



# Sustainability Simplified

Running USA Industry Conference 2022

# Agenda

- **Intro / Expectations**
- **Reframing the Why**
- **Group Discussion #1**
- **Key Learnings at Cherry Blossom 10 Miler**
- **Group Discussion #2**
- **Closing**



**Join the Live Poll!**  
**Use your phone camera to scan**

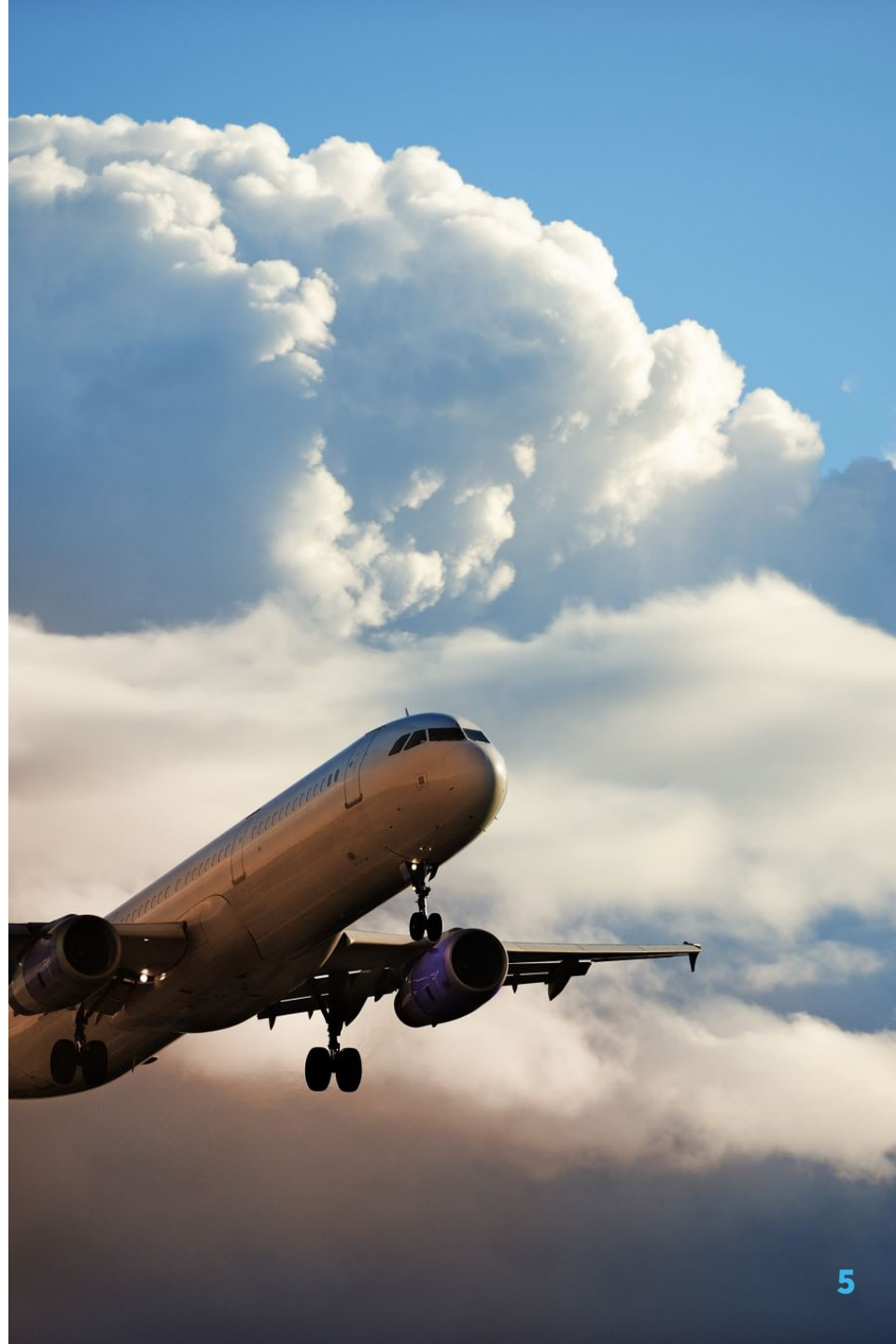
**Or go to [slido.com](https://slido.com)  
and type the code  
#734764**



**Why did you  
choose to come  
to this session?**



# Reframing the Why



# Which type of event environmental impact are you **MOST** concerned?

A) *Waste*

B) *Climate Change | Travel – Adding heat-trapping emissions to an already warming world*

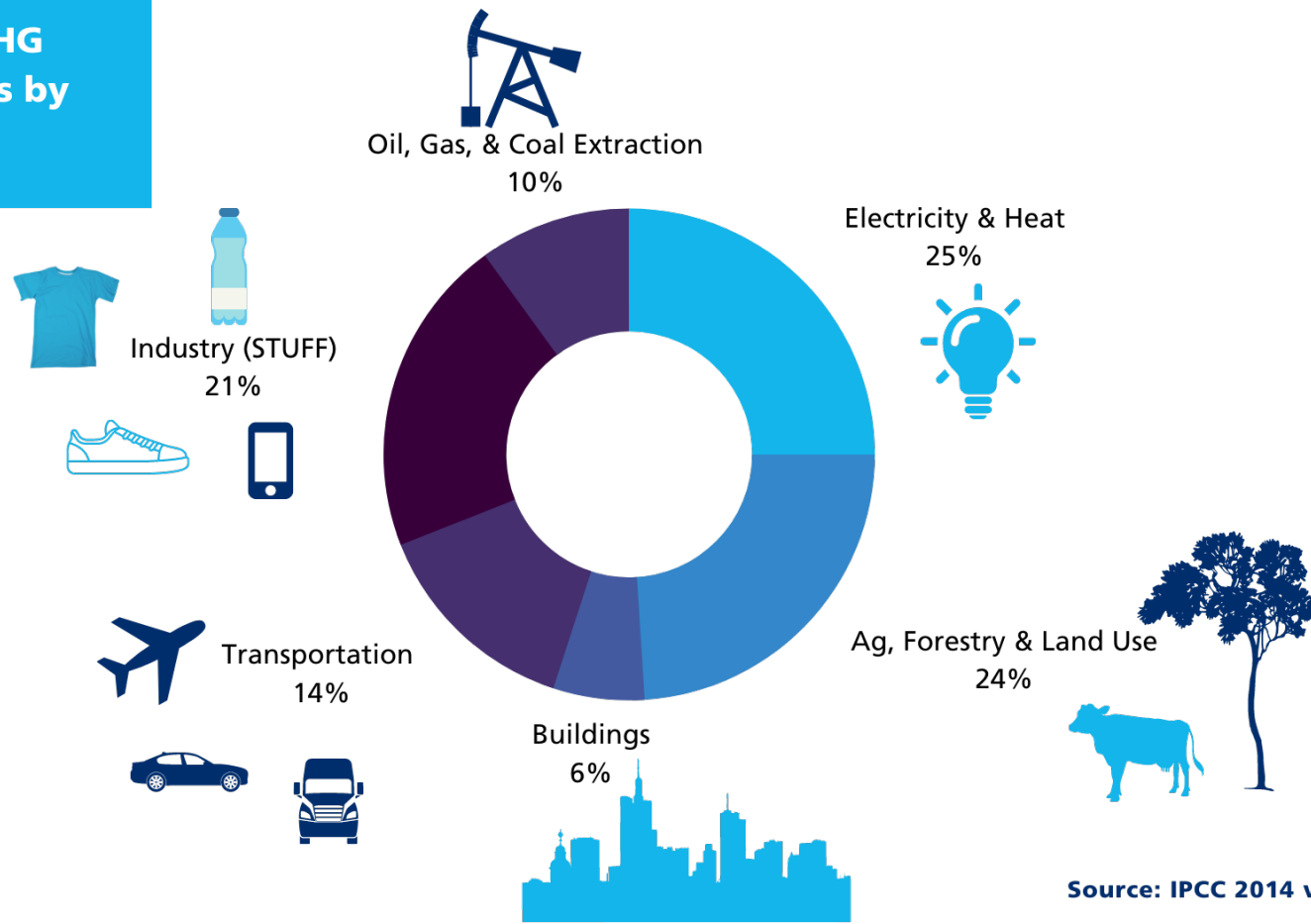
C) *Lifestyle, food & clothing – Using your event platform to inform about products, dietary choices and lifestyle habits*

D) *Don't make me choose...All of the Above!*

E) *Other*

# Where Warming Comes From

## Global GHG Emissions by Sector



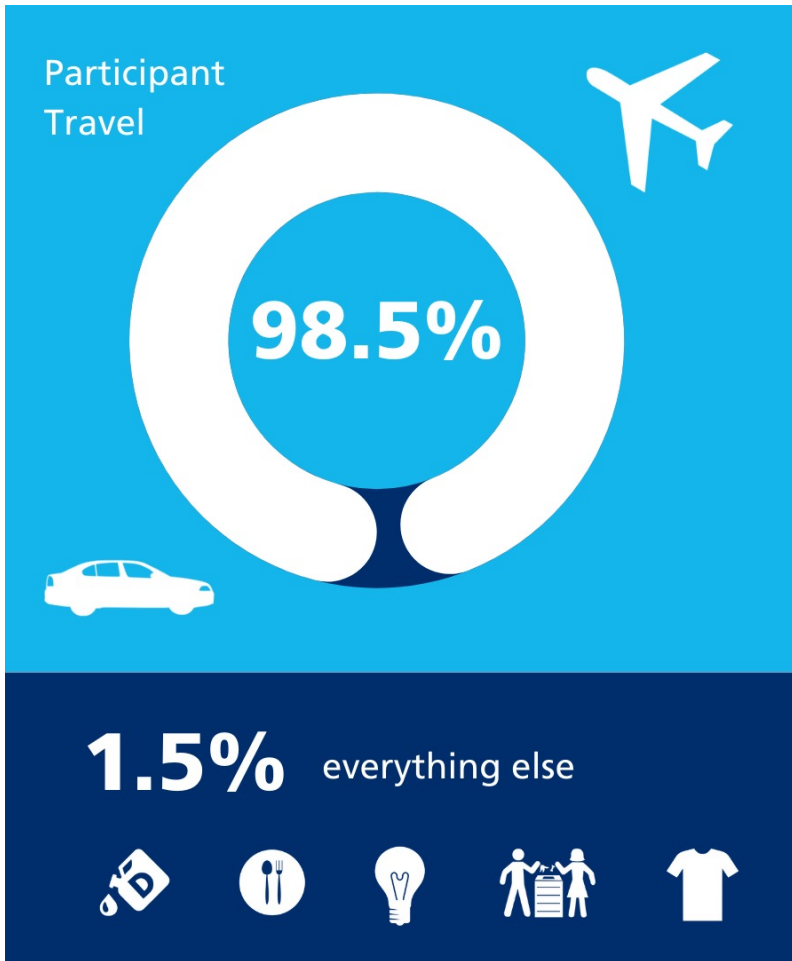
Source: IPCC 2014 via U.S. EPA

# **Which event activities do you think are responsible for MOST OF an average road race event's carbon footprint?**

- A) Waste sent to landfill (all those cups!)*
- B) Electricity to power the EXPO space*
- C) STUFF – T-shirts, medals and food – It all adds up!*
- D) Participant travel to and from the event.*



# GHG Events Study



## 98.5%

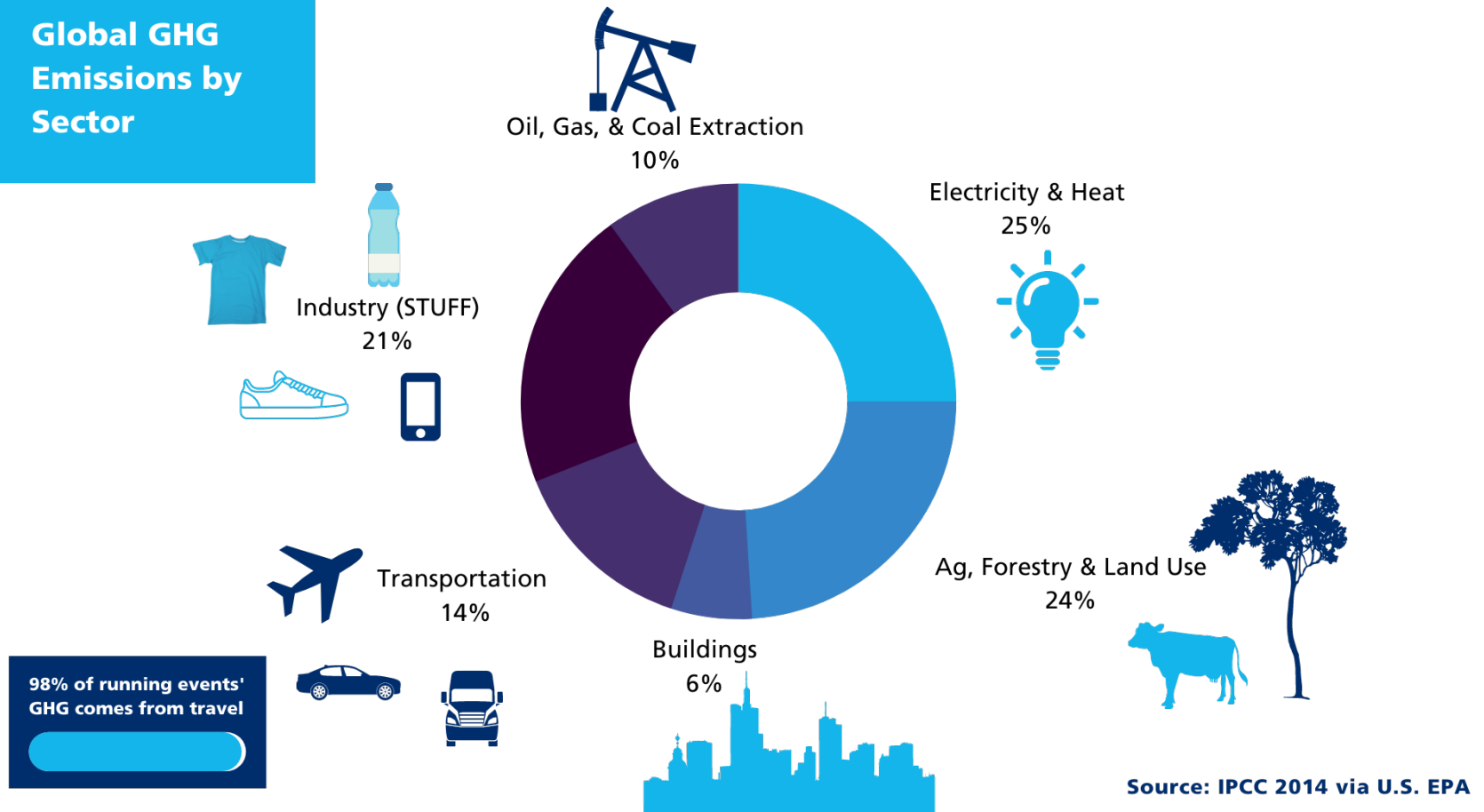
of the average mass participation event's carbon footprint came from event-related travel by participants

### Statistics from 29 Mass participation events

that took place 2014-2019 in North America and reported their GHG emissions to the Council for Responsible Sport

# Where Events' Share of Warming Comes From

## Global GHG Emissions by Sector

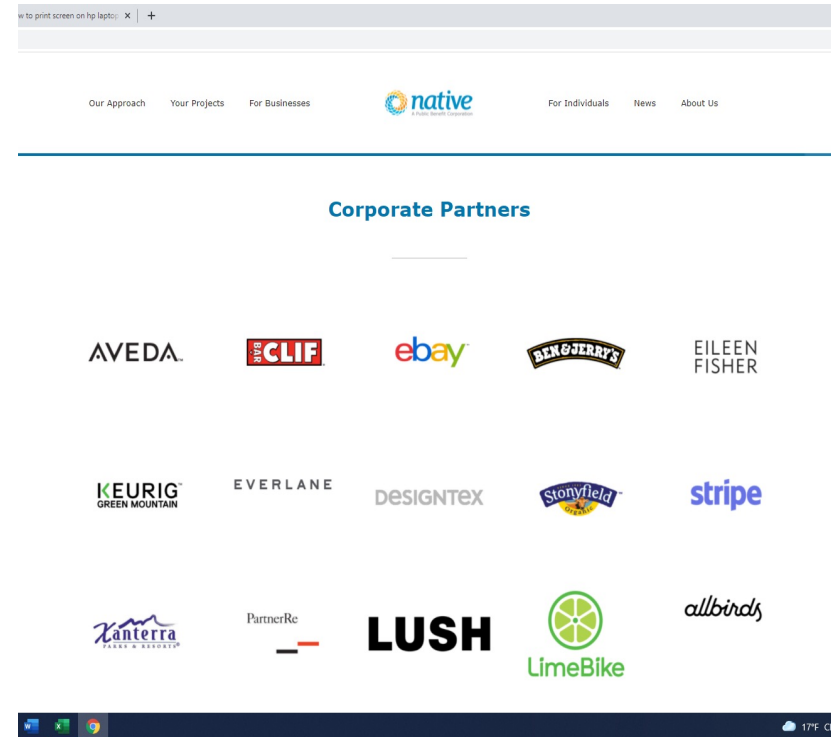


# Group Discussion #1

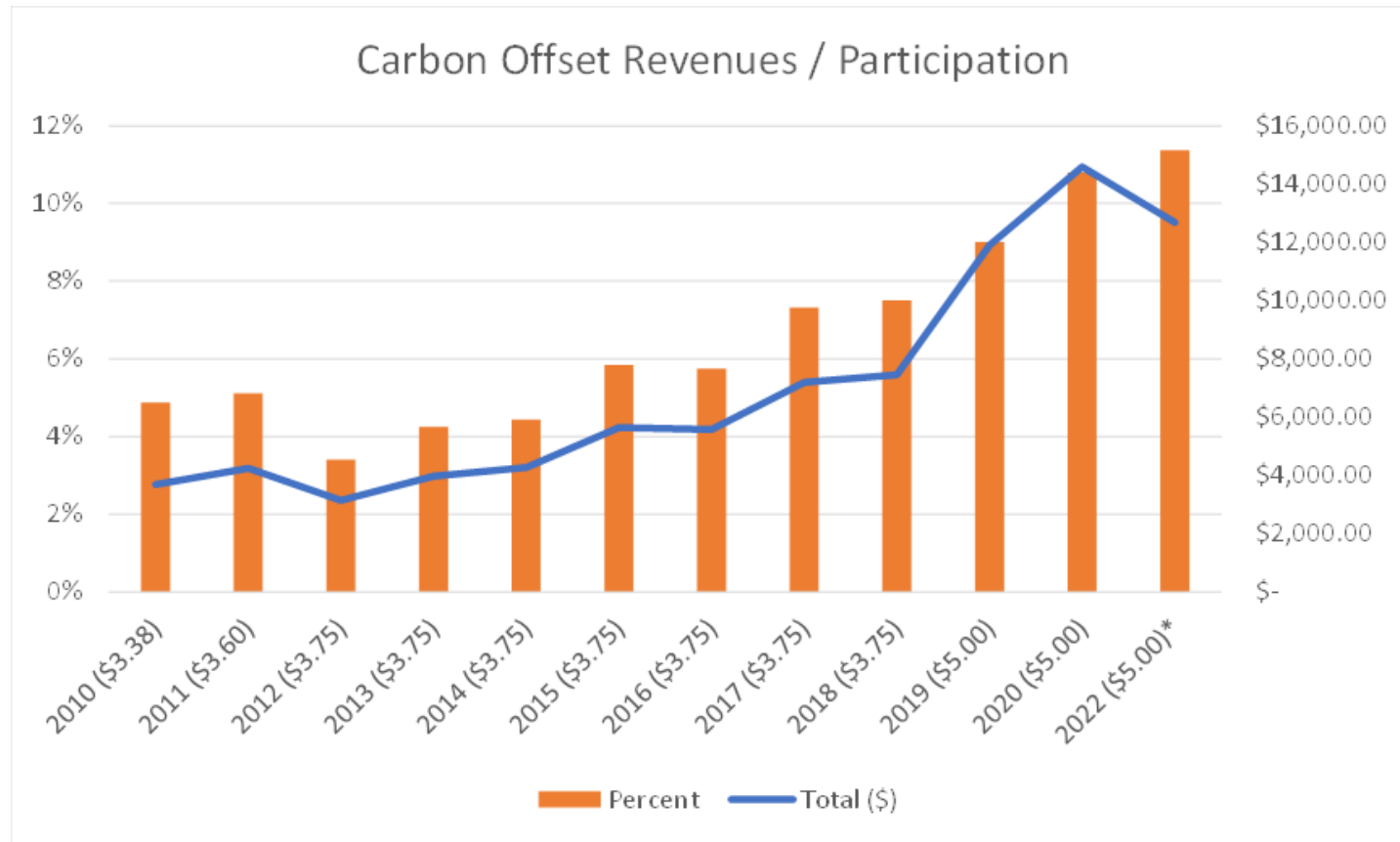
- **What's something you've implemented in recent years and why?**

# Credit Union Cherry Blossom: Carbon Offsets

- **Since 2010, donating more than \$45,000 to Native Energy to offset the carbon footprint of runners traveling to DC for the event**
- **Native Energy partners are well known for their environmentally friendly practices**



# Credit Union Cherry Blossom: Results



# New Tracking Tool

- **Assess a single event or your entire organization (or both)**
- **GHG emissions Tracker & Calculation tool**
  - **Plus tutorial video**
- **Offset providers in the Catalog**
- **Opportunity to share what you've tried in the Case Studies section**
- **Access is FREE**



**SportRescore.com**



# Group Discussion #2

- **Part 1: What is preventing you from doing more on climate and your event's carbon footprint?**

# GHG Offsets From an Amateur

- **I have zero foundational knowledge on this subject**
- **My Key Learnings:**
  - **Leverage your network**
  - **Ask questions**
  - **Be decisive**

we are  
**n≡utral**

**What type of  
follow-up  
support would  
you find most  
helpful?**

**Are You Ready to  
Opt-in?**



*SCAN ME*

**Thanks!**