

# Purpose and Values of the Bislett Games Sustainability 2025

*Revised annually for continuous improvement*

Bislett Games - the world's most sustainable international athletics meeting.

We aim to reduce our carbon footprint and influence others within the sports community to do the same - we strive to be a pioneer in sports and sustainability.

We aspire to be a leading figure in international athletics and have ambitions to achieve platinum status in World Athletics' 'Athletics for a Better World' standard

## The main ambitions in more detail:

### **To be the leading forum connecting sustainable companies, organizations, and sports.**

- Green Team Meeting Point: an active business network working towards new solutions.
- Testing new technologies for future sustainability solutions, such as second-hand electric car batteries for back-up power.

### **To be a showcase for Oslo's ambitions for a sustainable and modern city.**

- Bislett Stadium aims to be a driving force and beacon in the continuous work on environmental sustainability in sports facilities in Oslo, nationally and internationally.
- Implementing requirements for users of the facility throughout the year.
- The Bislett Alliance seeks to influence those who use the facility year-round towards better environmental attitudes and actions in practice, achieved through clear infrastructure and communication.

### **To host Bislett Games - the world's most sustainable international athletics event.**

- Bislett Games will adhere to World Athletics certification standards with the ambition to achieve at least gold certification.

## Leadership and Communication

*Goals: We strive to lead the way in sustainability within Norwegian sports.*

- Actively share our knowledge, experiences, and dedication to sustainability with all relevant stakeholders.
- Work diligently to spread information and enhance sustainability efforts within the sports community.
- Ensure that all communication reflects the organization's purpose and vision for sustainability.
- Share sustainability initiatives and tips across social media platforms.

**Sustainability Planning:**

- Develop a comprehensive sustainability strategy aligned with organizational objectives.
- Set measurable targets and timelines for achieving sustainability goals.
- Regularly review and update sustainability plans to adapt to changing circumstances and advancements in sustainability practices.

**Collaboration:**

- Foster strong partnerships and collaboration with athletes to actively engage them as sustainability ambassadors.
- Involve athletes in decision-making processes related to sustainability initiatives.
- Leverage athletes' influence and reach to promote sustainability messages and initiatives within the sports community.

**Operational Delivery:**

- Encourage employee engagement and innovation in implementing sustainability initiatives across all operational aspects.
- Foster a culture of continuous improvement and innovation to optimize sustainability practices.
- Monitor and evaluate operational processes to identify opportunities for efficiency gains and sustainability improvements.

## **Procurement**

**Sustainable production and consumption**

*Goal: To the extent possible, we will prioritize products that have minimal environmental impact during production, while in use, and when disposed of.*

- We will adhere to internal procurement procedures outlined in a separate document on purchasing and continue refining them in collaboration with suppliers.
- We will carefully assess our needs to avoid purchasing unnecessary items or items that will end up being discarded.
- We will prioritize the selection of environmentally certified products.
- We will choose products and goods that can be reused or have a long lifespan.
- We will have at least 75% of all products and services locally (within 100km)

## Food

### Sustainable production and consumption

*Goal: We will prioritize the selection of healthy and locally sourced products and work to minimize food waste.*

- Whenever possible, organic products will be chosen for internal dining and external catering.
- Have a well-planned and diverse menu for all athletes, guests and partners living in our meeting hotels
- We will primarily use washable dishes or compostable disposable tableware. At least 70% of the total food served on/in washable or compostable packaging.
- We will focus on a healthy food environment, and managing our food waste - planning our different food menus accordingly
- We will request that external catering suppliers prioritize locally sourced products and seasonal menus to the extent possible.
- Vegetarian options will be ensured during events, including for volunteer meals.

## Waste Management

### Sustainable production and consumption

*Goal: To achieve the highest possible level of waste sorting. We will work on reducing the amount of waste at Bislett Stadium and influence sponsors and caterers to minimize their waste.*

- Develop a comprehensive waste sorting system for Bislett Stadium and ensure that as much waste as possible is recycled.
- Collaborate with partners, suppliers and Natur og Ungdom (Young Friends of the Earth Norway) to ensure waste gathering and sorting reach our recycling goal.
- All lease agreements must include a clause on waste sorting. Major events must adhere to the environmental profile of the Bislett Alliance.
- Encourage partners to reduce giveaways and sampling activities.
- Continue to reduce single use utensils and packaging and focus on what we use is recyclable.
- Communicate waste sorting initiatives through partners, signage and social media.
- We will compact all residual waste and cardboard in the waste room to reduce the number of waste collections.
- Zero waste to landfill
- Continued focus on phasing out paper programs at Bislett Games and influencing the Diamond League to do the same.
- 70% material recycling.

## Climate Change and Carbon:

*Goal: Develop and implement carbon planning strategies, including calculations and assessments, to reduce greenhouse gas emissions and mitigate climate change impacts as much as possible.*

- Manage resources and energy consumption within scopes 1 and 2 to minimize carbon emissions and promote sustainability.
- Address carbon emissions associated with travel and accommodation (scope 3) by implementing strategies to reduce transportation-related emissions.
- Promote Nordic Athletics Week as a long-term solution to reduce long distance travel in and out of the Nordics.
- Engage fans in sustainable travel practices and promote environmentally friendly transportation options to reduce carbon footprint.
- Make sure that at least 70% of attendees at the event utilize active travel or public transport

## Local Environment and Air Quality

### Climate change and carbon

*Goal: Protect and improve air quality in the local environment, leaving a positive legacy for future generations.*

- Implement measures to minimize air pollution and promote sustainable practices that contribute to environmental protection.
- Air quality will be monitored, and live data will be displayed at the arena every day of the event.
- Ensure that event operations prioritize environmental sustainability and leave a positive legacy for the local community.

## Energy

### Climate change and carbon

*Goal: Bislett Games will actively work on solutions to reduce energy consumption at Bislett Stadium in collaboration with Oslobygg KF.*

- 100% of the energy supplied to Bislett Stadium shall be sourced from renewable sources.
- Diesel generators shall not be used for events. Grid power shall be the primary choice. All backup power is from solar powered car batteries.

- Implement additional power outlets to minimize the need for extra equipment during events.
- Work hard with the municipality to ensure that the halogen lights are replaced with LED lights in the light poles before 2026.
- Promote the use of solar panels and battery storage.
- Monitor energy usage and explore further opportunities for efficiency gains.  
**Indicator:** usage, measure possible reduction, energy production

## Transport

### Climate change and carbon

*Goal: Reduce greenhouse gas emissions by choosing fossil-free transportation methods and utilizing public transportation solutions.*

- Inform partners and stakeholders coming to meetings at our facility about the excellent options for biking and public transportation to and from Bislett Stadium.
- Actively advocate for a more sustainable event calendar within the Diamond League to avoid unnecessary travel.
- Increase the use of video conferencing as an alternative to travel.
- Include a Ruter ticket (public transport) in the ticket and accreditations for Bislett Games
- Inform and encourage the spectators to cycle, walk, or use public transportation.
- Embrace the latest innovations in sustainable transportation solutions.
- Encourage all project suppliers to use electric, hybrid, or low-emission vehicles in their daily operations and deliveries to the Bislett Alliance.
- Prioritize local suppliers with short driving distances whenever possible.
- **Indicator:** At least 70% of all attendees at Bislett Games to use public transport or active travel

## Diversity, accessibility, wellbeing

*Goal: Foster diversity and inclusion within the organization's HR practices, ensuring equal opportunities regardless of background, gender, disabilities, or ethnicity.*

- Aim to keep sick leave at approximately 2.5% in the organisation committee
- We commit to complying with all applicable legal requirements related to our operations.
- Hold weekly internal meetings for status updates on various projects and daily operations.
- Ensure that all employees are included in and trained in their areas affected by the Eco-Lighthouse and Athletics for a better world certification.
- Encourage physical activity during work hours.

- Implement additional training and awareness programs for diversity and inclusion.
- Work towards achieving gender balance in administration through new hires.
- Promote diversity and inclusion within event programming, ensuring representation from diverse backgrounds and communities.
- Ensure event accessibility for all attendees, including those with disabilities, by implementing appropriate facilities and services.
- Prioritize health and safety in HR practices and event planning, including the development and implementation of comprehensive safety plans.
- Promote overall wellbeing among participants and stakeholders by providing resources and support for physical and mental health.
- 100% of athletes and coaches receive information on wellbeing in their information on arrival.

## Global Equality

*Goal: Foster global equality by promoting diversity and inclusion within all aspects of the event.*

- Ensure that all stakeholders, regardless of geographic background, ethnicity, religion, disability, age, or gender, feel valued and included and that all facilities are available to all.
- At least 5 groups of local businesses, volunteers, sports clubs or other local communities will be represented within the event organization.
- Uphold principles of respect, fair competition, and equal resource allocation to provide equal opportunities for all participants.
- Represent a diverse range of athletes and spectators from both global and regional communities.
- Explore opportunities for job training for under-represented groups with the municipality.
- Continuously improve facilities to enhance accessibility and leave a positive legacy for future events.