

Practice to be assessed and included in the Guidelines

**Number/code:** OM/ML6

**Title:** COMMUNICATION OF CLIMATE-COMPATIBLE TRAVELLING TO AND FROM THE EVENT

**Guidelines section:**

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

**Description:**

Attendees should as a priority be informed about climate-compatible travelling to and from the event. Train connections, bus schedules, information about the availability of public transport, distances between station and event location etc. should be described in detail. This information should be provided in appropriate documents such as invitations and within the event programme.

Guidelines of French Ministry of Sport suggest to make an "Eco-mobility" card for users. Regardless of the location of the sports facility, it is possible to encourage users to rethink their means of travelling. It is often difficult to find all information about means of transport alternatives to go to a sports facility (e.g. journey time, price, line number, frequency, stop name). Creating a very simple document, with all the practical information to reach the event location in soft mobility, all can promote eco-mobility in a concrete way. Such document should include the following information:

- Name of the bus / coach / metro network
- N ° of the line (s)
- Direction of the line
- Departure city
- Name of the departure stop
- Name of the stop of arrival
- Journey time from the station (in minutes)
- Price for a full adult fare (in €)
- Indicate the website of the bus network
- Railway Station (s) nearest
- Nearest station (s)
- Road bike and greenways nearby
- Carpool site of the territory
- Car-sharing service of the territory

In London 2012 Games the goal was:

- 100% of spectators to attend the Games using public transportation (except where they hold a blue badge parking permit).
- Provide a Games-time Mobility Service.

- Active Spectator Programme to encourage and facilitate walking and cycling during the Games.
- London 2012 will work with transport delivery partners to create a new network, promoted using a map highlighting the accessible elements of mainstream transport services such as local buses, light and heavy rail, underground services and other modes such as Dial-a-Ride.

The transport plan included a comprehensive set of measures to re-route, re-time and re-mode background demand in London, while enabling spectators to get to their events easily and efficiently by public transport, walking and cycling.

Strategies adopted to support these objectives included physical upgrades to stations, walking and cycling routes and signage, comprehensive publicity campaigns, the extensive deployment of volunteers (called travel ambassadors), temporary redesign of some station access and egress to avoid congestion hotspots, provision of information online via the London 2012 website and via TfL's own 'Get Ahead of The Games' website, provision of hard copy walking and cycling maps at train stations, and the provision of mobility and accessibility services.

In the design phase, it is particularly important to ensure adequate rest areas, shelter and shade for people with limited mobility.

UEFA EURO 2016 Ecocalculator: UEFA and the host cities gave fans information on alternatives to travelling by car or plane. For example, a user-friendly, fun and interactive eco-calculator showed spectators the full environmental impact of travelling from their home – which could be anywhere in the world – to tournament venues in France. That award-winning tool also gave fans the opportunity to offset the greenhouse gas emissions resulting from their tournament-related travel. In addition, the fan guide application developed for supporters included a practical tool promoting the sharing of cars and taxis. It also provided information about alternative ways of getting to/from France (prices, timetables, etc.) in order to facilitate and encourage access to alternative means of transport, particularly public transport.

### **Environmental benefits**

It helps minimise the sport sector's carbon footprint.

### **Economic benefits:**

N.A.

### **Applicability and replicability potential**

Easily replicable

### **Source**

[Green Events Austrian Ecolabel](#) (p. 15)

[French Ministry of Sport](#) (p.18)

[LONDON 2012](#) (p. 35)