



THE PROJECT

**ENVIRONMENTAL SUSTAINABILITY PROJECT FOR
THE MOST POPULAR INTERNATIONAL
AMATEUR CYCLING EVENTS IN THE WORLD**



INTRODUCTION

TOPIC

Contribute to improving the perception and awareness of and for the Site of the Event.

TARGET

Consider that each edition of the Event involves a concrete improvement in the perception and awareness of and for the Site of the Event; Gathering the most important amateur cycling events of the World in the name of Environmental Sustainability means to transfer a strong message, in particular through Sport and Cycling, not only to Athletes but also to all People. A cyclist rides for several kilometres on his bicycle becoming an Ambassador who participating in our Events shares a sustainable Lifestyle in full harmony with the surrounding Environment.





THE PROPOSAL

- “Sustainable Development means to satisfy the needs of the present without compromising the possibility for future Generations to meet their own”: the concept of Sustainable Development was developed in 1987 by the World Commission on Environment and Development in the so-called “Brundtland Report”;
- environment, Territory, Landscape, People, Products (handicrafts, local and typical productions), Services (reception, hospitality, local traditions) are decisive elements for the choice of participating in a Cycling Event, together with the sociability and a healthy competitive spirit;
- on this basis, the concept of Sustainable Development referred to future Generations involves a strong and demanding leap in quality;
- it is necessary to ensure Participants in our Events They will find the same Environmental Philosophy and the Sense of Respect and the cognition of commitments made by the Organization in this sense.



THE REGULATION

International, national and regional level. Regulatory and planning framework:

- Goal and Target of the Global Agenda for Sustainable Development 2030: 17 Goals and 169 Targets: “sport is an important element promoting Sustainable Development”; references are: Goal 12 «Responsible consumption and production», Target 12.6, 12.8 and 12.b and Goal 13 «Fight against Climate Change», Target 13.3; “Values expressed by Sport are universal and recognized all over the World; through respect, integration and understanding, U.N.O supports the role of Sport in achieving the SDGs (Sustainable Development Goals)”;
- in 2016 Bangkok Charter, ISPAH (International Society for Physical Activity and Health) recognized the decisive role of sporting activity in achieving the SDSGs;
- MINEPS - International Conference of Ministers and Officials responsible for Physical Education and Sport was established since 1976; that’s a Forum with an institutional role for the proposal of coherent international strategies in this sector promoting intellectual and technical exchange in the field of Physical Education and Sport; it is the sole global platform involving Governments, intergovernmental Organizations, sports Movements, Academia and Non-governmental Associations;
- in 2017, during the VI International Meeting in Kazàn (Capital of the Russian Republic of Tatarstan), MINEPS adopted the KAP - Kazan Action Plan;



THE REGULATION

- KAP introduces, for the first time, the Environmental Issue and the connection between Sport Activity and achievement of the worldwide SDSg;
- KAP is divided into 3 main policy areas, 10 objectives and 36 targets; Area 2 concerns precisely the role of Sport Activity in promoting the achievement of the SDSGs and includes targets II.5 oriented to economic growth linked to Sport Practice; II.7 aimed at achieving of Sustainable Consumption and Production Models and promoting urgent actions to prevent Climate Change and its impacts (Goal 12, SDG 12.b “Sustainable Tourism”, 12.1, 12.2, 12.5, 12.6, 12.8 and Goal 13, 13.1);
- KAP is also divided into 5 Actions: among these, Action 2 provides for the development of common indicators, at international level, capable of measuring the contribution of Sport and Physical Activity particularly for outdoor activities, to achieve the effectiveness of SDSGs;
- at EU level, the White Paper on Sport, adopted in 2007 by the European Commission, provides, in point 2.8 “Promoting Sustainable Development”, some general indications, including the application of EMAS and other Product and Process Certifications to Sport Activity and Events in addition to application of the so-called “Green Procurement” in the construction of Plants and Events;



THE REGULATION

- nationwide KAP has not yet found an applicative and operational framework in the regulatory field;
- CONI, Sport e Salute spa, Minister of Environment and Protection of the Territory and the Sea signed in 2019 a Memorandum providing for specific reporting tools, with the object (article 2) of raising of awareness on Environmental Issues related to Sustainable Development, through: (point e) diffusion of Responsible Behavior; development of the so-called “Green Procurement” and also of GPP (Green Public Procurement); efficient use of Natural Resources, less waste production, promotion of recycling and compatible reuse with the Environment, and again (in point f), promotion and diffusion of the Culture of Social Responsibility in Sport Events;
- Courmayeur Charter - International Charter for Sustainable Sport Events -, Cortina Charter - a Sustainable model for Mountain Resorts - and Charta Smeralda - Code of Ethics for sharing principles and actions to protect the Seas, were drawn up just after the Memorandum;
- at Regional level: Veneto Region, in the context of the Regional Law of 11 May 2015, no. 8 “General Provisions on Motor and Sport Activities”, adopted the “Ethical Charter of Veneto Sport” where Article 3 “also recognizes Sport or Physical Activity as an instrument to protect Health and to promote the Environmental Awareness and Economic Tourism Development”.



THE COMMITMENT

FOR ORGANIZERS

- Assume, promote and encourage on an ongoing basis, the diffusion of Responsible Behavior throughout the Organization, that is, before, during and after each Event;
- fix criteria, constraints and behaviors oriented towards Environmental Protection and Sustainability, structuring them in the same way as regulatory and behavioral tools for accessing and participating in the Event/Exhibition and even before that, preliminarily, for accessing the Association and the working group;
- identify rewarding elements for the Participants also in terms of Environmental Protection and Sustainability as well as integration between this and the Sport and Competitive Profiles;
- define and establish the collaboration relationship and administrative/management commitments with Public Administration both at local and central level through compliance with limits and requirements related to Environmental Protection and Sustainability;
- define and establish the collaboration relationship and administrative/management commitments with Partners and private Sponsors both at local and national level through compliance with limits and requirements related to Environmental Protection and Sustainability.



THE COMMITMENT

FOR THE PUBLIC ADMINISTRATION

- Promote, encourage and support the diffusion of Responsible Behavior in the field of Environmental Protection and Sustainability in the context of Sport Events/Exhibitions;
- contribute, together with the Organization, to identify requirements, criteria and parameters for the definition of Sporting Event aimed to protect Environment and Sustainability;
- identify administrative, authorization and tariff tools to stimulate, promote and encourage the creation of Sport Events aimed to protect Environment and Sustainability;
- promote the development of a regulatory framework attentive to the issues of Sustainability of daily Sport Practice and Events in the municipal, regional and national context;
- promote dialogue between the Organization and Business/Economy field by promoting paths of mutual collaboration within Events and Exhibitions aimed to enhance the mutual paths and commitments on the front of Environmental Protection and Sustainability.



THE COMMITMENT

FOR THE CYCLIST

- Assume, promote and encourage the diffusion of Responsible Behavior both in the context of daily Sport practice and within Events/Exhibitions;
- assume, promote and encourage the diffusion of Responsible Behaviors within the domestic field, workplace, free time, voluntary and social commitment activities;
- recognize, in the context of the Event, the role played by the Organization and undertake to comply with the requirements and operational guidelines on Environmental Protection and Sustainability;
- enhance and promote participation in Events/Exhibitions concretely and effectively engaged in terms of Environmental Protection and Sustainability.



WHY JOIN THE PROJECT

Participating in our Events must represent a lifestyle and the desire to ride with the awareness of doing it in a place where attention to Environment is a priority shared also with Local Public Administrations.

We must commit ourselves to this goal of great responsibility and dispel the commonplace saying that Mass Events create inconvenience and ruin the Environment. If we join in this project we can truly reverse these popular considerations, improve our Organization and be the first, among mass Sports, to work together in a worldwide sustainable.



THE TARGET FOR WORLD CYCLING MONUMENTS MEETING 2022

- Develop a Memorandum on Environmental Sustainability for the worldwide most popular international cycling Events to be shared prior to the Event, defining what the commitment could be providing no outlay or cost for Organizations. Starting from an Environmental Report drawn up in 2021 by each Organization to prepare the draft of the Memorandum;
- create a Network with all Participants in our Events with the possibility of forming a Green Ambassador Team supported by a Major Global Player interested in the initiative;
- protecting the Environment is a challenge and a commitment that everyone must take on globally! Joining in a project concerning Environmental Sustainability for the worldwide most popular cycling Events determines a highly positive consideration of Participants and Institutions towards the Organization;
- being in contact between Worldwide Organizations stimulates Organizers to a large vision and different approach to the various issues, helping to better understand the market at international level and share working strategies not only in the Environmental, but also in technological and technical field;
- interacting in communication and sharing our goals with Participants is what actually we do.