



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 an 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 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.

"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.**

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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

> 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 GUIDE



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