
- Prioritize collective transport
- Prioritize collective travel online
- Co-operate with national, regional, and local train operators
- Offer secure bicycle parking for all
- Free parking for cars runs on renewable fuel or electricity
- Offer charging posts for electric cars
- Organize carpooling via information or an app
- Allocate parking revenues to climate projects
- Select venues close to public transport
- Set start and finishing times in co-ordination with public transport timetables
- Pay train fares of invited athletes
- Prioritize taxis run on renewable fuel or electricity
- Introduce a ban on engine idling
- Have vehicle-free areas during events
- Encourage renewable fuel use for flights ([Fly Green Fund](#))
- Offer climate compensation for visitors





# Societal Engagement

The sports movement of the future should be able to benefit from its basic values and take a larger and more active role in society. To succeed, we need to take a clearer stand and demonstrate the good sport does for society.



## *Tips & inspiration*

- Initiate new and exciting alliances for a better society locally and nationally
- Engage visitors in society programmes



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# Sex Trafficking & Prostitution

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Large events often cause unwanted side-effects. Exposure, training, and programmes to prevent sex trafficking ensures that our successes are not achieved at someone else's expense.



## *Tips & inspiration*

- Work with the police
- Work with The Swedish National Council for Crime Prevention
- Educate employees and team members
- Keep tabs on the international scene: [sharedhope.org](https://sharedhope.org)
- Establish dialogue with hotels
- [Read more](#) about trafficking



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# Sponsors & Partners

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Sponsors and partners often have considerable influence over events. By encouraging sponsors and other co-operation partners to take on greater environmental and social responsibilities, we can make a big difference. Choose which companies events will be associated with carefully.



## *Tips & inspiration*

- Identify shared values that can be communicated
- Request a sustainability policy and use this as a basis to identify arguments to make demands
- Develop a sponsorship policy with a clear environmental and social sustainability tone
- Think outside the box, sponsorship does not necessarily have to involve financial support



# Safety & Security

Sweden is a country where trust in public institutions and respect for others is strong. This, in combination with good infrastructure and robust social structures gives us an advantage as event organizers.

Event participants can rely on good structures and good knowledge that guarantees security. The journey to this point is a lot about a proactive approach to technical solutions as a support for well-trained team members.

Societal issues such as terrace violence, hooliganism, and the threat of terrorism are exceptions that require committed preventative work.

## *Tips & inspiration*

- Well-functioning evacuation strategy
- Venue with good preventative fire work done
- Defibrillator available and training of the team provided
- First aid equipment in place
- Access to medical staff
- Clear evacuation plans
- Emergency lighting facility
- Evaluation of attack/terror risk
- Employee/volunteers trained in CPR
- Staffed wardrobes/storage
- Steward/security guard involvement
- Appoint someone responsible for safety
- Crisis management in place
- Necessary insurance cover for events is in place
- Employees, officials, and volunteers have accident insurance
- Co-operate with local [POSOM](#) groups
- Conduct risk analyses and develop routines and emergency plans for unexpected events (bad weather, delays, accidents etc.)
- Read more about [supporter culture and terrace violence](#)
- Read more about [safe sport](#)

# Accessibility

Welcoming all visitors and competitors who have some form of physical or mental disability broadens audiences and experiences, (this includes some one million people in Sweden alone).

Increased accessibility use of venues, and accessibility to events gives all visitors a better experience.

Good accessibility of our venues gives our foreign visitors an inspiring image of Sweden's ambition to include all.

## *Tips & inspiration*

- Read more in [A Guide for Access-friendly Events](#)
- Ensure that surroundings, products, and activities during events are understandable and of use to all, in safe and comfortable conditions
- Publish information online about accessibility
- Make online booking accessible
- Review overall accessibility at your event
- Check emergency exits and alarm systems for people with special needs
- Create a holistic view of key needs: sight, mobility, hearing, allergies, mental etc.
- Review the accessibility for participants/officials
- Reserve good seats for people in wheelchairs
- Ensure you have accessible and enough toilettes
- Ensure there are food options for all
- Ensure that you have an audio and image presentation of results
- Use the Swedish Parasport Federations' knowledge within respective areas

# Transparency & Reporting

Organizations can choose to be more or less open with their activities. By being open and transparent with events, internally and externally creates trust and reduces the risk of corruption.

Publicizing targets, strategies and profit sharing provides grounds for a positive and fair media profile. Openness also reduces the risk of behaviour that undermines competition towards visitors and suppliers.

## *Tips & inspiration*

- Clarify your vision and mission, and how events will contribute to these
- Show your targets, strategies, your policies, and who your target groups are
- Clarify what happens if an event makes a profit
- Establish sustainability targets, measure, and follow these up in a report after an event or in an annual report
- Be clear with rules relating to fairness to ensure the spirit of competition remains intact
- Report effects of events on the [RF's forecasting tool](#)



# Training & Education

Knowledge is key to sustainable development big and small. Training that provides a holistic view of sustainability guarantees sustainable leadership as well as sustainable actions among all those working in your organization.

The power of acting in your own conviction compared to simply following instructions cannot be overestimated.

Sport has a responsibility as a trend setter for large sections of the population over and above socio-economic grouping and other differences. Share the message of social and ecological sustainability in words and actions.

## *Tips & inspiration*

- Overarching training in sustainability is important throughout all the Aspects. Among those aspects the following points are especially important for events:
  - Climate impact from visitor travel
  - Environmental impact of food
  - Waste disposal CPR and first aid
  - Safety
  - Diversity and Accessibility
- Training for:
  - all employees
  - volunteers
  - competitors

# Choice of Venue

A well thought-through strategy for events' different activities inside and out at the design phase can have considerable positive effects.

Climate impact can be reduced by using centrally located venues close to good transport links.

Effects on nature, animals and humans can be positive if public access rights are taken into consideration early.

## *Tips & inspiration*

- Establish dialogue with local authorities and local business
- Establish dialogue with venue and landowners
- Observe protection areas
- Identify climate-efficient infrastructure
- Select venues that take their environmental responsibility seriously and that are able to clearly demonstrate their positive environmental impact
- Select venues that have adopted sustainable solutions in terms of use of space and technologies (ice, grass etc.)
- Select venues that respect collective bargaining agreements and that support the local community

# Water

An event affects the planet's limited water resources in many ways. Partly through daily use, where the Issue for us is primarily related to energy use for distribution and heating, but also due to the chemicals and unwanted substances that we dispose of down the drain. One of the fastest increasing water-related environmental issues in the world is the amount of plastics in the oceans.

Another type of use is "virtual water" where some 170 litres of water are used to produce one glass of orange juice and, for example, sometimes in the most water-stressed areas of the world.

## *Tips & inspiration*

- Ensure toilets use smart flushing
- Use water-free urinals
- Ensure taps on handbasins and showers are "low flow"
- Use water stations instead of bottled water
- Install auto-shut-off in showers and drinking water stations
- Water pitches and lawns at night
- Encourage water saving with messaging
- Install bins beside toilettes for rubbish
- Implement a grey water system for toilettes in new builds
- Support programmes that contribute to drinking water in developing countries
- Monitor water efficiency of snow cannons and ice





# Exploitation

For many, sports events are of great value, for spectators and competitors. There is, however, risk of “event fatigue” in areas that host many recurrent events. Listen to your local area, and plan events at times that suit the local community.



## *Tips & inspiration*

- Initiate dialogue with the local community to agree the best possible time to hold events.

# Clothing

Many sports events need clothing and other textile products for team members, volunteers, and participants. Clothing that is often only used for a short period of time and purchased at low prices. The textile industry in general, and producers of this type of clothing in particular, face extensive environmental issues and challenging working conditions. We need to ensure that we do not add to these severe challenges.

Globally, more than 100 million tonnes\* textiles are produced annually, approximately half of which is made using oil. In Western countries such as Sweden, we buy an average of 13kg of clothing a year while we throw out around 8kg a year – 60% of which is in perfectly good condition.\*\* Meanwhile, the clothing industry produces more greenhouse gases than air and sea traffic combined.

Low-price textiles are often produced in countries with water scarcity, vague environmental legislation, poor working conditions and by suppliers in extended supply chains. Challenges related to fossil fuels in production processes and long-distance transport also results in extensive environmental impact. Opportunities exist here in finding partners who have good knowledge of their supply chains and that have made clear commitments to phase out hard-to-break-down and toxic chemicals such as fluorinated substances and silver, as well as to move away from fossil to renewable fibres and to more water-efficient production processes. Suppliers who provide fair and safe working conditions for employees should also be preferred.

## Tips & inspiration

- Consider whether an item of clothing is really necessary in the first place!
- Offer participants and team members the option of not having a given item of clothing
- Select [environmentally/sustainability](#) marked clothing in the first instance
- Avoid printing years and dates on clothing to make it more likely that it can be worn on multiple occasions
- Make sustainability requirements of your suppliers' material, working conditions and shipping methods
- Communicate your decisions to team members and visitors to show that you are taking your responsibility for sustainability seriously
- Ensure clothing is not treated with antibacterial [silver ions](#)
- Choose staff clothing that is not coated with [fluorescent substances](#)
- Minimize use of polyester and acrylic due to [microplastics risk](#)
- Consider donating or recycling unused clothing

\*) <https://textileexchange.org/>

\*\*) <https://www.naturvardsverket.se/Sa-mar-miljon/Mark/Avfall/Textilavfall/>







# The goal is a sustainable world!

Aspects of Sustainability is based on facts and knowledge, but it is far from a finished product. With this tool as support, together we strive to achieve common goals where we in sport take responsibility to hold more sustainable events. We use these aspects as a tool to realize our efforts. The aim of the aspects is that you should have access to more knowledge about sustainability initiatives. In addition, we can develop even more sustainable events from social, economic, and environmental perspectives.