

## Allianz Memorial van Damme Event Sustainability Plan

The **Allianz Memorial Van Damme** is of great value in Belgium. This prestigious athletics event is held annually in Brussels since 1977 as a tribute to the very promising Belgian athlete Ivo Van Damme who tragically died in a car accident. The Allianz Memorial Van Damme is celebrating its 48th edition this year.

The importance of the Allianz Memorial Van Damme extends across several areas:

1. **International Recognition:** As part of the Diamond League, the event annually attracts the world's best athletes. This places Belgium on the international sports map and contributes to the global recognition of the country in athletics.
2. **Inspiration for New Generations:** The event inspires young Belgian athletes by giving them the chance to see their idols in action. It reminds them of what is possible with perseverance and talent, thus promoting the development of athletics in Belgium.
3. **Cultural and Social Value:** Beyond athletic achievements, the Allianz Memorial Van Damme also has a broader social impact. The event brings together people from different walks of life who unite to celebrate their love for sports. This strengthens social cohesion and fosters a sense of national pride.
4. **Economic Impact:** The annual influx of international athletes, coaches, and spectators also contributes to the local economy, positively influencing the tourism and hospitality sectors.

The Allianz Memorial Van Damme is more than just a track and field competition. It is an event that keeps the legacy of a great Belgian athlete alive while strengthening the sport in Belgium and connecting the country to the international athletics community.

As a premier sports event, the Allianz Memorial Van Damme is dedicated to serving as a catalyst for positive change. It embraces its social responsibilities by taking a leading role in inspiring others and setting a strong example. In alignment with World Athletics' 'Athletics for a Better World' strategy, we adopt a sustainability-driven approach that reflects our responsibility to contribute to a better world. This vision outlines our commitment and actions to embed sustainability at the heart of all our activities.

The sustainable transition is a long-term process that requires a balance of ambitious goals, well-planned milestones and short-term quick wins. This involves creating a steady sustainability plan, paired with a thorough analysis of the current situation to develop a comprehensive strategy. In the first year, our focus will be on three key areas: data, awareness, and inclusion.

By collecting data from within the organization and from stakeholders, we can perform a thorough initial analysis to establish a foundation for progress.

By promoting sustainability goals, we raise awareness among everyone involved with the Memorial and foster an environment conducive to advancing sustainability.

As a high-profile sports event, we place great emphasis on inclusion. We aim not only to provide a platform for top athletes but also to create opportunities for athletes with different talents, diverse backgrounds, or simply to inspire enthusiasm for sports and health.

These are the Allianz Memorial Van Damme objectives according to the World Athletics Sustainability Plan.

## Leadership

### 1. Governance

- **Goal:** Embed sustainability into the event decision-making process.
- **Actions short term:**
  - Integrate sustainability criteria into the planning and execution stages.
  - Establish a sustainability committee to oversee initiatives.
  - Regularly review and update sustainability policies.
- **Actions long term:**
  - Sustainability awareness on all levels and among stakeholders

### 2. Stakeholder Management

- **Goal:** Understand and align with stakeholder expectations.
- **Actions short term:**
  - Conduct stakeholder consultations.
  - Engage with local communities, sponsors, and partners to gather input.
  - Address stakeholder feedback in sustainability plans.
- **Actions long term:**
  - Align on all sustainable levels

### 3. Communications and Advocacy

- **Goal:** Communicate about the initiatives and garner support for sustainability efforts.
- **Actions short term:**
  - Develop a comprehensive communication strategy highlighting sustainability efforts.

- Promote sustainability achievements and initiatives through various media channels.
  - **Actions long term:**
    - Engage in advocacy for sustainability in athletics.
4. **Partnerships and Activations**
- **Goal:** Enhance the impact of sustainability initiatives.
  - **Actions short term:**
    - Partner with sustainability-focused organizations and sponsors.
    - Develop activation programs that involve partners in sustainability efforts.
  - **Actions long term**
    - Leverage partnerships to scale up sustainability projects.

## Sustainable Production and Consumption

1. **Supply Chain Management**
- **Goal:** Ensure ethical sourcing and fair wages throughout the supply chain.
  - **Actions short term:**
    - Establish a code of conduct for suppliers focusing on sustainability and ethics.
  - **Actions long term:**
    - Prioritize suppliers with strong sustainability practices.
2. **Waste Management**
- **Goal:** Minimize waste and promote recycling and composting.
  - **Actions short term:**
    - Create awareness regarding waste.
    - Encourage suppliers to implement waste reduction strategies, such as eliminating single-use items.
    - Provide adequate recycling and composting facilities.
    - Educate fans and vendors on proper waste disposal practices.
  - **Actions long term:**
    - Create as little waste as possible (as well as organisation as the suppliers)

## Climate Change and Carbon

1. **Fan, Staff, and Officials Travel and Accommodation**
- **Goal:** Engage these groups in a climate action plan.
  - **Actions short term:**
    - Raise awareness and encourage them to reflect on their own travel and accommodation habits
    - Promote low-carbon travel options and sustainable accommodations.
    - Promote using public transport or carpooling.
    - Communicate the importance of sustainable travel choices.
    - Promote fans to come by bike
  - **Actions long term:**

- Shift to Sustainable Modes of Transport
  - Advocate for Systemic Change
2. **On-Site Travel and Transport**
    - **Goal:** Ensure sustainable on-site transportation.
    - **Actions short term:**
      - Use electric or hybrid vehicles for event operations.
      - Highlight sustainable transport options to athletes and officials.
    - **Actions long term:**
      - Shift to Sustainable Modes of Transport
      - Advocate for Systemic Change
  3. **Transport of Equipment and Supply Chain**
    - **Goal:** Minimize the transport impact of equipment and supplies.
    - **Actions short term:**
      - Optimize logistics to reduce transport distances.
      - Use local suppliers where possible to minimize emissions.
      - Collaborate with suppliers to ensure sustainable transport practices.
    - **Actions long term:**
      - Shift to Sustainable Modes of Transport
      - Advocate for Systemic Change
  4. **Energy and Temporary Power**
    - **Goal:** Reduce carbon emissions from energy use.
    - **Actions short term:**
      - Ambition to use energy-efficient equipment and lighting.
      - Monitor and manage energy consumption throughout the event.
    - **Actions long term:**
      - Aim for the less carbon emission possible
  5. **Food Sourcing**
    - **Goal:** Promote local and sustainable food options.
    - **Actions short term:**
      - Open discussion with existing caterers
      - Offer healthy catering solutions
    - **Actions long term:**
      - Educate attendees on the benefits of sustainable food choices.

## Local Environment and Air Quality

1. **Air Quality Commitment**
  - **Goal:** Ensure the event does not negatively impact air quality.
  - **Actions short term:**
    - Monitor air quality in the area before, during, and after the event.
  - **Actions long term:**
    - Implement measures to reduce emissions from event activities.
2. **Environmental Protection and Incident Management**
  - **Goal:** Protect local habitats and manage environmental risks.
  - **Actions short term:**
    - Develop an incident management plan.
    - Restore any impacted areas post-event.

- **Actions long term:**
  - Conduct environmental impact assessments.
- 3. **Community Environmental Enhancement Projects**
  - **Goal:** Leave a positive environmental legacy.
  - **Actions short term:**
    - Encourage local environmental projects, such as tree planting or habitat restoration.
  - **Actions long term:**
    - Promote the long-term benefits of these initiatives.

## Global Equality

### **Athlete and Official Global/Regional Representation**

- **Goal:** Ensure inclusivity and representation in athletics.
- **Actions:**
  - Ensure fair and transparent selection processes.
  - Promote diversity and inclusivity in all event aspects.

## Diversity, Accessibility, and Wellbeing

1. **Athlete Health and Wellbeing**
  - **Goal:** Protect athletes from extreme conditions and other risks.
  - **Actions short term:**
    - Monitor weather conditions and provide necessary protections.
    - Ensure access to medical services and hydration stations.
  - **Actions long term:**
    - A solid action plan for all weather conditions
2. **Site Health and Safety**
  - **Goal:** Ensure the safety of all event participants.
  - **Actions:**
    - Conduct thorough risk assessments and safety audits.
    - Implement safety protocols and emergency response plans.
    - Provide training for staff and volunteers on health and safety procedures.
3. **Accessibility to Event**
  - **Goal:** Ensure the event is accessible to all.
  - **Actions short term:**
    - Provide clear information on accessibility features.
    - Ensure venue and services are accessible to people with disabilities.
    - Offer support services for attendees with special needs.
  - **Action long term:**
    - Advocate for a large and fully accessible zone for athletes with disabilities.
4. **Diversity Across Staff and Contractors**

- **Goal:** Promote diversity
- **Actions short term:**
  - Provide diversity training for staff and contractors.
  - Monitor and report on diversity metrics within the organization.
- **Actions short term:**
  - Implement inclusive hiring procedures

The Allianz Memorial Van Damme is committed to realizing a more sustainable sporting event that embraces the values of 'Athletics for a Better World.' By pursuing ambitious environmental goals, fostering social justice, acting economically responsibly, innovating and collaborating, and being transparent and accountable, we aim to set an example within the athletics world and beyond. Together, we work towards a better future for everyone.