

Prepared by Tourism London
and Racing to Zero

London Sustainable Event Hosting Resource Guide



LondonTourism.ca

RacingtoZero.ca



Contents

3 Introduction

5 Best Practices

- 6 [Energy](#)
 - 9 [Transportation](#)
 - 12 [Procurement](#)
 - 14 [Waste](#)
 - 18 [Food](#)
 - 21 [Accommodation](#)
 - 22 [Communication](#)
-

23 Conclusion

24 Additional Resources

- 24 [Emissions Measurements & Tracking](#)
- 26 [Carbon Offsets](#)
- 29 [Transit Blueprints](#)
- 30 [Key Questions to Ask](#)
- 31 [Eco-Friendly Purchasing Alternatives](#)



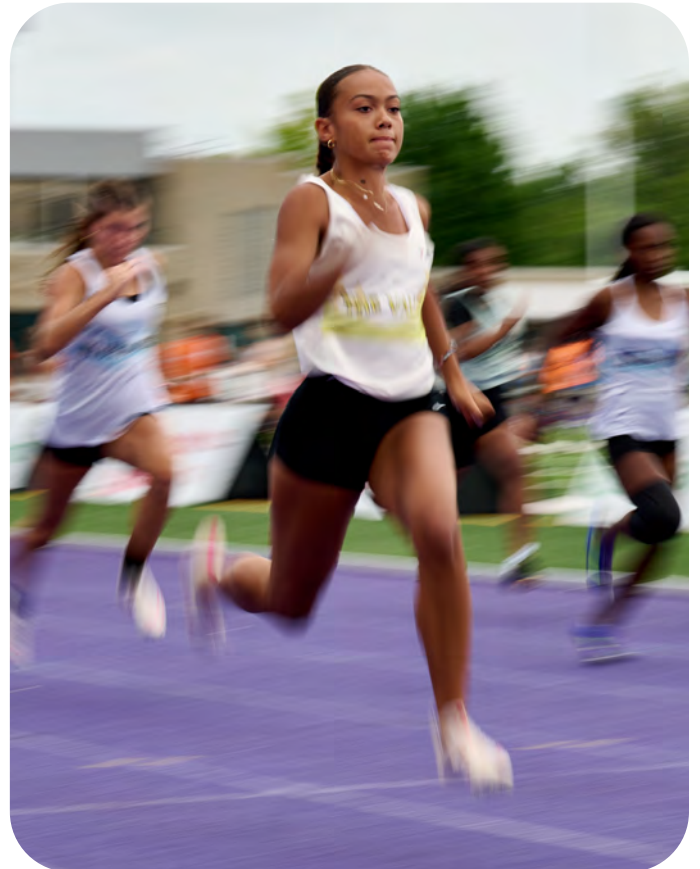
Introduction

Climate change is accelerating, bringing increased risks to our communities and the events we enjoy, including sport.

Extreme heat, flooding, wildfires, and the lack of snow are the result of inaction, leading to adverse playing conditions, rising costs, and in some cases event cancellations. Recognizing this, Tourism London has partnered with [Racing to Zero](#), a Canadian sport sustainability consultancy, in producing this guide to help sport event organizers do their part and make sustainability a priority when hosting events. The intention is to provide actionable and realistic solutions that are relevant to London and its surrounding region, but can be adapted to suit events of varying sizes and scales.

Sport holds a unique ability to unite people and inspire action. Similar to how London is using its [UNESCO City of Music](#) designation to develop a more inclusive and creative city, we see sport as a platform for leadership, influence, and real-world change. Beyond the direct impacts from an event itself, the [UN Sports for Climate Action Framework](#) (UNSCAF) demonstrates the various spheres of influence that sports can have across communities and cities, athletes and fans, and the global public perception. By making sustainability a visible and integrated part of sport events, we believe we can model better choices and shift behaviors across athletes, fans, and communities.

This guide is designed to help sporting events align with, and contribute to the goals of the City of London's [Climate Emergency Action Plan](#). It draws on leading international frameworks, such as the UNSCAF, and guidance from local organizations to provide tangible actions, local resources, and practical examples to support sport event hosts in becoming sustainability champions.



LEARN MORE

If you're interested in learning more on these topics, please check out:

[London CityGreen Program](#)

[Discussion Primer for CEAP](#)

[UN Sports for Climate Action e-Learning](#)

[IOC Sustainability Essentials](#)

[London Environment Network](#)

[Green Economy London](#)

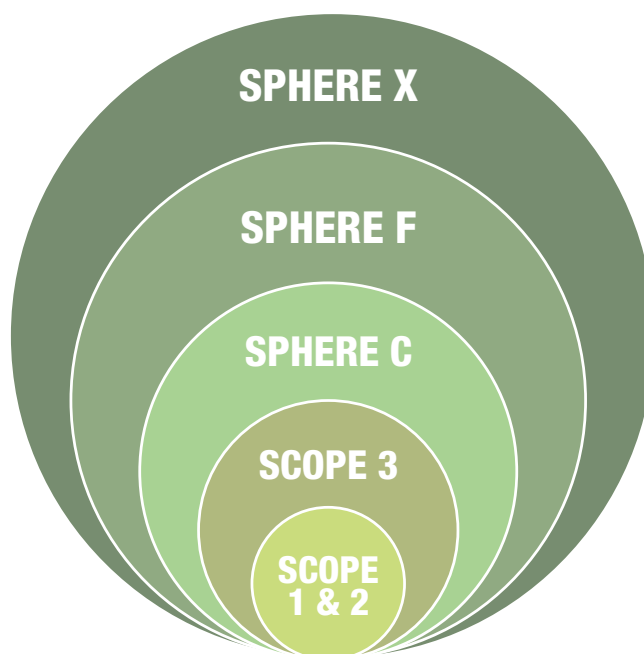
Introduction

Sphere X

Leveraging the global influence of sports to change public perception and drive climate action through compelling storytelling, as well as policy engagement.

Sphere F

Engaging fans and participants around the world to co-design plans and develop their own climate measures.



Sphere C

Climate action and engagement with communities and cities where sports organizations are active.

Scope 3

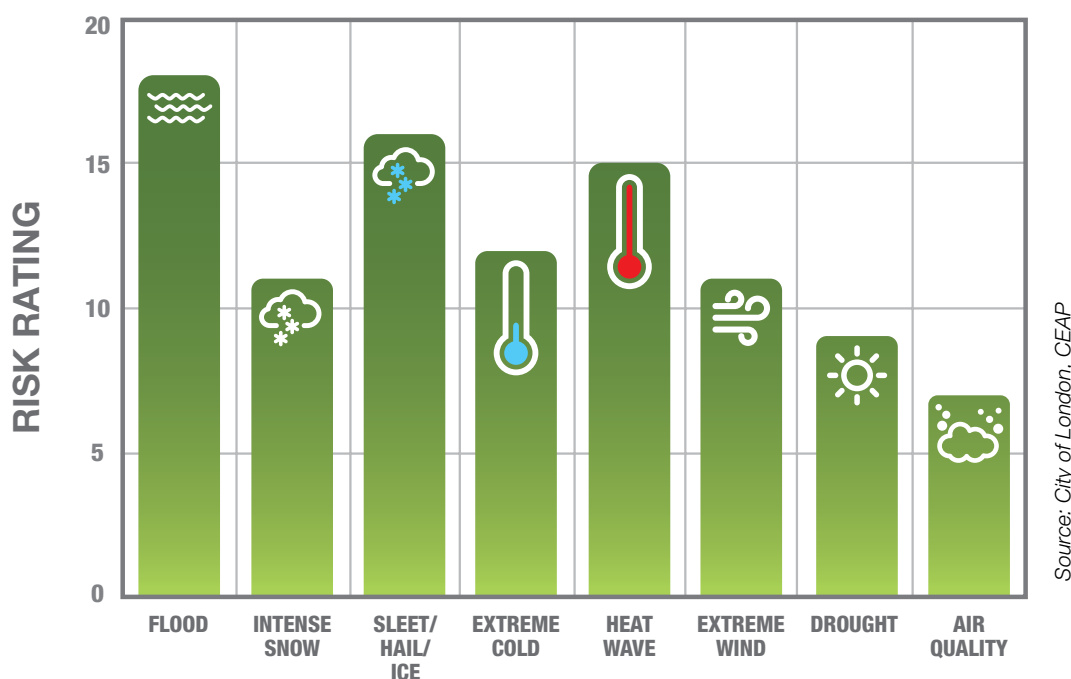
Indirect emissions from the organization's value chain.

Scopes 1 & 2

Direct & indirect emissions from the organization's operations.

Source: Source: GHG Protocol & UNFCCC

Risk exposures from weather events that could have major consequences to sporting events



Best Practices

The following seven sections highlight best practices for the most impactful areas of sporting events, each connected to relevant [UN Sustainable Development Goals](#) (SDGs) to show their global significance. Within each section, you'll find practical actions and considerations to guide you through the planning process.

STEP 1: Appoint a Sustainability Lead within your planning committee. This person can champion ideas, track progress, and keep the entire team accountable to your sustainability goals.

It's important to recognize that no single event is expected to tackle every issue at once! It's far more effective to start with a few priority areas, implement meaningful changes, and build on them year after year. Which actions you take first will depend on your budget, your event's values, and the type of sport. Even addressing just one of these priorities is a great start!



Energy

Reducing energy use at sports facilities is one of the most effective ways to cut greenhouse gas (GHG) emissions and lower your event's operating costs. While you may feel like you have little control over this when renting a venue, you can still make informed decisions about sustainability initiatives when choosing your facility, and apply pressure to facilities to upgrade their energy efficiency if they haven't already.

Energy Management Practices

When looking for a venue, make sure to ask about their energy management practices. Proactive venues will have tailored, building-specific strategies in place to reduce consumption and improve performance, including LED lighting, movement-activated lights, modern HVAC systems, energy-efficient appliances, and formal certification programs.



Here are some examples of common venues in London:

Canada Life Place: LED lighting; Energy-efficient appliances; Specific ice management systems to reduce energy requirements; District steam heats water in the building.

RBC Place London: LED lighting; Motion-sensored lights; Upgraded HVAC systems; Energy-efficient appliances; EV Charging stations; [Signed Sustainable Tourism 2030 Pledge](#).

Western Fair Sports Centre: Over 1,100 solar panels on roof; Upgraded HVAC system; "The Wormery" compost facility

Canada Games Aquatic Centre: LED lighting; Upgraded HVAC system; Combined Heat & Power (CHP) System; Energy-efficient appliances.

Boler Mountain: [Signed Sustainable Tourism 2030 Pledge](#); Silver Certification from GreenStep Sustainable Tourism Business.

For more questions to ask facility managers, see the [Additional Resources](#).

FUN FACT:

LED lights use up to 75% less energy than fluorescent lights.

Energy

Energy Management Practices

On-site Renewable Energy

Look for facilities with renewable energies like solar panels on-site, such as the Western Fair Sports Centre, as these are the most direct way to reduce energy emissions.

BONUS:

These visible investments are strong indicators of a venue's long-term commitment to sustainability.

Purchasing Green Energy

Even if the facility doesn't run directly on renewable energy, you can still power your event with green energy through services like [Bullfrog Power](#). This is done by measuring the event's electricity usage, and then Bullfrog Power injects the equivalent amount of power from wind, solar, and hydro sources into the grid to match it.

Mobile Generators

For larger events and those taking place outdoors, we often find ourselves needing access to mobile generators. When managing the need for remote power, consider the following:

Avoid

- Since the majority of London's electricity is sourced from clean hydro-power, the best way to reduce emissions is to avoid mobile generators altogether and use the electrical grid. Ensure your chosen venue has sufficient capacity to meet your needs, or run extension cables to any elements located outside the venue.
- If you're hosting a fully outdoor event, such as a road race, you may be able to tap into City-owned buildings to feed your power needs. Contact the City of London to confirm if this is possible for your event.



Energy

Mobile Generators

Battery Energy Storage Systems

- More and more outdoor events are adopting Battery-Powered Generators to meet their needs. These work the same as a mobile generator, but are essentially large batteries that you can plug your devices into, creating zero emissions during use!
- There are a range of options and sizes depending on the capacity needs of your event, so it is important to first estimate your power demand, then work with suppliers to find the right option.

Local rental options include:

[Sunbelt Rentals Battery Energy Storage Systems](#)
[Stephenson's Battery Powered Generator](#)

Choose the Cleanest Fuel

- When generators are unavoidable, only use them where absolutely necessary and prioritize fuel types in the following order:



1. Natural Gas



2. Propane



3. Gasoline



4. Diesel

Source: [Canadian Propane Association](#)

- [Hybrid systems](#) are also available, which are more fuel efficient than traditional gas generators

LOCAL CASE STUDIES



LONDON JUNO WEEK 2019:

The 2019 JUNO Awards, hosted in London, were powered by Bullfrog Power for the 12th consecutive year, which is equivalent to taking 530 cars off the road for a week. [Learn more](#)

Transportation

Transportation is typically the largest source of emissions associated with sporting events, especially when participants, spectators, and vendors rely on private vehicles. While you may not control how every individual travels, you can significantly influence transportation patterns through your planning decisions and communications.

Choose Venues That Allow for Low-Carbon Travel

Choosing a venue that's easily accessible without a car is one of the simplest and most effective ways to reduce travel-related emissions. The more walkable, bikeable, and transit-friendly your venue is, the easier it becomes for attendees to choose low-carbon options.



What to look for

- Proximity to major bus routes or transit hubs
- Safe and accessible pedestrian routes
- Loading zones for drop-off and pick-up for carpools and rideshares
- On-site or nearby bike racks and secure bike parking
- Proximity to EV charging stations

Leverage London's Bike Network

London has over 350 km of pathways, bike lanes and cycle tracks that you can take advantage of by choosing venues that are accessible by these routes.

- Share the [City's Bike & Walk Map](#) and [Bike Parking Map](#) in all pre-event communications
- Highlight the convenience of e-bikes as a less physically demanding alternative.

Consider Bicycle Parking at Events

Bike security concerns are a common barrier preventing people from cycling to venues. Ensuring there are ample bike racks with security guards or volunteers monitoring these areas gives spectators the peace of mind they need to bike to events.



Transportation

Incentivize Low-Carbon Travel

Encouragement works best when it's paired with tangible benefits. Here are a few ways to push attendees toward sustainable travel:

Provide real incentives, such as:

- Preferred parking for carpools or electric vehicles (EVs)
- Discounted registration, giveaways, or entry into prize draws for those who walk, bike or use public transit
- Take advantage of Tourism London's partnerships with local bicycle stores for rental bike discounts and special offers.

- At [Trek Bicycle Store](#) and [Gremlins Bicycle Emporium](#) attendees can access a 20% discount on full day rentals with the code **LONDONTOURISM**
- [London Bicycle Cafe](#) is another great resource for cycling information and equipment in London!

Promote **VIA Rail** for those travelling from out of town!

Make sure to include options and incentives in all pre-event communications:

Highlight all available low-carbon travel options and explain their environmental benefits in simple, clear terms.

For an example of how to phrase this, see the [Communication](#) section.



Transportation

Provide Public Transit Blueprints

Making public transit easy, affordable, and well-promoted can have a big impact. Help your spectators actually use public transit by providing a 'Transit Blueprint' ahead of time, laying out the best bus routes, walking times, and fare info in detail.

See our [Sport Venue Transit Blueprints](#) document for examples you can apply directly to a variety of venues across London.

FUN FACT:

Carpooling or ridesharing can eliminate up to 1 ton of carbon emissions annually per person, which is the equivalent to planting 50 trees!



Procurement

What you buy, and who you buy it from, can have a significant impact on your event's sustainability. Plus it's one of the areas where you have the greatest control. From signage and uniforms, to giveaways and food containers, every purchase presents an opportunity to reduce waste, support local green businesses, and contribute to a [circular economy](#). For more detailed information on sustainable procurement, you can also refer to the [IOC's Sustainable Sourcing in Sport](#).

Ask Yourself a Few Simple Questions

Before you make any purchases, ask yourself the following questions:

Do we really need this?

"Is this novelty plastic giveaway item really cool, or will it be used once and immediately thrown away?"

Can we borrow, rent, or reuse instead of buying new?

"Maybe another club or organization already has some big coffee dispensers we can borrow for our event so we don't have to buy our own!"



If we have to buy new, can we choose products made from recycled materials?

"It's a shame we have to use disposable plates for our food, but I wonder if we can get some made of recycled paper instead of plastic."

What type of packaging will it come in and how much waste will that produce?

"This looks like a great product, but if each one comes individually wrapped in layers of plastic, maybe there's a better alternative."

What will happen to this product after the event? Can it be reused, repurposed, donated, or recycled?

"We're likely going to have some leftover t-shirts, I wonder if we can donate them to a local youth club or reuse them next year."

Buying less and choosing better-quality, reusable items not only reduces environmental impact, but it can save money in the long run and reduce post-event cleanup and disposal costs.

Procurement

Source Locally

As much as you can, choose to support local businesses instead of ordering from Amazon or large chains. Not only does this support the local economy, it also saves significant emissions from international transportation.

- [Green Economy London](#) and the [London Environmental Network](#) have directories of local businesses that prioritize sustainability through their membership.

Choose Eco-Friendly Alternatives

When purchasing goods for your event, consider whether there might be more eco-friendly alternatives. These products also usually tell a unique story that will increase the public's perception of your event.

See the [Eco-Friendly Purchasing Alternatives](#) for some eco-friendly options for common purchases for sporting events.

DID YOU KNOW:



Since 2010 clothing production has doubled while the number of times a garment is worn before being discarded has decreased by 36%

FUN FACT:

80% of a product's environmental impact is influenced by decisions made at the design stage. A circular economy prioritizes designing out waste and pollution from the start.



Waste



Sporting events can generate a lot of waste, but with the right planning, much of it can be avoided, reduced, or diverted from landfill. Whether it's single-use plastics, food packaging or leftover materials, effective waste management starts with smart design and clear communication. For more general information, see Green Economy London's [Waste Reduction & Diversion Guidebook](#).

Eliminate Single-Use Plastics

Reducing or eliminating single-use plastics is one of the clearest ways to cut waste and demonstrate your commitments to environmental responsibility. Full details of how and why to do this can be found in either the [IOC Plastic Game Plan for Sport](#) or the [Canada Games Council Sustainable Sport Event Toolkit](#).

Basic strategies involve following the 6 R's (Refuse, Reduce, Reuse, Replace, Recycle, Remind), but here are some key actions that most events can follow:

Ban plastic water bottles and provide water refill stations instead.

- Ask your venue where the water refill stations are located.
- These [Thirststations](#) can be booked directly through the [City of London](#) by emailing water@london.ca
- For bigger events, private companies like [O'land Stations](#) are another great solution.



Waste

Clearly communicate in all pre-event communication

- Inform your athletes and spectators that there will be no plastic water bottles for sale, and remind them to bring their own reusable water bottles.
- Clearly indicate where the water refill stations will be located during the event.

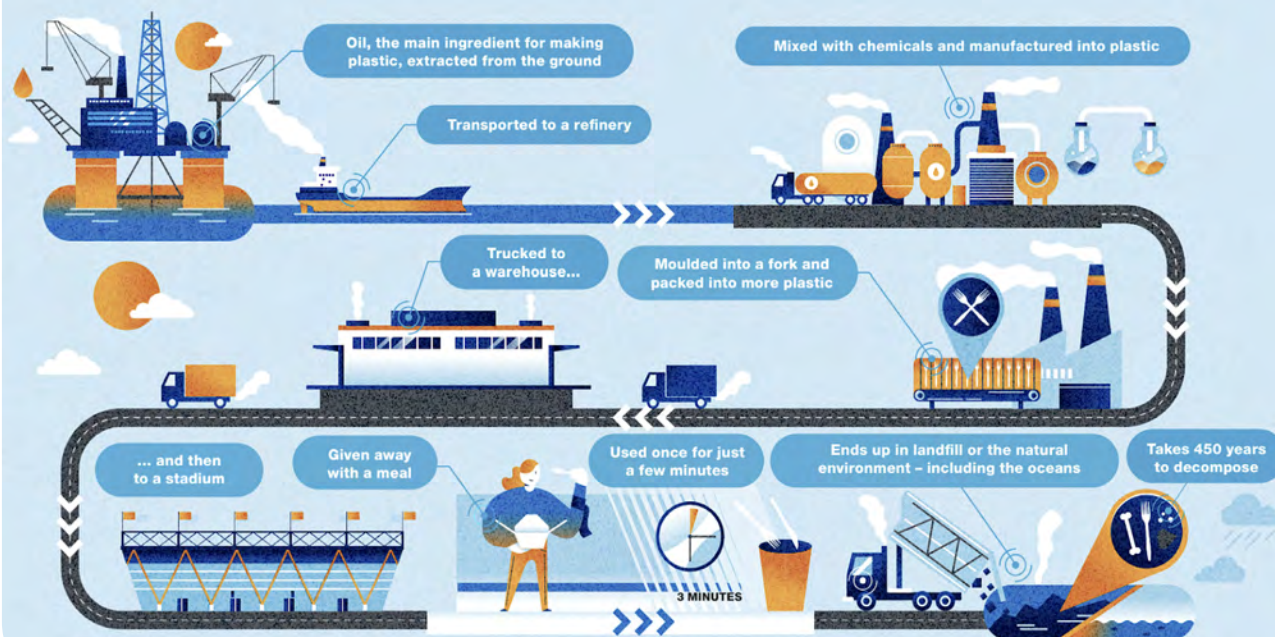
Consider renting real dishes and cutlery instead of disposable ones

or work with your caterers to replace plastic cutlery, straws, and condiment packages with compostable alternatives, paper straws, and bulk dispensers.

CASE STUDIES:

- In 2024, Western University stopped selling plastic water bottles across campus, including at sporting events held on campus, and instead has installed refill stations across the campus.
- At the recent 2025 Ontario Swimming Provincial Championships, swimmers were only allowed to bring reusable water bottles on deck, and plastic bottles were specifically restricted.

The life of a plastic fork



Source: IOC Plastic Game Plan for Sport

Waste

Set Up Clear Recycling Bins

Coordinate with venue staff and waste management companies to place clearly labeled, three-stream waste bins (landfill, recycling, compost) in high-traffic areas.

- The most effective way to maximize recycling is by stationing volunteers at Eco-Station to help sort waste into the correct bins. If volunteers aren't available, listing which bins common items go in (e.g. coffee cups or food containers) also works well!



For smaller, outdoor events:

- Garbage and recycling bins are available for rental from the City of London by filling out [this form](#).
- [TREA](#) can also help you organize an Eco-Station by contacting info@trea.ca

For larger events:

- Consider hiring full-suite services from private companies such as [Green Event Ninjas](#).

FUN FACT:

Ontario residents generate about 3.7 million tonnes of food and organic waste every year, and it is estimated that more than 2 million tonnes (54%) of it goes to landfill.



Waste

Go Digital or Reusable

Reduce your waste produced by opting for digital alternatives to the following:

DO	DON'T
QR Codes to download event materials	Printed event materials and programs
Digital rewards or experiences	Physical gift cards or gifts
Lightshow celebrations	Fireworks
Reusable “Swag”	Single-use trinkets or gimmicks

Case Studies

Home County Music & Art Festival & Sunfest

- All events at Victoria Park are required to have a waste management plan, which includes Eco-Stations, water refill stations, and recyclable or compostable food and beverage containers.
- After one year these guidelines improved waste diversion from landfills from 5% to 50%.

TCS Toronto Waterfront Marathon

- Partnered with [Greenwell Plastics](#) to recover 150kg of post-race heat sheets and convert them into a [park bench](#)!

DID YOU KNOW?

Tourism London offers recyclable tote bags for event organizers to provide to participants. Not only are they recyclable, they will also save your event money! Contact Tourism London to learn more!

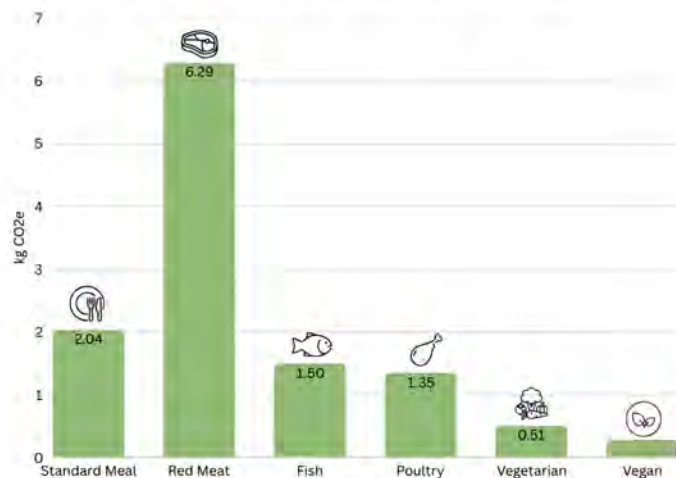


Food



Food is a central part of the event experience and a key area where you can reduce your environmental impact. Menu choices affect greenhouse gas emissions, waste generation, and community benefit. By working with the right caterers and planning ahead for leftovers, you can serve great food while supporting your event's sustainability goals.

GHG EMISSIONS PER MEAL



Source: Base Carbone ADEME 23.1

Request More Plant-Based and Less Red Meat Food Options from Venues

Meats and dairy, particularly red meat, have a much larger carbon footprint compared to plant-based foods like tofu, beans, and vegetables, primarily due to the extensive land required to produce them. When planning food options, ask your venues what options are available and if they can prioritize plant-based, poultry, or fish options.

BONUS:

Encourage all attendees to choose plant-based options, not just vegetarians, by making them plentiful and giving them appealing names and descriptions.



Food

Source Locally

Food miles represent the distance food travels before it's consumed, often carrying a significant carbon footprint along with it. The easiest ways to reduce your food's impact is by working with local caterers over large national chains, as they're more likely to work with nearby farms, producers, and seasonal ingredients.

BONUS:

Sourcing locally supports the regional economy, improves freshness, and reduces packaging and spoilage from long-distance transport.



Below is a list of local caterers who prioritize sustainability:

Plant Matter Kitchen: This vegan and vegetarian restaurant provides organic, locally sourced, and 100% plant-based foods. Plus, they are Bullfrog Powered and partnered with Tourism London.

Bella's Acacia Catering: This authentic vegan and vegetarian Korean restaurant donates leftover food from events and tracks their inventory to reduce food waste. They only use compostable, 100% recyclable, eco-friendly, and sustainable containers to deliver food.

Lynn's Bakery & Deli: This family run business gives back to the community by donating any surplus of daily baked goods to local charities.

New Leaf Plant Based Foods: This plant-based food truck serves delicious food using locally sourced and organic ingredients, while also minimizing their waste and donating back to the community. They are also a Green Economy London member.

The Green Window: his locally-sources salad shop offers a variety of wholesome, fresh meals that are both healthy and satisfying, while remaining committed to sourcing locally and reducing waste.

The Ice Box: This local ice cream truck is committed to being an eco-friendly business by handcrafting their ice cream with local, seasonal ingredients. In 2024 they installed solar panels to run on renewable energy, with support from Green Economy London.

Food

Implement a Food Recovery Program

Prevent edible food from going to waste by partnering with a local recovery organization to ensure surplus food is redirected to community groups rather than landfills!

- Many venues in London already have a food recovery program set up, so check with your event venue to see how you can utilize this. For example, Canada Life Place has an existing relationship with [Les Tablée des Chefs](#)!
- If there isn't an existing program, [Second Harvest](#) and [Lionhearts](#) are two London-based food recovery programs that help redistribute catered and fresh food to various local agencies.

Contact Person:

Amy Robinson

Senior Manager of Corporate Partnerships for Food Recovery - amyr@secondharvest.ca

CASE STUDIES:

- [RBC Place](#) supports local farmers and the community by sourcing seasonal, regional, and sustainable ingredients for all their events. They also donate extra good quality food items to Mission Services.
- Since 2024, [Western University](#) has partnered with [Second Harvest](#) to post daily food donations from campus surplus. After only six months of starting the food recovery program, Western donated more than 7500 meals to non-profit organizations in London, saving nearly 14 tonnes of greenhouse gas emissions.



Accommodation

When choosing accommodations for your event, there are two key factors that can have a significant influence on the environmental impact of your event. Consider the following along with other factors, such as cost and amenities.

Does the hotel have sustainability practices or certifications?

- Hotel sustainability certifications, such as [Green Key](#) and various [ISO Standards](#), can give you confidence in their environmental practices.
- If they don't have any certifications, consider asking the hotel directly what their sustainability practices are!

Is it located close to the competition venue?

- Staying within walking or transit distance reduces the need for vehicles, lowering emissions, easing traffic and parking congestion, and making the overall experience more convenient and enjoyable.



Influence Spectator Choices

While you may not control where fans and families choose to stay, you can still influence their decisions. Make it easy for them to choose low-impact accommodations by:

- Recommending hotels with sustainability certifications or practices that are close to your venue.
- Partnering with these hotels to offer discounts or preferred rates to event attendees.
- Including directions for walking, biking, and public transit from these hotels to the venue.

London Hotel Sustainability

The [Green Key](#) certificate is the leading standard for environmental responsibility and sustainable operation within the tourism industry. This indicates that a property has been independently assessed for its environmental performance, including energy and water efficiency, waste diversion programs, use of sustainable materials, and engagement in continuous improvement. The following hotels in London are all Green Key Certified:

- [Doubletree by Hilton](#)
- [Delta Hotels London Armouries](#)
- [The Park Hotel London](#)
- [Residence Inn by Marriott](#)

Communication



Effectively engaging fans and participants is often the last piece of the puzzle in ensuring sustainability initiatives are adopted. Without strong communication, even the most well-designed programs can fall flat. Embedding sustainability into your event's branding, tone, and culture also helps ensure that your messaging is consistent and compelling.

Tips for Effective Sustainability Communication

- Use simple, action-oriented language and avoid jargon.
- Be visual through infographics, icons, and short videos
- Place communications where decisions are made (e.g. recycling information next to recycling bins)
- Share metrics after the event to show that actions matter and celebrate progress
- Over-Communicate - people don't always read or do things straight away, so include consistent messaging in all pre-event communications to increase adoption.

FUN FACT:

A UN Climate Change survey of global sports fans found that around 70% think sports clubs or events should facilitate climate action among fans.

Sample Communication Texts

Why low-carbon travel matters:

"Transportation is one of the biggest sources of emissions at events. In fact, travel to and from events can account for over 70% of an event's total carbon footprint. By choosing to walk, bike, carpool, or take public transit, you're helping reduce air pollution, ease traffic congestion, and support the City of London's goal of net-zero community emissions by 2050. Plus, by doing this you'll save money, avoid the stress of parking, and enjoy the benefits of being active and spending more time outdoors."

Water Bottles

"In an effort to minimize the amount of plastic waste from our event, there will be no plastic water bottles for sale. Instead, there will be drinking water stations located at [...], and we encourage all attendees to bring their own reusable water bottle. We thank you for your cooperation as we strive to make our event as environmentally friendly as possible!"

Food

"Meats and dairy, particularly red meat, have a much larger carbon footprint compared to plant-based foods like tofu, beans, and vegetables, primarily due to the extensive land required to produce them. A vegetarian or vegan meal can produce up to 20x less carbon emissions than one with beef!"

Recycling

"We're working hard to make recycling easy at this event! You'll find clearly labeled bins for recycling, compost, and waste across the venue. Please take a moment to sort your items properly, as every bottle, can, and piece of cardboard that's recycled saves valuable resources and reduces the amount of waste heading to landfill. Together, small actions add up to a big impact."

Conclusion

Thank you for your commitment to making your sporting event more sustainable.

Every action, big or small, helps move the sport sector toward a lower-carbon, more responsible future. By considering the guidance in this toolkit, you're not only reducing environmental impact but also inspiring others to follow your lead. Remember, you don't need to address all of these issues at once! Start small with a selection of initiatives that make the most sense for your event, then try to improve each year.

If you have any questions or would like additional support, please contact:



Tourism London

Zanth Jarvis

Director, Sport Tourism

zjarvis@londontourism.ca



Racing to Zero

Oliver Scholfield

Executive Director

oliver@racingtozero.ca



Emissions Measurements & Tracking

Understanding your carbon footprint is a foundational step to making your event more sustainable.

Measurement helps identify the biggest sources of emissions, guides reduction strategies, and provides tangible data to share with stakeholders and funders.

Why It Matters

You can't manage what you don't measure. By tracking emissions over time, you gain the insights needed to:

- Identify and prioritize areas for improvement
- Monitor progress toward city-wide net-zero goals
- Meet funder or sponsor expectations around sustainability
- Communicate your impact with transparency and credibility

What to Measure

When measuring emissions, defining what falls within your scope helps set clear boundaries for what you'll be tracking and reporting, and ensures consistency from year to year.

Most sporting events should include the emissions they have operational control over, as well as those they can reasonably influence, even indirectly. The table below summarizes the main categories that should be measured.

Emission Source	Description	How to Measure
Participant & Spectator Travel & Accommodation	Travel to/from London, daily travel around the city, and number of room nights booked at hotels	• Questions during registration (see Additional Resources) • On the ground surveys
Venue Energy & Water Consumption	Electricity, heating, cooling, and water at all event venues	• Facility managers • Utility bills / Meter readings
Waste Generation & Disposal	Total waste materials, including food and beverage containers, and the % of materials appropriately recycled, composted, or otherwise diverted from landfill	• Facility managers • Waste management companies
Food & Catering Services	Emissions from the total number of meals served, the types of food produced, and where it is sourced	• Food services providers
Materials and Procurement of Goods and Services	Uniforms, medals, signage, giveaways, and temporary infrastructure	• Suppliers • Total \$ spent

Emissions Measurements & Tracking

Further Support

Carbon accounting can be complex, especially if you don't have a dedicated sustainability staff or experience measuring emissions. Determining what to include, how to gather accurate data, and how to convert it into meaningful metrics often requires expertise and careful planning.



Fortunately, there are several useful resources available to help you get started:

Canada Games Sustainability Toolkit: A practical guide tailored to Canadian sport event organizers, including templates and tools to help you plan, measure, and reduce your environmental impact.

IOC Olympic Games Carbon Footprint

Methodology: A more advanced and comprehensive framework designed for larger international events. While not all components will apply to smaller events, it's an excellent reference for setting up a rigorous approach.

OCEAN Sport CO₂ Calculator: A free online emissions calculator for sports events and organizations developed by the European Olympic Committees EU Office. It's designed to be user-friendly and provide basic carbon estimates.

Tailored Support: For more accurate emissions measurements or detailed analysis, tailored support from experts is also available. [Racing to Zero](https://www.racingtozero.ca) is a Canadian sport and sustainability consultancy with experience measuring and reducing GHG emissions at sporting events. For more information, contact info@racingtozero.ca

Carbon Offsets

Carbon offsets offer a way to mitigate any unavoidable emissions by supporting projects that either reduce emissions elsewhere (like renewable energy) or remove carbon from the atmosphere (like reforestation or soil carbon storage).



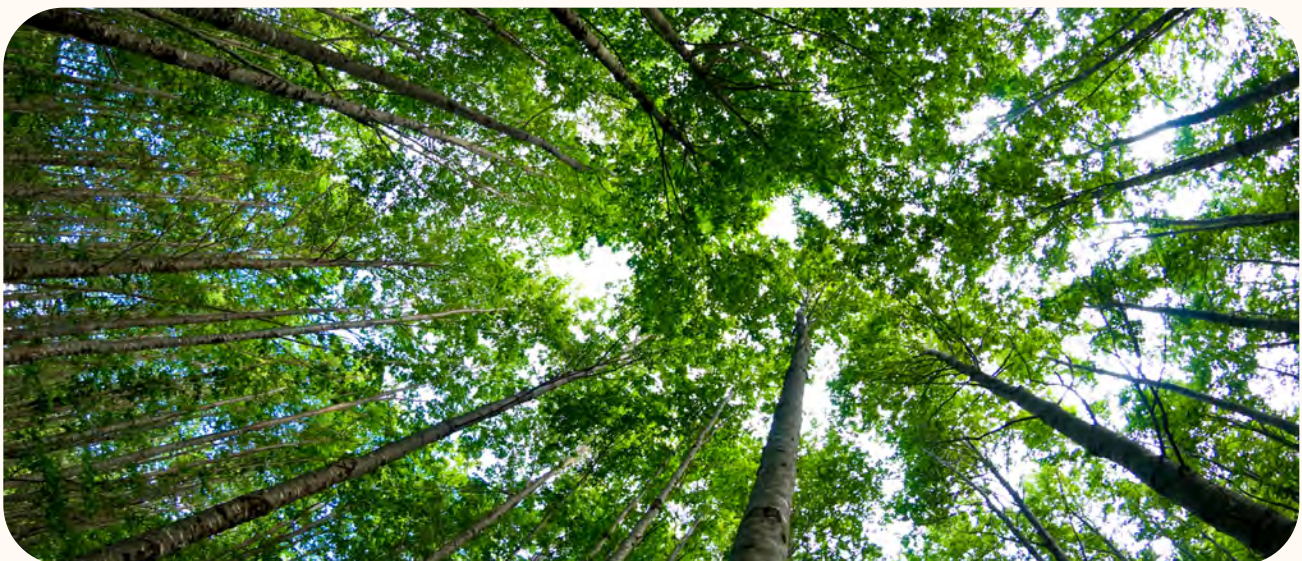
Offsets can help neutralize your event's remaining impact and demonstrate climate leadership, but they must be considered a last resort and combined with a strong plan to avoid emissions at the source.

How Carbon Offsets Work

When you buy a carbon offset, you're funding a certified project that avoids or removes one tonne of carbon dioxide equivalent (CO₂e) for each tonne you emit. Common projects include:

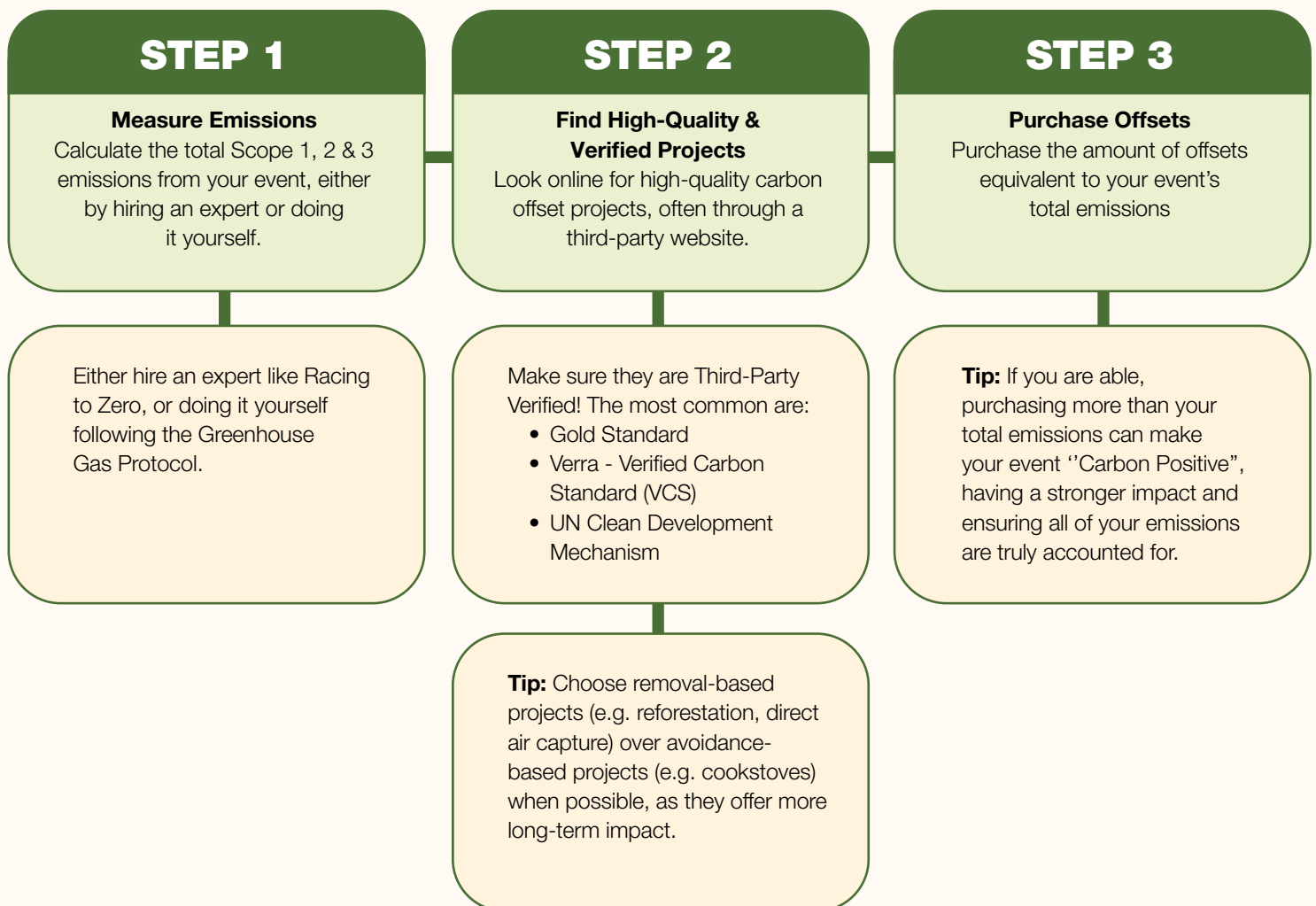
- Renewable energy projects
- Forest conservation and tree planting
- Methane capture at landfills or farms
- Soil and ocean-based carbon removal
- Direct Air Capture (i.e. technology that pulls CO₂ directly from the atmosphere)

However, while these projects can play a helpful role in the short term, they are not a long-term solution. They can be difficult to verify, lack consistent regulation, are vulnerable to natural disasters, and simply don't exist at the scale needed to address the climate crisis on their own. This is why we can only turn to them once all other efforts have been made.



Carbon Offsets

How to Purchase Offsets



Two Canadian companies where you can purchase verified carbon offsets are [Carbonzero](#) and [Ostrom Climate](#), as well as learning more about this process.

Carbon Offsets

Alternative Solutions

To save some of the administrative costs associated with purchasing carbon offsets, here are two alternative solutions to consider.

Fund Tree Planting Initiatives

Contribute to local or regional reforestation projects, which can contribute to long-term carbon sequestration, biodiversity restoration, and community benefits.

Donate to High-Impact Climate Charities

- Instead of purchasing carbon offsets, donate the equivalent amount to organizations that deliver measurable climate benefits through research, advocacy, or scalable clean energy projects.
- Examples include [Myriad Canada](#), the [Founders Pledge Climate Fund](#), and [Clean Air Task Force](#)

CASE STUDIES:

Banff Marathon

To engage fans and reduce the financial cost associated with carbon offsets, the [Banff Marathon](#) added a variety of offset packages for runners to optionally pay when registering for the race.

Canada Life Place

In partnership with ReForest London, Canada Life Place plants a tree for every save the London Knights goalie makes during the Green Game initiative.

RBC Place

As part of their Tree Planting Legacy, RBC Place plants a tree for every event hosted at their venue.



Transit Blueprints

Racing to Zero has developed a series of [Transit Blueprints](#), which are designed to help event organizers effectively communicate transit options to their attendees to encourage more people to utilize public transit and reduce the number of vehicles, in turn lowering greenhouse gas emissions.

If you're hosting an event at one of the following venues, simply copy the appropriate section and make it available to your attendees in all pre-event communications!

- Canada Life Place
- Western Fair Sports Centre
- Canada Games Aquatic Centre
- RBC Place
- Western University
- Fanshawe College
- Labatt Memorial Park
- Boler Mountain



Key Questions to Ask

Who to Ask	Questions
Facility Managers about Energy	• Do you track your energy use or emissions? • Are you powered by renewable energy or part of a green power program? • What energy efficiency upgrades have been made in the last 5-10 years? • Can your venue provide grid power for temporary event needs? • Do you have sustainability or energy management policies in place?
Caterers	• Can you offer plant-based or vegetarian menu options? • Do you source ingredients locally or seasonally? • What packaging do you use (e.g., compostable, reusable)? • How do you estimate quantities to minimize food waste? • How do you handle food waste and leftovers? • Can you track or report on sustainability-related metrics (e.g., % local, % plant-based)?
Participants & Spectators about their Travel to the Event	Include the questions from this Spectator Travel Survey Template, either as a mandatory part of the registration or ticket purchasing process, or in all pre-event communications to get more accurate information on how participants and spectators travel to your event.
Vendors & Suppliers	• Do you offer products made from recycled or sustainably sourced materials? • Do you provide take-back or reuse programs for your products? • Can you minimize the packaging or use reusable transport containers? • Are you a member of a local green business network like Green Economy London or the London Environmental Network?
Hotels	• Do you hold any sustainability certifications? • What sustainability initiatives do you have in place?

Eco-Friendly Purchasing Alternatives

Product	Case Study
Medals & Trophies	The Canada Running Series and Canada Running Series West worked with ChopValue to produce race medals made from disposable chopsticks that were destined for the landfill
Signage	Many sports events are using signs without dates so that they can be reused at future events!
Lanyards & Accreditation	The Tourism London Lanyard Program offers lanyards you can use for free! Contact Zanth Jarvis at zjarvis@londontourism.ca for more information.
T-Shirts & Custom Merchandise	The Calgary Marathon's Green Bib Program allows participants to opt out of receiving a race t-shirt, and instead a \$10 donation is made to a local charity.
Water Bottles	The RBC Race for the Kids partnered with Smartbottle to provide custom, reusable water bottles at their event.
Swag Bags & Giveaways	Tourism London provides tote bags for event giveaways, which are made from recycled materials! Please contact jhick@londontourism.ca for more information.