Sustainability is about more than just "being green". It is about doing things efficiently and effectively, being innovative and creating a positive impact, achieving excellence and leaving lasting legacies.

Follow these 8 steps and host a sustainable event that will benefit the local community, economy, and environment.

**People**
Provide a healthy and safe environment, respect human rights, respect diversity, be culturally sensitive and encourage community involvement.

**Planet**
Practice waste reduction, reuse and recycle, be water and energy efficient, use eco-friendly transportation.

**Profit**
Save money through increased efficiency, use responsible procurement, invest in the local economy, and boost innovation.

**Create a commitment statement**
- Write a public commitment statement outlining your intention to organise a sustainable event
- Post your commitment statement online and on promotional advertising
- Communicate your sustainability plan with staff, volunteers and guests

**Create your sustainability team**
- Designate a sustainable team leader and form a team
- Invite your key partners to be part of the commitment
- Set measurable sustainability objectives and targets

**Select your venue**
- Choose existing and centrally located sites and venues where possible
- Build for a sustainable legacy by integrating with the needs of the community
- Respect local culture and heritage

**Make smart food choices**
- Source from organic, seasonal, local and regional sources
- Choose healthy food products
- Procure food with biodegradable, recyclable and/or minimum packaging
- Ask caterers to donate unused food to local shelters

**Create responsible working habits**
- Turn off lights, computers, printers, coffee machines...
- Train staff and volunteers to use recycling bins
- Use water from renewable sources
- Read, send and post electronic documents where possible

**Inspire, engage and recognise athlete and public engagement**
- Define a "call to action"
- Communicate to schools, community groups, and the public information about the issue, call to action or celebration activities
- Make volunteers, officials, athletes, ambassadors, celebrities tell the story and inspire action
- Celebrate the results

**Promote public and clean transportation and accommodation**
- Advertise eco-friendly transportation options on your webpage
- Suggest participants and attendees take public transportation, carpool, cycle or walk to the event
- Choose sustainable and socially responsible accommodation close to sport event

**Raise the profile of your event**
- Choose a few messages as part of your branding strategy and use them throughout the event
- Communicate in an environmentally friendly way
- Invite your sponsors and stakeholders to align with your branding and marketing strategy

**European Athletics Sustainable Event**

**8 Step quick guide**

- People
- Planet
- Profit

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**STEP 07**
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