



GREENet

GREEN RUN NETWORK
ecological education through running events

GUIDELINES
on eco-solutions in organisation of the running events



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Nowadays ecology is an important aspect of sport event organisation. This manual of good practices aims to develop the awareness of the organisers and give them knowledge to make their projects more eco-friendly.

Good practices were divided into areas which are present almost at every step of sport event organising. Some of those elements are indicated as obligatory or forbidden to organise eco-friendly events.

What is more, this manual gives information to all organisers how to become a part of Green Run Network Society and be able to use special green label during their own event by completing solutions contained in the manual.

Everyone is more than welcome to adopt even one proposed solution from the manual and have a small impact on our environment.



RACE OFFICE

Every event has its own Race office which is also the main point of athlete's service. Below You can find some solutions which in our opinion could be able to be fulfilled by Organisers.

Printed materials

For one medium size event, about 3,000 racebooks are printed, which are made of 30 A4 200 g/m² sheets of paper. Moreover, remember that racebooks are printed on the entire page which use lots of ink. Summing up, if we replace printing racebooks with digital ones we will save only in that particular example 90,000 sheets - 180 reams of paper. It's only one event!

Just imagine event for more than 50 000 participants. Everybody receives an official printed program which has 86 printed pages! 4 300 000 printed pages, ONE RUN!

Our solutions:

- **Digital racebooks/ mobile apps to put information about the event**
- **Resignation of using paper or print on paper during the event, using only digital solutions**
- **Printing starting lists, score lists**
- **Using reusable boards with printed materials**
- **LCD screens or touch screens instead of printing materials**



Fonts

Sometimes it's truly the little things that matter. You can reduce paper and ink use by being conscientious about your selection of fonts. To start, avoid serif fonts, which have little tails on the ends of the documents that use up more ink. Century Gothic is one of the most eco-friendly fonts, with Garamond, Times New Roman, and Courier being good alternatives.

There are also Eco Fonts like Ecofont Vera Sans (originally called Eco Sans), which have tiny holes in each letter and are purported to save 15 percent more ink than traditional eco-friendly fonts.

Our solutions:

- **Adjusting fonts to reduce the number of pages and amount of ink**

Duplex or more pages at one sheet of paper

If you have to print choose “duplex” rather than one side printing as the automatic default within your printer driver settings. You’ll save a sheet of paper every time you press the print button because you’ll be printing double-sided. If you want to print even more pages on a sheet of paper, choose the “2-up” or “2 Pages per Sheet” option to print two images on each side of a single sheet. So you don’t have to print for example 50 000 pages but 25 000 or less !!!

Our solutions:

- **Duplex printing and working mode of the printer**

Did you know that you don’t have to remember every time before printing to change documentation and setting properties? Remember and change your settings!:

- Print Preview, on-screen to “see” a document before actually printing it
- Page layout options such as Portrait or Landscape allow best fit for the page
- Margin size reduction allows for a larger print area
- Header and footer adjustments can increase print area
- Page breaks properly segment your document
- Adjust font type and size for optimal presentation and best use of space
- Set print area to only print pertinent information (spreadsheet applications)

ID’s and t-shirts for event crew

Most of the badges are thrown out after the end of the event. The same, T-shirts with a printed date. Think about how to prevent this from happening before printing. One hundred people employed for the event can receive 100 T-shirts with the company logo, not with the event logo.

Our solutions:

- **IDs for „one time”: organisers, VIPs, etc. not laminated, ID for all events (reusable)**
- **IDs for staff made from eco-friendly materials**
- **T-shirts for staff made from natural materials that can be reused (i.e. only with logo of the organiser)**

Not allowed:

- **Laminating IDs for „one-use”: organizers, press, VIPs not laminated, laminating allowed only for full-time employees**

Resignation of medals and unnecessary gadgets

Does everybody want to get a medal from your event? If you don't give them a choice then you'll never know. You can be eco by giving choice to people who would like to be eco-friendly and don't care about trophies and additional specially produced things for the event.

Our solutions:

- **Checkbox “resignation from the medal” while registration process**
- **Introducing the possibility for the participant to resign from receiving gadgets such as a t-shirt, a medal, etc.**





REFRESHING POINTS

Refreshing points

Almost all competitions are equipped with refreshing points. At the feeding points it is possible to refresh yourself with water, to restore strength with food. Depending on the competition distance, there may be from 1 to 9 points on the track and in some competitions there may be even more.

Marathon competitions require the installation of water recovery points every 5 km 8-9 such points are installed in the marathon distance. For example, if there are 2,500 participants in a marathon, and it is estimated that one participant will drink once at each refreshing point using a plastic cup, then about 25,000 plastic containers will be used during such an event. And if we are talking about marathons with 30,000 participants and more the numbers of plastic cups used add up.

Usually, participants after drinking the water drop the cups on the road. And there is a chance that it will be blown away by the wind and lie somewhere for a long time until it breaks down.





Our solutions:

- **Use paper cups that break down quickly in nature at feeding points that provide water for running participants.**
- **Provide the water in deposit bottles, which will be used and return the deposit stations.**
- **Use your own special cup that can be carried with you while running. At the catering point, ask for water to be poured into your cup. Such cups can be used in many competitions and thus save natural resources.**
- **Carry your own reusable bottle or bottle that can be filled with water at the water stations.**
- **The reusable cups assigned to each participant can be used for small events (less than 100 participants) where the wheel length does not exceed 2 km.**
- **When the participant uses the cup, it is filled and placed in the place provided for the participant.**
- **Use water capsules.**



ROUTE

Route

The route is a pre-planned, marked running track, with sponsors' awnings, flags, and catering points. Routes are varied: highway, forest and park tracks, off-road, mountain roads, etc.

Our solutions:

- **Do not use plastic stop tape that is discarded after the event, but use directional arrows that can be used for more than one event.**
- **Use fast-washing paint in road running competitions.**
- **Use nature-friendly paints on trees, stones, etc. on parks, forest trails and off-road competitions.**

Various advertising awnings with the name of the event and the logos of the sponsors, those with the logos of the organisers, are hung on the fencing tracks. Between several tens and several hundred can be hung on the route of such advertising awnings. Typically, such awnings are printed for a specific event and discarded after the event.

Our solutions:

- **Do not print the number of the event on the promotional sheet and do not print the date of the event so that the promotional sheets can be used not only for a specific event but can be used few or even several times.**
- **Provide promotional sheets with changeable numbers and date of the event e.g., leave a blank space in those places and stick only a sticker on the number of the event and the date of the event every year.**
- **Do not print the logo or date of the event on the organiser's or sponsor's promotional awnings so that their promotional awards can be used, not only for the following year, but possibly for another event sponsored or organised by the same sponsor.**

Promotional awnings are usually attached to the fences with retractable plastic straps. About 8 to 14 straps are used to attach one sheet. At the end of the competition, promotional awnings are collected and the straps are cut and thrown on the track, polluting nature.

Our solutions:

- **Do not use disposable plastic fastening straps to attach promotional awnings to fences. Use elastic rubber with hooks instead.**



MARKETING

Marketing

Every running event needs marketing. If there is an event, people need to know about it and word of that needs to be spreaded. There are 3 types of marketing: above the line, below the line and online.

In the case of Green run label we are completely removing communication to digital channels. So, online marketing is mandatory. We are removing production of printing materials (billboards, citylights, paper leaflets about the race).

There is no need for production of "hard copy" content which is polluting more. We are using only digital content on digital channels.

The use of digital forms of communication has a great advantage over printed materials. Printed materials require the use of a large amount of paper and are very often difficult to recycle. Digital media is a great solution for fast communication and environmental protection. Great advantage is two way communication, so you can always have "look and feel" about public opinion and emotion about your event. 90% of all our auditorium is online and we can cover all of them.





Our solutions:

- Using digital communication channel only, eg. Facebook page, Instagram account, TikTok, Strava app
- Using visuals, video materials (15, 30 or 60 sec), creating copies instead using large billboards, city light or leaflets
- Only our creativity is limit in digital communication
- All information can be shared live
- Great advantage is creating of hybrid events
- Using Facebook/Instagram, Google or similar advertising platforms to spread the word, make awareness, conversion (registration to event) or lead generating
- Targeting: website visitors, people who engage on FB/IG page, mail addresses of past participants, lookalike audiences, audience by interests, behaviour or life events.
- Google targeting can be keyword search, smart campaign or display campaign
- Reels, TikTok and other “catchy” platforms can be used to place interesting, engage content and create buzz, viral effect, so reach can be spreaded organic, by word of mouth
- Strava and other apps popular by runners can be used to create groups and communicate direct to our TG with hinge conversion rate

Reducing, avoiding and limiting unnecessary decorations

All unnecessary decorations made of non eco-friendly materials will be reduced to a minimum of use on racetracks.

Our solutions:

- Using LCD digital screens with all information connected with funny colours and animations to make race looks more attractive.

Storytelling – creation of a good story – presenting interesting examples of eco-solutions

Our solutions:

- On digital communication channels we can share good stories about facts and interesting examples of eco-solution for which we are committed and using it (eg. changing fonts in Pentagon to reduce the number of printed pages, displaying more information on one paper is possible by using smaller fonts and also reduces the printing process, the use of papers, toner, etc)
- Promoting eco solution which the organizer is implementing during the event
- With this we can make better impression on users and encourage them to start thing in eco way and understand why is that important - share your story with us: How do you reduce using of non-eco-friendly product in your own life? Do you know? It is up to you and we have only this planet.
- Purpose of this event is not only about running. We are educating people about ecology and talking about tips on how to save our environment.

Putting a lot of attention to communicate why each type of eco-solution is implemented during the event

Examples:

On races, the goal is to use TAP water, cups and other recyclable utensils. This doesn't pollute the environment and there is no excessive amount of plastic bottles. After using TAP water, disposable cups in the designated places and this achieve a prepared material for recycling as a reduction in the time of cleaning the trails after the event. The use of eco-solutions that can improve the quality and design of medals and start packages will be presented at the highest level. Traditional medals are made of various types of metals and other alloys have a potential threat to air, water and environmental health because the production process contributes to great pollution.

Using reusable banners only with the logo of the sponsor

Our solutions:

- Sponsors can use their same logo banners every time the event is held
- Printing only logos without other information that is not usable at every event (like dates) is an ideal solution. So, it will save material, money, time and will provide adequate protection of the environment because there is no need for printing every time.

Leaflets and printing materials

Don't use leaflets and printing materials (boards, flags, banners) with dates or number of the event.

Our solutions:

- The use of reusable banners is something which is mandatory
- On events it is also forbidden to use any materials whose information isn't usable every time.





STARTER PACK

The starter package is a runner's equipment for the competition. The starting package includes the competitor's starting number, a bag for the deposit of personal belongings, and also includes the organiser's T-shirt, very often leaflets of the sponsors or co-partners of the run and a voucher for a meal. Sometimes it happens that it contains energy gels and isotonic drinks as well as sports gadgets.

The starter package/bags for competitors should be recycled or made of biodegradable natural materials. These can be, for example, paper or fabric bags such as cotton or linen. This trend should be sustained and plastic packaging should be replaced in the next few years.

For example, in the Polish Triathlon competition, the organisers began to reduce the starting package and provide only the starting number and the jersey.

Our solutions:

Upcycling is a way to extend the life of various equipment, including sports equipment, which is used to decorate our apartments and houses. It is also one way to give gifts or awards in sports competitions.

People's awareness of caring for the environment is growing. Thanks to this, ecological gadgets with prints are very popular. It is certainly an ideal way to reduce waste and make a small contribution to improving world conditions.

Ecological gadgets:

- **Pens, notes and calendars with a phone - they are perfect for fairs and sports competitions, e.g. with the logo of the event organiser.**
- **Ecological cups, incl. made of paper, used for long-distance runs.**
- **Glass and metal bottles - as an alternative to plastic bottles.**
- **Cotton bags, which can be bought in the store after the competition.**
- **Wooden toys - ecological gadgets, the use of materials such as wood for children, production free of charge for an ecological supplier.**
- **Key rings with a safe. They are made of wood, bamboo or felt.**
- **Using power banks instead of using disposable batteries.**
- **When registering participants, organisers of sports events should introduce the possibility of resigning from receiving a starting package. Competitors who have been competing in mass runs for several or even a dozen or so years have a problem with keeping these souvenirs in their homes. Thanks to this option, the participant will have a lower entry fee, and at the same time will give up, for example, a commemorative T-shirt or even a medal for completing the run, which will translate into environmental protection.**



TRANSPORT AND EXPO

Transport

Promoting the sustainable development of cities also means enabling cities to organise transport, and at the same time coordinating the spatial order. This is the way to move to a low-carbon economy and thus protect the environment.

It is necessary to promote and strive for the successive enlargement of city bike stations and the development of bicycle paths and the purchase of hybrid urban transport. However, such challenges are primarily a task for politicians and mayors.

Our solutions:

- **Promote by the organiser that the starting point should be reached on foot when the distance is close. Alternatively, use the public bicycle transport and leave the car at home.**
- **During mass runs, the regulations of the competition should indicate that there is a parking lot for bicycles at the starting point. This will enable local participants in particular to change their mindsets and travel by car to the main event venue.**

Expo

The main objective of the EXPO will be to centralise the activities in one place, as well as the location of the team of athletes and all the support for the competition. This measure is important, since within the framework of schedule, these places should already have their own ecological measures, so this situation powers our goal.

Create official event eco stand on Expo

The event should be organized in a space where the attractions are concentrated in order to avoid displacement.

Our solutions:

- **Use LED displays so that the audience can keep up with the event.**
- **An official GREENet exhibitor.**

Try to find a ECO friendly place to organize the Event

An ECO friendly place is very important, so the organisation should look for a suitable place to carry out the tests.

Our solutions:

- Places to charge electric cars.
- Chargers for ecological mobile devices.
- Solar panels.
- A free transport network for the event.
- Garbage recycling containers in the event area.

Reducing the entry fee for the next event – with a Eco point system

The system to be used is simple, the participant will have a rating, demonstrating if it is more or less environmentally friendly.

How can we gauge them:

- Participant arrives at the bike race.
- Participant uses hybrid cars.
- Participant wears recycled sportswear.
- The food comes seasoned without plastic.

Eco awards

Remind participants that it is better to create than to destroy, so instead of giving an iron or plastic medal. The prize should be symbolic for the future and should leave its mark.

Our solutions:

- Prizes for recycled materials.
- Plant a tree and leave a mark on nature.





SPONSORS AND PARTNERS

Sponsors and Partnest

In terms of sponsorship, there are a huge number of potential partners who can see great opportunities to be a part of some sport event. They can see benefits for their business and grow together with events which they are sponsoring.

In the case of Green Run network label we need to choose eco-friendly partners, whose desire to involve in events need to be for some kind of ecological reason. Even, we need to have a sponsor which integrates taking care of the environment as a basic part of business.

Good tactic, in the case of promoting events, is involving influencers. They are covering a huge number of themes or different issues. We need to involve influences connected with ecology and environment.

We should support the eco-organization through the event, i.e. fundraising for the eco-NGO.





Our solutions:

- **Try to involve partners and sponsors who are eco-friendly or undertake activities connected with taking care of the environment.**
- **In the agreements with partners/sponsors indicate that: they are not allowed to send banners, only more eco-friendly promotional materials or only digital content.**
- **In order to benefit our sponsors and partners, advertising displays can be placed for them in the EXPO.**
The involvement of influencers connected with ecology, environment, ECO solutions.
- **Influencers, as well as organizations need to spread great awareness of the importance in being ECO in environmental protection.**
- **Sponsors need to improve the development of eco- friendly products, also improve the quality, production and marketing of such products at events.**

Project Leader



Project Partners



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