

The Eco-Efficient Event Manual is intended to serve as a guide for event organisers bidding for, planning and holding major events. The manual suggests beneficial actions that can be taken by key actors during every phase of the organisation of an event. The Manual uses experiences and data obtained during the IAAF Helsinki 2005 World Athletics Championships to highlight the environmental impact of such events, and to present best practices from Helsinki and other parts of the world.

FASTER, HIGHER, MORE SUSTAINABLE

(CITIUS, ALTIUS, PRUDENTIUS)



An eco-efficiency manual for major sports events

Sports events can reach and influence very large numbers of people, particularly where consumption patterns are concerned. The organisers of major international sports events are increasingly paying attention to the long-term effects and sustainability of their activities.

Drawing on experiences with environmental measures taken during the IAAF Helsinki 2005 World Athletics Championships, and the resultant data, the Helsinki University of Technology has produced an easy-to-use manual to help the organisers of future events to make them more environmentally sustainable.

Mass events and climate change

The most important single environmental impact of a major event relates to the greenhouse gas emissions produced by traffic, and due to energy use. Other emissions such as aerosol particles can also seriously affect local air quality and increase health risks.

The carbon dioxide emissions produced in Helsinki due to the 2005 World Athletics Championships corresponded to 17% of the annual traffic emissions of the Helsinki Metropolitan Area. About 96% of these emissions were created by traffic generated by the event, and 4% were related to energy use.

Four main steps can be taken to reduce the climate impact of major events:

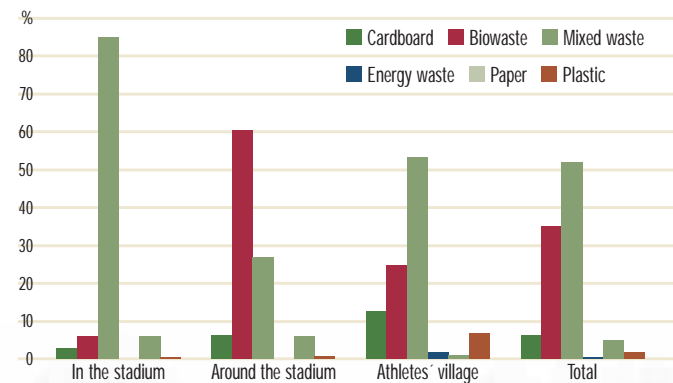
- energy saving measures
- using renewable energy sources
- promoting the use of public transport
- compensating for the remaining greenhouse gas emissions.

During the Helsinki event sustainable transport, for instance, was promoted in various ways. Helsinki City Transport offered spectators a 25% reduction on tourist tickets, and accredited participants, officials, and media representatives were entitled to free public transportation. A shuttle bus service operated between the Stadium and the event's main car park. Drivers were trained in ECOdriving. Free city bikes were made widely available around the city centre. Walking was encouraged by setting up well-planned routes clearly marked with flags and distributing a special "Walk the Green Helsinki" map.

Saving on materials

Other important environmental impacts of mass events are related to construction and waste management. In construction, environmental criteria should already be applied during the planning phase and the selection of construction materials and de-

PROPORTIONS OF DIFFERENT WASTE TYPES COLLECTED AT DIFFERENT LOCATIONS



signs. The most important objective is to reduce material flows and minimise the amounts of materials ending up in landfills. Longer-term sustainability should also be considered where infrastructure is built or upgraded.

The Athletes' Village for the Helsinki event was mainly based on

existing infrastructure. Temporary constructions were mainly rented, while new constructions were made to be reusable and recyclable. An impressive proportion of 96% of all the construction materials used in the Helsinki event were designed so that they could subsequently be reused.

Encouraging recycling

Integrated waste management at mass events should be based on the prevention of waste, and the provision of efficient waste sorting facilities. The catering facilities for the Helsinki event used biodegradable utensils, and plastic beverage bottles were collected for re-use.

Volunteers served as practical recycling guides, effectively encouraging spectators to participate in recycling. Such efforts can also influence public attitudes and behaviour in the longer term. The different proportions of wastes of different types collected at various locations show how the waste management guidance and advisory staff in the areas around the stadium and in the athletes' village helped to promote recycling, with much more waste being sorted rather than left with mixed waste (see diagram below).

Cutting costs

Integrated waste management is both ecologically and economically efficient. It is much more expensive to treat mixed waste than biowaste, for instance, and the separate collection of biowaste helped to save 20% of the total waste management costs of the Helsinki 2005 event.