



# GOING GREENEVENT

## MARTELL, ITA



### What was the goal?

The South Tyrolean provincial government has set itself the goal of reducing CO<sub>2</sub> emissions to less than 1.5 tonnes per year per person, by 2050 at the latest. In line with this long-term climate strategy, the OC Martell has sought to make the Biathlon Martell, and other events held at the Grogg stadium, more sustainable.

“Considering the end in everything you do, that is Sustainability.” The OC Martell was inspired and guided by this Albert Schweitzer quote as they took on the challenge to achieve GreenEvent certification from the Office of Waste Management in the autonomous Province of Bolzano in 2021.

In carrying out these changes to operations, and receiving this certification, they would realise their contribution to maintaining the natural beauty of the Stelvio National Park, in the Val Martello valley, where the Biathlon Martell takes place.

### How was the goal achieved?

The OC identified areas of impact across the events it held, where changes could be made, and made its application for the GreenEvent certification.

GreenEvents are events that are planned, organised, and realised according to several sustainability themes. To obtain the GreenEvent certification, organisers must implement measures from the topic areas of: resources, waste, mobility, catering, energy, communication, noise, and social sustainability.

In the first year, it is only possible to receive the so-called “Going GreenEvent” certification. To achieve this, the event must fulfil requirements in a list of some 120 criteria. If the final report is positive, which it was in the case of OC Martell, the organiser can apply for the “GreenEvent” certification in the second year, and all subsequent years thereafter.

### Which IBU sustainability issues does it address?

#### ► Emissions from travel & transport

OC Martell managed to minimise exhaust emissions and lower CO<sub>2</sub> emissions through incentivising local accommodation by offering teams three price categories and providing them with a free shuttle service from hotels within Val Martell, and then shuttling them together in buses to the stadium.

#### ► Inadequate sustainability communication

OC Martell communicated initiatives to volunteers and other staff members, providing relevant information according to their specific duties.

#### ► Lack of inclusion

OC Martell realised that accessibility for disabled people to the event was an issue. One solution they found for two volunteers using wheelchairs was for them to work together with local police to carry out access control at the event, ensuring that everyone entering the venue had accreditation and the relevant Covid-related papers.

#### ► Use of water and energy for snowmaking / snow-farming

Martell OC does not use pumps for any of its snow production, thereby saving 40% on energy usage.

#### ► Unsustainable food & beverage provision

There was a policy on the purchase of regional (and seasonal) products for catering purposes, e.g. apples from Vinschgau, tea from Val Martello, and so on. This helped to reduce transport distances as well as supporting the local economy. Where it was not possible to procure local supplies – as was the case for coffee, for instance – a preference was given to Fair Trade products.



#### ► Waste production

One staff member, a volunteer, oversaw waste management at all events. This was sufficient to ensure that there were well-marked bins for appropriate waste separation around the whole venue. Additional measures included low paper consumption thanks to digital advertising measures, which led to a 100% reduction in printing of advertising flyers.

#### ► Unsustainable sourcing practices

The reduction of plastic waste was made possible by switching to recyclable materials for catering. For example, cardboard for cups, and wooden dishware and cutlery.

#### What were the challenges faced?

OC Martell's biggest challenge was the catering for the teams. Since the Family Club was closed due to Covid restrictions, OC Martell was forced to use lunch boxes. After months searching for a sustainable solution, it finally landed on a collaboration with a south Tyrolian start-up named Ecoisall, from which it purchased cardboard bowls and biodegradable cutlery made from maize and potato starch.

#### What are the next steps?

OC Martell would like to invest more in the areas of social responsibility and communication. It would like to make as many people as possible aware of what its sustainability efforts are and how they impact our future and our planet. It would like to address motivation, education, and ultimately behavioural change of all stakeholders involved, starting with its volunteers. OC Martell has observed that, for many people, sustainability is a word to which they cannot really relate. It sees changing that as an important and sustainable investment.

