

INDUSTRY WEEKLY DIGEST

YOUR WEEKLY DIGEST OF CONTEMPORARY INDUSTRY TRENDS



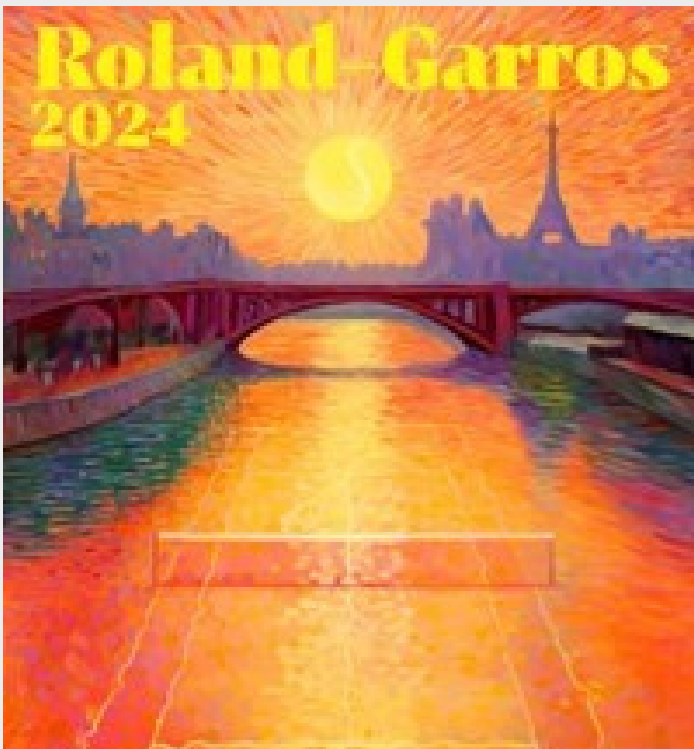
SUMMER SPORTING SEASON

Sustainability -
c'est Chic !

This year's International Event Management students' fieldtrip was an Easter visit to Paris, to examine sustainability ahead of the 2024 Paris Olympics. One site visit was to the multi-use Roland-Garros stadium. Here we find tour guiding an effective communication route for embedding UN SDGs in mega-events.

We are in the lead up to the 2024 Paris Olympics – set to become the most sustainable games. Paris has the objective to more than half the typical CO2 emissions of the London and Rio Games. Aping the 1900 Paris Olympics, the ambition is that the river Seine will be swimmable once more. In this digest, Dr Jonathan Skinner expands on its Summer Season's Sustainability key activities.

Have a great weekend!



SUSTAINABILITY GUIDING FOR SURREY IEM STUDENTS VISITING URBAN EVENT SPACES IN PARIS

Dr Jonathan Skinner

Developing impact and legacy with the Games, the city infrastructure and the athletes' village will be enhanced to provide post-games living, and a [Carbon Climate Coach](#) app has been launched to assist the global sporting events industry in reducing their polluting footprints. One of the central venues for the games is the Roland-Garros complex of tennis courts, itself gearing up for the May-June French Open followed by its hosting of tennis and wheelchair tennis in the July-August Olympics, as well as boxing and sitting volleyball. An iconic red-clay surface, the Roland-Garros courts throw an exciting splash of colour into the Grand Slam tennis circuit. It is, in point of fact, red brick dust added over layers of limestone, volcanic rock, sand and concrete.

In keeping with the 2024 sustainable ethos, the stadium – a complex of 18 courts, the last of which has been integrated into the public gardens and greenhouses nearby – has introduced a number of sustainable measures which Surrey IEM students heard about on a Behind the Scenes stadium tour: healthy living is promoted through responsible food policies and a Stadium tie-in with the [GoodPlanet Foundation](#). This means that all food provenance is certified, with an orientation towards locally-sourced products (including honey from Stadium beehives).

The foods are given “eco-scores” based around their route towards consumption (how they are grown, packaged and transported). Food waste in the form of unused meals is minimised by redistributing meals locally. The stadium events are already ticketless to go paper-free as much as possible. This season, long term sponsor [Perrier](#) are adding to the sustainability drive sponsoring water fountains and reusable containers to prevent single-use plastics on the grounds. [Renault](#) are supporting a [car pooling app](#) for visitors to use getting to and from the tournament venue. The 2024 tournaments will also be powered by French electricity generation and distribution company [ENGIE](#), making especial use of [Heliatek's](#) organic photovoltaic films across the stadium complex roofs (ultra-low carbon electricity at 10g Co2e/kWh – 50 times greener than the grid mix).

If Rafa survives the French Open, and the possibility of his fifteenth French Open title, then my money's on Nadal and Alcaraz generating their own heat in the men's Olympic doubles!

Further Reading:

[The Climate Coach](#)

[The Legacy and Sustainability Plan for the Paris 2024 Olympic and Paralympic Games](#)