

Impact Reduction Playbook

US Biathlon

Submitted by **WM** 

2024





# **Table of Contents**

	-			_			- •		
	•	-	$\overline{}$	d		_		_	
	ш				u				101
			·	•	•	•	•	•	

Purchasing

IBU Sustainability Charter Commitment.	3
Playbook Overview	4

Sustainable Product Preferences . . . . . 23 Sustainability Certifications . . . . . . . . . 24 Materials Management Alignment . . . . . 25 Communication and Engagement . . . . 26

#### **IBU Sustainable Events Checklist**

Activating the Sustainable Events Checklist	6
Understanding the Sustainable Events Checklist	7
Sport and Competition	8
Event Operations	9
Planning & Logistics	10
Marketing & Communication	11

#### **Next Steps**

<u>Next</u>	Steps.												2	7

#### Materials Management

NEXT

**STFPS** 

Material Streams
Waste Collection
IBU Recommended Signage 15
Stakeholder Engagement: Recycling 16
Stakeholder Engagement: Compost 17
Zero Waste Event Checklist 18
Green Team Volunteers
Training and Communication 20





#### **IBU Sustainability Charter Commitments**

#### **Playbook Overview**

As an International Biathlon Union (IBU) organizing committee, the US Biathlon Association (USBA) has committed to acting on sustainability goals and commitments outlined by IBU in the IBU Sustainability Charter. USBA supports IBU's assertion that "climate change is real, and that human activity is the principal cause." (IBU Sustainability Charter) Further, USBA recognizes that "the sport of biathlon is both impacted by the effects of climate change and that event organization is where biathlon's impact is felt the most." (IBU Sustainability Charter) Therefore, USBA is committing to fulfilling activities defined by IBU in the areas listed below as we continue our journey toward sustainable biathlon.



Strategy & Reporting



Resource Use & Nature Supply Chain & Waste







Mobility & Accessibility



Information & Education

#### IBU Sustainability Charter Commitments

#### **Playbook Overview**

#### **Playbook Content**

USBA partnered with WM Advisory Services to develop this playbook. It serves as a guide to align event organization and management practices with the impact-reducing actions outlined in the IBU Sustainability Charter and Sustainable Events Checklist.

This playbook seeks to provide actionable insight for stakeholders in three key areas:

- Align event organization with the IBU Sustainable events checklist.
- 2. Implement waste reduction and diversion efforts.
- 3. Establish sustainable procurement policies.

### Who is this playbook for?

As an international sport, biathlon events are produced in a complex, multilayered stakeholder environment. WM developed content that can serve as a guide for both USBA and its members as they build comprehensive sustainability programs. This playbook's content encompasses general "best practices" and industry-tailored approaches.

We advise using a phased approach to adopting the guidance contained here based on your understanding of your own challenges and priorities.

- Intended to help **all stakeholders** understand opportunities available to align with IBU guidance and when and where to look for support in activating them.
- An area where WM has specific expertise, this section provides actionable guidance for **venues and organizers** on how to reduce waste sent to landfills.
- Highlights links between purchasing and other aspects of **sustainable event management** and outlines steps for integrating sustainability in purchasing decisions.

# IBU Sustainable Events Checklist

- Understanding the Sustainable Events Checklist
- > Activating the Sustainable Events Checklist
- Sport and Competition
- Event Operations
- Planning and Logistics
- Marketing and Communication



Network

Influence ◀

Control ◆

Activating the Sustainable Events Checklist Understanding the Sustainable Events Checklist

Sport & Competition

Event Operations Planning & Logistics

Marketing & Communication



This section provides guidance in line with the IBU Sustainable Events Checklist. The actions recommended within pages 8 - 11 are organized within three concentric areas of command, each based on the USBA and event organizers' level of ability to leverage resources that create more sustainable events:

Actions that require collaboration with local governments, community members, national and local advocacy organizations, and providers of operational and logistic services.

Actions that require engagement and alignment between USBA and event organizers to manage impacts related to event operations and planning.

Actions that USBA or organizers can take to directly manage impacts at events.

**Understanding the Sustainable Events Checklist** 

**Sport &** Competition

Event **Operations**  Planning & Logistics

Marketing & Communication



Professional sports clubs and global organizations alike must identify and adopt solutions to reduce negative environmental externalities from their operations. The IBU has identified four actionable impact areas. Activating efforts in these categories requires an understanding of your organization's connectivity within the stakeholder ecosystem. When coordinated, sustainable change can be leverage from multiple angles.

#### Sustainable Events Checklist Impact Categories



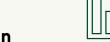
Sport & Competition

The field of play offers

moving towards more

sustainable operations.

various opportunities for



**Event Operations** 



Coordinating operations within an event or competition and associated venues warrants consideration of various sustainability impacts.



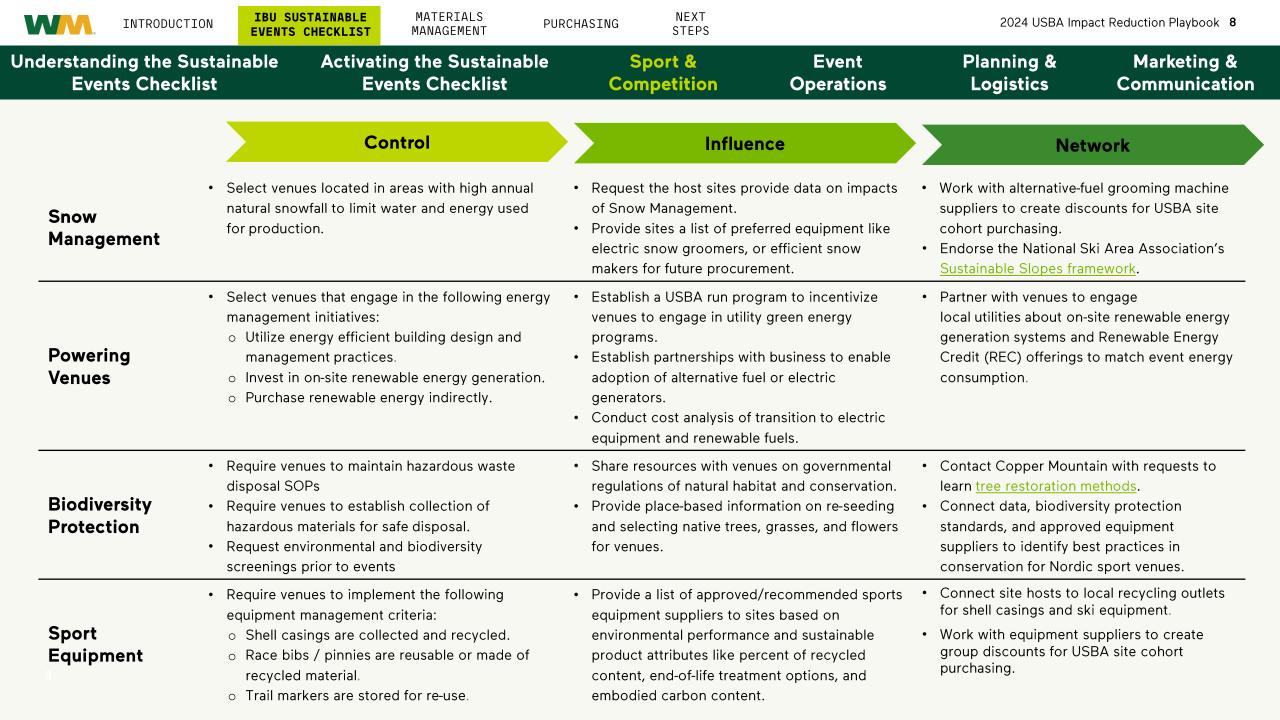
Planning &

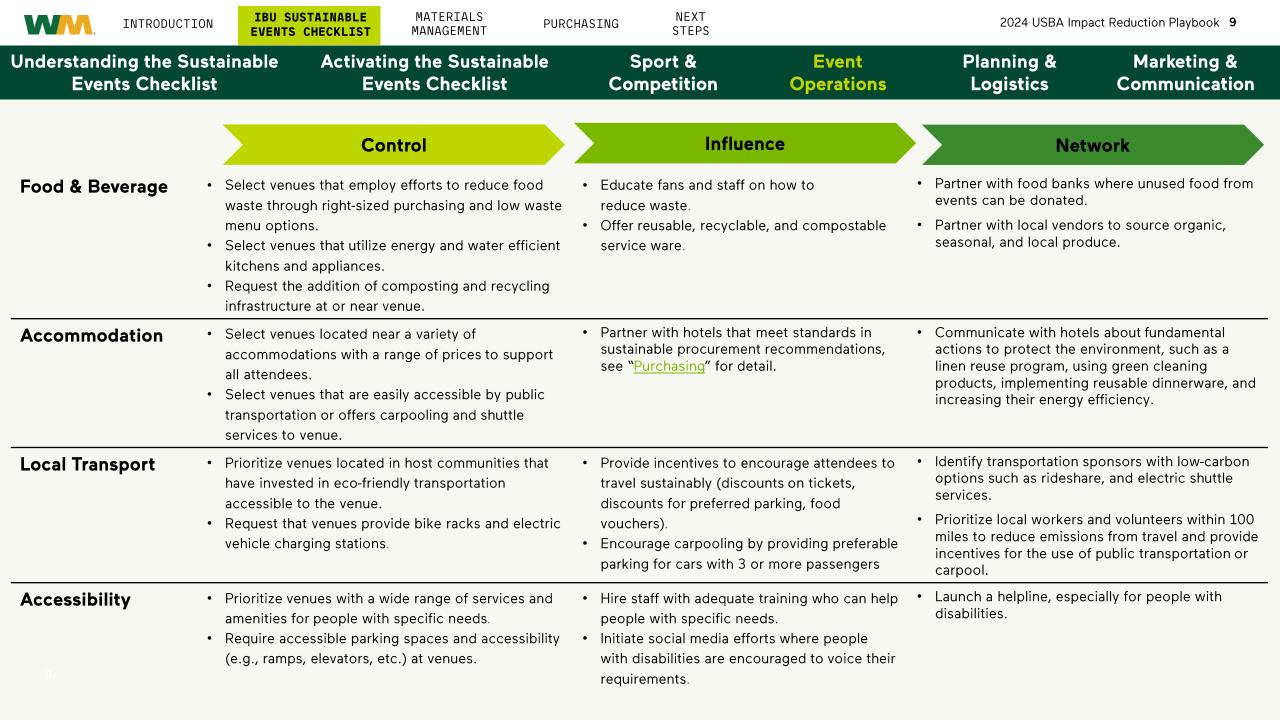
It is essential to uncover the wider sustainability impacts involved in the planning and management of support services that ensure the smooth flow of an event or competition.

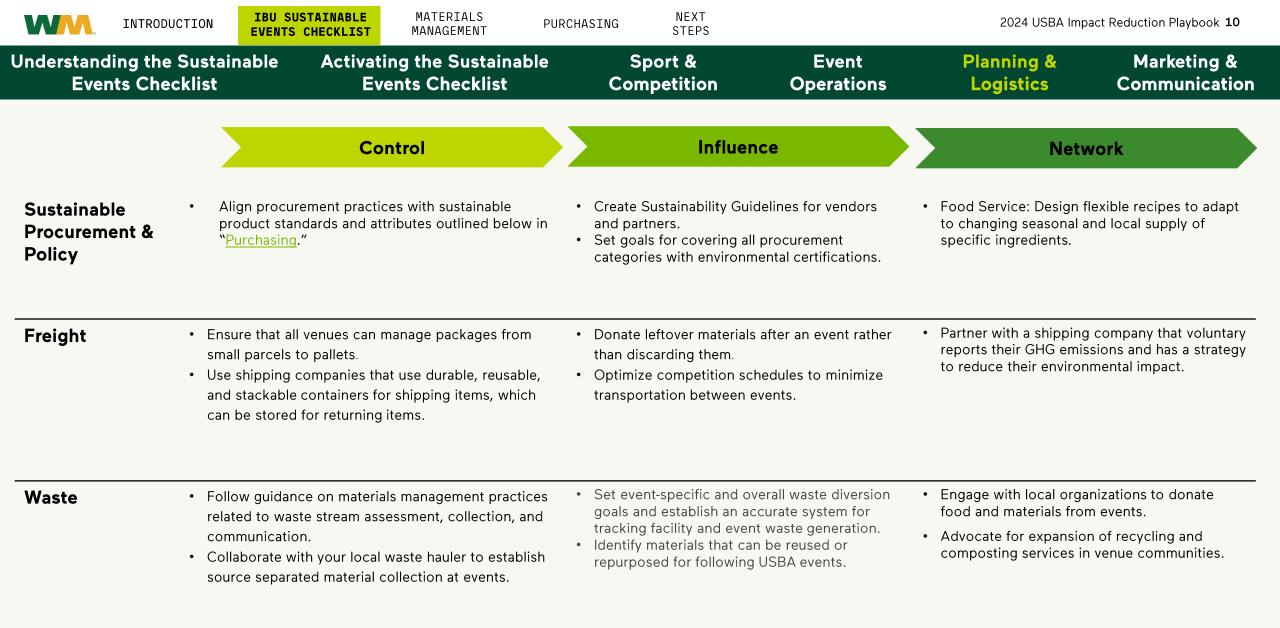


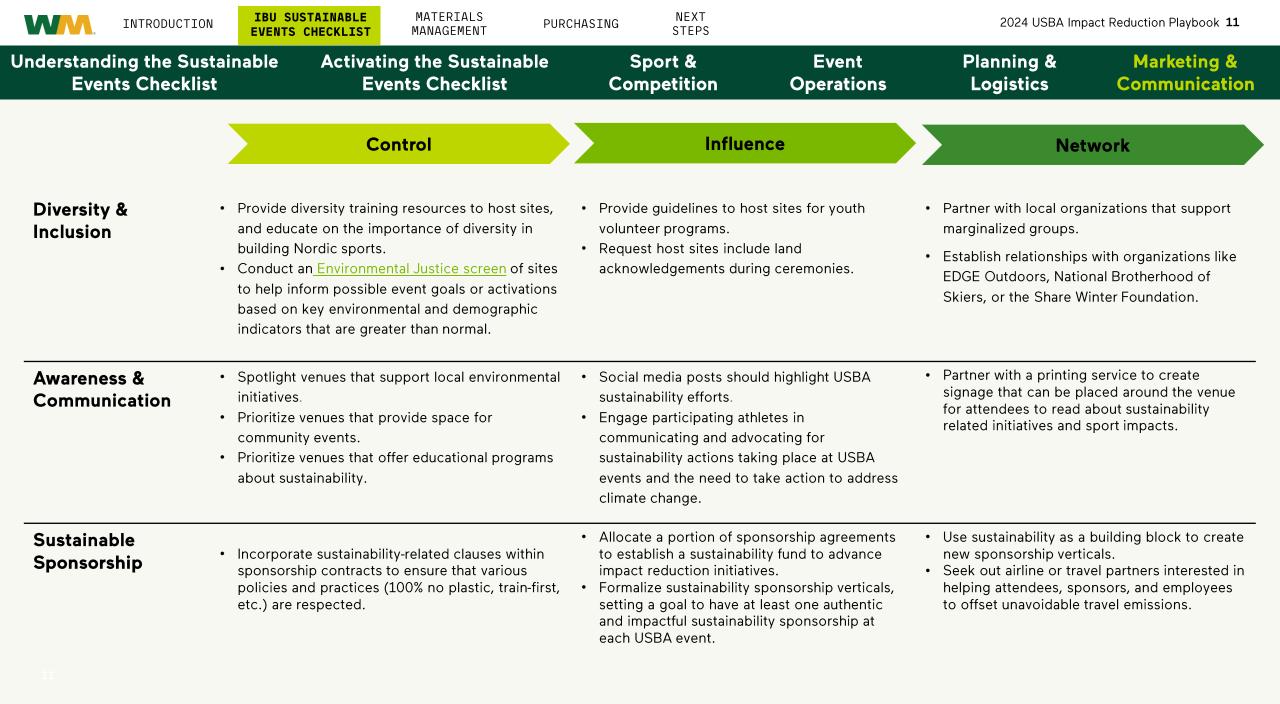
Marketing & Communication

Enhancing awareness of sustainability issues and advocating for behavioral change among all stakeholders is key to fully leveraging the power of sport.









NEXT

STEPS



# Materials Management

- **Material Streams**
- **Waste Collection**
- IBU Recommended Signage
- Stakeholder Engagement: Recycling
- Stakeholder Engagement: Compost
- Zero Waste Checklist
- Training & Communication



INTRODUCTION IBU SUSTAINABLE EVENTS CHECKLIST

MATERIALS MANAGEMENT

PURCHASING

NEXT STEPS

2024 USBA Impact Reduction Playbook 13

Material Waste

**Streams** 

Waste IBU Recommended Collection Signage

Stakeholder Engagement: Recycling

Stakeholder Engagement: Compost Zero Waste Checklist

Green Team Volunteers Training & Communication

Designated waste streams exist to ensure safe and sustainable disposal of materials. Different types of materials are collected separately so that they can be reused, recycled, processed into energy, or otherwise properly handled. Each group of material collected is its own waste stream. The more granularly materials are collected, the more waste we can divert from landfills.

### **Standard Collection**



# **Additional Streams**













IBU SUSTAINABLE EVENTS CHECKLIST

MATERIALS MANAGEMENT

PURCHASING

NEXT STEPS

2024 USBA Impact Reduction Playbook 14

Material Streams

Waste IBU Collection

IBU Recommended Signage

Stakeholder Engagement: Recycling

Stakeholder Engagement: Compost

Zero Waste Checklist

Green Team Volunteers

Training & Communication

A standardized material collection system ensures separate collection and clean disposal of recyclable and organic materials by following best practices for waste stream set up:

# Bin Parity

- Any waste collection station must include a bin for each material stream collected in a certain location.
- •Every recycling bin must be accompanied by an adjacent landfill bin, and vice versa, to prevent contamination of streams.

#### Liners

- •Separate liner colors must be used for recycling to help keep material separate throughout conveyance.
- •Keep liner colors consistent throughout the facility and among various bin types.

# Signage

- All bins must have a clear label to identify its waste stream.
- •Additional signage on the lid of recycling bins is preferred and works best when containing the stream name, icons, and/or words describing acceptable material for that bin.
- •Disposal containers like compactors and dumpsters must be clearly labeled with the stream name visible from all points of entry.



IBU SUSTAINABLE EVENTS CHECKLIST

MATERIALS MANAGEMENT

PURCHASING

NEXT STEPS

2024 USBA Impact Reduction Playbook 15

Material Streams

Waste IBU Recommended Collection Signage

Stakeholder Engagement: Recycling Stakeholder Engagement: Compost Zero Waste Checklist Green Team Volunteers Training & Communication

IBU has provided bin signage templates for its events to use in compliance with event recycling guidelines. These examples show the types of signage that may be used for various waste streams.

Before selecting bin signage, identify the waste streams and materials that are collected in your venue's area, following the guidance for **Material Streams** and **Stakeholder Engagement.** 















IBU SUSTAINABLE EVENTS CHECKLIST

MATERIALS MANAGEMENT

PURCHASING

NEXT STEPS

2024 USBA Impact Reduction Playbook 16

Material

**Streams** 

Waste IBU Recommended Collection Signage

Stakeholder Engagement: Recycling Stakeholder Engagement: Compost

Zero Waste Checklist

Green Team Volunteers C

Training & Communication



#### **Separation**

Do you require recyclable materials to be separated into different streams?

Establish multiple collection areas

- 1. Obtain a list of recyclable materials that must be separated (glass, metal, cardboard, paper).
- 2. Establish individual collection points for each at your venue.
- 3. Train staff on how to sort and dispose each type of material.



#### **Materials**

Do you collect recyclable materials in addition to regular waste?

4es

 $N_{O}$ 

Yes



Provide collection of waste material in two stream: landfill and recycling. Obtain bins and liners and develop signage to facilitate collection of recyclable materials at your venue.



# ļī.

#### **Partnerships**

Are there any local organizations who can provide recycling for specific materials?



#### Connect with local organizations

Establish collection of recyclable materials at your venue and establish a working relationship with the organization to facilitate recycling.



#### Tracking and Delivery

Can you provide information on the weight received? Can you pick up these materials, or do we need to deliver them to you?



Yes



#### Re-use materials

Prioritize the use of reusable materials as much as possible.

Waste

Collection

**Organic Materials** 

Do you provide collection

and organic materials?

and disposal of compostable

IBU SUSTAINABLE **EVENTS CHECKLIST** 

**MATERIALS MANAGEMENT** 

PURCHASING

yes

No

NEXT STEPS

2024 USBA Impact Reduction Playbook 17

provider criteria

signage.

Coordinate delivery Use them, and make sure that service waste and concessions items are compliant with compost

Buy bins and liners

compost collection at your

venue. Identify a partner who

can assist with development of

Obtain bins and liners for

**Material Streams**  **IBU Recommended** Signage

Stakeholder **Engagement: Recycling** 

Stakeholder **Engagement: Compost**  **Zero Waste** Checklist

**Green Team Volunteers** 

Training & Communication



1e5

 $N_{\rm o}$ 

#### Separation

Does your organics collection include both food waste and compostable products using paper, PLA plastic, or other computable synthetic material?



#### Collection system

Can you provide bins, compostable liners, and signage for collection?



#### Stream identification

Which materials are permissible in your compost collection?

Connect with local orgs.



â

#### Compost service ware

Ensure all service ware materials are certified compostable and develop signage communicating which materials are compostable.



yes

No

#### Create food signage

Develop signage communicating that only food waste is accepted in compost bins.



#### **Partnerships**

Is there a local organization who can provided disposal of compostable materials?



Establish a relationship with them and determine which materials are acceptable. Then set up collection systems with bins, liners, and signage for compostable materials.



ves

#### Communicate and re-use

Communicate that all food waste must be disposed in landfill bins. Focus on using reusable and recyclable materials wherever possible.



#### **Tracking and Delivery**

Can you provide information on the weight received? Can you pick up these materials, or do we need to deliver them to you?



**Streams** 

INTRODUCTION

IBU SUSTAINABLE EVENTS CHECKLIST

MATERIALS MANAGEMENT

PURCHASING

NEXT STEPS

2024 USBA Impact Reduction Playbook 18

Material Wa

Waste IBU Recommended Collection Signage

Stakeholder Engagement: Recycling Stakeholder Engagement: Compost Zero Waste Checklist Green Team Training & Volunteers Communication

As you prepare to host your first event with an emphasis on waste reduction and diversion, ensure that the following actions have been assigned and completed:

Contacted local waste providers and identified which waste streams they collect.
Identified materials at venue that need to be collected and disposed in special locations (e.g., hazardous waste, lighting, shell casings, batteries, electronics, etc)
Obtained designated bins, multicolored liners, and signage communicating acceptable materials for each stream.
Set up waste stations throughout venue.
Identified and implemented necessary changes to purchasing to maximize the use of recyclable, compostable, or reusable materials. Align purchasing with acceptable recyclable or compostable materials.
Provided training for employees communicating which waste streams are collected in each location, which materials are accepted in each stream, how to set up waste streams, and handling and final disposal location for each stream.
Communicated your waste reduction and diversion efforts to athletes, fans, viewers, and other stakeholders.



IBU SUSTAINABLE EVENTS CHECKLIST

MATERIALS MANAGEMENT

PURCHASING

NEXT STEPS

2024 USBA Impact Reduction Playbook 19

Material

**Streams** 

Waste IBU Recommended Collection Signage

Stakeholder Engagement: Recycling Stakeholder Engagement: Compost Zero Waste Checklist

Green Team Training & Volunteers Communication

Volunteer teams are an effective way to increase waste division at events. A "green team" made up of volunteers from local organizations can assist with educating attendees and athletes on proper waste diversion habits and directly contribute to managing contamination of waste streams on site.

Potential Volunteer Pools

- Nordic sport youth teams
- Girl and Boy Scouts of America
- Schools and Universities
- Local conservation groups and non-profit organizations

Green Team Roles and Responsibilities

- Manage waste stream contamination by top sorting bins
- Educate attendees on waste diversion practices and what materials are accepted in waste streams
- Assist with staff education management during waste sorting
- Monitor containers for proper material disposal



**Streams** 

INTRODUCTION

IBU SUSTAINABLE EVENTS CHECKLIST

MATERIALS MANAGEMENT

PURCHASING

NEXT STEPS

2024 USBA Impact Reduction Playbook 20

Material Waste

Waste IBU Recommended Collection Signage

Stakeholder Engagement: Recycling Stakeholder Engagement: Compost Zero Waste Checklist Green Team Volunteers Training & Communication

Stakeholder Group	Engagement Topics								
Venue Custodial Staff	<ul><li>Waste streams</li><li>Accepted/prohibited materials</li><li>Waste station setup</li></ul>	<ul><li>Special collection</li><li>Waste handling and conveyance</li><li>Disposal locations</li></ul>							
Athlete	<ul><li>Waste streams</li><li>Special collections</li></ul>	• Disposal locations							
On-Site Vendors	<ul><li>Accepted/prohibited materials</li><li>Waste station set up</li></ul>	<ul><li>Special collection</li><li>Disposal locations</li></ul>							
Suppliers	Accepted/prohibited materials								

# Purchasing

- Integrating Sustainability
- Sustainable Purchasing Preferences
- Certifications
- Aligning Purchasing and Materials Management
- Communication and Engagement



IBU SUSTAINABLE EVENTS CHECKLIST

MATERIALS MANAGEMENT

PURCHASING

NEXT STEPS

Integrating Sustainability

Sustainable Product Preferences

Sustainability Certifications

Aligning Purchasing and Material Management

Communication and Engagement

Purchasing is essential to establishing an effective materials management program that reduces waste and diverts materials from landfills. Procurement policies should be positioned to only allow materials that are aligned with preferred waste disposal methods inside the event. Other aspects of sustainability programs are also linked to purchasing, and these objectives can be integrated in procurement systems in 3 primary ways:

Product Preferences

Internal standards that guide purchasing decisions by identifying desirable attributes within product and service categories that align with goals around waste reduction, resource efficiency, and conservation.

Product Certifications

Third party standards established for industry or sector wide clarification of sustainability performance of different goods and services.

Supplier Requirements

Contractually binding standards that require suppliers to meet desired sustainability performance indicators, disclose environmental impacts, and provide products and services that align with organizational goals.

Integrating Sustainability

Sustainable Product Preferences

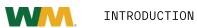
Sustainability Certifications

Aligning Purchasing and Material Management

Communication and Engagement

Establishing internal preferences within purchasing categories is a simple and effective way to reduce environmental impacts throughout your supply chain. The table shows a starting point for establishing environmental preferences within some common purchasing categories. Review all procurement categories to identify opportunities for aligning purchasing with sustainability goals.

Product Categories	Preferred Characteristics					
Cleaning and janitorial	<ul><li>Refillable</li><li>Recycled content</li></ul>					
Electrical equipment and devices	<ul><li>EPEAT registered</li><li>Refurbished</li></ul>					
Paper	Highest percentage recycled content					
Transportation and fuels	Clean and renewable technologies					
Food and beverage service	<ul> <li>Plant-based, local</li> <li>Small producer</li> <li>Fair trade/labor</li> <li>Sustainable agriculture</li> <li>Sustainable seafood</li> <li>Humane animal care</li> <li>Avoid individually packaged products</li> </ul>					
Apparel, linens, and textiles	<ul> <li>Published labor and human right standards of clothing suppliers</li> <li>Organic, bio-based or recycled content textiles</li> <li>Members of sustainable apparel coalition</li> </ul>					
Furniture	Low-VOC or free of flame retardants					
Shipping and packaging materials	<ul><li>Recycled content</li><li>Reusable</li><li>No Styrofoam or polystyrene products</li></ul>					



IBU SUSTAINABLE EVENTS CHECKLIST

MATERIALS MANAGEMENT

PURCHASING

NEXT STEPS

2024 USBA Impact Reduction Playbook 24

Intograting Sustainability	Sustainable Product
Integrating Sustainability	Preferences

Sustainability Certifications

Aligning Purchasing and Material Management

Communication and Engagement

		Certification	Product Categories
ECOLOGO	UL EcoLogo	Helps manufacturers and consumers easily identify environmentally preferred products and is used for everything from building materials and furniture to cleaning products, paper products and toys.	<ul><li>Cleaning and janitorial</li><li>Shipping and packaging materials</li></ul>
FSC www.fsc.org FSC*-C021798	FSC	<ul> <li>The FSC label is mainly used on timber and non-timber products, from paper and furniture to medicine and jewelry. It aims to give consumers the option of supporting responsible forestry. There are three labels FSC distributes:</li> <li>FSC 100% Products come from FSC – certified forests;</li> <li>FSC Recycled: The wood or paper in a product comes from reclaimed material;</li> <li>FSC Mixed: At least 70% of the wood in a products comes from FSC-certified or recycled material, while 30% is made of controlled wood.</li> </ul>	<ul> <li>Cleaning and janitorial</li> <li>Paper</li> <li>Furniture</li> <li>Shipping and packaging materials</li> </ul>
SEAL SEAL	Green Seal	Products that are guaranteed to meet the strictest standards for performance, health, and environmental safety, which helps consumers make safer, greener choices with confidence. Certification expands to a variety of areas: everyday products, hotels, educational institutes, and cleaning services.	<ul> <li>Cleaning and janitorial</li> </ul>
energy STAR	ENERGY STAR	A rating system that provides consumers with unbiased information about the energy efficiency of products they are purchasing. Product categories can expand from appliances, building products, commercial food service equipment, data centers, electronics, heating and cooling, lighting, and office equipment.	<ul> <li>Information technology and equipment</li> </ul>
epeat	EPEAT	Helps purchasers evaluate, compare and select electronic products based on their environmental attributes. EPEAT covers computers, imaging equipment, televisions, mobile phones, servers, and photovoltaic modules and inverters.	Personal electric devices

ON IBU SUSTAINABLE EVENTS CHECKLIST

MATERIALS MANAGEMENT

PURCHASING

NEXT STEPS

2024 USBA Impact Reduction Playbook 25

Integrating Sustainability

Sustainable Product Preferences

Sustainability Certifications

Aligning Purchasing and Material Management Communication and Engagement

Professional sports clubs and global organizations alike must identify and adopt solutions to reduce negative environmental externalities from their operations. The IBU has identified four actionable impact areas. Activating efforts in these categories requires an understanding of your organization's connectivity within the stakeholder ecosystem. When coordinated, influence can be exerted from multiple angles.

#### Food & Beverage

- All beverage containers, food packaging, foodservice accessories and utensils, and paper products must be recyclable.
- Hot cups and lids must be made of sugarcane fibers, cornstarch, or paper, using PLA lining.
- Straws should be made of paper or wood. No straws are the preferred option.
- Food should prioritize the use of local and seasonal ingredients.

#### **Food Trucks**

- Utilizes low/no-carbon fuel food trucks.
- All foodservice accessories and utensils are recyclable.
- Kitchen appliances that are Energy Star approved or considers clean energy to power appliances.
- Prioritizes locally sourced and seasonal ingredients when possible.
- Engages in materials management training.
- Menus are designed to reduce food waste and wasting.

# **Packaging**

- Uses bulk packaging.
- Uses reusable packaging (e.g., totes reused by delivery service for next delivery).
- Uses innovative packaging that reduces the weight of packaging, reduces packaging waste, or utilizes packaging that is a component of the product.
- Maximizes recycled content;
- Uses locally recyclable or certified compostable material.
- Prioritizes limiting packaging;
- No single-use plastics are used.

# Signage & Printing

- All signage must be recyclable.
- Signage can be reused over the years.
- Eco-friendly ink is always used.

# Supplier Engagement

- Vendors and suppliers are expected to provide product data related to environmental impacts when requested. This may include, but is not limited to the following:
- Weight and/or volume per unit
- Product distribution origin
- Product material composition
- Product environmental attributes



IBU SUSTAINABLE EVENTS CHECKLIST

MATERIALS MANAGEMENT

PURCHASING

NEXT STEPS

2024 USBA Impact Reduction Playbook 26

Integrating Sustainability 5

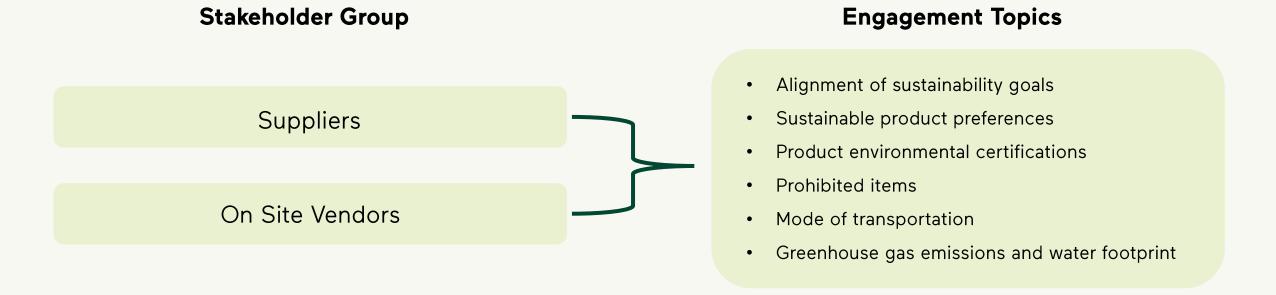
Sustainable Product Preferences

Sustainability Certifications

Aligning Purchasing and Material Management

Communication and Engagement

Suppliers, vendors, and other third parties involved with event production should be notified of changing expectations regarding accepted materials and data collection. Ensure that suppliers are up to date on contract requirements and work with them to bring practices into alignment with your sustainability expectations.



# **Next Steps**





# **Review**

Review the Impact Management Playbook.

Identify areas for immediate action and those in need of additional development or research.



# **Engage**

Engage with leadership, staff, suppliers, and external stakeholders about the impact management process and stakeholder-specific actions.



# **Implement**

Determine opportunities for immediate action.

Coordinate stakeholders and obtain equipment to implement programs aimed at reducing waste and managing overall impact.