



MINISTÈRE
DES SPORTS
ET DES JEUX OLYMPIQUES
ET PARALYMPIQUES

*Liberté
Égalité
Fraternité*



2024 EVENT ORGANISERS 15-PLEDGE CHARTER FOR ECO-RESPONSIBILITY

It's a new charter for a new day
in French sport and eco-responsibility.

This charter
has been
developed in
collaboration
with WWF France



SPORTS EVENTS ORGANISERS' 15 ECO-RESPONSIBILITY PLEDGES SHARED COMMITMENTS FOR 2024

Any sporting event leads to the building of beliefs, development of emotions and construction of most stakeholder partnerships in a given area - organisers, athletes, spectators, etc. However, like all human activities, these events can have negative effects on the environment which must be reduced to a minimum, or even inverted to generate positive impacts. Indeed, the current levels of climate change and biodiversity loss caused by human activities are unprecedented. Consequences for ecosystems on which we rely for our survival may be permanent. If we wish to limit disruptive influence on human activity, including upon sport, it is vital to protect the environment.

However, it is also important to ensure that steps taken towards this change do not unfairly affect society's most needy, and risk as a consequence undermining our events' positive effects. Eco-friendly shift and the battle against inequality are inextricable. We organise sporting events and as such, we have a part to play.

In fact, other than entertaining and being a place to meet up and share in the spectacle, sporting events — especially major international events — must set a standard. They can lead to everlasting changes in spectator, athlete and stakeholder behaviour. And so, they lead to change in what is seen to be socially acceptable and leads to a smaller environmental footprint in France.

This venture involves several major international sporting events, the Ministry for Sport and the WWF France "15-pledge charter for sports event organisers" on eco-responsibility — it means that already more than 350 international or national events are progressing towards greater eco-responsibility.

The Charter's revised goals incorporate progress to-date and new eco-responsibility challenges that confront the sports event industry, all against a steady improvement backdrop and in line with the «15-Pledge Eco-responsibility Charter for Major Sports Facilities Management and Hosting Sites» and also of environmental and social responsibility goals for the Paris 2024 Olympic and Paralympic Games. As such, the Charter's ambition is to help sporting event organisers adopt Sustainable Development Goals and dovetail totally with national environmental objectives such as reaching carbon neutrality and sustaining biodiversity. **As sports events organisers, we pledge to do everything we can to reach the following 15 new goals by 2025 for those signed-up events and we'll assess and follow up on these targets.** Pledges from each participating organisation deal with goals it's responsible for — all planning, assembly, running and decommissioning phases (apart from construction of infrastructure).

Amélie Oudéa-Castéra
Ministre des Sports
et des Jeux olympiques et paralympiques

Véronique Andrieux
Directrice générale
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FULLTEXT

WITH REFERENCE TO the report from the OECD Centre for Entrepreneurship, SMEs and Local Development (LEED), «Local Development, the Benefits of Organising Global Events», adopted in October 2010;

WITH REFERENCE TO pledges made in the Kazan Declaration, adopted at the UNESCO MINEPS conference of 13-15 July 2017 on sport's contribution to sustainable development goals;

WITH REFERENCE TO the Olympic Agenda 2020 adopted by the International Olympic Committee at its 127th Session on 12 December 2014, concentrating 40 recommendations, among which the goal of sustainable development stands out as an essential part of the organisation of the Olympic Games;

WITH REFERENCE TO the seventeen sustainable development goals adopted in 2015 by the UN in its Agenda 2030;

WITH REFERENCE TO the 2015 Paris agreement signed on 12 December 2015 at the 21st Conference of the Parties to the United Nations Framework Convention on Climate Change (COP 21);

WITH REFERENCE TO the Glasgow 2021 agreement signed on 13 November 2021 at the 26th Conference of the Parties to the United Nations for action to combat climate change (COP 26);

WITH REFERENCE TO Act No. 2018-938 of 30th October 2018 on balanced trade relations in the agricultural and food sector and healthy, sustainable food accessible to all, known as «EGAlim»;

WITH REFERENCE TO Act No. 2020-105 of 10th February 2020 on the fight against waste and the circular economy, known as «AGEC»;

WITH REFERENCE TO Act "n° 2021-1104 of 22nd August 2021 on combating climate change and strengthening resilience to its effects" and associated air quality issues;

WITH REFERENCE TO the roadmap for 2030 for France published in February 2020;

WITH REFERENCE TO the 5 priority pledges contributing to social and environmental ambitions of PARIS 2024 for procurement in relation to organisation of the Olympic and Paralympic Games;

WITH REFERENCE TO ambitions in the Biodiversity Plan (2018);

WITH REFERENCE TO pledges made by major sports venues and host sites through their endorsement of the «15-pledges on eco-responsibility for major sports facilities and host sites»;

WITH REFERENCE TO the IUCN Guidelines for reducing the effect of sports events on biodiversity (2020);

WITH REFERENCE TO pledges from those sports stakeholders in the UN programme known as Sport for Climate Action;

WITH REFERENCE TO the prominent effect climate change has on sport, highlighted by the report "Climate Change: The World of Sport at +2° and +4°";

WE ACKNOWLEDGE increased advocacy on the topic from sport's stakeholders, international sporting federations and organisations, experts, service providers, public authorities;

WE NOTE public policy, local pledges and support all over France which aim to reduce the environmental effect of hosted events;

WE RECOGNISE that sport and sporting events contribute significantly to educational development, the fabric of society, the population's health and well-being, and are conducive by and large sustainable development;

IN CONSIDERATION OF sport as an important sector of the economy, it is one that is particularly resilient in times of economic downturn;

WE ACKNOWLEDGE the opportunity that the Paris 2024 Olympic and Paralympic Games represent for raising social and environmental standards in organising sports events, and to act as a catalyst for markets, the sports movement and the regions for the benefit of sport's evolutionary change;

WE EMPHASISE that environmental and societal stakes are vital for all of society's stakeholders, as well as those from the world of sport;

IT IS UNDERSTOOD that international large-scale sports events play a decisive role in developing the position of and playing of sports in society;

WE RECOGNISE that sports events can be good for the environment, namely by raising awareness of the importance of the environment, by promoting sustainable action and by restoring and/or strengthening the natural world;

WE FIRMLY BELIEVE that in the actioning of specific principles by all stakeholders, a large sports event must make in-roads into the economy and into society while having little or no effect upon the environment;

WE EMPHASISE that people's awareness of these principles forms the means by which large sporting events become socially acceptable and sustainable;

IT IS UNDERSTOOD that powerful action on eco-responsibility and legacy need to be defined politically in a special way and an appointment for designated responsibility in the management team.

As organisers of sports events, we pledge to reach and assess our goals by N+4, and we aim to do so while continuously improving upon the following 15 narratives:

LIMITING AND ASSESSING OUR EFFECT ON THE ENVIRONMENT	
PLEDGE 1: Sustainable food	<ul style="list-style-type: none"> • Ensure 80% of food available on site is sustainably sourced
PLEDGE 2: Sustainable mobility	<ul style="list-style-type: none"> • 90 % of journeys made sustainably • Replace 95% of air travel of <5 hours door-to-door by other transport means
PLEDGE 3: Reducing waste	<ul style="list-style-type: none"> • Réduction de 90 % du plastique à usage unique mis en circulation
PLEDGE 4: Natural sites, green spaces and biodiversity	<ul style="list-style-type: none"> • Preserve 100% of affected natural sites and green spaces • An action plan for biodiversity and environmental education
PLEDGE 5: Conservation of water and energy resources	<ul style="list-style-type: none"> • 100% of energy and water consumption controlled and improved
TAKING ACTION FOR A MORE ACCOUNTABLE ECONOMY	
PLEDGE 6: Responsible procurement	<ul style="list-style-type: none"> • A sustainable procurement policy that covers all types of strategic procurement
PLEDGE 7: Sponsorship	<ul style="list-style-type: none"> • 80% of sponsors are involved in reaching Charter goals
PLEDGE 8: Digital footprint	<ul style="list-style-type: none"> • An inventory or situational analysis
FIGHTING DISCRIMINATION	
PLEDGE 9: Contributing to a more inclusive society	<ul style="list-style-type: none"> • An action plan to help build a more inclusive society
PLEDGE 10: Promoting equality between the sexes	<ul style="list-style-type: none"> • An action plan that aims to reduce gender inequality
PLEDGE 11: Accessibility for people with a disability (PWD)	<ul style="list-style-type: none"> • An action plan for disabled people
PLEDGE 12: A common cause	<ul style="list-style-type: none"> • (At least) one commitment to a solidarity cause
INFORMING, RAISING AWARENESS AND DEVELOPING	
PLEDGE 13: Responsible management of volunteers	<ul style="list-style-type: none"> • A dedicated action plan for responsible management of volunteers
PLEDGE 14: Insight into eco-responsibility for this event	<ul style="list-style-type: none"> • (At least) one awareness campaign per internal stakeholder focusing on raising awareness of concerns around eco-responsibility
PLEDGE 15: Teaching about sustainable development	<ul style="list-style-type: none"> • A teaching and learning plan on sustainable development

The Charter is a **voluntary commitment charter** open to all event organisers who meet conditions for membership (see appendix 1) who undertake to assess objective achievement levels in line with the Charter's assessment guide and to publish an interim report at N+2 and an overall report at N+4.

THE 15 PLEDGES

COMMITMENT

A 15 PLEDGE C

ECO-RES

DETAIL ON THE PLEDGES

PLEDGE 1 – SUSTAINABLE FOOD

Aim N+4	Ensure 80% of food available on site is sustainably sourced			
Pathway envisaged	Year 1	Year 2	Year 3	Year 4
	50 %	60 %	70 %	80 %

This pledge concerns food and spectator, visitor and employee catering. Applying EGAlim regulations* and extending them to private catering services is a prerequisite for this.

It is broken down into several goals to be achieved in year N+4:

- 80% of overall food supply to be made up of local (preferably regional or, failing that, national) in-season products. This includes at least 30% organic products and 30% certified products (see WWF recommendations on certification) which meet supply capabilities;
- reduction of at least 50%, and if possible, by 60% in the proportion of animal products (meat, fish, dairy and eggs) offered by all catering services compared to Year 1 of the Charter, and systematically include a balanced vegetarian menu (excluding set menus) in what is offered by catering services;
- 70% of imported products are certified AB and/or Fair Trade and meet supply capabilities;
- aim for zero food surplus (no greater than 25% by 2024, at least): as far as is possible and in compliance with health regulations, unsold and uneaten meals will be given to food aid associations;
- offer a varied diet that gives everyone a balanced meal: avoid too much fat, salt, sugar and highly-processed products;
- establish ways to help an event’s visitors eat responsibly (fight against waste, encourage variety and healthy food, reduction of meat consumption, etc.).

These percentages should be calculated at least in euros excluding tax (objective to expand the Egalim law) and/or in volume or weight. This includes all catering facilities at an event site or which are managed by organisers (public refreshment areas, VIP areas, catering, athletes, etc.). This does not always include catering outside a stadium or on the outskirts of an event when not managed by the organiser.

However, given the need in some cases for inclusion of local dishes into food on offer and constraints of international specifications for specific events, changes can be made in line with the public (but particularly athletes) and the event location, as long as that the main N+4 goal is maintained.

Reaching this goal needs the Charter goals to be incorporated into the Charter tender specifications or amendments. Mindful also of contractual timing obligations between organisers and catering operators, intermediate annual targets for this commitment may be adjusted if the 2025 goal is maintained.

Stakeholders who are «not affected» and/or not yet involved in the process will be made aware of it.

Contribution to SDGs:



*. Act No. 2018-938 of 30 October 2018 on balanced trade relations in the agricultural and food sector and healthy, sustainable food accessible to all, amended and supplemented by Act No. 2021-1104 of 22 August 2021 on combating climate change and strengthening resilience to its effects (see Appendix 5).

PLEDGE 2 – SUSTAINABLE MOBILITY

Aim N+4	90 % of journeys made sustainably Replace 95% of <5-hour door-to-door air travel by other transport means			
Pathway envisaged	Year 1	Year 2	Year 3	Year 4
	60 % / 65 %	80 % / 75 %	85 % / 85 %	90 % / 95 %

This pledge in particular aims to reduce transport's carbon footprint.

Journeys to be mindful of are those for organisers and all participants (athletes, spectators, VIPs, volunteers, journalists, organisation teams and staff) between:

- their home and the accommodation (including the journey from station/airport to accommodation),
- their accommodation or home and the event sites,
- the event sites (if more than one).

The organising teams should also integrate these principles over the whole period of event organisation (before, during and after).

Sustainable transport is about journeys made, in order of preference, using active mobility, public transport, car-shares with at least 3 people. For touring events, or events that involve transportation of equipment, travel by motorised vehicles must be kept to a minimum as far as possible to justify inclusion in «sustainable transport» calculations (e.g. use of less polluting vehicles, loading of vehicles with equipment which precludes use by 3 people, etc.).

In order to raise awareness and encourage the use of soft mobility (including active transport), the organiser should offer and optimise such solutions. This commitment also aims to raise the awareness of all stakeholders, even those not yet involved in this scheme.

To reach this goal, various steps towards reduction are to be anticipated (partial list): transport package, public transport refunds or its free use, car-pooling schemes, getting around on-site by bicycle, eco-motoring instruction, bicycle storage facilities, information on possible means of transport, etc.

When use of motorised vehicles (excluding car-share and public transport) is unavoidable and vital for effective event management, preference should be given to a best level of vehicle occupancy and to the least polluting vehicles. Among solutions for consideration: bioNGV (trucks), electric, hydrogen... The choice will be made for the solution offering the least environmental impact, given insight about an event and its setting. An event may also serve as a testing ground for assessment and comparison of new vehicle solutions.

Please note that the goal of reducing the number of air journeys that can be made by other means of transport in less than 5 hours to 95% is based on «door-to-door» journey time and may be changed if necessary, and provided that N+4 is maintained, to allow for employee health and challenges associated with certain journeys (multiple changes, late hours, etc.), safety and disability settings specific to each individual.

When choice of means of transport is not the organiser's direct responsibility, the degree to which this commitment is respected is assessed on incentive measures in place. It is advisable to work on this goal in a way that set it apart, depending on audience (spectators, employees, athletes, etc.).

Carbon offsetting does not constitute a solution for reducing emissions. It is therefore not applicable in the context of achieving this goal.

Contribution to SDGs:



PLEDGE 3 – REDUCING WASTE

Aim N+4	90% reduction of single-use plastic in circulation			
Pathway envisaged	Year 1	Year 2	Year 3	Year 4
	25 %	50 %	70 %	90 %

“The best type of waste is waste we don’t create”.

This commitment concerns the waste generated by organising an event and incites organisers to reduce and manage the waste they produce.

It may be broken down therefore into several goals to be met in Year N+4:

- eliminate 90% of “single-use plastic” (excluding medical products) compared to a comparable event (previous event, similar event, initial project before introducing the waste reduction policy).; As a last resort, where data access is not possible, the aim will be to limit single-use plastic as much as possible and to be as close as possible to zero single-use plastic;
- reduce waste by 30% (excluding food waste) compared to the standard (initial waste management situational analysis before introduction of a waste management policy);
- 80% of recycled or reused materials, excluding energy recovery, (please note that the anti-waste and circular economy legislation needs 100% of plastic to be recycled by 2025);
- 80% of unavoidable food waste* recovered (composting, anaerobic digestion...);
- All volunteers and staff should receive training relative to on-site recycling procedures that are in line with site management and/or the local authority.

The quantity of waste avoided is measured in weight or volume compared to a previous iteration of the same event and for the same waste type.

All reused or repurposed materials and products are jointly considered as ‘consumables repurposed for a similar use’ (with no transformation).

Recycled (or upcycled) materials or products are those that enter into the circular economy (excluding energy recovery).

Waste considered includes all waste created by setting up, running and stripping down the event.

The introduction of year-round volumetric waste indicators by type relative to the number of people at the event (number of spectators/visitors to site, etc.) is recommended.

Where single-use products are replaced with reusable equivalents, it is important to ensure these products are reused effectively (e.g., track return rate for reusable cups, etc.). Equipment share and rental should be encouraged.

Without exception, all stakeholders potentially producing waste on site should be made aware of this pledge.

In order to meet this goal, the following procedures must be adopted:

- diagnostic waste assessment prior to the event (or an annual situational analysis for regular events) in order to change, if necessary, recycling measures (bins, human resources, etc.) to waste types and volumes to be collected;
- an inventory of materials available before the event ends (or before the end of the sporting year for regular events), so as to plan their reuse and/or repurposing or rental in conjunction with local groups in the circular economy.

Contribution to SDGs:



* NB: 100% of waste should be sorted according to 10th March 2016 directive (n°2016-288) which came into force on 1st July 2016. This latter requires waste producers and holders to sort their paper, metal, plastic, glass and wood waste, whatever the quantity produced.

PLEDGE 4 – NATURAL SITES, GREEN SPACES & BIODIVERSITY

Aim N+4	Preserve 100% of affected natural sites and green spaces An action plan for biodiversity and environmental education			
Pathway envisaged	Year 1	Year 2	Year 3	Year 4
	100 % and 1	100 % and 1	100 % and 1	100 % and 1

For all events:

Implementation of at least one action plan for preservation of (or to encourage bolstering of) biodiversity and/or, at the very least, a learning programme about the environment and sustainable development (EESD) for the local population (participants, schools, etc.) or visitors (including event participants, for example).

This commitment must begin with an understanding of site characteristics and action for the area in question (outlining functions of those involved, specialist/ecologist ecological site situational analysis, etc...). It is advisable to work on this pledge in conjunction with a local lead who aims to protect biodiversity and/or ensure environmental teaching and learning.

For greater efficiency with action targeting sustainable management and maintenance, conservation or bolstering biodiversity at or near a venue, it is better to co-manage operations in partnership with venue management and local biodiversity conservation stakeholders. These operations can be carried out via different environmental management methods: implementing eco-management of vegetated areas (zero phyto, zero pesticides), choice of local or adapted species, resilient to climate change and pollination-friendly, creation of mown areas or low maintenance areas, retreats, welcoming favourable spontaneous flora, selective weeding, use of organic soil improvers, reasonable pruning, biological pest control, soil conservation, to improve carbon capture in particular, insulation and protection of vulnerable areas, survey.

For events that require construction or adaptation of temporary sites:

Building or planned development must be surveyed first, involved research planning and solutions which will help reduce the effect upon biodiversity and which help build resilience to climate change. Restoring or strengthening biodiversity in affected natural sites or soil beds is to be systemic.

For events taking place in a natural site (or in a green space):

No natural site should be irreversibly damaged. Environmental impact assessments, such as "Natura 2000," and environmental impact avoidance or reduction studies and operations may be considered as a guarantee of this pledge

Long-term redevelopments are not included, since they are subject to a specific assessment. Moreover, as set out by State-established goals, such as « net zero artificialisation » in its biodiversity plan in 2018, building and development of new infrastructure must use new or existing agricultural land or natural areas. Renovation of existing infrastructure will prioritise re-naturing of artificial or spaces deteriorated by previous human activity. This means applying the «avoid, reduce, offset» doctrine even in areas where it is not required by law.

Compensatory measures, including an obligation to land rehabilitation, can only be considered as a last resort after all possible prevention countermeasures have been looked at.

Contribution to SDGs:



PLEDGE 5 – CONSERVATION OF WATER AND ENERGY RESOURCES

Aim N+4	100% of energy and water consumption controlled and improved			
Pathway envisaged	Year 1	Year 2	Year 3	Year 4
	60 %	70 %	90 %	100 %

Depending upon the event in question, organisers may manage all or just some of what is consumed and contracted with water and energy suppliers. Operational requirements for data retrieval in particular, may vary.

Event organisers must always ensure guarantee that energy and water are not wasted. To do so, they should introduce a progressive framework of 3 goals to work towards, depending on the possibilities offered by the host infrastructure: simplicity / efficiency / renewable energy.

This pledge may be interpreted as various statistical goals such as: no water wastage, 100% of lighting switched off if there is no urgent need for light, 100% of watering from non-drinking water, obligation for contracted green energy, no air-conditioning use, reduction of X% of time in use, etc.

On the one hand, meeting this goal is based on effective tracking and surveillance systems (measurement) and, on the other hand, on an assessment of actual needs and a study on the lower impact alternatives (optimising). With respect to site use (number of spectators/visitors; number of events, etc.), it is strongly recommended that measures of energy and fluid consumption (electricity, heating oil, natural gas, water, etc.) in terms of CO2 equivalence be established from one event to another.

Energy and fluids to consider are those deployed by organisers and those supplied by the host venue during an event and its preparation.

Contribution to SDGs:



PLEDGE 6 – RESPONSIBLE PROCUREMENT

Aim N+4	A sustainable procurement policy that covers all types of strategic procurement			
	Year 1	Year 2	Year 3	Year 4
Pathway envisaged	Draw up the policy Roll-out pilot for one strategic procurement family	Roll-out across 35% of strategic procurement families	Roll-out across 65% of strategic procurement families	Roll-out across all of strategic procurement families

This pledge involves setting up mandated procurement processes that meet the Charter’s goals and that meet the organiser’s pledges to eco-responsibility and to the most recent recommendations. Your eco-responsibility policy varies in relation to the way you buy.

Moreover, this approach, through «upstream needs analysis, provides an opportunity to change practices, to improve internal dialogue between departments and external supplier conversations, and in doing so, opens up a range of possibilities» (ADEME): product eco-design incorporates circular economy principles, from alternative raw materials to fossil fuels, carbon impact, employment of people estranged from employment, innovation.

To do this, it’s necessary to define a responsible procurement policy (consistent with your eco-responsibility policy and the Charter goals) that are implemented through:

- procurement assessment and defining strategic procurement;
- inclusion within specifications of desired and realistic outcomes in terms of responsible procurement;
- proposing, in consultation and where possible, environmental and social supplier assessment criteria that match the procurement type nature of;
- drawing up an assessment questionnaire for each strategic procurement family (based on previously established criteria) which will be used to compare supplier responses, and which take into account life cycle and overall cost logic in procurement processes (financial health, quality of the offer, eco-responsibility criteria and charter goals, etc.);
- checking and tracking supplier pledges before, during and after the event (how service was actually provided in relation to eco-responsibility criteria). To make this monitoring easier, we advise you to establish legible and realistic indicators as soon as the supplier is chosen.

To ensure that this pledge is properly implemented, we advise training people in charge of procurement in responsible procurement practices and, for the event’s other employees (permanent staff, temporary staff, volunteers, etc.), to set up projects for raising awareness about responsible procurement.

To define your eco-responsibility criteria, use the Ademe toolbox, the ESS2024 platform’s impact specifications and examples of responsible procurement strategies (e.g., Paris 2024).

In order to take account of contractual timing constraints between organisations and certain suppliers, this pledge’s intermediate annual targets may be changed if Year 4’s goal is maintained.

Procurement from the ESS [Social and Solidarity Economy] sector (not limited to companies subject to ESUS [Social Enterprise] accreditation) and the disability sector should be developed through specific initiatives, in order to improve your social and environmental performance and ensure a better penetration in the local ecosystem.

Two key levers to consider are “L’insertion par l’activité économique” (IAE / integrating job seekers through economic activity) and the Social and Solidarity Economy (ESS), since these sectors can create non-relocatable jobs and consolidate social links (under the law of 31st July 2014 on the social and solidarity economy).

This pledge encourages organisers to assess and develop its economic and social influence in the place where the event in question takes place.

There are 3 priorities to develop:

1. Develop use of the ESS in micro-businesses and small and medium size enterprises:

- where possible, signposting contracts with VSEs/SMEs and/or organisations from the social and solidarity economy.

- encouraging large businesses to include small or medium size businesses and/or ESS structures in their tender responses, by creating groupings for example.

2. To play a part in inclusion in the workplace for the most vulnerable and those who have not been employed for some time, and to fight against unstable work:

- by promoting implementation of action for insertion for people who have particular difficulties in accessing employment or who are vulnerable, before, during and after events. A minimum insertion rate of 10% may be envisaged (10% of the hours necessary for implementation of workplace insertion service delivery). The implementation of this type of scheme must be relevant and feasible in relation to the nature of the market and the recruitment and/or provision of services must be linked to the event.

- via contract of a monitoring clause relating to the percentage of people recruited for inclusion and then obtaining sustainable employment in the context of the contracts awarded at the end of the inclusion period, making it possible to promote access to sustainable employment for people on employment insertion schemes.

3. Prioritise use of people with disabilities:

Promote recourse to the disability sector: either directly where possible (for example through a closed market), or indirectly by encouraging large businesses to call on people from this sector (Entreprise Adaptée - EA [Adapted Business], Établissements et Services d'Aide par le Travail - ESAT [organisations that help disabled people find work], self-employed disabled people) in their tender responses (notably by creating co-contracting or sub-contracting groupings).

Commitment no. 6 is cross-cutting by nature. It contributes to meeting several other commitments in the Charter (notably 1, 2, 3, 5 and 11).

Contribution to SDGs:



PLEDGE 7 – SPONSORING

Aim N+4	80% of sponsors are involved in reaching Charter goals			
Pathway envisaged	Year 1	Year 2	Year 3	Year 4
		25 %	40 %	60 %

This pledge encourages organisers to consider partnership and sponsorship contracts that have been negotiated in relation to social and environmental criteria.

Achieving this goal needs the incorporation of the Charter's goals into sponsorship contracts or their addenda. The aim is to create a new dimension to sponsorship partnerships by giving them greater eco-responsibility via support for social, environmental and societal action that matches the Charter's pledges.

Implementation of this pledge means the Charter's pledges must be presented to all of its sponsors and then be implemented, with one or more of them being (80%) matching sponsors' CSR strategy, via their participation in the event (e.g. eco-design of events and operation schemes, responsible procurement, supplier selection criteria, equipment/nature legacy for the territory or host site, training/skills development for local players and/or teams, support for an impact study - biodiversity, carbon footprint, etc.).

To take account of both contractual calendar constraints binding organisers and sponsors, and constraints imposed by international stipulations for specific events, intermediate annual goals to this pledge may be adapted if Year 4 goals are supported.

To strengthen the chances of reaching this goal, it is going to be necessary to ensure a balance between environmental, social and societal matters and have them supported by action from partners and sponsors (eg: X% of the sponsors must commit to addressing the event's environmental impacts, Y% must focus on the social issues, etc.).

Contribution to SDGs:



PLEDGE 8 – DIGITAL FOOTPRINT

Aim N+4	An inventory or situational analysis			
Pathway envisaged	Year 1	Year 2	Year 3	Year 4
	1	1	1	1

This pledge aims to make event organisers aware of social and environmental impacts of digital technology and by so doing, kickstart a reasoned approach to its management so as to enrich an eco-responsibility strategy.

Adapting to crises, both environmental and those relating to health, leads most organisations to rely more and more on digital technology (teleworking, teleconferencing, phygital events, etc...). The same can be said for sporting events and attempts to offer new experiences to spectators (virtual reality, etc.), the development of derived television sports rights (web apps, telephones, etc.), and continuous improvements in image quality, etc.

Nevertheless, exponential growth in digital technology is a threat to the climate and to natural resources.

Reducing your digital footprint involves questioning the use and purpose of your digital services and tools: Do more energy efficient means exist? Does this need investment in new equipment? Etc.

A wide variety of actions could be envisaged, depending on how far you have advanced on the subject, such as:

- appoint a lead for responsible digital policy;
- carry out a situational analysis of social and environmental effects linked to your use of digital facilities;
- including the subject of responsible digital behaviour in the responsible procurement policy (see commitment 6) and in the general policy, if appropriate (reconditioning, etc.);
- eco-design of digital services (choice of software, accessibility, usefulness, etc.);
- training staff members in digital responsibility (responsible CSR, computing, marketing, etc.);
- informing staff and volunteers about eco-digital action;
- encourage sharing digital equipment;
- making the most of digital content impact when shared on social media;
- planning a second life for equipment, prioritising donation (schools, associations, etc.);
- etc.

It is worth noting that the majority of environmental and social impact of digital activity is linked to manufacturing processes (extraction, etc.). We must therefore concentrate efforts on ensuring rational equipment use and on extending its use in order to promote thoughtful use of digital technology. Recycling cannot be considered as a solution for these items since many components cannot be recycled beyond 1%.

Please note that with a policy to encourage responsible digital use, the issue of data management and privacy (see GDPR) must also of course be considered.

Contribution to SDGs:



PLEDGE 9 – CONTRIBUTING TO A MORE INCLUSIVE SOCIETY

Aim N+4	An action plan* to help build a more inclusive society			
Pathway envisaged	Year 1	Year 2	Year 3	Year 4
	A situational analysis	1	1	1

This pledge encourages organisers to implement clear action plans during the event and within the organisation that aim to promote diversity and combat all forms of discrimination and violence, particularly those relating to racism and homophobia.

Organisers are especially urged to do all they can to ensure the event does not promote (directly or indirectly) unfair treatment of one person compared with any other (in a comparable situation) based on reasons that the law forbids. With this in mind, organisers must allow for lawful discrimination standards such as Clause L.225-1 of the penal code.

Specific actions to anticipate are:

- introduction of non-discriminatory communication that advocates non-violence, raising awareness in associates and service providers of matters relating to non-discrimination, diversity and equality of opportunity when staging events and welcoming the public, etc.;
- raising awareness and educating young people through testimony from athletes who have been subject to discrimination; running workshops at schools and training centres; creating, where possible, conditions that allow all types of public to participate in an event or sporting competition, such as a mirror “for all” event (women’s sport, LGBTQ, disabled sports, adapted sports, etc.);
- introduction of, if necessary, an attentive reporting function that allows spectators, athletes and other participants to speak out when confronted by discrimination (racism, homophobia, violence, etc.);
- introduction of proactive human resources and recruitment policy to prevent discrimination by age, sex, gender, disability, religion, background, political opinion, etc. with a focus on professional inclusion;
- distribution of executive roles; etc.

For this pledge, each target group (staff, volunteers, athletes, general public) must gain from at least one measure per year that promotes equality and combats violence and discrimination (mainly religious and racist discrimination).

Contribution to SDGs:



*. **Action plan” is defined in the Appendix 2 glossary This definition sets out what makes up an action plan.

PLEDGE 10 – PROMOTING GENDER EQUALITY

Aim N+4	An action plan* that aims to reduce gender inequality			
Pathway envisaged	Year 1	Year 2	Year 3	Year 4
	A situational analysis	1	1	1

This pledge encourages organisers to implement clear action plans aimed at combating gender discrimination, whether in terms of access to sports events, management positions, promotion of women’s sport, equal pay, etc.

Organisations are asked specifically to make every effort to ensure that events do not lead (directly or indirectly) to discriminatory treatment between men and women (who find themselves in comparable situations).

Explicitly planned action is to include: the introduction of non-discriminatory communication; raising awareness of problems arising from violence, particularly sexist and sexual violence, with an establishment setting up an attentive reporting function system if necessary; increasing the number of women in decision-making bodies; equality in pay and any other form of compensation (employees, sportsmen and women, volunteer leaders, etc.), an equal distribution of positions of responsibility; promoting women’s sport; etc.

This last point could involve an advertising campaign about your event to highlight female athletes, a rebalancing of financial resources between male and female teams, a contribution to local sporting life to help develop mixed and/or female sport, work to feminise the terms used to designate female athletes, involvement in local schools or clubs to promote women’s sport and the success of female athletes, etc.

Contribution to SDGs:



*. **Action plan” is defined in the Appendix 2 glossary This definition sets out what makes up an action plan.

PLEDGE 11 – ACCESS FOR PERSONS WITH DISABILITIES (PWD)

Aim N+4	An action plan* for disabled people			
Pathway envisaged	Year 1	Year 2	Year 3	Year 4
	1	1	1	1

This pledge requires organisers to carry out a shared situational analysis of accessibility for people with disabilities which must consider all disability types. This must involve all stakeholders, including venue managers where an event is to be held. It aims to enable particular topic of disability to be thought of in line with legislation, but also in relation to implementing new ground-breaking projects that go beyond such requirements.

Based on this situational analysis, an organiser will develop:

- a dedicated communication plan that aims to:
 - inform disabled people correctly (appropriate signposting, information on events' information documentation, details of services / facilities offered, accessible website and event application, easy access to online ticketing, etc.);
 - raise greater general awareness of specific issues for all those participating in events (spectators, volunteers, staff, athletes, etc.);
- introduce specific actions such as using audio-description, provision of dedicated hospitality teams, French sign language (FSL) interpreters, pro-active approaches increasing spectator numbers, spectator space specially designed for disabled spectators and their carers, reduced ticket prices for carers, introduction (event permitting) the means to allow disabled athletes to compete in one or several events, use of signage especially for people with learning difficulties (adapted pictograms...), etc.;
- specific actions can also be considered for audiovisual broadcasting (Velotyping™, FSL interpreter, etc.).

To fulfil this commitment, we should concentrate on welcoming disabled people, i.e. the practical aspects permitting these latter to access the event comfortably rather than simply ensuring technical compliance with the law. As such, it's advisable to work with associations who specialise in accessibility for people with disabilities, and to involve people with disabilities or their representatives in implementing this pledge.

Contribution to SDGs:



*. *. **"Action plan" is defined in the Appendix 2 glossary This definition sets out what makes up an action plan.

PLEDGE 12 – A COMMON CAUSE

Aim N+4	(At least) one commitment to a solidarity cause			
Pathway envisaged	Year 1	Year 2	Year 3	Year 4
	1	1	1	1

The organisers should make at least one pledge towards a joint cause (linked to a previously established Eco-responsibility & Heritage policy, as appropriate). This pledge must be made over several years. It can focus on:

- raising funds and collecting equipment;
- providing advertising space or resources (logistics or human);
- setting up specific (event) actions, etc., for a recognised public-interest organisation;
- identifying local stakeholders and organising discussions to promote joint ventures in the area;
- forming partnerships with specialised organisations or associations who strive to bring local young people to the work place as well as those most out of touch with the labour market;
- a scheme to facilitate reuse of materials by local associations that the organiser is not able to retrieve;
- involving associates in one or several charitable causes working in social and environmental fields, facilitated by management (sponsorship, volunteering, skills patronage, etc.);
- a policy or action prioritising accessibility to sports events for disadvantaged people (as spectators or participants in events where this is possible): specific pricing policy (social ticketing), action in partnership with a health and social action organisation, etc.;
- making a contribution to local sporting and cultural life to help disadvantaged people.

Committing to a solidarity cause for a duration of several years (with any change in the cause justified) makes it possible to ensure an escalation in the organiser's investment and impact, and that a continued difference is made for the chosen cause. An impact assessment must be done by at least N+3. We would really advise you to work on this pledge in partnership with an association involved in matters of solidarity, workplace insertion, etc., so as to:

- make sure you're contributing to a cause that will have a long-term impact on a relevant problem in the area that is to host an event or in your sector of activity;
- make it possible to produce an impact assessment on the chosen cause.

Contribution to SDGs:



PLEDGE 13 – RESPONSIBLE MANAGEMENT OF VOLUNTEERS

Aim N+4	A dedicated action plan* for responsible management of volunteers			
Pathway envisaged	Year 1	Year 2	Year 3	Year 4
	1	1	1	1

This pledge encourages organisers to introduce an internal management function for volunteers to help ensure that missions they are assigned to are appropriate for them. Specifically, responsible volunteer management consists of:

- not assigning volunteers to key assignments that would normally be undertaken by a staff member;
- ensuring the number of hours they are assigned is appropriate to their age and complies with current legislation;
- increasing the effect of their involvement by supporting them, particularly taking steps to achieve recognition for skills they acquire (volunteer's passport, civic engagement account, VAE [Validation des Acquis de l'Expérience/Experience Acquisition Validation], etc.)
- to offer training necessary for best performance in their mission and the respect of the Charter's goals;
- encouraging insertion into teams (spending time together on shared experiences, creating a volunteer network, etc.);
- refunding costs incurred for their commitment (with receipts and in compliance with previously established and accepted internal rules);
- promoting access to volunteering for disabled people; promoting engagement with volunteering in priority geographical regions;
- offer a warm welcome and tools that match with the pledges above (e.g. providing reusable water bottles, etc.).

It may be useful to keep in touch with the different volunteers and/or ask them to talk about their experience (articles, video, school visits, etc.) for building confidence and contributing to developing a volunteering mindset.

Contribution to SDGs:



*. "Action plan" is defined in the Appendix 2 glossary This definition sets out what makes up an action plan.

PLEDGE 14 – INSIGHT INTO THE POLICY OF EVENT ECO-RESPONSIBILITY

Aim N+4	(At least) one awareness campaign per internal stakeholder focusing on raising awareness of concerns around eco-responsibility.			
Pathway envisaged	Year 1	Year 2	Year 3	Year 4
	1	1	1	1

This pledge seeks to engage your various internal stakeholders in the eco-responsibility project. The aim is to set up at least one activity or scheme to raise awareness and involve those involved in the event's eco-responsibility (athletes, volunteers, employees, sponsors, service providers and/or sub-contractors).

As mentioned in the Charter Introduction, «an effective eco-responsibility and legacy policy needs to be clear and lead to be appointed within the management team».

This can be done in various ways:

- training or awareness-raising sessions for employees, volunteers on the challenges of eco-responsibility and steps taken during the event;
- including eco-responsible event goals in staff job descriptions;
- setting a carbon budget to stick to and introducing carbon accounting and performance monitoring for implemented steps, by using tools available or by commissioning an external carbon audit, depending on available means for organisers and stakeholders;
- to offer training necessary for best performance in their mission and the respect of the Charter's goals;
- involving athletes and encouraging them to speak publicly about the social issues discussed in the Charter (interviews, videos, awareness-raising campaigns, etc.) or share messages on social media;
- setting up a specific challenge involving staff members and/or volunteers, sponsors, etc... ;
- presenting a 15-pledge eco-responsible Charter to managers of equipment used for events, in order to encourage them contact the Ministry for Sports and sign up to the Charter;
- etc.

Contribution to SDGs:



PLEDGE 15 – EDUCATION ABOUT SUSTAINABLE DEVELOPMENT (ESD)

Aim N+4	A teaching and learning plan on sustainable development			
Pathway envisaged	Year 1	Year 2	Year 3	Year 4
	1	1	1	1

The fight against climate change, environmental protection and biodiversity form a major challenge for the decades ahead. In anticipation of the United Nations Agenda 2030 sustainable development goals, these involve a strong, effective and sustainable raising of awareness of society as a whole, and huge changes in individual and collective behaviour.

ESD is a lifelong learning process that is an integral part of quality education. It provides everyone with the means to act for present and future generations, whatever their age or gender, while respecting cultural diversity.

Understanding how sport can contribute to sustainable development helps us to behave as responsible citizens. Understanding links between environmental, economic, social and cultural matters has to help the public act and behave more responsibly.

In this context, one or more awareness-raising or educational plans or schemes aimed at specific audiences (spectators, viewers, local populations and especially young people) are implemented. The awareness-raising consists of:

- Information about an event's eco-responsibility pledges and their usefulness in the context of the 17 SDGs;
- promotion of environmentally-friendly action and adoption of environmentally-friendly behaviour;
- a hands-on workshop for young people: the human effect on climate and nature, CO2 emissions stemming from transporting participants, air quality, water resources, etc.;
- challenges guided towards sustainable development that can be done out during the event: clean walk, collection of eco-cups, etc.;
- a stand « Your Own Carbon Footprint », which can be set up with a pop-up terminal in partnership with Nos GeStes Climat for example;
- enhancing practitioners' sense of responsibility for the environment they train or work in.

Contribution to SDGs:





**MINISTÈRE
DES SPORTS
ET DES JEUX OLYMPIQUES
ET PARALYMPIQUES**

*Liberté
Égalité
Fraternité*



APPENDICES

This charter
has been
developed in
collaboration
with WWF France



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APPENDIX 1: CONDITIONS OF CHARTER MEMBERSHIP

I. GENERAL PRINCIPLES

In order to successfully involve everyone and ensure work is effectively and efficiently carried, signatories have agreed to:

- Two principles:
 - The 15-Pledge Charter is a shared tool for coordinating everyone's environmental and social aspirations. Its strength lies in the common undertaking to reach goals. Each signatory is aware that not being part of the pledges shames the Charter and efforts made by the other signatories as a result.
 - Signing of this charter must form part of a more global strategy to reduce effects upon the environmental and move away from fossil fuels¹. For this reason, a company or association cannot enter the scheme if the core of its activity goes against the grain of the charter's goals.
- The entry process:
 - Contact the Sport and Sustainable Development Team at the Ministry for Sports;
 - Set out your eco-responsibility strategy and its action plan;
 - Fill in the questionnaire below (see II of this Appendix);
 - Enter into discussion with the Sport and Sustainable Development Team at the Ministry for Sports to define a scope of involvement (events covered, etc.);
 - Set a date for the signature with the Chief Executive or President of the body in question, and the Minister for Sport.
 - Before signing, organisers of a one-off event should:
 - Present the Ministry for Sports with a detailed action plan that includes the commitments of V2;
 - Commit to leaving a legacy to the supporting sport federation of in the form of a pledge;
 - to the supporting sporting federation in the form of a "compendium" (procedures, key contacts, schedule, training content, invoices, etc.) to make it easy to repeat best practice used during an event;
 - plan a presentation or publication of the eco-responsibility approach during and/or after the event.
- 2 levels of commitment for assessing the degree to which the pledges have been met:
 - Level 1: An assessment by the Ministry for Sport using methods linked with the Charter and produced in consultation with WWF France. An interim report based on this assessment is to be published at N+2 and a final report will follow at N+4.
 - Level 2: Commission an audit by a third party (following the methodology associated with the Charter). An interim report based on this assessment is to be published at N+2 and a final report will follow at N+4.

Compliance with the Charter will be assessed on the basis of the means used by organisers (within its area of responsibility) to try to achieve the quantified objectives and not on the achievement of these objectives.

Whatever the degree of commitment, the signatory must make this assessment available to the Ministry for Sport.

The essence of this Charter is the fruit of collaboration between the users. And this collaboration lives on in its implementation. As follows:

- Every year and for at least one of the pledges something new must be implemented and the results of this is to be shared with other signatories of the Charter.
- Every signatory will be invited to the Charter signatories' club, hosted by the Ministry for Sports. This club provides opportunities to discuss and discover new ideas about event eco-responsibility.

¹. As such, signatories are asked to carry out a carbon footprint audit by using existing tools (Paris 2024, Carbon Footprint Audit, on-line calculators, etc.)

The Ministry of Sport, which guarantees the Charter's authority, reserves the right to terminate a signatory's pledge to the Charter at any time if it considers that means necessary for the implementation of the Charter have not been deployed.

In operational terms:

- Organisers of the events that are covered by both Charters (organisers and managers) should prioritise achieving the most ambitious objective if objectives stated in the two Charters differ.
- The same steps can cover several commitments (e.g., Action to raise awareness of hosting site biodiversity Pledge 4 + 15 / A single action programme for commitments 8 + 9 + 10).

II. EVERYBODY'S ROLE

The Ministry for Sport: The Ministry for Sport acts as guarantor for the contents of the Charter and the signatories' monitoring process. This Ministry alone can decide whether to accept the proposed signatory, and depending on the context, can request access to the assessment documents.

The Ministry for Sports also provides the signatories with a range of tools in different formats to facilitate Charter implementation (on-line tools, hosting the signatories' club, etc.).

WWF France: WWF France participates in working on the Charter and provides expertise on environmental protection to the Ministry for Sports and the signatories of the Charter when they are defining content of the Charter's pledges and associated tools. Its role is to ensure that the content of the Charter enables progress to be made towards the ecological transition of sporting event stakeholders, in coherence with the environmental stakes and international Sustainable Development Goals.

WWF France's role is limited to providing expertise during consultation with all stakeholders. WWF France is not responsible for oversight, nor for assessment, and is not a guarantor to ensure the Charter goals are reached.

In no circumstances can WWF France act as a substitute for a consulting firm.

Consulting firms or organisations supporting signatories: these bodies have the right to use 15-Pledge Charter and the tools offered by the Charter for their needs in the context of requests made to them by signatories, either individually or collectively. They can also use the Charter in parallel with their own tools to support and assess signatories².

Using the Charter and its tools does not permit consulting firms to present themselves as organisations accredited or certified by the Ministry for Sports or WWF France.

Organisers: organisers bring the Charter to life by implementing it and sharing the results of this implementation concerning the achievement of the pledges, the relevance of available tools, the level of pledges, etc. The sharing and reporting of information is done through reports at N+2 and N+4, participation in the signatories' club and exchanges with the Ministry of Sport.

Feedback from the signatories helps to progress the tools accompanying the Charter.

Signing the Charter does not give the signatories permission to use the logos of the Ministry for Sport nor WWF France.

Signing the charter does not authorise signatories to mention the Ministry of Sport or WWF France as a partner in their structure or event.

² Any instrument created using the 15-Pledge Charter must clearly reference the Charter.

III. PLEDGE QUESTIONNAIRE

Name of structure: _____

Name and job title of the technical reference person for 'eco-responsibility':

Name and job title of the policy reference person for 'eco-responsibility': _____

Have you signed a 15-Pledge Charter before?

- Yes, the Organisers' Charter 2017-2020
- Yes, the equipment managers' Charter
- No

By signing this Charter, you wish to commit:

- A one-off non-iterative event
- A one-off iterative event
- Several events, all recurring
- Several events, but not all of them iterative
- All events organised by your organisation

Event(s) covered by the scope of the signature proposed: _____

What type of event is covered by the signature? (several answers are possible)

GESI (MISE: major international

- sporting event)
- Major non-international sports event
- National competition
- Other type of sports event

You would like to record the degree to which your commitments have been met by publishing a report based on an assessment carried out in line with methods associated with the Charter by:

- Your structure
- An external service provider (third party)

If you think that a pledge does not relate to you, please give details below and explain your reasoning:

Does the event or organisation have a brand or is it certified? Is it signatory to any another charter?

- Federal label
- CNOSF (Comité national olympique et sportif français) (French national Olympic and Sporting Committee) label: "Sustainable Development", "Sport is getting involved"
- Other label - please give details:

Certification ISO 20121

Other certification - please give details:

Other (Sport for climate action....)

Please give details:

Does the organisation rely on external support to successfully implement its eco-responsibility strategy for the event?

- Yes
- No

APPENDIX 2: GLOSSARY OF TERMS USED

ACTION PLAN

An Action Plan is a document which details a given number of actions that will allow one or several pre-set goals (project) to be reached. It sets out the different stages needed to run the project, deadlines, budgets and those responsible for the tasks or activities.

The action plan normally follows a decision to go ahead with a project, which should come after a situational analysis has been set up for a given scenario (see Action Plan).

ACTION PROGRAMME

An Action Programme develops a list of coherent and chronological actions to work towards meeting the pledge in question. Any action plan is built on situational analysis (which is shared with stakeholders, very often a venue, for example) and this is in order to set goals to reach and to be able to participate in a budget plan. An action programme also includes a dedicated communication plan. Over four years, an action programme can target increasingly ambitious objectives. It can be planned following the example below:

- Year 1: situation analysis and defining action (action plan) to implement in over the coming 3 to 4 years
- Year 2: deployment of a plan
- Year 3: strengthening this plan
- Year 4: implementation of a 2nd plan

ACTIVE TRANSPORT

All means of transport where the primary energy comes from the physical activity of the person travelling: walking, cycling, scooter, roller-skating, etc.

ADAPTED BUSINESS (EA)

The French definition of an adapted business is a business operating under normal circumstances, subject to provisions of employment regulation, that employs at least 55% of disabled workers in its production teams. These workers are recruited from among the unemployed, those most alienated from the labour market.

An adapted business allows its employees to work in an environment that is adapted to their capabilities to ensure that they are offered jobs and are able to keep them (Source: Ministry for Work, Employment and Social Inclusion, 2021).

ASSESSMENT

Assessments aim to understand the entire subject to be evaluated, to make an overall appraisal of its effects and the degree to which objectives have been met, as well as the relevance and effectiveness of resources deployed. The end goal is to improve how the action is implemented, or how a service is run, etc.

Evaluation is a qualitative or quantitative judgement about the value of a process, situation or organisation, by comparing observable characteristics with standards based on explicit criteria and indicators, in order to provide useful data for decision-making in pursuit of a goal or objective.

Ultimately, assessments serve to understand and shine light on the action, so as to judge whether it is effective and to gather information to help decide on how to continue in the future (Source: Ministerial Centre for Human Resource Development (CEDIP, 2021).

BIODIVERSITY

Biodiversity refers to all living beings and the ecosystems in which they live. The term also covers the interactions between species and of species with their environments.

Biodiversity directly provides basic human needs by supplying oxygen, food and drinkable water. It also contributes to developing human activities by supplying raw materials and energy.

Although nature is a great reservoir for humankind, it also protects us from environmental risks. For example, preserving and restoring water meadows helps to reduce the impact of flooding by improving water absorption. This surplus water then feeds groundwater and can be used in times of drought (Source: OFB, 2021).

BIO-WASTE

Bio waste refers to all food waste and other natural biodegradable waste.

CAR SHARING

Using the same private car to transport several people for the same journey, in order to reduce road traffic, reduce individual carbon footprints and share transport costs.

CARBON OFFSETTING

From a generic point of view, carbon offsetting is a funding mechanism by which a natural or legal person partially or totally offsets his/her own emissions by buying an equivalent quantity of carbon credits from a third party. The underpinning idea of carbon offsetting is that a given amount of greenhouse gas emitted in one place can be 'offset' by the reduction or sequestration of an equivalent amount of greenhouse gas in another. This principle of "geographic neutrality" lies at the heart of the mechanisms introduced in the Kyoto Protocol (Source: ADEME, 2008).

Carbon offsetting consists of trying to compensate one's own CO₂ emissions by funding projects that reduce other emissions or sequester carbon. However, it is important to ensure there is a real equivalence in the quantity of greenhouse gases avoided and over comparable time scales. Various brands exist to differentiate between what different sector players offer. The most widespread brands in the European market today are Gold Standard (GS) and Voluntary Carbon Standard (VCS), both fully-fledged carbon offsetting labels.

It is worth noting that to date, the efficacy of carbon offsetting has yet to be established. **It should therefore only be considered if it is not possible to reduce emissions at source. As such, it is essential for an organisation wishing to communicate its offsetting action be able first and foremost, to demonstrate via evidence, its work to reduce its emissions.**

CARBON REPORT

A "carbon footprint" audit is a tool that quantifies greenhouse gas emissions (GHG) associated with an organisation. It aims to calculate direct emissions (for example, lighting emissions and therefore energy during a competition) but also indirect emissions, also known as 'hidden' emissions (for example, those linked to the manufacture of various materials used during your sporting event).

Consequently, a carbon footprint audit makes it possible to take note of and assess the real impact of an organisation in terms of GHG emissions, in order to reduce them in the future. In general, the main source of GHG emissions for a sporting event is transport (spectators, organisers, athletes).

This type of accounting is increasingly used to combat climate change. There are several different methodologies. Reference methodology used in France is the «Bilan Carbone®», created by ADEME in 2002 and conveyed to the Association Bilan Carbone (ABC) in 2011 - this procedure is a registered trademark.

When bio-waste is put in landfill it produces greenhouse gas (GHG) emissions: waste compaction induces the fermentation of food waste in an oxygen-free environment, thus creating favourable conditions for the release of methane into the atmosphere. This gas has a global warming potential that is 25 times higher than CO₂. Equally, incinerating such waste also produces GHGs during combustion, particularly CO₂.

CERTIFICATION (THIRD PARTY)

Certificate issued by an approved independent organisation attesting the compliance (of a product or service) to current standards and regulations (Source: Le Robert, 2021).

The term ISO certification refers to the procedure by which an accredited third party provides written assurance that a product, process or service conforms to the requirements specified in a standard (Source: ISO, 2021).

Certification is part of a regulatory framework: the third party organisation should be accredited by COFRAC and the frame of reference used should be a reference document (e.g. NF or ISO standards) approved by a recognised standards institute, such as AFNOR Normalisation in France.

CIRCULAR ECONOMY

The circular economy can be defined as an economic model (production and trade) that, ideally, functions in a loop and systematically reuses the waste it generates. In practice, it aims to reduce consumption of raw materials, water and non-renewable energies as much as possible, while planning for - starting at the product (goods or services) design stage - optimal lifespan and the reuse or recycling of materials at the end of their life.

This notion also confers the idea that new production and consumption models that are part of a circular economy can boost activity and create long-lasting, non-relocatable job opportunities. Thus, the circular economy encompasses environmental, economic and social issues.

In France, the transition towards a circular economy is one of the official goals for ecological and energy transition and also one of the Sustainable Development Goals.

CO₂eq (or Carbon equivalent)

Unit created by the IPCC to measure the impact of different greenhouse gases in reference to a universal unit.

In simplified terms, each greenhouse gas is attributed, over a given period of time, a "Global Warming Potential" (GWP), with that of CO₂ (the benchmark) established at 1.

A greenhouse gas emission expressed in carbon dioxide equivalent is the product of the mass of this greenhouse gas by its global warming potential. As such, 54t CO₂eq corresponds to a mass of 54t of carbon dioxide which has the same global warming potential as a given quantity of another greenhouse gas (Source: Légifrance, 2019).

ECO-CALCULATORS (or Eco-comparators)

Digital tool serving to estimate the amount of greenhouse gases and pollutants emitted for a given service. Eco-calculators are particularly useful in the transport sector for comparison of different journey options or mode of transport: this is then called an "eco-comparator" (Source: notre-planete.info, 2021).

It is worth noting that eco-calculators have been developed by different types of economic player (public and private businesses and transport operators, institutions, network managers, etc.) and are therefore based on data and methodological hypotheses that may differ between two distinct eco-calculators (Source: ADEME, 2010). It is thus important to pay attention to the source of the raw data used in the eco-calculator. We recommend the eco-calculators that look at carbon emission factors based on the ADEME database.

ECO-DRIVING

Eco-driving refers to responsible driving behaviour aimed at reducing one's fuel consumption, greenhouse gas emissions causing climate change, and risk of accidents.

Some recommendations for eco-responsible driving:

- Plan your trip in advance and check your tyre pressure. Always remember that under-inflated tyres use more fuel and reduce road handling.
- Ensure that your vehicle is in good repair. A badly maintained vehicle can cause fuel overconsumption of up to 25%.
- Take out any unnecessary loads. To consume less fuel, choose a roof box over a roof rack. Do not forget to take these off after use to avoid an overconsumption of 10 to 15%.
- Drive smoothly. Start gently and shift up early to prevent over-revs, which can cause fuel overconsumption of up to 20%. Anticipate slow-downs: use the engine brake rather than the foot brake.
- Reduce your speed. 10 km/h less over 500 km saves up to 5 litres of fuel and reduces CO₂ emissions by 12.5% (or 12 kg).
- Turn off the motor during extended stops. Stopping and then restarting a vehicle consumes less fuel than letting the engine tick over for more than 20 seconds.
- Do not overuse air-conditioning. Fuel overconsumption by vehicles due to air-conditioning can reach 10% on the open road and 25% in urban areas. Reducing air-conditioning emits 15% less CO₂ over 100km.

(Source: Sécurité routière/Road Safety, 2021)

ENVIRONMENT EDUCATION

The Tbilisi Declaration in 1977 stated that a basic aim of environmental education is to succeed in making individuals and communities understand the complex nature of the natural and the built environments resulting from the interaction of their biological, physical, social, economic, and cultural aspects.

Environmental education also aims «to acquire the knowledge, values, attitudes and practical skills needed to participate responsibly and effectively to prevent and solve environmental problems and manage the quality of the environment» (Source: GRAINE, 2021).

ETABLISSEMENT ET SERVICE D'AIDE PAR LE TRAVAIL (ESAT - French organisations that help disabled people back into work)

ESATs (commonly known as «centres d'aide par le travail» or CATs, Employment Support Centres ESCs) are medico-social establishments that come under the provisions of the Code de l'action sociale et des familles (Family and Social Aid legislation). They provide people with disabilities with a variety of vocational activities and medical/social/educational support in order to promote their personal and social development.

ESATs are created by authorisation from the prefect, who decides on the number of places to be provided. They can be public or private (Source: Ministry for Work, Employment and Social Inclusion, 2021).

FOOD WASTE

Food waste refers to the reduction in the quantity or quality of food as a result of decisions and actions taken by traders, food service providers and consumers.

GREEN SPACE

A green space is any space that has not been built on, comprises plants or trees, forests or agricultural land. Since the application of the bulletin of 22nd February 1973, parks, gardens, squares, aligned plantings and intramural ornamental trees, as well as woods, forests, natural rural and suburban spaces are considered as green spaces.

For its part, the Association des ingénieurs territoriaux de France [Association of Territorial Engineers of France] developed a typology of green spaces comprising the following thirteen items: parks, gardens and squares; roadside green spaces; green spaces surrounding public buildings; green spaces surrounding housing; green spaces surrounding industrial and commercial buildings; green spaces at social or educational establishments; green spaces at of stadiums and sports grounds; cemeteries; campsites; family gardens; horticultural establishments of public interest; redeveloped natural spaces; aligned tree plantings along public roads (Source: La Gazette des communes, 1995).

INSERTION PAR L'ACTIVITÉ ECONOMIQUE (IAE - integrating job seekers through economic activity)

Insertion via economic activity (IAE) allows people who are the most estranged from the employment market, owing to specific social and professional difficulties (age, health conditions, instability), to benefit from extra help which should facilitate their social and professional insertion through specific employment contracts.

Various structures for professional integration (SIAE - structures de l'insertion par l'activité économique), such as work insertion workshops and work placements (known as ACi in French and numbering 1907), intermediary associations (655 IAs), employment insertion businesses (981 JIBs) and temporary employment insertion businesses (300 TWIBs), sign conventions with the State allowing them to host and support these workers (Source: Ministry for Work, Employment and Social Inclusion, 2021).

LOCAL PRODUCTS

There is no commonly agreed definition for local food products and there is limited quantified data available. The low amount of statistical data on the subject, both in France and at European level, makes it difficult to characterise the supply of and demand for local products. Consequently, our current estimations of quantities of local food products consumed in France are extremely approximate.

The notion of local food products is closely linked to the act of consuming such products. Both consumption and stages involved in producing food products should take place at a geographical distance that consumers consider to be reasonable. This distance is subjective in several ways. This depends on: - the product consumed, depending on whether it is actually possible to produce this near to where it is consumed; - potential transformation stages and as a result, where raw materials are produced; - potentially, where inputs are produced (e.g. animal feed); - geographical characteristics of an area. This raises the question of whether 'local' refers to the scales that municipalities, counties, regions or even nations consider (Source: Ministère de l'Agriculture et de l'Alimentation, Ministry of Agriculture and Food 2021).

PUBLIC TRANSPORT (PT)

All modes of transport that can transport several people at once for the same journey, excluding air travel (aeroplane, helicopter).

NATURA 2000

Natura 2000 sites are fundamental tools of European policy for the preservation of biodiversity and seek to take greater account of biodiversity matters in human activities. These sites are allocated for the protection of a certain number of habitats and species representative of European biodiversity. A list of these habitats and species is provided in the appendices of the EU Birds and Habitat-Fauna-Flora Directives.

ORGANIC PRODUCTS

Food products produced through organic agriculture. Organic farming is a system of agricultural management and food production that combines best environmental practices, high degrees of biodiversity, safeguarding of natural resources, application of high animal welfare standards and production methods that use natural substances and products.

The term organic agriculture does not cover all products. As such, only the following items can be produced via organic agriculture:

- unprocessed agricultural products such as cereals, vegetables, fruit, ornamental flowers, cotton, milk, eggs, animals;
- processed agricultural products for human consumption, such as bread, cheese, ready-cooked meals;
- animal feed. For example, soybean meal;
- seed and vegetative propagating material.

(Source: Ministry for the Economy, Finance and Regrowth IDGCCRF, 2021)

RECOVERED WASTE

Waste that has been subject to a recovery operation. Waste recovery refers to all operations where the main result is that waste serves a useful purpose as a substitute for other substances, materials or products which would have been used for a particular purpose, or that the waste is prepared to be used for this purpose, including by the producer of this waste (Source: Légifrance, 2021).

RECYCLED WASTE

Waste that has been recycled. Recycling refers to all operations by which waste, including organic waste, is reprocessed to form substances, materials and products that serve either their original purpose or a different one. Operations to recover energy from waste, those involving converting waste into fuel and backfilling operations cannot be considered as recycling operations (Source: Légifrance, 2021).

RESPONSIBLE PROCUREMENT

A type of procurement that has the most positive environmental, social and economic impacts possible over an entire life cycle.

Sustainable procurement comprises the aspects of sustainability relating to the goods or services procured and to the suppliers along the supply chains.

Sustainable procurement contributes to achieving the organisations' sustainability objectives and goals, and to sustainable development in general (ISO 20400, definition 3.38).

Successful deployment of sustainable procurement consists of reassessing one's needs, integrating environmental and social criteria and adopting a logic that considers the life cycle and overall cost of one's procurement process (ADEME).

SOCIAL AND SOLIDARITY ECONOMY (SSE)

The concept of a social and solidarity economy (SSE) refers to a set of enterprises organised into cooperatives, mutual societies, associations or foundations, whose internal functioning and activities are based on a principle of solidarity and social utility.

These businesses adopt democratic and participative management approaches. They strictly regulate how profits can be used: individual profit is prohibited and income is reinvested. In general, their financial resources are partly public.

They draw on a legal framework strengthened by the amended [Act No. 2014-856 of 31 July 2014](#) relative on social and solidarity economy (Source: CEDEF - Centre de documentation Économie Finances, 2021/Centre for Economy and Finance Documentation 2021).

SOFT MODES OF TRANSPORT

Soft modes of transport refer to all journeys made using soft mobility, i.e., using non-motorised means of transport (e.g., walking, cycling, etc.). These modes of transport generate no (or very little) pollution nor greenhouse gases. They contribute to reducing air pollution and help to combat climate change, but they also help the users to keep fit through regular exercise (Source: CNFPT, 2021).

STRATEGIC PROCUREMENT

Strategic procurement refers to the purchasing of products and services that have a direct effect on your event. This impact can be linked to different risks, whether these relate to economics, safety or corporate reputation. The following types of procurement can be considered as strategic:

- those constituting a very large expenditure item;
- those essential to the composition of your product or service (e.g., scarce raw materials);
- those that provide added value to your product or service (e.g., innovation that sets you apart from some competitors);
- those representing a high risk in terms of company image (e.g., procurement from suppliers who do not respect human rights);

SUPPORT PROGRAMME

A support programme, as set out in pledge 1 on sustainable food, is defined as the introduction of a progressive public awareness-raising scheme. This scheme should be adapted to suit the target audience. This is an educational policy, enabling your target audience to understand the changes in the organisation and the products on offer at a catering facility (healthy food, no packaging, etc.) and so as to avoid imposing these large changes all of a sudden and with little explanation.

SUSTAINABLE DEVELOPMENT - ECO-RESPONSIBILITY - CSR / OSR

For the sake of clarity and simplification, we use the term eco-responsibility in the 15-Pledge Charter (and associated tools) to refer to all notions encompassed in the terms "sustainable development" and "CSR/OSR".

Eco-responsibility describes the fact of integrating sustainable development issues into one's activities, such as event organising. As such, it's a matter of maintaining balance in ecosystems and the organisation of an event by adopting an approach which aims to reduce harmful environmental effects and to increase positive societal effects.

SUSTAINABLE MANAGEMENT

Sustainable management is part of an overall perspective that integrates the requirements of sustainable development and the values of social/societal responsibility.

Via a person's strategic choices and decisions, sustainable management focuses therefore particular attention on all internal and external stakeholders, from paid staff to shareholders, local authorities and civil society, in order to build a balanced, long-term vision and to allow constant adaptation in relation to societal and economic change (Source: <https://youmatter.world/fr/>).

In Europe, the network represents 27 522 sites, covering 18% of the total land and 6% of the exclusive economic zone. On 1st March 2017, France had 1,766 sites, covering nearly 13% of the mainland and 11% of the mainland exclusive economic zone (Source: Resource Centre Natura 2000, 2021).

SELF-EMPLOYED DISABLED PERSON

A self-employed disabled person is someone with a valid RQTH (recognition of the status of disabled worker) and a SIRET (French Company registration number) linked to his/her status as self-employed (sole proprietorship, SASU [simplified single shareholder company], manager of a legal entity, status of merchant or artisan, etc.).

Since 2016, the invoices emitted by such a person, following the example of the provisions created for ESATs and adapted businesses, entitles his/her clients to a deduction in their AGEFIPH (or FIPHFP) contribution (AGEFIPH - Association de Gestion du Fonds pour l'Insertion Professionnelle des Personnes Handicapées - a French organisation to promote employment of the disabled) (Source: handicap.fr, 2021).

SPONSORSHIP

Material or financial assistance, given to an athlete, sports team or club, or to an artistic, cultural or sporting event for advertising purposes by a company or organisation (Source: CNRTL - Centre National de Ressources Textuelles et Lexicales/National Centre for Documentary and Language Resources).

STAKEHOLDER (or INTERESTED PARTY)

Person or organisation that can affect, be affected by, or perceive themselves to be affected by a decision or activity (Source: ISO 20121, 2012).

WASTE

All substance or object, or more generally all movable assets, that the owner throws away or intends to throw away (Source: Légifrance, 2021).

APPENDIX 3: SUPPORT RESOURCES AVAILABLE PER PLEDGE

This is a non-exhaustive list and will be completed as time goes on.

Commitment	Ressources
1 - Sustainable food	<p>Appendixes 5 and 6 of the 15-Pledge Charter of 6 eco-responsible pledges for sporting event organisers</p> <p>Recommendations from WWF France responsible food</p> <p>Provisions in the EGalim Act which related to catering services Ministry of Agriculture and Food</p> <p>Situational analysis of my canteen in accordance with provisions of the EGalim Act</p> <p>MEAT: eat less, eat better - WWF France</p> <p>Report Public procurement in collective catering</p> <p>ADEME Guide on reducing food waste in catering services</p> <p>The Ocean in your Plate - WWF France guide to Seafood</p> <p>"Food schemes, certificates, labels..." Infographic What environmental and socio-economic guarantees? » (Étude Greenpeace, WWF France, BASIC)</p>
2 - Sustainable transport	<p>Understanding Mobility Plans with Ademe</p> <p>What type of engine to choose for a genuinely carbon-free vehicle? - 2020 Carbon Report 4</p> <p>Voluntary Carbon offsetting - 5 best practices options recommended by l'ADEME - Official position 2019</p> <p>Info Carbon Offsetting: Platform to raise awareness of best practices in carbon offsetting.</p> <p>STATEMENT BY ADEME - Carbon neutrality - 2021 - 2021</p>
3 - Waste reduction	<p>Article L541-1-1 of the Environment Act – definitions of the following terms: "Repurpose, Reuse, Recycle"</p> <p>The law to combat waste for a circular economy</p> <p>"Drastic on Plastic" charter and its guide to plastic-free events</p> <p>The International Olympic Committee's guide entitled "Plastic Game Plan for Sport"</p> <p>Move away from single use plastic - Ville de Paris Guide</p> <p>Toward a Zero Waste Club - Data sheet LFP</p> <p>Towards a zero plastic match - Data sheet LFP</p> <p>Re-use and upcycling - ADEME</p> <p>Regulatory framework and key principles - ADEME</p>
4 - Natural sites, green spaces and biodiversity	<p>French Office for Biodiversity, building knowledge and scientific expertise</p> <p>Directory of "participatory science" schemes in France by the National Collective for Participatory Sciences - Biodiversity</p> <p>Website for the Report on the State of the Environment in France Partnership for Nature</p> <p>Natura 2000 resource centre</p> <p>Biodiversity Strategy Eau de Paris [Paris Water]</p>

5 - Safeguarding water and energy resources	Decree on tertiary sector and Guide for the reduction of energy consumption Eco-action for regulating electricity consumption by Ademe
6 - Responsible Procurement	Introductory manual: accounting for lifecycle costs under consultation PARIS 2024 – SSE 2024 at the centre of the responsible procurement strategy - SSE 2024, 2019 ISO 20400:2017 Sustainable procurement - Guidelines The Sustainable Procurement Observatory (ObsAR) Methodological guide: implementing sustainable procurement - ObsAR, 2017 indicators - ObsAR, 2017 Map of initiatives for change in the environment and common causes L'Avise What is SSE ? - CEDEF, 2021
7 - Sponsorship	Sustainable Sport, tools and best practices par Sporsora
8 - Digital footprint	Information technology: the role of sobriety Individuals Acting for ecological change ADEME INFORMATION REPORT PRODUCED for the commission on Digital Development (1) by The Mandate for Information on Environmental Digital Footprints (2) Responsible Digital Charter of the Institut du Numérique Responsable The hidden face of digital technology - ADEME, 2019 MOOC on Responsible Digital Technology The environmental digital impact - The Shift Project Let's Decarbonise Culture! - The Shift Project
9 - Contributing to a more inclusive society	Brand diversity LGBT+ Charter Clause L.225-1 of the penal code "Preventing discrimination" toolbox » Campagne #Ex-Aequo Let's celebrate diversity - LNR, 2020 Dedicated days - Jouons la Collectif [Let's play collective] - LFP
10 - Promoting equality between the sexes	Equality label Index of professional gender equality Overview of Ministerial prevention tools available since October 2019 (for raising awareness sessions) When football rhymes with women - UNESCO, 2019 Women and football: It's time to talk - FIFA Women's World Cup France 2019 Let's Act for Gender Equality - UFOLEP, 2021
11 - Accessibility for people with disabilities (PWD)	Access for all: l'UEFA and CAFE Best Practice Guide for stadia accessibility and spectator experience Accessibility Managers Manual - UEFA, 2017 Defining disability

12 - A common cause	Toolkit for missions - Civic Service Report Measuring Impact - 2014 Social Impact, what is it? - Avise, 2020 Instruction manual: Assessing social impact - explanations for those funding a socially beneficial activity - Avise, 2017
13 - Responsible volunteer management	"Associations and volunteers" Guide » - Associathèque Les volontaires - Associathèque Civic Service - Civic Service Agency The guide to volunteering 2018-2019
14 - In-house awareness of eco-responsibility for this event	Catalogue of educational tools and information for school pupils on sustainable development issues - Ademe Charter of 15 eco-responsible commitments module for events organisers Module #A (sports.gouv.fr)
15 - Sustainable development education and promoting benefits of sport to young people	Our educational tools AFD - French Development Agency Education for sustainable development éducol Ministère de l'Éducation nationale, de la Jeunesse et des Sports - Direction générale de l'enseignement scolaire (education.fr) Teaching and Learning Data Sheets « Biodiversity and sporting activities » - UFOLEP

APPENDIX 4: GETTING INVOLVED IN ECO-RESPONSIBLE ACTIVITIES

1- ESSENTIAL STEPS

STEP 1: CONSTRUCTING AND PREPARING YOUR STRATEGY

- Decide on the vision
- Put the means in place
- Set priorities
- Make your pledge known

STEP 2: IMPLEMENTATION - MAKING THE VISION A REALITY

- Act
- Control
- Build skills at the organisation
- Bring different professions on board
- Steering
- Measurements

STEP 3: SELF-ASSESSMENT AND COMMUNICATION

- Improve through feedback
- Prove
- Communicate

2- EVERYONE HAS A ROLE TO PLAY

Governance - Management	Responsible "Eco-responsibility"	Directors, managers, staff members, temporary staff
→ commit, set your course, pledge resources and make strategic decisions	→ pilots and leads the process internally and for external stakeholders → report to management	→ implement actions, assess and improve

APPENDIX 5: THE EGALIM ACT SUPPLEMENTED BY THE CLIMATE AND RESILIENCE ACT

1. Five legal measures

The EGalim Act sets 5 key public service goals for catering services:

1. By 1st January 2022, achieve 50% of quality and sustainable products, of which at least 20% of meals served should be organic. Proportions are calculated for procurement value of food products by calendar year, excluding tax;
2. Introduce more diversified sources of protein by presenting a multi-year plan to diversify proteins, and for school and university catering, by offering an exclusively vegetarian menu once a week;
3. Inform the users once a year, by poster or electronic communication campaign, about the proportions of quality and sustainable, organic and fair trade products on offer;
4. Apply steps to fight against food waste, i.e. prioritise action, do not destroy foods that is still fit for consumption, carry out a situation analysis, donate to approved associations (for restaurants which server more than 3,000 meals per day), make public pledges supporting the fight against food waste;
5. Replace plastic (supported by the AGECE Act) by banning the use of straws, disposable cutlery, plates, takeaway cup lids and all oxodegradable plastic objects, then from 1st January 2025, implement a ban on plastic cooking, heating and serving containers.

2. The Climate and Resilience Act

Act N°2021-1104 of 22 August on combating climate change and strengthening resilience to its effects, known as the «Climate and Resilience» Act, follows on from the report on the Citizens' Climate Convention submitted in June 2020. Clause VI, entitled «Feeding ourselves» gives rise to new responsibilities and discharge some of the conditions on catering services, introduced by the EGalim Act at the end of 2018.

I. Diversifying sources of protein (Clause 252,253,257)

- Prolong the multiyear obligation to diversify the source of protein to all privately run community restaurants from 1st January 2024 (Clause 257).

II. Sustainable and quality procurement (Clause 257)

- Change in procurement targets for sustainable and quality products:
 - Addition of 2 new categories to be included in the calculation of 50% of sustainable and quality products as set out by the EGalim Law on 1st January 2022:
 - Products purchased primarily on the basis of their environmental performance and direct sourcing;
 - Fair trade products
 - Reduction of the period for accounting for products from farms benefiting from level 2 environmental certification, which ends on 1st January 2027 (compared to 1st January 2030 and the EGalim Act);
 - Addition of a new sub-target specific to meat and fish for which sustainable and quality products must represent a share of at least 60% from 1st January 2024, and 100% for State-provided catering, the State's public establishments and national public enterprises;
- Extension of all of these arrangements (Clause L. 230-5-1 of the Rural and Maritime Fishing Code) to all community restaurants managed by private legal entities from 1st January 2024;
- From 1st January 2022, improving information to customers via a duty always to display quantities of sustainable and quality products, and products from territorial food initiatives served in the restaurant — this includes for all privately run community restaurants;
- New requirements for public food contracts: duty to account for freshness, seasonality and degree to which products have been processed.

Other legislative provisions regarding catering services

- Compulsory measures to reach goals set by statute, including those relating to training (Clause 252);
- A ban on synthetic meat in catering services (Clause 254);
- As of 1st January 2025, catering services offering take-away services must offer customers a choice to receive food in reusable containers or one made of recyclable materials (Art. 24).

APPENDIX 6: WWF FRANCE RECOMMENDATIONS FOR RESPONSIBLE FOOD CONSUMPTION

I. GENERAL PRINCIPLES

1.1 WWF Principles for sustaining food consumption

In a general sense, WWF France recommends the following principles (in no particular order of importance):

- Increase the amount of vegetable protein eaten (peas lentils, soya, beans), nuts and whole grain cereals;
- Significantly reduce consumption of animal-derived products (meat, eggs and dairy products) and favour instead foods derived from sustainable production methods (such as AB1);
- Reduce consumption of seafood and favour products from sustainable fisheries or responsibly-reared sources (products that are labelled MSC, ASC, AB, etc.);
- To increase variety in food types, reduce consumption of ready meals/processed food and favour home-cooked food;
- Consume less fatty and sugary products (snacks, confectionary, soft drinks, etc.);
- Promote a wider user of certified foods¹: Agriculture Biologique, Nature & Progrès, Bio Equitable en France, etc.;
- Favour local and in-season products (and especially an increased consumption of fruit and local in-season vegetables);
- Avoid food waste.

1.2 Types of offer in catering services and the standard of environmental and socio-economic quality in certification

The following grid makes clear what is required by WWF France for eligible certification/brands:

In terms of certifications/labels, the aim is for the majority of food products on offer to be certified, while a degree of flexibility is maintained, which depends on what each person can afford.

Several WWF analyses (the most recent one being about 11 steps and brands in 2021) led to establishing two priorities to consider in relation to what is on sale:

- Whatever the type of product, priority must be for organic food and related brands (notably AB, Demeter, Bio Équitable en France, Nature & Progrès and Bio Cohérence). Some products which specific to certain sectors also have environmental and socio-economic benefits: Label Rouge poultry (with the emphasis on free-range or farmhouse)², Label Rouge cattle, and for cheese, certain AOP (Appellation d'Origine Protégée) Protected Designation of Origin (PDO) cheeses such as Comté³. The level of information to date about the sustainability framework of other certifications/brands and specifications is varied and insufficient (there is a lack of impact studies, scientific literature, etc.).
- If the brands shown above are unavailable, the following certifications and brands do nonetheless exhibit positive effects in environmental and socio-economic terms:
 - The Bleu-Blanc-Cœur label for pork with the terms «free-range» or The Bleu-Blanc-Coeur pork brand with its descriptions of “farm-raised outdoors” or “farm-raised free range”, poultry described as “free range”, “traditional free range” or “farm-raised”⁴, cow’s milk products and beef from the dairy sector⁵;
 - C’est Qui Le Patron? [Who’s the boss?] for milk;
 - Label Rouge for pork described as “farm-raised outdoors” or “farm-raised free range” and eggs.
- Pour les produits tropicaux importés, il est recommandé de choisir le Commerce équitable (Fair Trade, Symbole des Producteurs Paysans - SPP, Biopartenaire, Fair For Life, World Fair Trade Organization - WFTO) et l’AB.

1. Brands and certified products to focus on are detailed in 1.2 and in the grid (Part II).

2. These descriptions guarantee better animal husbandry and notably animal welfare.

3. Some schemes such as Label Rouge and AOP/AOC comprise separate specifications for each sector or product; not all of these have been subject to thorough assessment. Depending on the Label Rouge and AOP sectors/products, impact on environmental and socio-economic matters vary greatly. Future studies to assess the sustainability of these schemes are thus worth undertaking.

4. These descriptions guarantee better animal husbandry and notably animal welfare.

5. Bleu-Blanc-Coeur beef solely from the dairy sector should be given second choice, as a small part of the total range on offer (it is not been possible so far to evaluate the suckling/beef sector could not be analysed).

1.3 Sourcing preference

Catering should **prioritise certifications/brands that guarantee a sustainable framework for methods of production linked to them**. With low negative impacts on the environment and climate (e.g. less use of synthetic fertilisers, pesticides, etc.), these productions must also **guarantee a minimum threshold that respects social and economic matters** (fair pay for farmers, etc.).

To choose local products is to provide proactive support for local producers and reduce air pollution, sea and road transport. For local production types (excluding coffee, cocoa, etc.), WWF has robust recommendations in relation to the geographical area of supply. This should preferably be local (within a 200 km radius), then regional, and then extended to areas nearby at national level or in neighbouring countries, if necessary.

In addition to criteria on geographical origin, catering should favour approved production methods that have a **low reliance on imported raw materials** (materials with a high impact on biodiversity through animal feed production, such as soya) and prioritise use of local alternatives. As a matter of fact, the need is to reduce the effects of delocalised agricultural production, as even if a chicken may have been reared near an event site, it may have been fed with soya from areas in South America that are at risk of deforestation. With suppliers who turn to imported raw materials, **these must be authorised by approved certification schemes in order to limit the effect upon the environment**.

Ultimately, the desire to boost production within a specific site radius must **allow for a choice of farming methods that respect diversity of production** both at a local level with the introduction of livestock farming in grain-growing regions and vice versa, and at a single farm level and polyculture-husbandry rather than monoculture grain production or factory farming.

1.4 Traceability of seafood products

In order to guarantee legal and sustainable fishing, European legislation on traceability and consumer information⁶ requires end-to-end fresh and frozen seafood products labelling from production to the final consumer, — the following information is to be displayed:

- The brand name;
- The scientific name;
- Production method (for example: “caught in freshwater” or “...farmed...”). Where there is a mixture of products of the same species from different production methods, production methods of each batch must be shown;
- The catch area and fishing sub-area (e.g. for species fished in the North East Atlantic: FAO 27), as well as the country of production for aquaculture species;
- Fishing gear and farming system for farmed species.

It is essential to prioritise **products from sustainable and traceable fisheries** (see WWF fish guide⁷), and ideally from small-scale coastal fishing (using low-impact methods for marine ecosystems, such as lines, traps or pots).

1.5 Fighting food waste

In order to fight food waste, WWF France recommends:

- All caterers pledge towards action against waste;
- Portion adaptation (especially in mass catering);
- Transfer of unsold items/surplus to local associations and/or food banks;
- Event organisation using unconsumed items (ie, Soup Disco where vegetables can be used...);
- Implementation of composting and anaerobic digestion of surplus foodstuffs that cannot be redistributed, in order to reach target zero for organic waste incineration or landfill.

In general, ADEME recommendations on this topic may be observed.

6. Directive (CE) n°1224/2009 et son implémentation Directive (UE) n°404/2011 et Directive (UE) n°1379/2013

7. [WWF Consumer Guide to Seafood Products](#)

II. CERTIFICATION GRID AND SUPPLY AREA BY FOOD TYPE

In relation to recommendations below, only selected products from specific sectors have undergone same brand sustainability testing⁸. Our recommendations relate only to food schemes assessed by WWF.

FISH AND SEAFOOD	
Brands and certification schemes to prioritise	<p>Fisheries products:</p> <ul style="list-style-type: none"> The MSC brand (except for deep-water species or those by identified WWF as ones to avoid⁹). <p>Fisheries products:</p> <ul style="list-style-type: none"> ASCBrand Organic farming
MEAT	
Certifications	<p>100% certified, with priority to organic and related brands (AB, Demeter, Bio Équitable en France, Nature & Progrès and Bio Cohérence) followed by Label Rouge for poultry (with priority to: free-range or farmhouse)¹⁰ and Label Rouge for beef.</p> <p>With lower priority:</p> <ul style="list-style-type: none"> The Bleu-Blanc-Cœur brand for pork with wording "free-range" or "free-range", poultry with wording "free-range", "free-range" or "free-range"¹¹, beef from the dairy sector¹². Label Rouge brand for pork with wording "free-range" or "free-range".
Origin	100% France with 40 % from within 200 km.
EGGS	
Certifications	Select Code 0 as a priority (organic eggs) then Code 1 (free-range eggs, to include Label Rouge eggs).
Origin	100% France with 40 % from within 200 km
MILK	
Certifications	<p>100% certified with priority going to organic and associated labels (AB, Demeter, Bio Équitable en France, Nature & Progrès et Bio Cohérence).</p> <p>Less favoured is action in favour of C'est Qui Le Patron? and Bleu- Blanc-Coeur for cow's milk.</p>
Origin	100% French or border regions.
DAIRY PRODUCTS (cheese, yoghurt, butter, cream, ice cream)	
Certifications	<p>100% certified with priority given to related brands (l'AB, Demeter, Bio Equitable en France, Nature & Progrès et Bio Cohérence) and for example, Protected Designation of Origin (PDO) cheeses such as Comté</p> <p>Lower priority given to the Bleu-Blanc-Cœur brand for dairy products.</p>
Origin	100 % France
GRAINS AND POTATOES	
Certifications	100% certified with priority given to organic and related (AB, Demeter, Bio Équitable en France, Nature & Progrès et Bio Cohérence).
Origin	100% France with 40 % from within 200 km.

8. Where AOP Protected Designation of Origin (PDO) cheese is concerned, Comté et Cantal have been assessed by WWF. Given the great variance in these specifications, it is not possible to define sustainability of all PDO cheese without carrying out a product/sector analysis.

9. [WWF Consumer Guide to Seafood Products](#)

10. These descriptions guarantee better animal husbandry and notably animal welfare.

11. These descriptions guarantee better animal husbandry and notably animal welfare.

12. Only Bleu-Blanc-Cœur beef from the dairy sector should also be prioritised for any second phase concerning the lower end of its range (suckling/beef sector could not be analysed to date).

VEGETABLES	
Seasonality	100% season
Certifications	100% certified with priority given to organic and related (AB, Demeter, Bio Équitable en France, Nature & Progrès et Bio Cohérence).
Origin	100% France with 40 % from within 200 km
EXOTIC FRUITS	
Saisonnalité	100% season
Certifications	100% certified with priority given to organic and related (AB, Demeter, Bio Équitable en France, Nature & Progrès et Bio Cohérence) and fair trade products
OTHER FRUITS	
Seasonality	100 % season
Certifications	100% certified with priority given to organic and related (AB, Demeter, Bio Équitable en France, Nature & Progrès et Bio Cohérence)
Origin	100 % France
COFFEE / COCOA / TEA / HONEY	
Certifications	100% certified with priority given to organic and related (AB, Demeter, Bio Équitable en France, Nature & Progrès et Bio Cohérence)
SUGAR	
Certifications	100% certified (priority given in order of organic projects, Bonsucro and Fairtrade/ RainForest).
DRINKS (for those based on fruit, tea, etc.)	
Certifications	100% certified with priority given to organic and related (AB, Demeter, Bio Équitable en France, Nature & Progrès et Bio Cohérence) fairtrade products