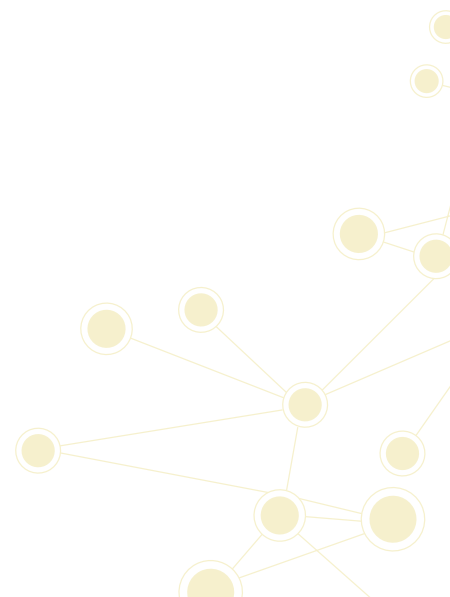


# Strategic Sustainability Plan Template



[Insert Event Logo]

[What follows is a Strategic Sustainability Plan template. Sections in brackets, with orange font, either prompt you to input event-specific information or provide more guidance. The bracketed sections should be deleted upon finalizing your Plan.]

[Event Name]

## Strategic Sustainability Plan

### About the event

- a. [insert the name and purpose of event]
- b. [insert the event's date and location to be held]

### Statement of Purpose

The sub-committee on sustainability of the local organizing committee is charged with ensuring the [Event] is hosted in a manner that aligns with the values and responsibilities of the host city and its constituents and those of the International Association of Athletics Federation to be accountable for the impacts of the event on surrounding communities, whether social, environmental, or economic, or a combination of the three.

[Description of the shared values of key event stakeholders and the process which identified those as shared values to inform the work of the sub-committee]

The charter of the sub-committee on sustainability is to work collaboratively across all aspects of event organization to identify and act on opportunities to reduce environmental impacts, enhance economic impact and support local communities through actions associated with the staging of the [Event]. The sub-committee understands that concepts of sustainability can be applied to all actions undertaken by organizers, and therefore has sought to identify and engage the appropriate decision-makers from the early stages of planning. A table of sub-committee members, their event-related responsibilities and key projects is below.

Sub-committee members and their event-related responsibilities

Name/Organization	Title	Key Projects

Timeline of key activities of the sub-committee

Activity	Date/deadline
Submit draft Strategic Sustainability Plan for executive review	
Finalize Strategic Sustainability Plan	
Implement Strategic Sustainability Plan	
All reporting and post-event performance documentation/data due to members of the sub-committee on sustainability	
Submit draft of Event Sustainability Report for executive review	
Public release and announcement of Event Sustainability Report	
[other key committee activities]	
[other key committee activities]	

[Insert Event Logo]

**Primary Goals** [top 2-5 functions of the plan, adjust as needed]

1. Create, launch and run [Name of the sustainability campaign]
2. Reduce environmental impacts
3. Promote social equity, unity, diversity and inclusion
4. Produce measurable positive impact to the local economy
5. Achieve [X# credits, or X level] certification from the Council for Responsible Sport
6. [Other key goal(s)]

**Initiatives and tactics to achieve primary goals**

Organized according to the five pillars of responsible sport as promoted by the Council for Responsible Sport

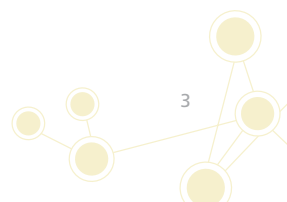
**1. Planning & Communications**

Strategies and Tactics

- Create a strategic sustainability plan
- Publicize intentions and plans
- Publish a sustainability report
  - Collect all relevant performance indicators as defined in this plan, report key initiatives and successes publicly within 1-3 months after the event
- Site Selection
  - Environmental considerations of sites, venues and infrastructure
  - Sites that allow for the participation of people with disabilities
  - Community interaction and feedback to mitigate negative impacts on surrounding neighborhoods
- Plan for community engagement and education about sustainability efforts
  - On-site
  - Social media
  - Website
- Plan for safety & security
  - Child protection policy
- Seek sustainability sponsorships and partnership opportunities
  - Collaborate with marketing to identify opportunities to sell value-add options into sponsorship packages that assist in meeting the sustainability goals of the event and sub-committee on sustainability

Responsible parties and key action items:

<b>Activity</b>	<b>POC/Who</b>



## 2. Procurement

### Strategies and Tactics

- Adopt a written procurement policy
- Share policy with relevant stakeholders
- Integrate policy with materials management plan
  - Guidelines for acceptable materials
- Offer healthful, sustainable food and beverage options
- Incorporate language about sustainable food and beverage preferences into bid language for catering and concessions contract(s)
- Track and reduce volume of professionally printed materials

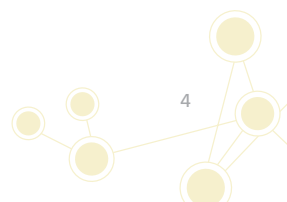
### Responsible parties and key action items

<b>Activity</b>	<b>POC/Who</b>

## 3. Resource Management

### Strategies and Tactics

- Develop a written waste and materials management plan that includes:
  - Planning for the collection of [X, Y, Z] 'streams' of waste, to be developed alongside the capabilities of the contracted service provider and other community partners
  - Create simple, clear instructions to inform and train event staff and volunteers
  - Create a site map that shows waste management collection points, holding and sorting areas
  - Assign a point of contact for staff, volunteers and on-site service providers who have remaining questions or encounter unique circumstances during the event
  - Inform the event production team about the plan and their responsibilities to ensure success
- Track quantity and destination of waste and other used materials
  - Include language ensuring the measurement and reporting of quantities and types into the waste hauling service contract
- Strive to divert [X] % percent of waste generated at the event away from the landfill to other uses (reduce, reuse, recycle, resell, donate)
- Identify materials to be used during event which after the event can be diverted from the landfill.
  - List which items can be planned for the following diversion options:
    - Reuse (e.g. signage, wayfinding with no event date)
    - Resell (e.g. high value or branded items with commemorative value)
    - Donate (e.g. unserved leftover food, lost and found items, construction materials still usable such as scrim, carpet, plywood)
    - Recycle (e.g. plastic/PET bottles, aluminum, glass, paper)
    - Compost (e.g. paper plates, napkins and serviceware)
- Measure water consumption



[Insert Event Logo]

- Collaborate with managers of facilities and infrastructure to consider ways to conserve where possible
- Measure energy consumption and associated greenhouse gas emissions
  - Create a list of the ways the event will use energy in the forms of electricity or fuel, including event-related travel, and put systems in place to measure total usage
  - Obtain information about opportunities to use renewable energy sources for event production purposes
  - Calculate and report greenhouse gas emissions associated with event energy use using scientific calculator(s)
- Seek offset partnerships and opportunities
  - Research and identify local experts working on climate change mitigation and gather information about opportunities to support local offsets projects
- Promote public transport
  - Collaborate with marketing to publicly share information about public transport options for attendees, emphasizing the benefits of those options
  - Ensure and promote secure bicycle parking
    - Associated costs and savings
    - Responsible parties and key action items
- Associated costs and savings *[Insert the cost and, if applicable, savings of planning and communications strategies and tactics. If you do not know the dollar amount, you can delete this section.]*

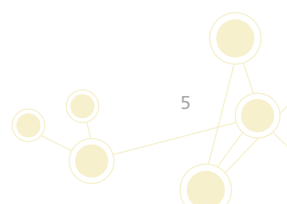
Responsible parties and key action items:

<b>Activity</b>	<b>POC/Who</b>

#### 4. Access & Equity

##### Strategies and Tactics

- Confirm a written statement of inclusivity with executive event leadership
  - Ensure that the commitment to inclusivity is publicly visible (e.g. internet website)
- Identify and reduce barriers to participation among under-represented groups
  - Engage in direct outreach to groups working with disadvantaged or under-represented community members to find ways to include them in the event
  - Procure *[X number]* of free or heavily discounted passes/tickets of entrance for distribution to under-represented community members
  - Work with marketing to identify opportunities for sponsorship packages that include help covering the costs of reducing barriers to participation such as transport and entry fees for disadvantaged community members
- System to receive and respond to requests for accommodations
  - Ensure that potential attendees have an opportunity to make organizers aware of unique circumstances and be responded to in a timely manner, even when accommodations cannot be procured
  - Host a volunteer or staff training on access, equity and mobility issues including tips to enhance attendee's experience



[Insert Event Logo]

- Offer opportunities for youth engagement

Responsible parties and key action items

Activity	POC/Who

### 5. Community Legacy

Strategies and Tactics

- Measure economic impacts of the event in partnership with [Tourism bureau, educational partner, consultant, other]
- Promote locally owned businesses
  - Facilitate conversation amongst marketing and the local tourism development entities to ensure local businesses are promoted and informed of opportunities surrounding the event
- Invest in a community legacy project on behalf of the event
  - [Include statement or info about specific legacy work being undertaken and by whom]
  - Organize meetings with diverse representatives from local government entities to identify key strategic goals of the locality and how the event legacy might support them
    - Ensure a marketing representative is present in conversations to identify opportunities for sponsorship/partnership integration
  - Host a fundraiser or fund-raising activation and make a donation to the organization associated with the event

Responsible parties and key action items:

Activity	POC/Who

