

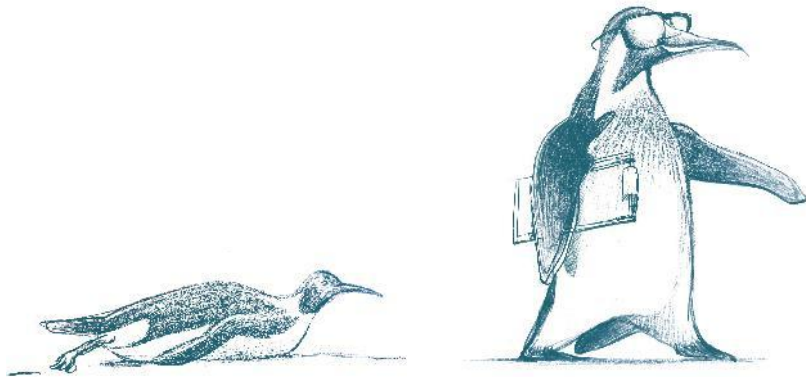


SALOMON
NEW
SHAPERS
RUN

SALOMON – NEW SHAPERS RUN
February 21st 2026

**Environmental & social
impact measurement**

March 2026



Agenda

- 1. Objectives**
- 2. Qualitative Measurement**
- 3. Carbon Footprint**
- 4. Action Priorities**
- 5. Summary**
- 6. Appendices**

1

Objectives

Objectives

How it works ?

Our impact measurement is a comprehensive assessment of the environmental and social impact of your event.

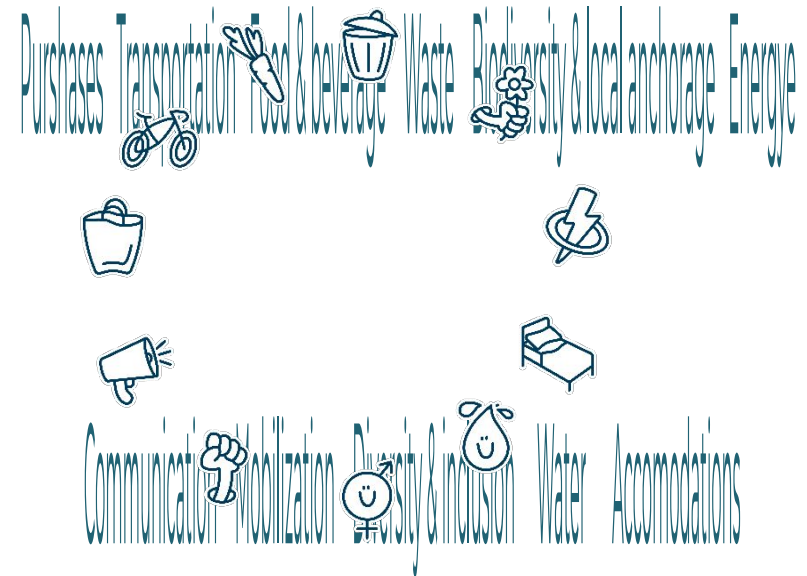
This measurement combines two approaches:

Qualitative measurement

Carbon footprint

It allows you to identify areas for improvement in your CSR approach and prioritize them for future editions.

11 issues assessed



2

Qualitative Measurement

Qualitative Measurement

Indicators

Score by Issue

- Each question has a weighting, based on its contribution to improving or reducing the impact.
- Your answers are graded based on the number of actions implemented.

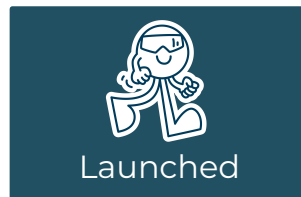
Overall Event Score

- Each issue has a weighting based on its importance in the overall impact.
- The overall score considers the score of each issue, weighted by its weighting.

Here is the different levels measuring the approach :



0-29%



30-54%



55-74%



75-89%



90 - 100%



Major issue
(coef 3)

Transportation

42%



Warm yup



Launched



Involved



Committed



Outstanding



Highlights

- **Site is easily accessible by bike, foot or public transport** as it is in center Milano.
- Study to estimate the transportation modes of the public / participants for next year improvement (via a newsletter > 400 answers)
- Promotion of the decarbonated mobility on the website of the event :
<https://www.salomonnewshapersrun2026.it/en#Sustainability>

Area of improvement

- **Better information on site** to find public transportation
- Dedicate a **space for bicycle parking** available on site inside the parc with a security officer
- Partnership with local authorities to deal a **free public transportation access for participants**
- Use more **electric vehicles for the organization** team and suppliers



Major issue
(coef 3)

Food & beverage

30%



Warm yup



Launched



Involved



Committed



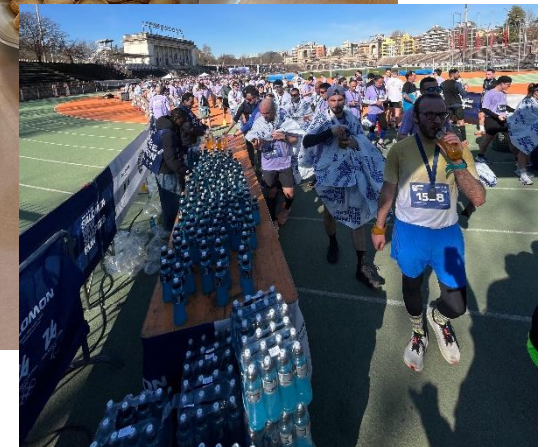
Outstanding

Highlights

- **100% local and 80% seasonal** ingredients for hospitality catering
- Vegetarian options in the hospitality catering
- Catering products are bought from Equosolidale Altro Mercato that are mainly **fair trade**
- Food remains from hospitality catering are donated to local association
- Participant snacks not used are stocked in warehouse and **reused for other events**

Area of improvement

- **Ban single use plastic cup** for refreshment during the race and encourage participant to bring their own cup.
- **Limit the plastic bottle** for water (by access to tap cater) and limit Powerade to 1 gift per participant
- Replace the industrial snack by a **local and/or organic snack** for all participants (with eco-packaging or no packaging at all)
- Move to **100% organic and vegetarian food for catering**





Major issue
(coef 3)

Purchases

49%



Warm yup



Launched



Involved



Committed



Outstanding



Highlights

- Mainly **local suppliers** from Milano and under 100km radius for logistics, catering, timing & production
- Main materials and **equipment are rented** (gazebo, tents, stage, lighting, sound system)
- **Other equipment are reused from the agency stock (several events)**

Area of improvement

- Integrate **environmental and social criterias** into the selection of service providers (inclusion, CSR approach, certification)
- **Formalize these criteria in the form of a charter** to establish it over time, share it with the entire organizational team and follow the application on all your events
- Use products and materials with official **ecolabels** (eco-design, origin of materials, low energy consumption...)
- Replace virgin polyester T-Shirts by **Recycled PET T-Shirt** (Salomon)



Intermediate
issue
(coef 2)

Waste

18%



Launched

Involved

Committed

Outstanding

Highlights

- **Waste sorting (2 streams)** across the site
- **Cooperation with organization** in charge of processing the collected waste
- Abandoned products left by participants **donated to a social NGO**

Area of improvements

- **Improve positioning of waste collection points** to make them more visible and understandable with always a 2 streams bins on each spot + specific communication material
- **Switch to 100% reusable cup** for refreshments during the race (participants bring their own)
- **Ban plastic bottle for water** and try to limit Powerade plastic bottle.
- **Ban big plastic sheet** given at the end of the race, or make it free from logo (reuse the stock) and only distribute it to people who need it
- Create a dedicated **waste team** to increase awareness about waste sorting on site for participants, empty full bins, sort waste





Intermediate
issue
(coef 2)

Waste





Intermediate
issue
(coef 2)

Biodiversity & local communities

34%



Warm yup



Launched



Involved



Committed



Outstanding



Highlights

- Mainly urban race, **few direct impacts** on biodiversity
- Particular attention has been paid to **preserving the soil the park** : vehicles and tents only allowed on trails / roads
- Information given and **close relationship with local authorities and inhabitants** to lower the impact of the race across concerned streets (adjustment of traffic plans)
- **NGO involved** in the donation of participants disposable garments + Change the Game promotion in a tent

Area of improvements

- **Anticipate risks of leak** from chemicals toilets installed on the grass (soil protection)
- Set up an inhabitant questionnaire to have their **feedback on the race and the impact on their daily life** (noise pollution, street closing...)
- Ask for a biodiversity impact study in the area of the park, in **collaboration with local authorities**



Intermediate
issue
(coef 2)

Energy

30%



Warm yup



Launched



Involved



Committed



Outstanding

Highlights

- **Follow up of the consumption** of electricity when plugged in the city grid
- Very **few electric equipment** (sound system, computers) and main tents and animation were low tech.
- No air conditioning or outdoor heating system

Area of improvement

- **Avoid fuel generators** and connect to city grid. In case of imperative use, prefer biofuel generators
- Ask suppliers to **use “low consumption” and/or energy saving equipment** for lights, screens, sound and other equipment
- Ask and purchase **renewable electricity** from the grid when possible





Intermediate
issue
(coef 2)

Communication

47%



Launched



Involved



Committed



Outstanding



Highlights

- **Printings adjusted to the appropriated quantity** for flyers, bibs and envelopes distributed
- Finisher **medals** made of **recycled PET and recycled zinc**
- Printing company of bibs and envelopes is **FSC certified**
- Part of the **signage will be reused** for further event with Salomon

Area of improvement

- Avoid or **limit banners with specific dates** and logos so that they can be reused every year
- Create a clear process to **recycle banners that will not be re-used and communicate on it** (upcycling goodies eg.)
- **Limit the distribution of goodies** from the organisation and partners (lanyards, bottles, neckwarmer, armband...) or make sure they are ecodesigned.
- **Integrate ecodesign into the production of your communication tools** (recycled materials, natural materials, ecologic prints...) in collaboration with your suppliers



Intermediate
issue
(coef 2)

Mobilization

33%



Warm yup



Launched



Involved



Committed



Outstanding

Highlights

- **One person in charge of CSR** in the organization
- MG Sport is a **B Corb certified** agency
- **Impact assessment** carried out by external experts (AIR coop)
- Impact measurement will be publicly communicated

Area of improvement

- **Train the organization team on CSR topics** and action plan
- Create more contents (Movies screening, exhibitions, conferences with famous speakers) to **address social and environmental topics** for public
- Organize a **financial contribution to World Carbon Neutrality** with participants fees and at global level with main partner (Salomon)
- Communicate on site with the main environmental action you are setting up and your recommendation for participants



Intermediate
issue
(coef 2)

Diversity & inclusion



68%



Warm up



Launched



Involved



Committed



Outstanding

Highlights

- **Promotion of gender equality** among participants (good ratio women / men of 50% among participants)
- Organization team aware of discrimination and diversity topics
- **Event 100% accessible to people with disabilities**
- A space dedicated to **raising awareness about harassment** of women in sport (Change the Game)
- **Propose a more accessible fee for participants** and/or specific price for unemployed and students

Area of improvement

- **Propose more family & kid's activities** to be even more inclusive
- Propose a more specific **safe zone during the event** : a prevention stand with all sorts of accessories and leaflets about gender-based and sexual violence and an area to signal problems.
- Built stronger partnership with **social NGO and solidarity structures** (Work Assistance Center, ESAT, return-to-work assistance structures...) to help on the organization / production of the event



Minor issue
(coef 1)

Water

Highlights

- **Tap water for hospitality** participants
- Existing toilets for hospitality participants

Area of improvement

- Add **free tap water access at start and arrival** area with specific equipment (multi-tap system)
- **Remove plastic bottle of water + single use cup** from refreshment zone during the race and replace with tap water system and reusable cup that participants brings.
- **Encourage participants** to come with a reusable cup (can be a goodies from a partner)
- Replace chemical toilets by **dry toilets** with collecting of waste for local composting

10%



Warm up



Launched



Involved



Committed



Outstanding





Minor issue
(coef 1)

Accommodations

33%



Warm yup



Launched



Involved



Committed



Outstanding



Highlights

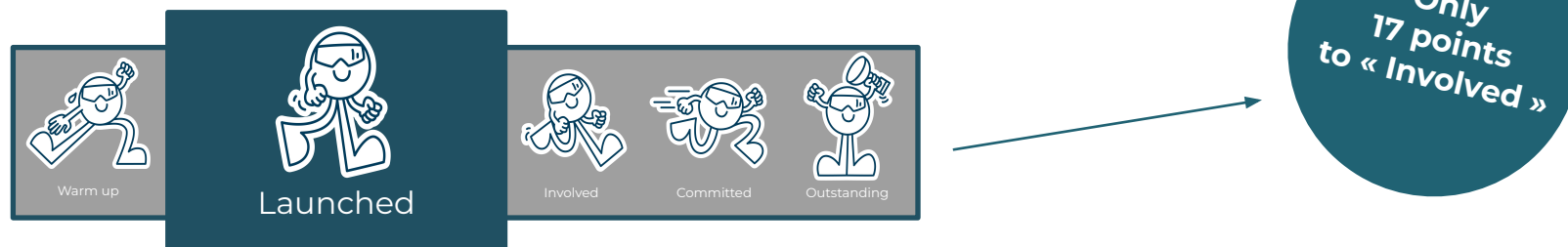
- Main accommodations for Salomon's team and Organization staff **are located at less than 2km of the departure area.**
- Accommodations for partners and invitees are equipped with water **saving systems and energy saving systems.**

Area of improvement

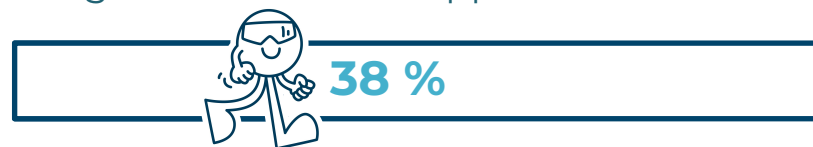
- Select **environmentally certified accommodations** for staff, invitees and partners
- Select even more local accommodations at **direct proximity** of the park

Overall measurement

Qualitative impact measurement



Congratulations! Your approach is well underway!



You have taken 38% of possible actions to address environmental and social issues in your event organization !

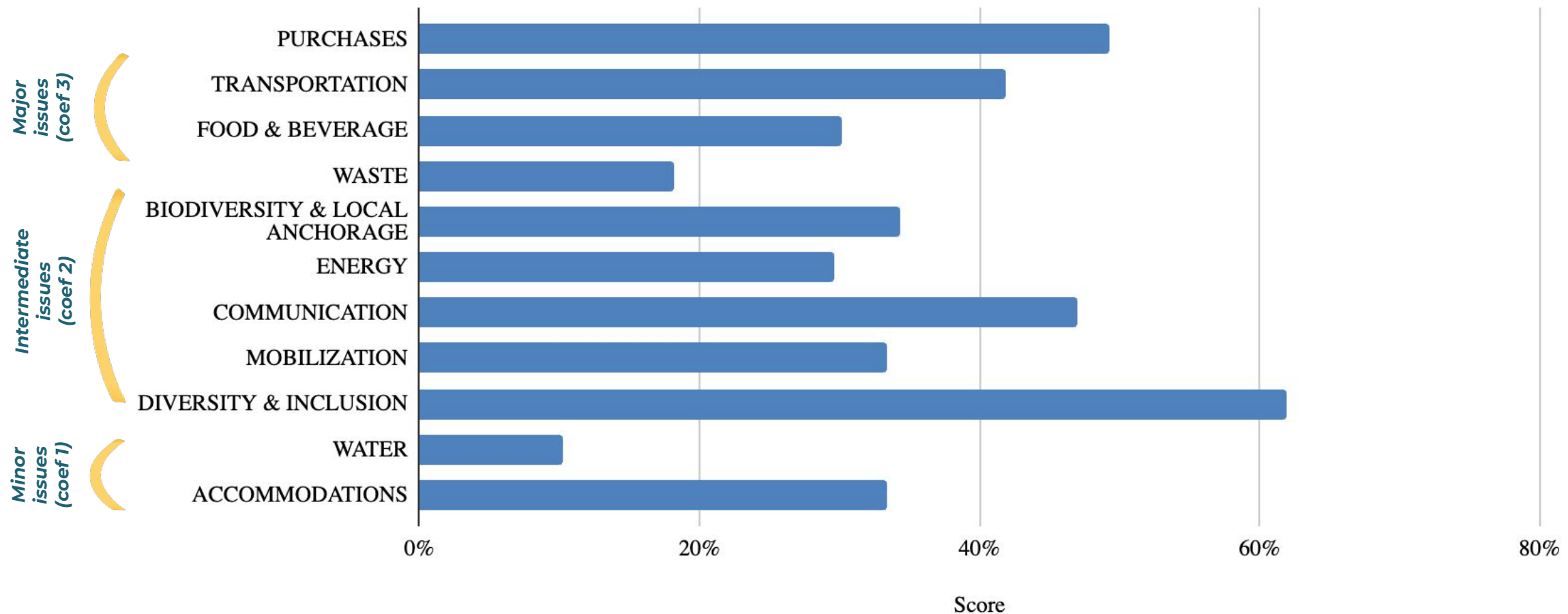
The measurements we carry out generally range between 25 and 75% of possible actions taken, for highly variable event sizes and contexts.

Global View

Qualitative impact measurement

Level	 Warm up	 Launched	 Involved	 Committed	 Outstanding
Challenges	• Waste • Energy • Water	• Purchases • Transportation • Food • Biodiversity & local anchorage • Communication • Mobilization • Accommodation	• Diversity & inclusion		

Score by issue





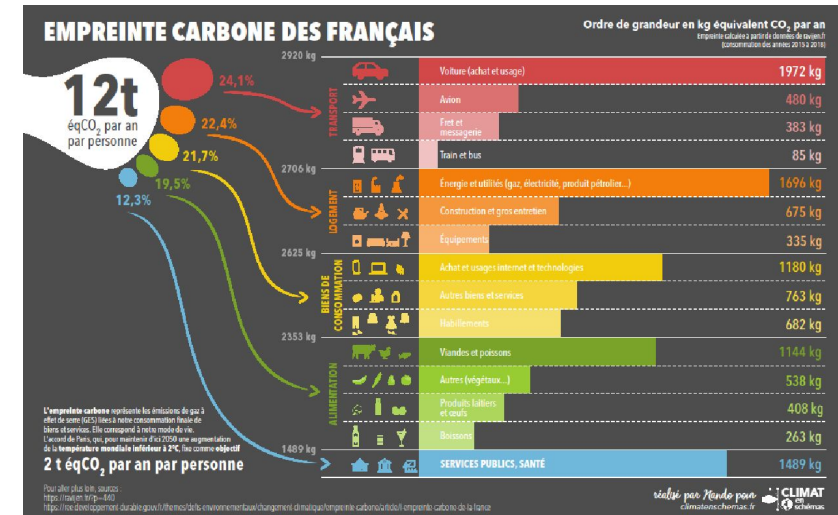
Carbon footprint

Carbon footprint

What's that?

The carbon footprint is the quantity of greenhouse gases emitted directly or indirectly in connection with the organization and holding of the event: travel of participants, energy consumption, production of waste, use of materials for logistics (food, equipment, transport of goods), etc.

It is measured in tons of CO₂ equivalent (tCO₂e)

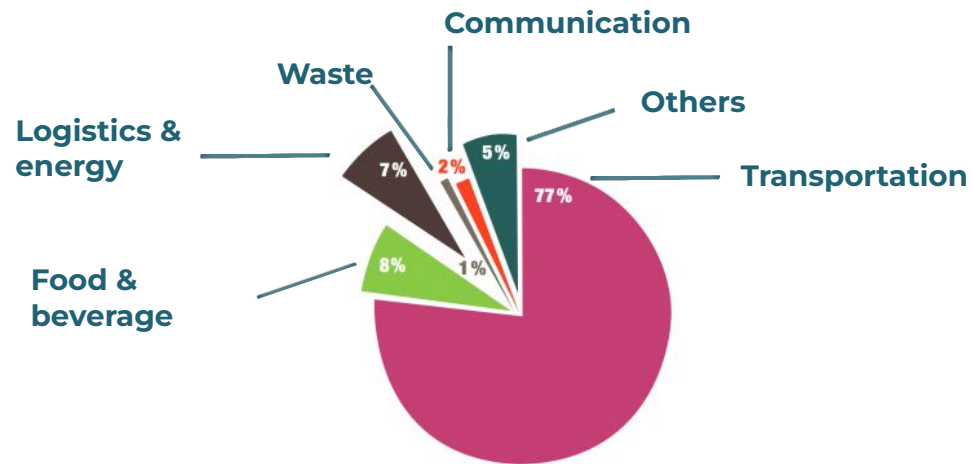


■ Mobilité ■ Logement ■ Biens et services privés ■ Alimentation ■ Services et investissements publics

Order of magnitude

Carbon footprint of a “typical” event

The carbon footprint of an outdoor event is dominated by transportation (audience, speakers, suppliers, etc.).



Methodology

Margin of error considered

The **quality of the data varies** depending on the collection methodology used.

Therefore, a **margin of error (or uncertainty) is applied** depending on the type of data

- Precise "physical" data (food, accommodation, energy): low margin of error (10 to 20%)
- Estimated "physical" data (transportation, waste): standard margin of error (40 to 50%)
- "Monetary" data (Purchases & rental of equipment/ services): high margin of error (60 to 80%), these emission factors are based on sector averages.

The results presented incorporate these uncertainties, inherent to this type of estimation.



Data

Considered data

- Purchases of services and materials
- Transportation for participants and spectators
- Transportations for partners, guests and organization
- Suppliers transportation (freight)
- Food & beverage
- Waste
- Energy
- Accommodations

Estimated data

- none

Missing data

none



Carbon footprint

SALOMON – NEW SHAPERS RUN

Estimated **carbon footprint**

141,5 t CO₂eq

**Average carbon footprint
per participants (runners)**

**32,90 kg
CO₂eq/pers**

The average impact per visitor for a “urban race” event is between 5 and 500 kg CO₂eq / person:

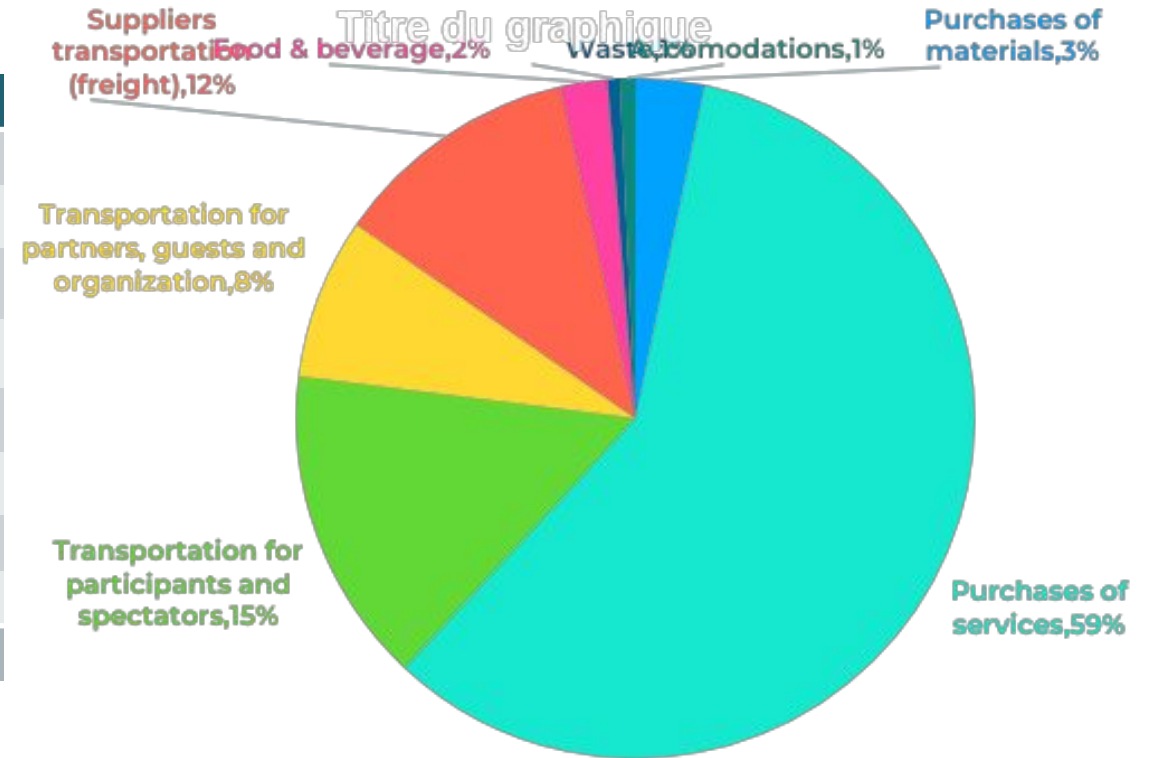
- “**Local**” event (- 5k pers., short distance): **5 to 20 kg** CO₂eq
- “**Intermediate**” event (5 to 20k pers., regional transport): **20 to 100 kg** CO₂eq
- “**International**” event (+20k pers., long distance): **100 to 500 kg** CO₂eq



Carbon footprint

Distribution by emission sources

Carbon emission source	TOTAL	
Purchases of materials	4,6 tCO ₂ e	3%
Purchases of services	82,9 tCO ₂ e	59%
Transportation for participants and spectators	21,3 tCO ₂ e	15%
Transportations for partners, guests and organization	10,9 tCO ₂ e	8%
Supplier transportation (freight)	16,7 tCO ₂ e	12%
Food & beverage	3,2 tCO ₂ e	2%
Waste	0,8 tCO ₂ e	1%
Accommodations	1,0 tCO ₂ e	1%
TOTAL	141,5 tCO₂e	



4

Action priority

Action priority

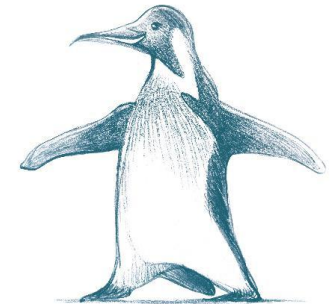
For what issues ?

We recommend prioritizing actions that:

- Have a **high carbon impact**
- Have the potential to **raise awareness**
- **Improve performance** on low-scoring issues



Where to start ?



Priorities 2026

issues	Actions	Ease of implementation 1: Difficult / 3: Easy	Impact 1: Weak / 3: High
	Improve positioning of waste collection points to make them more visible and understandable with always a 2 streams bins on each spot + specific communication material	2	3
	Integrate environmental and social criteria into the selection of service providers (inclusion, CSR approach, certification), and formalize these criteria in the form of a charter to establish it over time, share it with the entire organizational team and follow the application on all your events	2	3
	Train the organization team on CSR topics and action plan	3	2
	Better information on site to find public transportation	2	2
	Switch to 100% reusable cup for refreshments during the race (participants bring their own) and ban plastic bottle for water	2	2
	Add free tap water access at start and arrival area with specific equipment (multi-tap system). Encourage participants to come with a reusable cup (can be a goodies from a partner)	2	2
	Create more contents (Movies screening, exhibitions, conferences with famous speakers) to address social and environmental topics for public	2	2
	Organize a financial contribution to World Carbon Neutrality with participants fees and at global level with main partner (Salomon).	2	2
	Dedicate a space for bicycle parking available on site inside the parc with a security officer	3	1

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Summary

Salomon New Shapers Run

Summary of the impact measurement



A « launched » sustainability strategy

Average carbon footprint per person (visitor)

33 kg
CO2eq/pers

37% of possible actions
already underway

SALOMON **NEW SHAPERS RUN**

Main sources of carbon emissions:

- Purchases (59%)
- Transportation of participants (15%)

Key issues that have been well managed :

Purchasing / Transport / communication / diversity



Small to Intermediate carbon impact,
regarding this type of event (urban race)

Key issues to address: Waste / Water / Mobilization



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Appendices

Complementary ressources

Transport

- [Impact des différents modes de transport](#) (ADEME)
- Fiche pratique [Améliorer la communication et la sensibilisation sur les mobilités durables](#) (Collectif des festivals)
- Plateformes de covoiturage
 - www.togetzer.com
 - www.movewiz.fr
 - www.mobicoop.fr
- Parkings vélo sécurisés : [Wheelskeep](#)

Food & Beverage

- [Manger local et de saison : pourquoi c'est essentiel ?](#) (ADEME)
- [Impact des différents types de repas](#) (ADEME)
- [Fruits & légumes de saison et leur impact](#) (ADEME)

Purchase

- [Label environnementaux reconnus](#) (ADEME)
- Fiche pratique [Achats durables](#) (Collectif des Festivals)

Nastes

- [Gestion des déchets : principes généraux](#) (Ministère de la transition écologique)
- Guide [Mon événement zéro déchet](#) (Zero Waste France)
- Fiche pratique [Gestion des déchets](#) (Collectif des Festivals)



Complementary ressources

Biodiversity and local anchorage

- Fiche pratique [Plein air](#) (COFEES)
- [LOCAL FOOTPRINT](#)

Energy

- Fiche pratique [Économies d'énergie](#) (Collectif des Festivals)
- Fiche pratique [Energie](#) (COFEES)
- Fiche pratique [Lumière Énergie](#) (Ecoprod)

Communication

- Fiche pratique [Supports de communication responsables](#) (Collectif des Festivals)
- [Site de la communication Responsable](#) (ADEME)
- Fiche pratique [Communication responsable](#) (COFEES)

Mobilization

- [La fresque de l'événementiel](#) (Réseau Eco Événement)
- Exemple de sensibilisation : [We Love Green](#), [Natural Games](#)
- Communication transparente : [Ultra Spirit](#)

Diversity & inclusion

- Fiche pratique [Égalité de genre dans les pratiques professionnelles](#) (COFEES)
- [Autodiagnostic Égalité femmes/hommes](#) (Agence régionale d'amélioration des conditions de travail)



Complementary ressources

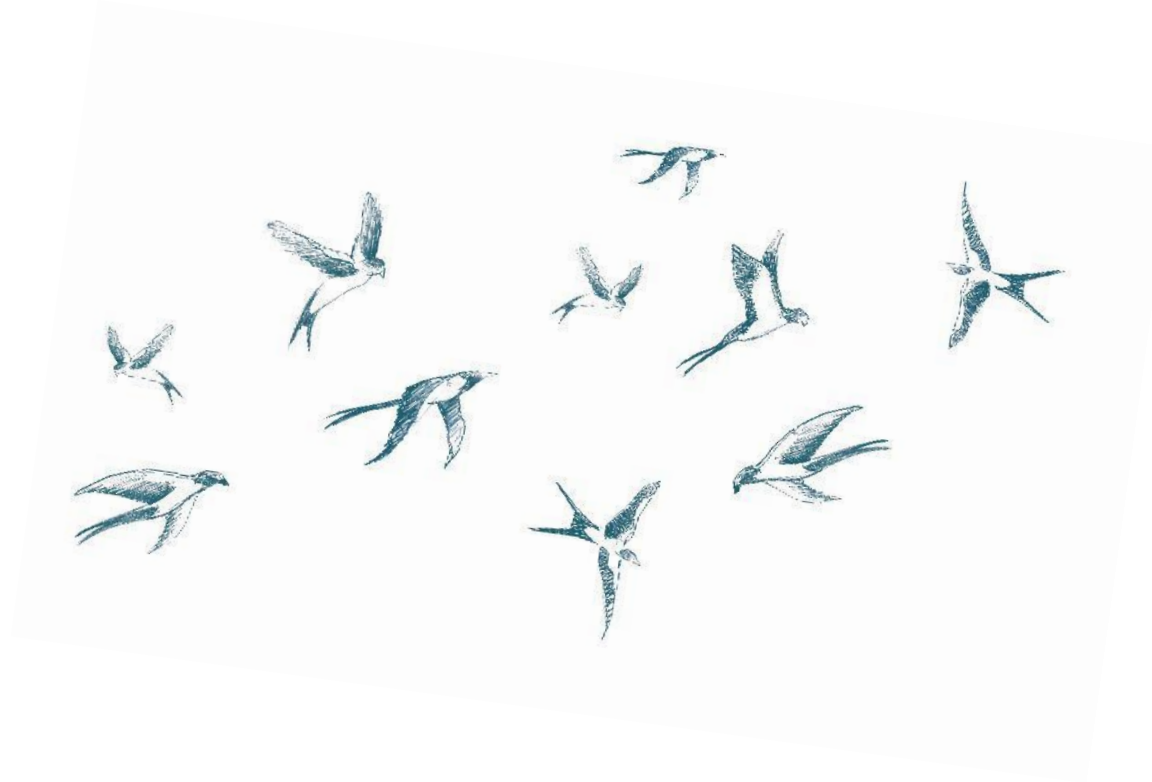
Water

- Fiche pratique [Eau](#) (COFEES)
- Pourquoi préférer les [toilettes sèches](#) ?
- [Guide Water Responsable](#) (Water Family)
- Fiche pratique [Remplacer les bouteilles par des gourdes réutilisables](#) (Collectif des Festivals)

Accomodation

- Labels : [La Clef Verte](#), [Green globe](#), [EU Ecolabel](#)





Votre contact :

Thibault Liebenguth & Arthur Paley

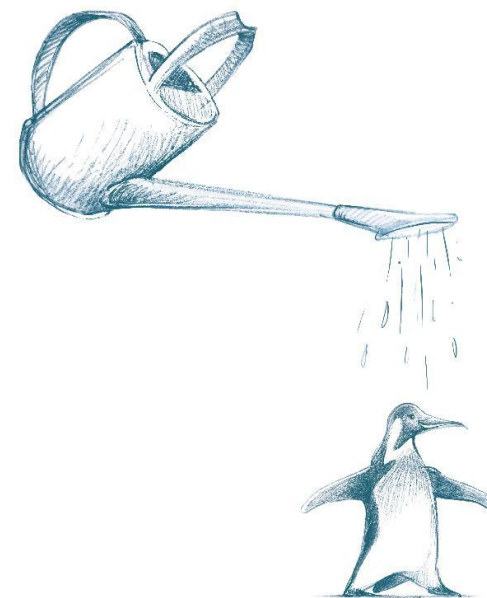
CSR & event management
Tel – 06 24 47 30 32
tl@air.coop

AIR coop
1 rue Royale
74000 Annecy



Livrables

- Ce rapport d'impact complet
- La synthèse A4 (pour diffusion interne & externe)
- Le questionnaire d'évaluation avec nos corrections et commentaires
- Le bilan « déchets » complet d'AREMACS



0 à 30% - A l'échauffement



30 à 55% - Lancé



55 à 75% - Impliqué



75 à 90% - Engagé



+ 90% - Remarquable



A l'échauffement



A l'échauffement



Lancé



Lancé



Impliqué



Impliqué



Engagé



Engagé



Remarquable



Remarquable



A l'échauffement



Lancé



Impliqué



Engagé



Remarquable



A l'échauffement



Lancé



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Engagé



Remarquable