

SSET CASE STUDY

> Tour de Romandie 2009

The Sustainable Sport & Event Toolkit (SSET) is an initiative by:

aists

> International Academy of
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ARC Photo - M. Jean-Bernard Sieber

Based on the AISTS - MSA (Master of Advanced Studies in Sport Administration & Technology) 2009 Team Project by :

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A. FACTS & FIGURES

- **Event:** Tour de Romandie (6 stage cycling race)
- **Country:** Switzerland, Romandie region (6 cantons, 7 cities)
- **Level:** International (UCI Pro Tour)
- **Federation:** Union Cycliste Internationale (UCI)
- **Number of editions:** 63rd (in 2009)
- **Staff:** 800 volunteers, 30 employees
- **Budget:** CHF 3.8 million
- **Participants:** 180 riders (20 teams)
- **Spectators:** +/- 100,000
- **Audience:** Website: 226,122 visits for 6 months=1,800,889 pages viewed (www.tourderomandie.ch)

Definition of a Sustainable Event:

an event that meets the needs of the present without compromising the ability of future generations to meet their own needs; usually addresses the areas of environmental, social, and economic development

B. BACKGROUND

The TdR is a six day annual event that tours the french speaking western part of Switzerland (Romandie). In each city, local organising committees are put in place and mandated by the TdR organising committee to manage the start and finish for each leg of the Tour. The organising committee of TdR recognised the importance of becoming more sustainable, in part because their stakeholders (host cities, partners, authorities, sponsors, media, spectators, etc.) were asking major events like TdR to be more environmentally, socially and economically responsible. Although the TdR organising committee may not have direct control over how host cities organise their stages, they have strong influence and working partnerships and can therefore encourage the adoption of a sustainable strategy. As one of the most important UCI events, TdR has an excellent opportunity to be a leader regarding sustainable cycling practices.

C. APPROACH

Four AISTS-MSA 2009 participants were mandated by TdR to assess the 2009 edition on sustainability with the aim of making recommendations to offer cost-effective solutions for future editions. The team tackled the project by first doing a situation analysis of TdR using the "reCycling Guide", the International Cycling Unions cycling specific adaptation of SSET. After seeing what had been done well and looking for areas of improvement, they were able to do some benchmarking with industry best practices and come up with a number of recommendations and implementation strategies. Based on these recommendations, TdR will implement a number of initiatives in their 2010 event.

D. SITUATION ANALYSIS

Although there were a number of areas that could be targeted for improvement, the team found that there were also some good existing practices linked to sustainable development. Below is a summary of key aspects from the 50 page report based on the major chapters of the reCycling Guide:

Chapter 1. Creating an Environmental Management Plan: No real sustainable strategy followed by TdR and no real involvement of the TdR stakeholders on this topic even though cycling is viewed as an eco-friendly sport and TdR is well embedded on a local scene.

Chapter 2. Implementation of an Environmental Management Plan: Although no plan exists, some resources were already allocated to environmental initiatives, e.g. clean-up of sites, VIP catering tent.

Chapter 3. Marketing and Communication: No specific communication around sustainability although opportunities do exist with a number of cities and sponsors like Romande Energie, who are undertaking initiatives in this field.

Chapter 4. Selection of Venue and Building of Infrastructures: Where possible, TdR makes use of existing local sites and venues (start-finish areas) in the host cities so impacts are relatively small. Start/finish sites are cleaned up to a very high standard within a few hours after the event by the public services of the host cities. Most of the venues are easily accessible as they are located very close to public transport stations in the middle of cities. It was noticed, however, that the height of some of the safety barriers along the race may have restricted the view for individuals in wheelchairs.



RACING FOR SUSTAINABILITY

Chapter 5. Management of the Venue and the Event: Signage and crowd management were well executed. However, in most host cities, waste management was not always well done, i.e. insufficient bins, no recycling containers and no waste management information.

Chapter 6. Transportation and Accommodation: Public transport in Switzerland is generally excellent and one of the host cities even offered free trains for people coming to the event. The event made good use of existing parking facilities in cities to prevent damage to the surrounding environment. There was a surprisingly large number of vehicles, and in particular over-sized vehicles, used in relation to the event (especially sponsor, team support, security, media, and VIP vehicles). Priority was always given to accommodations located as close as possible to the start/finish sites.

Chapter 7. Integration of the Event into its Environment: Given that TdR takes place in new cities each year, it does an excellent job of showcasing the local region and environment, thus stimulating the local tourism and economy benefits. Many local volunteers are also recruited to help organise the stages although the integration of persons with disabilities and the male to female ratio could be improved. Tourist promotion was done well, with cantons and cities getting involved in organising stages and taking advantage of the international TV coverage that shows off the beautiful surroundings.

Chapter 8. Catering and Supplies: The catering of the VIP tent is outsourced to a company that applies the best practices of the industry: waste, production, seasonal and local products, etc. No food waste is produced as they use pig bins to save food and use it for feed. Food stands organised by host cities do not follow any particular sustainable catering best practices such as separating waste and sourcing low-impact ingredients.

E. HIGHLIGHTED BEST PRACTICES

- ✓ A free return train ticket was offered to people that traveled by train to the 5th stage. This illustrates a good example of integrating an event with public transport. Cities should be encouraged to adopt similar programs.
- ✓ Large numbers of spectators cheer riders in each of the cities the Tour passes through, bringing economic revenues to Romandie. TdR does a good job of working with local tourism offices to promote the region.
- ✓ Although there is no coordinated effort, some individuals may engage in sustainable responsibilities. The Geneva organising committee, helped by the city of Geneva, was able to put in place an excellent waste management policy. They used the opportunity to increase public awareness of waste management, sorting and recycling (sorting bins, signage, awareness campaigns, etc.).
- ✓ For some of the stages, the same location was used for both the start and finish lines. This minimises impact by reducing infrastructure requirements and requiring the cleaning of only one venue instead of two, while increasing the size of the crowd at the same time.



Waste management in Geneva

F. Top 10 Recommendations

1. **Commit to sustainability and create a sustainable strategy.** This strategy should be written and communicated with the full support of key stakeholders.
2. **Designate a green leader.** Allocate the resources, both staffing and financial, to enable an individual to implement, track and report on a thorough sustainable strategy.
3. **Develop a promotional campaign around a few key sustainable initiatives.** This can be a powerful marketing tool to strengthen the brand and image of the Tour.
4. **Aim for the UCI reCycling logo.** This recognition will also improve visibility and credibility.
5. **Save paper.** Promotional material should be printed on smaller, double-sided, FSC and recycled paper. Online systems could be developed to make registration electronic. Press releases and official information could also be distributed electronically.
6. **Reduce the CO2 footprint of vehicles.** The 470 cars, 140 motorbikes, 2 helicopters and 16 trucks in the caravan is significant considering the number of cyclists (180). Unnecessary vehicles should be removed and vehicles should be right-sized and, where possible, use alternative and fuel-efficient technology. By working with EuropCar, the official car sponsor, TdR could also provide more maps, route plans and information on their website for people willing to come by carpool, foot, or best of all... by bike!
7. **Create elevated sections for people in wheelchairs to see over race barriers.**
8. **Integrate the local communities.** TdR could be used as an educational platform on environment, health, ethics and the sport of cycling. For example, TdR could work together with ProVélo – a regional organisation lobbying to change the transportation habits of people in Switzerland – to inform the public and to promote greener methods of transportation.
9. **Use local professional riders as “Sustainable Ambassadors.”** Involve them in school programs to raise awareness of students about healthy practices of physical activity, to promote cleaner sport (linking both anti-doping and environmental practices) and to encourage the students to get involved (e.g. create volunteer sustainable awareness jobs at the event for kids).
10. **Grow the “Petit Tour.”** This program was developed in 2009 to get kids to ride the last kilometre of each stage together with a regional personality (sport, politics, etc.). This is a great way to get kids involved in sport and to encourage families to come watch the tour on their bikes.



Barriers on the side of the route



TdR “Petit Tour”

SSET Principal Supporting Partner



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For More Information

www.sustainable-sport.org