

# SUSTAINABLE MOBILITY IN SPORTS



In 2015, the United Nations highlighted sport as an important enabler to achieve the ambitious agenda set by the Sustainable Development Goals.



Significant numbers of people travel to and from sporting events throughout the world, such as spectators, employees, athletes, organisers, commercial partners and media.



A similarly large volume of freighted goods, such as sports equipment, construction materials, merchandise, food, and events logistics need to be transported.

## THE CHALLENGE



The International Olympic Committee placed mobility within its 5 focus areas in its **Sustainability Strategy 2030**, encouraging the adoption of sustainable mobility solutions for moving people and goods.

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41 tonnes of CO<sub>2</sub> is generated during every game by fans at an average Bundesliga club travelling to a home or away match.

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During the inaugural season of **FIA Formula E**, the total carbon footprint of the event was calculated at **25,000 tonnes of carbon**.

This number equates to 110 flights from London to Chicago or 3,400 trips around the earth by car. The main impacted areas were **freight, business travel** and **temporary infrastructure**.

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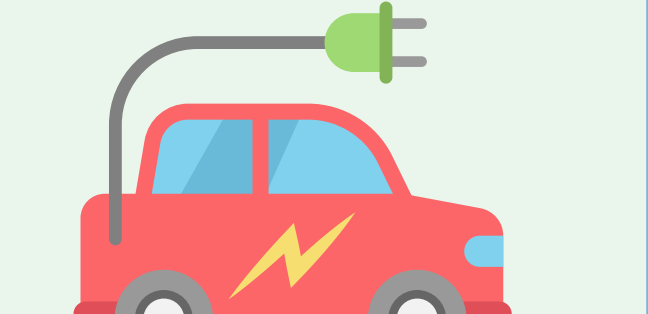
## THE SOLUTION

### STAFF MOBILITY



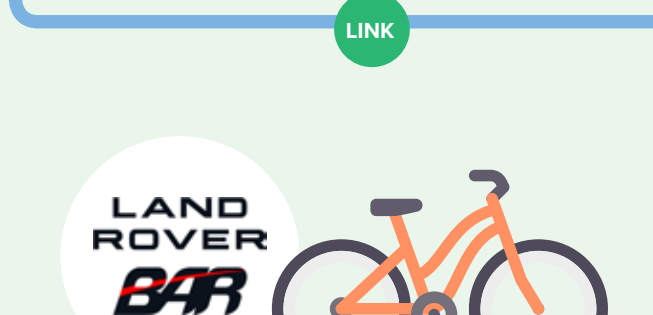
Ahead of EURO 2016, UEFA released a **'Sustainability Tips and Tricks'** guide for its staff providing advice on business trips, every day commuting and driving more efficiently.

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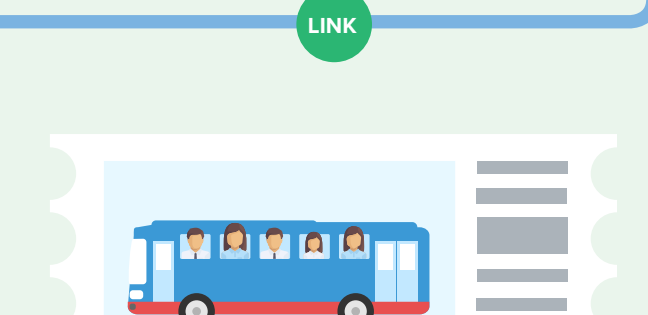
They will also deploy eco-friendly vehicles, such as hybrid and electric cars for staff transport by 2020.

[LINK](#)



Land Rover BAR has created a Sustainable Staff Transport Plan, which aims to make 50% of staff transport sustainable. It has also implemented a Cycle to Work programme.

[LINK](#)



Los Angeles Convention Center offers **public transport subsidies** for its staff and offers an employee bicycle ridership programme.

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### FANS ENGAGEMENT



Mercedes-Benz Stadium offers a free bicycle valet programme during events and offers public electric vehicle charging stations which can charge up to **48 electric cars** simultaneously.

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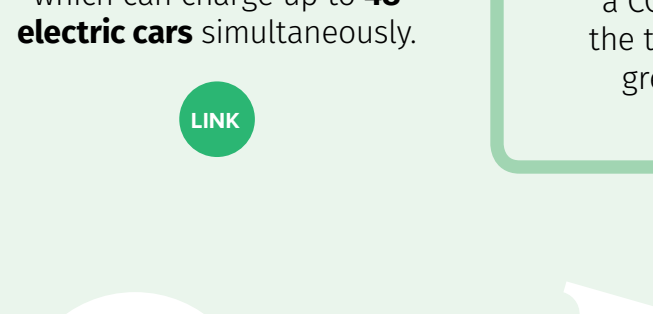


Amsterdam Arena has set up a Mobility Portal to provide transportation information to fans. Every travel option has a CO<sub>2</sub> label, helping the traveller spot the greenest option.

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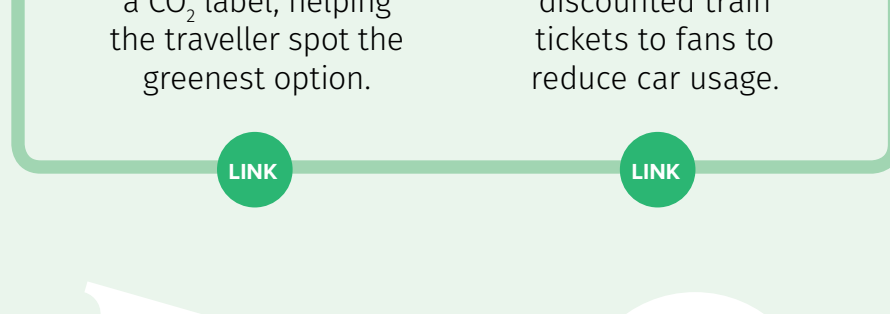
It also offers discounted train tickets to reduce car usage.

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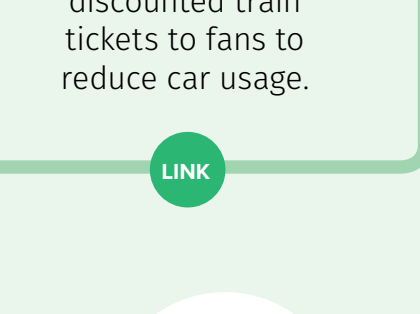
The French Federation of Table Tennis (FFTT) has pledged that a minimum of **80% of trips** to its events are to be made using **active mobility**, public transportation or car sharing by 2020.

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The German Football Association has required that almost every match ticket to Bundesliga and 2nd Bundesliga entitles the holder with a free return journey on public transportation.

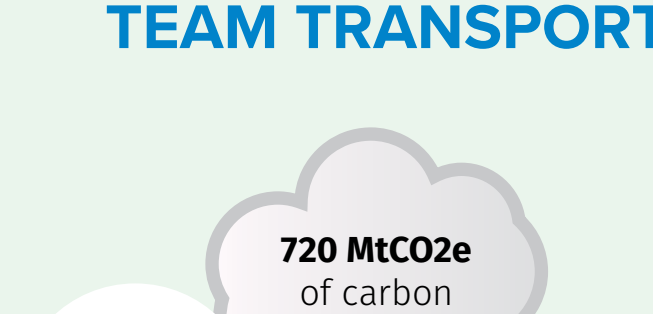
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At selected events, Stubbhub Centre offers **free shuttle buses** for visitors.

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### TEAM TRANSPORTATION AND FREIGHT



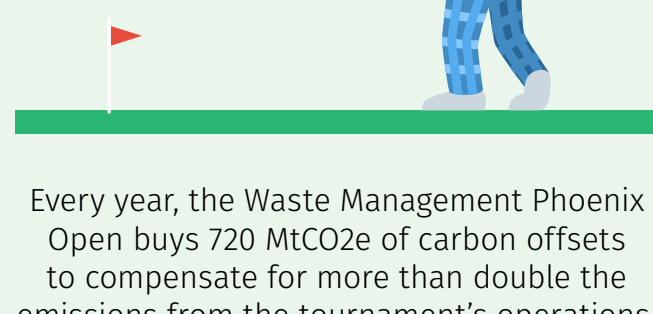
Every year, the Waste Management Phoenix Open buys 720 MtCO<sub>2</sub>e of carbon offsets to compensate for more than double the emissions from the tournament's operations, player and volunteer travel.

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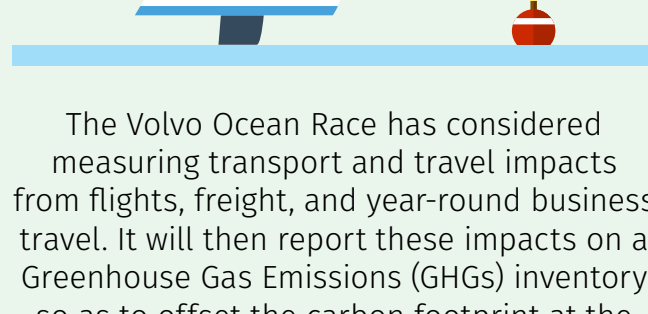
The Volvo Ocean Race has considered measuring transport and travel impacts from flights, freight, and year-round business travel. It will then report these impacts on a Greenhouse Gas Emissions (GHGs) inventory so as to offset the carbon footprint at the end of each race.

[LINK](#)



The Institute for Motor Sport Safety and Sustainability advises associations and events to minimise teams' travel distances during events through strategically locating garages, pits and marshalling areas.

[LINK](#)



Formula E attempts to make freight as efficient as possible, by optimising the use of trucks, trains and boats where possible, as they have a significantly smaller impact than air freight.

[LINK](#)

## THE OPPORTUNITY



GoCarShare is a pioneering **ride sharing platform** for sports events and music stadiums where fans choose the game they want to attend and travel via carpool.

[LINK](#)



Volta Charging deploys **free electric car charging stations** in strategically busy locations, such as stadiums and arenas, by using an innovative sponsor marketing model. This way, the company offers an opportunity to stadiums such as the United Center in Chicago to further their sustainable transportation initiatives for free.

[LINK](#)