

Practice to be assessed and included in the Guidelines

**Number/code:** OM/ML5

**Title:** OPTIMOUV SOFTWARE

**Guidelines section:**

<input type="checkbox"/>	Governance	<input checked="" type="checkbox"/>	Operational management
		<input type="checkbox"/>	Context of the event
		<input type="checkbox"/>	Event
		<input type="checkbox"/>	Stadium management
		<input type="checkbox"/>	Procurement
		<input checked="" type="checkbox"/>	Mobility and logistics
		<input type="checkbox"/>	

**Description:**

The transport sector is a major producer of greenhouse gases. However, with more than 3.5 million sport events each year reducing GHG emissions related to travelling is a real challenge. Public authorities know this, and are looking for a tool to minimise their journeys to sport events. This tool must meet three requirements: *economic* (lower transport costs), *environmental* (reduced greenhouse gas emissions) and *human* (less transport-related fatigue, better transport/training time ratio). It also needs to meet two broad objectives: pooling clubs according to location, while also defining the best places to hold competitions for the participating clubs. The Optimouv software tool was launched in 2016 to address these issues: it provides an innovative solution to cut greenhouse gas emissions generated from travel in the sport industry. The software combines team and site data into a pooling system with route calculations to reduce the distance travelled to sporting events. Optimouv has cut travel to sport events by at least 15%, without reducing the number of events.

**Environmental benefits**

Optimouv helps minimise the sport sector’s carbon footprint.

**Economic benefits:**

Reduction of the logistic related costs.

**Applicability and replicability potential**

The tool is widely available, sparking international interest. The software, which is free, has been adopted by many sport organisers: it now has 250 users from 30 sport federations.

**Source**

[UEFA - Playing for Our Planet](#) (p. 13)