



SUSTAINABILITY STRATEGY

As of: May 2024



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DEAR READERS

the Summer Feeling am Unistrand 2024 stands for more than just sporting competitions. In a time when the global challenges of climate change and environmental protection are at the centre of our attention, we want to take responsibility by taking a sustainable approach with this event. Our comprehensive sustainability strategy is an expression of this commitment.

With this report, we want to make our sustainability efforts transparent and provide a detailed insight into the specific measures we are planning and already implementing. Our efforts cover various aspects of the event organization - from energy management and waste avoidance to environmentally friendly transport options. The projects and ideas listed in this report should not be seen as a conclusion, but rather as a starting point for our journey towards an environmentally friendly Summer Feeling am Unistrand 2024.

We are confident that, by organizing this event, we can not only create sporting interactions, but also connect people from Bayreuth and the surrounding area in an environmentally friendly setting and that the Summer Feeling am Unistrand 2024 will become a role model for future events.

SBeck G. Horn Kopp Louis Loeser

Sarah Beck, Greta Horn, Andreas Kopp, Louis Loeser
Main organization of the Summer Feelings am Unistrand 2024



SUMMER FEELING AM UNISTRAND 2024

The **Summer Feeling** was first organized in the summer of 2012 at the University of Bayreuth and became a successful concept in 2014, 2016 and 2018.

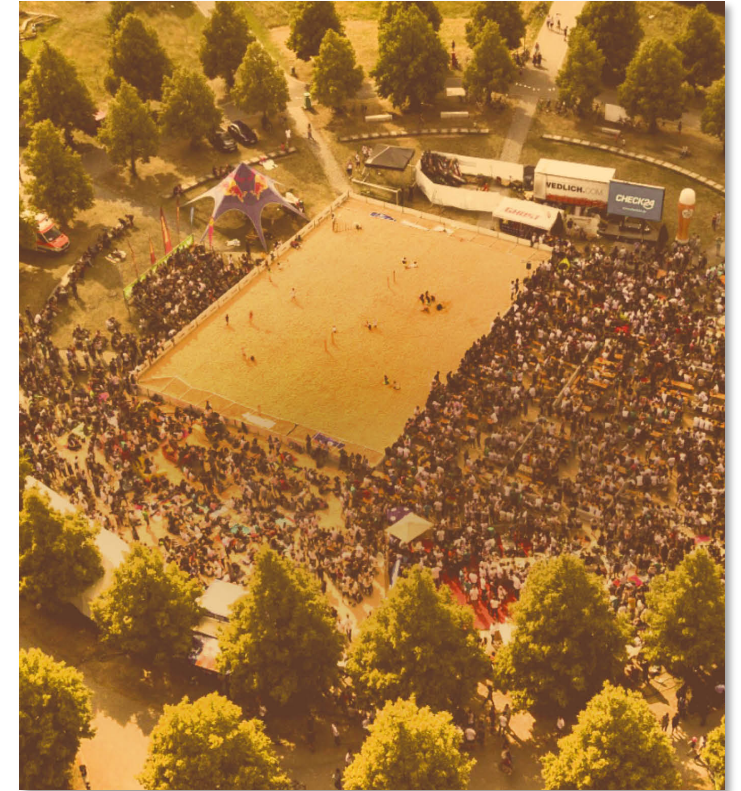
From **13 to 24 June 2024**, the campus will be transformed into a spectacular beach setting with lounges and a beach beer garden using hundreds of tonnes of sand. In this atmosphere, visitors can enjoy a wide variety of **sport, culture and lifestyle** over the **twelve-day event period**.

The beach courts are the venue for the **German University Championships** in beach volleyball and beach soccer as well as **internal university tournaments** in

both of these beach sports as well as in roundnet.

The highlights of the programme include the large **public viewings**, where all group matches of the German national football team will be shown during the home European Championships 2024. The diverse programme will be complemented by a **variety of side events** such as the Family Day and the Sustainability Day.

Over a total of twelve event days, the Summer Feeling am Unistrand 2024 offers **sun, fun and sport** in Bayreuth's largest sandpit!



THE PATH TO MORE SUSTAINABILITY

The path to more sustainability at the Summer Feeling am Unistrand 2024 is not just a vision, it is also a clear commitment that we are following with a holistic approach. We have therefore incorporated **sustainability as a core value** in our guiding principles to ensure a comprehensive focus for our actions both inside and outside the event.

During the planning phase, we developed a holistic **sustainability strategy**, aimed at ensuring that the event is organized in an environmentally friendly way. During this process, we focused particularly on strategies and reports from past (sports) events as well as recognised guidelines and manuals for national and international

sustainability management in the sports and event sector. Examples include the [Green Champions 2.0](#), the internet portal plus [guidelines for environmentally friendly major sporting events](#) and the guidelines for the sustainable organization of events from the Federal Ministry for the Environment (BMUV) and the Federal Environment Agency (UBA).

In order to successfully implement our sustainability efforts, we have created specific personnel resources and responsibilities. The **internal sustainability team**, coordinated by Sarah Beck a member of the main organization, plays a key role in this. The team, consisting of 15 people, acts as a

link between the seven departments and has an interdisciplinary function. In close consultation with the departments, the team analyses key topics and their foundations in order to implement specific sustainability measures and actions. For this purpose, four working groups dedicated to specific sustainability topics were formed within the sustainability team.

By organizing the Summer Feeling am Unistrand 2024, our aim is to demonstrate that the environmentally friendly organization of sporting events is not only necessary, but also possible.

THE PATH TO MORE SUSTAINABILITY

Our sustainability efforts are centred on **two main aspects**:

Firstly, we aim to make a significant contribution to achieving the United Nations' **Sustainable Development Goals** (SDGs) with the organization and planning of the Summer Feeling am Unistrand 2024. In this context, six of the 17 SDGs were specifically selected as the focus of our efforts.

Our second goal is to implement comprehensive sustainability measures in ten relevant **fields of action** during the event. These cover various areas, including mobility, catering and waste management. Our vision is to minimize the greenhouse gas emissions associated with the event and to promote an **environmentally friendly event**.

Both main aspects are briefly presented in the following to provide an insight into the planned design. A detailed documentation of the implemented measures will be provided in a **final sustainability report**, which will be published at the end of the event. In this way, we do not only want to create transparency, but also make a contribution to the further development and distribution of sustainable event practices.

6 SUSTAINABLE DEVELOPMENT GOALS



10 FIELDS OF ACTION

WITH COMPREHENSIVE SUSTAINABILITY MEASURES

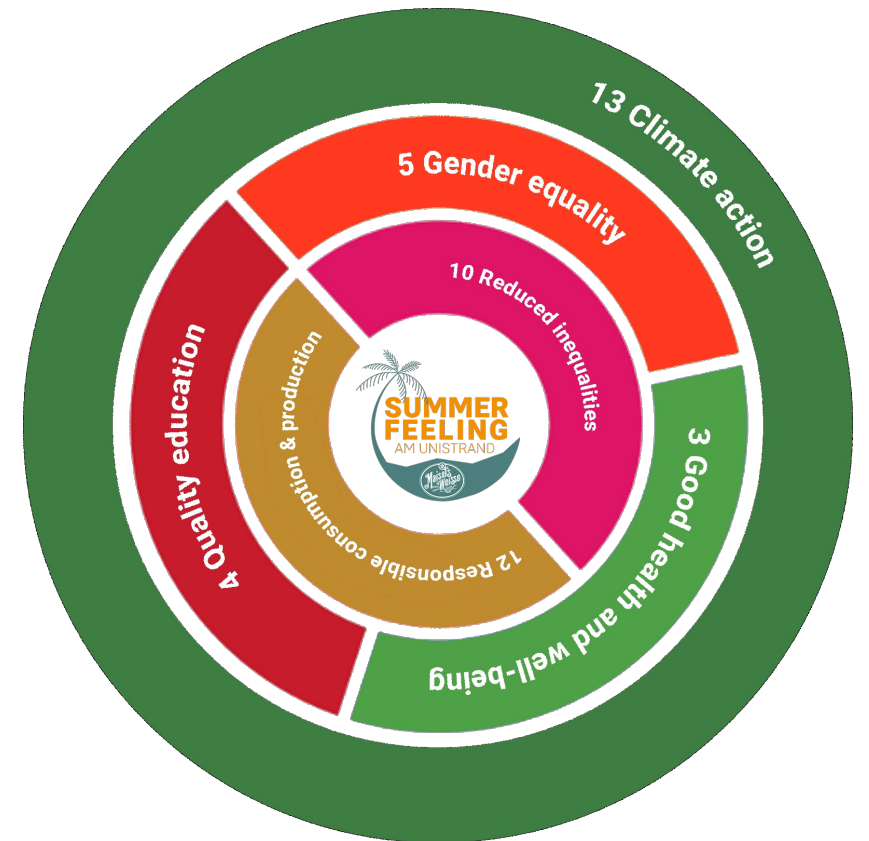


SELECTION OF SUSTAINABLE DEVELOPMENT GOALS

The SDGs are 17 **goals for sustainable development** which were adopted by the UN member states in September 2015. Their aim is to achieve comprehensive and sustainable development in the economic, social and environmental sectors by 2030.

In planning the Summer Feeling am Unistrand 2024, we recognise the key role of sports events in achieving these goals. Our focus is on the support of **six selected SDGs** in which we want to make a contribution. In order to actively support the achievement of these goals, a **special action day** will be organized for each selected SDG in advance of the event. In addition, a **separate themed day** will be organized for each of the SDGs during the event in order to focus specifically on individual goals.

The six selected SDGs are presented in the following, along with their goals, special action days and themed event days.



SDG 3: GOOD HEALTH AND WELL-BEING

Goal

Our goal is to promote health and overall well-being by implementing specific measures aimed at improving physical, emotional and mental health.



Special action day: „Active in everyday life – a day for sustainable well-being“

During the [UBT Sustainability Week](#), we organised a Health Day on Tuesday 14 May in cooperation with the [StuPa](#) with a special focus on the topics of exercise in everyday life and healthy eating at the Campus-Rondell of the University of Bayreuth.

Themed event day: Health Day

As part of the Summer Feeling am Unistrand 2024, the Health Day will take place on 20 June 2024, offering a wide range of activities and initiatives. These are aimed at raising awareness of the various aspects of health and implementing concrete measures to improve our well-being.

SDG 4: QUALITY EDUCATION

Goal

We strive to promote high-quality education through targeted educational initiatives and programmes. In doing so, we place a particular focus on creating awareness of sustainable lifestyles in order to actively contribute to the promotion of sustainable development.



Special action day: „Green learning – Education for the future“

At the beginning of June, school children from Richard-Wagner-Gymnasium Bayreuth are visiting the University of Bayreuth. This action day aims to sensitise school children to the fundamental principles of sustainability. The programme includes a guided tour of the University of Bayreuth's Ecological-Botanic Garden with a focus on regional plant species, followed by an interactive craft activity where the school children can create their own regional herb garden to take home.

Themed event day: CYBEX Family Day

The CYBEX Family Day, which will take place on 16 June 2024, will focus on actively introducing children to the exciting world of sustainable development. Targeted educational initiatives and programmes aim to promote high-quality education for children and at the same time raise awareness of sustainable lifestyles.

SDG 5: GENDER EQUALITY

Goal

Promoting gender equality by eliminating all forms of discrimination against women and girls, preventing violence against women and girls and actively promoting the empowerment of women in all areas.



Special action day: „Strong through education – Women in focus“

This special action day focussed on promoting gender equality. As part of the [11th Bayreuther Sporttalk](#), inspiring panel discussions were held on the topic “Women in the sports industry and science: The development of equal opportunities in leadership positions”.

Themed event day: Career Day

On 18 June, we offer companies a unique platform to introduce themselves and make direct contact with potential employees. The day will not only be used for networking, but will also contribute to the promotion of gender equality and sustainable entrepreneurship.

SDG 10: REDUCED INEQUALITIES

Goal

Promoting inclusion and reducing inequalities by empowering all people, regardless of age, gender, disability, race, ethnicity, origin, religion or economic status, to be empowered and actively participate in events.



Special action day: „Shaping together – inclusion through barrier-free signage“

At the beginning of June, we will be visiting the Petra-Döring School in Kronach. This is a private special needs centre with a focus on the mental development of school-age children and young people who have special needs that cannot be met in any other type of school. During our visit to the school in Kronach, the directional signs for our event site will be designed inclusively together with the school children on site.

Themed event day: Inclusion Day

On 17 June, our focus is on creating an inclusive environment and reducing inequalities. Through a diverse programme, we aim to not only raise awareness of inclusion, but also provide experiences that highlight the importance of diversity and equality.

SDG 12: RESPONSIBLE CONSUMPTION & PRODUCTION

Goal

Promoting sustainable consumption and production patterns by reducing the amount of food waste and waste produced in general. This is to be achieved through targeted measures to avoid, minimize, recycle and reuse resources.



Special action day: „Fashion – Sharing for a greener future“

On 17 April, we organised a clothes swap party in collaboration with [Glashaus](#). Our aim was to promote sustainable fashion and raise awareness of the environmental impact of the fashion industry.

Themed event day: Closing Day

On 24 June, we will focus on sustainable consumption and the promotion of sustainable production patterns. Various projects and initiatives are designed to help make positive changes on the campus by reusing different resources and at the same time raise awareness of a sustainable lifestyle.

SDG 13: CLIMATE ACTION

Goal

Our aim is to implement specific climate protection measures and to promote sustainable practices. At the same time, we aim to raise awareness of climate protection and improve education for this important issue.



Special action day: „Green Steps – Moving together for more climate protection“

On Sunday 28 April, we are organised a successful charity run in collaboration with [Sports for Future](#). Thanks to the great support of 188 participants, we were able to cover a total of 3,212 kilometres and raise €2,000. All of the donations raised were completely donated to [Eliud Kipchoges' tree planting project](#) in the Kaptagat forest in Kenya.

Themed event day: Sustainability Day

On 22 June, we will continue our efforts to implement specific climate protection measures and to support sustainable practices. A wide range of activities will help to promote a deeper understanding of climate protection and strengthen education and awareness-raising.

SELECTION OF FIELDS OF ACTION

For the Summer Feeling am Unistrand 2024, we plan to **implement comprehensive sustainability measures** in various fields of action. We have used the [twelve fields of action for the sustainable organization of events](#) defined by the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) in cooperation with the Federal Environment Agency (UBA) as a basis.

Our specific focus is centred on **ten selected fields of action** in which we aim to implement comprehensive sustainability measures. Each field of action is briefly presented in the following to provide an insight into the planned design of each area. A detailed documentation of the implemented measures will be provided in a **final sustainability report**, which will be published at the end of the event.



Mobility



Energy and climate



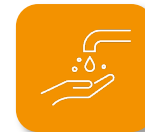
Procurement of products and services



Catering



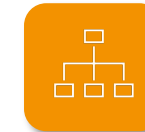
Waste management



Water management



Gifts and give-aways



Organization, communication und evaluation



Accessibility



Gender mainstreaming

MOBILITY

At sports events, participants' travel to and from the event as well as local transportation contribute significantly to the environmental impact. The overall goal of minimizing greenhouse gas emissions should therefore be pursued through targeted measures in the area of mobility.

In order to realise this goal, the Summer Feeling am Unistrand 2024 focuses on promoting sustainable and environmentally friendly transportation options. This includes actively supporting and promoting **public transportation**, as well as providing safe and convenient **bicycle stands** and integrating **electromobility**. The focus on sustainable mobility aims to not only reduce greenhouse gas emissions, but also to raise awareness of environmentally friendly means of transportation and to promote the responsible use of resources and mobility.

ENERGY AND CLIMATE

Sports events are often associated with a significant demand of energy, due to lighting, heating and cooling systems or the event technology. The focus of this field of action is therefore to not only achieve a reduction in energy consumption, but also to increase the efficiency of energy use.

The Summer Feeling am Unistrand 2024 therefore aims to optimise energy consumption through targeted measures. The focus is on the **efficient use of resources** and technologies, as well as the implementation of **climate-friendly practices**. In addition, the integration of **renewable energy sources** is to be promoted in order to ensure an environmentally friendly energy supply.

PROCUREMENT OF PRODUCTS AND SERVICES

The selection of products and services plays a decisive role in the environmental impact and ecological footprint of sports events. For this reason, this field of action focuses on implementing sustainable procurement practices in order to achieve a positive impact on the environment and the society.

The Summer Feeling am Unistrand 2024 therefore aims to focus more on sustainable and more equitable practices. This includes prioritizing **environmentally friendly products** and services, promoting **fair trade practices** and supporting **environmentally friendly manufacturing processes**. We also want to support companies that embrace **social responsibility**.

CATERING

Catering at sports events is often associated with a considerable consumption of resources and a high level of waste production. In order to minimize the ecological footprint of such events, this field of action therefore focuses on sustainable catering solutions.

The Summer Feeling am Unistrand 2024 aims to reduce its environmental impact by introducing sustainable catering practices. This includes **selecting food** from ecological agriculture, **reducing waste packaging**, avoiding **single-use tableware** and supporting **local suppliers**. In addition, environmentally friendly food options are to be promoted by offering a **wide range of catering options**.

WASTE MANAGEMENT

During sports events, large gatherings of people can lead to a considerable amount of waste, which has a significant impact on the environment not only locally but also globally. This field of action therefore focuses on developing strategies to minimise and efficiently manage waste during sports events. The aim is to not only reduce the environmental footprint, but also to raise awareness of the environmental impact of waste.

The Summer Feeling am Unistrand 2024 therefore implements effective waste management practices as a central element. This includes measures such as reducing the amount of waste by using **reusable products** and providing **separate waste fractions** on the event site. The aim is to not only reduce the amount of waste, but also to promote recycling and responsible disposal.

WATER MANAGEMENT

The increasing shortage of water and the growing pressure on water resources require increased efforts to focus more on sustainable water management practices, including during sports events.

The Summer Feeling am Unistrand 2024 has therefore set itself the goal of implementing new ways to save water and thus protect the limited resource of water. The aim is not only to **reduce the water consumption** during the event, but also to avoid wasting water by using **efficient watering techniques** on the playing fields. At the same time, great importance is also placed on **raising awareness** among participants for the economical use of water.

GIFTS AND GIVE-AWAYS

Given the global environmental problems, it is also crucial to establish responsible practices for gifts and giveaways at sports events.

The Summer Feeling am Unistrand 2024 therefore generally aims to **avoid gifts and giveaways**. However, if this is not possible, a **conscious selection of products** will be prioritized. The focus here is on resource-saving, reusable and biodegradable **alternatives** instead of short-lived and potentially environmentally harmful gifts. At the same time, attention is also paid to an **environmentally friendly production and delivery** in order to make a sustainable contribution to environmental protection.

ORGANIZATION, COMMUNICATION AND EVALUATION

The planning and realisation of sports events goes beyond the sporting context and can have a significant impact on the environment and society. It is therefore essential to integrate responsible and sustainable practices in the areas of organization, communication and evaluation.

The Summer Feeling am Unistrand 2024 has therefore set an overarching goal to integrate sustainability aspects comprehensively into the organisational processes of the event planning. This includes not only appointing a **central contact person**, but also a **transparent communication** about sustainability efforts. In addition, the **continuous evaluation** and **further development** of sustainable practices plays a decisive role, which is to be ensured through the publication of a sustainability strategy and a sustainability report at the end of the event.

ACCESSIBILITY

Organizing sports events creates the unique opportunity to bring people with different abilities or limitations together.

The Summer Feeling am Unistrand 2024 event has therefore set itself the goal of taking targeted measures to ensure that participation is accessible to all. This includes **structural measures, accessible entrances** and an **adapted communication** in order to take the needs of people with sensory disabilities as well as cognitive and physical limitations equally into account.

GENDER MAINSTREAMING

Gender mainstreaming involves the systematic integration of gender-specific perspectives in all planning, implementation and evaluation processes in order to recognise and compensate for inequalities. This field of action therefore focuses on promoting gender equality and equity.

The Summer Feeling am Unistrand 2024 aims to create an inclusive and gender-equal environment. The aim is to ensure that all visitors benefit equally from the resources, opportunities and recognition of this event. Among other things, this will be achieved through the use of **gender-equitable language** and a **balanced representation of invited experts and athletes**.

OUTLOOK AND NEXT STEPS

With this report, we want to provide a detailed insight into the sustainability efforts we are currently planning and implementing to make the Summer Feeling am Unistrand 2024 an environmentally friendly event. The projects and ideas listed in this report should not be seen as a conclusion, but rather as a starting point for our journey towards an environmentally friendly Summer Feelings am Unistrand 2024. With our sustainability efforts, which largely focus on **six selected SDGs and ten fields of action**, we aim to achieve a positive environmental, social and economic impact not only during the Summer Feeling, but also afterwards.

One of the main principles of our sustainability strategy is to ensure **transparency** in the area of sustainability. This sustainability strategy was therefore developed and published in order to provide a detailed insight into our sustainability efforts before the start of the event.

Also, a detailed documentation of the implemented measures will be provided in a **final sustainability report**, which will be published at the end of the event. In this way, we do not only want to create transparency, but also make a contribution to the further development and distribution of sustainable event practices.

We kindly invite you to become part of this inspiring journey and to make a positive contribution to our environment together.

Thank you for your interest and your support.

