

CREATED
**BY RIDERS
FOR RIDERS**
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WORLD-SNOWBOARD-DAY.com

WSD ECO GUIDE

The right stuff to plan and host an environmentally friendly World Snowboard Day event!



In partnership with:



7 ENVIRONMENTALLY-FRIENDLY ACTIONS

Our winter playground is fragile so let's take care to preserve it!

This Eco-event guide, developed in partnership with **Mountain Riders**, will provide each organizer with the right stuff to plan and host **an environmentally-friendly World Snowboard Day event!**

The environmental non-profit Mountain Riders is committed to being by your side so that you can ride in an eco-responsible manner.

This Eco-event guide lists **7 environmentally-friendly actions** that are very easy to implement:

Transportation
Garbage
Food
Recycling
Communications
Water
Energy

These few recommendations will allow you to plan and carry out your World Snowboard Day event in a **environmentally responsible manner**, and primarily **for free**.

You will see that it is easy **to commit to riding in an environmentally friendly way!**



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TRANSPORTATION

Transportation is the primary source of carbon emissions during WSD events!

> I fill up my car to the max

The easiest way is **to carpool is via the website MountainrideShare.com**, a World Snowboard Day partner. Posting my event on Mountainride Share is as **easy as 1,2,3!**

1. Register/Login to www.mountainrideshare.com
2. Go to the Events section and click the "Post an Event" button.
3. Add your event details and submit.

Remember to **encourage those attending your WSD event to carpool.**

Result: I get to meet other people who are passionate about snowboarding and I **reduce my CO2 emissions AND my transportation** budget.

Average carpool rate in cities in France: 1.25 people per car.

> I choose my meeting place

Based on: **guest localization** and access to public **transportation.**

Transportation generates 1/3 of CO2 emissions for WSD events.

> I have the public transportation impulse

And because we are always **stronger as a team**, I will contact the right public authority to create a partnership to **set up shuttles** to and from the event.

> To increase your commitment: carbon offsets

I make this voluntary purchase through organizations who specialize **in carbon offsets** for greenhouse gas emissions.



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"Less driving means using less gas"

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FOOD

> I favor local products

I give priority to **high-quality products from local markets**. I favor short trips to local shops and retailers by checking the country of origin for what I buy.

*Less transportation, reduced CO2 emissions, **more interaction with my neighbor.***

> I choose seasonal products

Every season has its **specific fruits and vegetables**. Strawberries, apricots, or melons in the summer; chestnuts, apples or pears in the winter.

*Producing vegetables out of season consumes **10 to 20 times more oil than needed.***

> I eat responsibly, I buy organic fair-trade

several choices are available: labeled products, organic farming, fair-trade, AOC, AOP... They **guarantee a commitment to the environment and to people.**

Less chemicals, more ladybugs!

> Less meat,

for a snack or a meal. Can't decide between a barbecue or cold cuts? **Be creative** and think about serving finger foods, olives and fresh vegetables.

Comparison for CO2 emissions: 1 kg of meat: 2 300 kg of potatoes = 240 baguettes.

“I contribute to an eco-event when eating”



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COMMUNICATIONS

> I communicate clean,

internally or externally: whether emails or video-conferencing, **new technologies are a big help.** When I write or print, I do it on **eco-certified recycled paper**, with a **certified “Imprim’vert” printer** or by using vegetable inks. For your information, when creating the World Snowboard Day poster we followed these rules.

> I educate others

The general public would like more information about the **environmental component of the event.** I take the time to answer their questions as well as **publish informative posters.**

> I clean up

All posters at the end of the event, and **leave no trace.** *Less chemicals, more ladybugs!*

“Too much communication dilutes the message”



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GARBAGE & RECYCLING

> The main idea: I reduce garbage at the source

I reduce the number of physical prizes and **favor intangible prizes**: I replace a ski/snowboarding DVD with a downloadable video from the Internet!

> I avoid disposables

Buying disposable plastic dishes makes no ecological sense. For my event, I use my regular dishes or even **my grandmother's fine dinnerware** that I will reuse for the next event.

*The French produce more than 31 million tons of domestic garbage per year, which is equal to the weight of **2875 Eiffel Towers!***

> I use tap water

I reduce the number of trucks on the road and I do not uselessly throw away plastic.

24 plastic bottles = 1 kg of plastic discarded

> I choose products with little to no packaging,

and keep reducing the quantity of garbage at the source while **choosing group packaging**.

6 aluminum cans, means 1.7 times the amount garbage when compared to a 2L bottle.

> Back to basics: sorting waste

I do my best to reduce garbage at the source and I set up **recycling bins** with recommendations on how to sort waste and then verify the right disposal channel. I contact city hall who will be able to help me with waste management.

During the World Snowboard Day, **I plan** and provide ashtrays to smokers and provide easy access to garbage cans.

> I favor easy to recycle packaging,

when I shop: I favor packaging made with glass, cardboard or aluminum...



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ENERGY & WATER

1

> At the base of the resort: I reduce waste

Avoid inflatable tents, choose local food, host parties during the day, limit outdoor heating, these are some of the **opportunities I have to reduce my energy consumption.**

> Eco accommodations,

I select a single lodging establishment to house all participants under one roof; this way, I contribute to **properly-managing water and energy consumption.** Other good-gestures: never leaving devices on sleep, or lights and the heat on in empty halls or rooms.

1°C less = 7% savings in energy

“One small gesture after another”

> I do not salt

the roads so as not disturb the aquatic ecosystem. I favor **mechanical snow removal or gravel.**

> I replace chemical products

with **biodegradable and eco-certified products,** especially for freestyle features.

Get rid of your pre-conceived notions: the cost is equal to or only slightly higher (10%).

> I use less water

I contact one of the many companies that rent **dry toilets** for events.

Water use from bathrooms: 1/3 of water consumption in a typical household.

> I build awareness

among the general public and participants about all environmentally-friendly actions through **activities, contests, and posters.**



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ECO - ORGANIZER? ANSWER THE QUIZ!

1. to choose the event venue

- a) I close my eyes, spin the globe, and place my finger, we'll see!
- b) I choose the closest one to my home
- c) I choose a central place for my friends and myself

2. for the invitations

- a) I engrave them in a block of marble, it takes longer but it's classier
- b) I print front/back on recycled eco-certified paper
- c) No paper needed, I send everything by email

3. for food quality

- a) The cheapest, I am the one who invited everyone, isn't that enough!
- b) I'll buy one organic product to make everything sound environmentally friendly
- c) I pamper my guests: local, AOC/AOP and fair trade products

4. for the cocktail or lunch

- a) Meat balls, red meat and dry sausage, all good stuff!
- b) Chips, pâté, pickles, all the essentials
- c) Less meat and more vegetables

5. my products come from

- a) The other side of the world, they have time to ripen during the trip
- b) From the supermarket next to my home
- c) From the local producer market in my area

6. my packaging

- a) the more, the better: unwrapping packages entertains my guests
- b) I try to choose products with little to no packaging
- c) I am a certified no-packaging purchaser, I never leave home without my reusable shopping bag.



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ECO - ORGANIZER? ANSWER THE QUIZ!

7. my cups

- a) are disposable, I have dozens of them per person, just in case
- b) are disposable, everyone writes their name on their cup
- c) I have my complete stock of reusable cups

8. to get to the event

- a) One person per car is safer, and we don't listen to the same music
- b) I give the guest list to all participants: they can work out carpooling among themselves
- c) Sustainable transportation for everyone or all cars are full

9. what do I do with leftovers?

- a) No one leaves before everything is eaten
- b) I unpack everything and we share what's left at the end of the evening
- c) There are no leftovers, I serve plates with small portions over the course of the evening.

10. my garbage

- a) Is stored in front of my door, my neighbors are understanding
- b) Is sorted: glass one side and then the rest
- c) Is perfectly sorted: glass, plastic, aluminum, cardboard and household waste

$a=1 ; b=2 ; c=3$

Up to 20:

You are very far from being an eco-organizer but all is not lost, why don't you try again without your mittens?

From 20 to 28:

You have not fully understood the concept but you are on the right track

More than 28:

Congrats! Setting up environmentally friendly alternatives is second nature for you, you can spread the word and give your flyers to a less committed friend.

More information on www.mountain-riders.org

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