

ECO-FRIENDLY COMMITMENT

Internationalaux de Strasbourg
2019



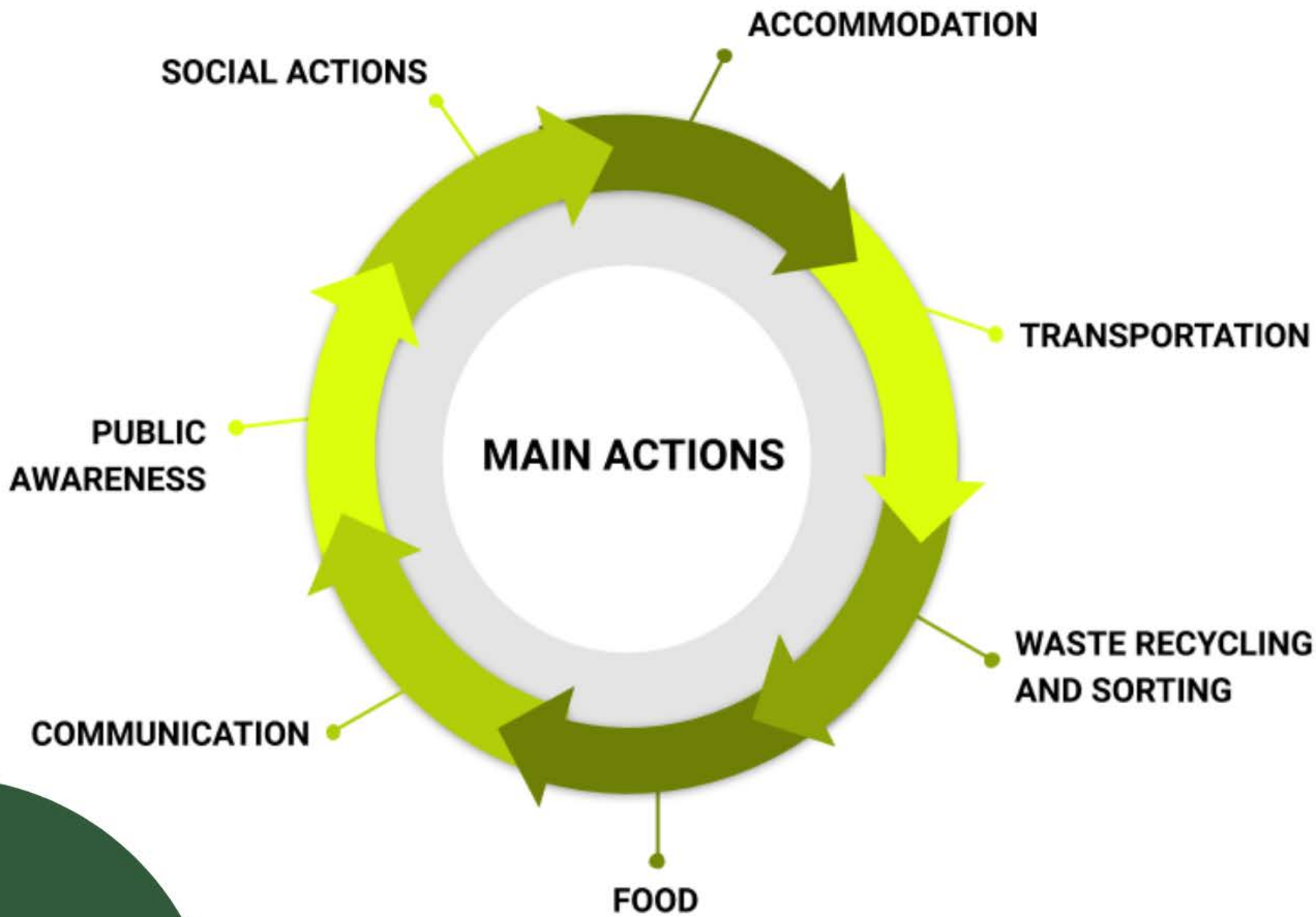
Eco-friendly, a priority

—

AN EVENT IS A MEDIA

**FIRST ECO-FRIENDLY
TENNIS TOURNAMENT**





5

Carbon assessments
carried out.

-30%

of carbon emissions
since 2010.

+500%

of spectators
compared to 2009.

Accommodation

Choice of official hotels with « green key label »

Official hotels located near the tournament site to reduce the travel and the carbon footprint



Transportation

Encourage people to
use greener transport

FOR THE PUBLIC

TRAM ticket offered

Bicycle parking

Carpooling

Train





Transportation

FOR THE PLAYER AND
ORGANIZATION

—
FOR THE PROVIDERS

Recycling and waste selecting

"Balles Neuves" operation



Recycling and waste selecting



Recycling of court backdrop

Recycling and waste selecting

Collection and recycling of
plastic bottle caps





Recycling and waste selecting

Management and recycling of organic waste

Unused food to redistribute to local charities

Recycling and waste selecting

Numerous selective sorting
points on site and waste
management



Key data



1 500

Plastic
caps collected in
2018.

18 000

Recycled balls since
the operation was
launched in 2010.

360

Meals redistributed
to local charities in
2018.

Food



All food are seasonal,
local, and organic
products.



Drink



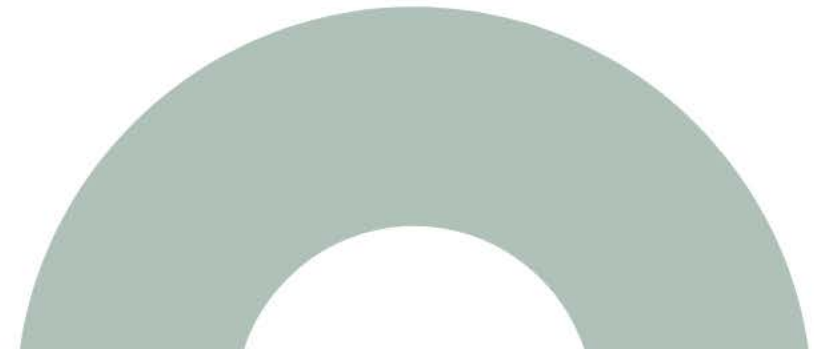
Bio dynamic wine



Drink



—
Use of reusable
glasses (Green-Cup)





Reduce carbon
footprint for
VIP lunches

2,200g of CO₂



541g of CO₂

Social activities

Support of the ARAHM
and the ICM.

Fundraising events
for associations.





Social activities

For a ticket purchased for disabled people, the ticket for accompanying people is offered



Social activities

Promoting wheelchair
Tennis.



Partners and service providers

Sustainable development
criteria



Marketing advantages



ENGIE has been increasing its activities into renewable energies



Marketing advantages



Need to promote their electrical cars, and to assess their commitment in sustainability



Marketing advantages

Strasbourg.eu
eurométropole

Cities are also willing to show they act to reduce their carbon footprint



Public awarness

—

Signage system
to promote eco-gestures



Public awareness





Communication

printing media with an official eco-label and a weight adapted

Recycled paper and vegetable-based ink

Limiting the use of paper

Flyers



—
New concept of flyers

LE TENNIS MONDIAL AU FÉMININ

18 > 25 MAI

WTA
INTERNATIONAL



WOMAN
IS
THE
WINNER

MONICA PUIG
Championne olympique 2016 à Rio de Janeiro

IS

INTERNATIONAUX
DE STRASBOURG
ÉVÉNEMENT ÉCO-RESPONSABLE



BILLETTERIE EN LIGNE
internationaux-strasbourg.fr
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Tennis Club de Strasbourg
Accès tram E
Arrêt Parlement Européen

TEN
NIS

Strasbourg

STRASBOURG
EUROPE
TENNIS

Grand Est

TEN
NIS

LIGUE
GRAND EST

l'espace

YONEX

ENGIE

RMC
Sport

DNA

TOP
music

Communication



Mention « événement
éco-responsable » in the
tournament logo



LABELS

REFERENCE EVENT
FOR ADEME

ADEME



Agence de l'Environnement
et de la Maîtrise de l'Energie



LABELS

2018 : Obtaining level 3 of the
commitment charter

79

ECO-FRIENDLY ACTIONS





LABELS



Charter of the Ministry of Sports & WWF

« The 15 commitments eco-friendly »



LABELS



Développement durable, le sport s'engage

2016 : LABEL "SustainableDevelopment, Sport is Committed"

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