2014 Tread Lightly Pledge of Sustainability (4/1/14) EcoPotential NGO

Athletes for a Fit Planet

Required eco-Practices

- R1 Reduce paper waste by requiring at least 80% of total pre-registered race field to register online only option for paper registration is at the event.
- R2 No mailing of paper registration forms.
- R3 Provide recycling bins at the event and recycle cardboard, paper, plastic and other materials
- R4 Provide information to athletes about public transportation options and/or provide them with ride-share options on your website.

Elective eco-Practices

- E6 Replace traditional race bags (AKA swag or goodie bags) with an online or virtual version. It eliminates the need and expense of printing, paper not to mention the plastic bags.
- E8 No single-use disposable plastic bottles for water or sports drink distributed at the finish line. (We recommend you hand out reusable plastic, aluminum, or stainless steel bottles.)
- E16 Provide environmental education as part of expo and/or race-day presentations (e.g. speakers, booth space for environmental organizations, and green product and service companies)
- E17 Source sustainable finisher medals such as recycled/recyclable lanyards and metal and/or locally made medals from recycled materials.
- E21 Encourage athletes to support an environmental initiative important to the Event by either volunteering time or donating money. This could be a local environmental project or cause or a national or international environmental charity.
- E23 Provide VIP parking for carpoolers and bicycles.
- E25 Introduce one practice that helps conserve water and reduce water waste on the racecourse. For instance, ask athletes to bring their own bottles and provide water dispensers instead of tables of cups.
- E26 Create a category of volunteers that are dedicated to environmental practices, such as recycling and/or composting at the finish.