

THE ULTIMATE GUIDE FOR

ECO-CONSCIOUS SUPPORTERS

*How to enjoy the games while reducing
their environmental impact*



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Introduction



Event organizers, sports clubs, and local authorities play a very important role in helping **to make the sporting world a better place**. Although the sports sector has a significant environmental impact, it also has the power to mobilize people and create change.

There have been some improvements in this sector tackling plastic pollution, such as the commitment by the city of Paris to **eliminate single-use plastics** for refreshments at sports events starting from September 1, 2024. However these measures are not enough to address the climate crisis. For example, a recent study revealed that more than 250 sponsorship contracts have been signed between companies that invest in fossil fuels, and major sports organisations worldwide.

To accelerate positive change in the sports sector, the **Zero Waste network in France** is demonstrating to political leaders the changes that need to be made to ensure that sports events mitigate their environmental impact. While change needs to be structural and collective, individual actions remain important. They alone could reduce greenhouse gas emissions by at least a quarter. We are providing the tools to help you reduce your own impact whilst you cheer for your team. Check out this **guide to take action** during the upcoming major sporting events!

Ready, steady, go !

HOW TO BE EQUIPPED

1. TO SUPPORT THE ATHLETES

Designing **eco-friendly accessories** to support athletes, such as **banners, scarves, and bracelets**, is easier than you might think. With a bit of creativity and by reusing existing items (**from home, friends, or thrift shops**), you can create unique and environmentally friendly accessories.

Materials

Cardboard, newspaper, and/or reusable fabric bags

Paint

Non-toxic water-based paint

Reuse

Old bed sheets, worn-out t-shirts, or cardboard posters



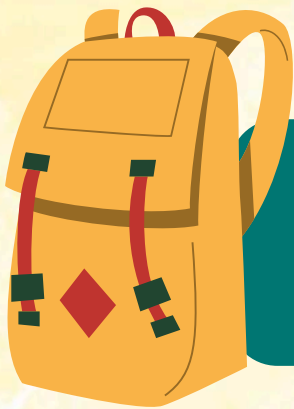
[The perfect DIY Sports Fan Kit by ThePopCase](#)



HOW TO BE EQUIPPED

2. TO AVOID SINGLE-USE ITEMS

Single-use bags require **raw materials, water, and energy** not only for their production but also for their recycling. Moreover, **their reuse is limited**, and they are often used for a short duration.



SUGGESTION



Use a **backpack** to carry all the items you need for the day, and remember to also take a few **fabric bags**.

3. TO AVOID LITTERING

Trash bins are not always nearby, but **"littering on the ground means littering in the sea."**

A **cigarette butt**, made of plastic and more than 2,500 toxic chemicals, **can pollute up to 500 liters of water**. It is the most common waste found on beaches and in water. When thrown on the roadside, it can cause fire, especially in vegetated areas.





Chewing gum, composed of synthetic gum and additives, takes 5 years to degrade.

SUGGESTIONS

Identify **trash bins equipped with an ashtray** to throw cigarette butts. If there are no trash bins, you can **ask a cafe** if you can use one of their ashtrays. A **pocket ashtray** or the cigarette pack itself can also be used.

For chewing gum, it's best to find **a trash bin, or dedicate a small box** for garbage to be thrown at the end of the day.



Learn how to
make a pocket ashtray.



HOW TO MOVE AROUND

Being a supporter at a sporting event involves travel and moving around. However, **transportation** accounts for an average of **31% of greenhouse gas emissions in France**. To limit environmental impact while remaining cost-effective, it is recommended to plan your journeys ahead and prioritize public transportation options.

1. FOR LONG DISTANCES

In France, **trains** are preferable **to avoid traffic jams and airports**. This often proves to be more environmentally friendly and sometimes less expensive. Some **discount cards** offer advantages starting from the first trip and also for travel companions.

For local travel, use **public transportation**. In big cities, **park-and-ride facilities** make it easier to access public transport networks to reach venues.

ADDITIONAL TIP



To benefit from **advantageous fares** while promoting sustainable mobility, it is recommended to **plan your trips ahead**.

For example, train tickets are generally available for sale up to 4 months in advance.



HOW TO MOVE AROUND

2. FOR INTERMEDIATE JOURNEYS

SOME FIGURES

1 km by car = 100 to 180g of CO₂ per passenger

1 km by train = 2.4 to 29.4g of CO₂ per passenger

Source : ADEME

Calculate the **carbon footprint**
of transportation modes



SUGGESTIONS

Public
transportation

Hitchhiking



Carpooling



Stadium Go



OnConvoyt'



BlaBlaCar



La Roue Verte

HOW TO MOVE AROUND

3. FOR THE LAST KILOMETERS

In cities, it's common to consider the car as the fastest means of transportation, but traffic jams must also be taken into account!

SUGGESTIONS



Sometimes, **walking and/or cycling** can be faster and have a significantly lower, or even zero, environmental impact compared to driving. More and more places offer secure bike parking; don't hesitate to inquire beforehand!

ADDITIONAL TIP



In many cities, the local government has implemented a bike rental system via stations, like Vélib' in Paris or Vélo'v in Lyon. There are also electric bikes, known as VAE, like Véligo in Paris, which can sometimes be faster and more enjoyable.



HOW TO REFUEL

1. TO QUENCH YOUR THIRST

In 2021, **plastic bottles generated 25 million tons of plastic waste**. Their manufacturing and recycling consume water, energy, and raw materials, while producing lower-quality plastic.

SUGGESTIONS

Using a **reusable bottle or cup**, filled from **public potable water points**, is both ecological and economical. In France, tap water is potable and carefully monitored. You can **ask to fill your bottle at the nearest bar** or brasserie. If using a bottle during a sporting event isn't possible, reusable cups are a practical alternative.

In Paris, shops that accept bottles and reusable cups are identifiable by a **specific sticker**.

[Map of potable water points in France](#)



HOW TO REFUEL

2. TAKEAWAY FOOD

Unfortunately, single-use takeaway packaging so often ends up in household waste and the recycling or biodegradation of disposable takeaway packaging requires water, energy, and proper waste sorting. The use of **reusable containers** can help to reduce packaging waste.

SUGGESTIONS

Since the Anti-Waste Circular Economy Act, **businesses in France are required to accept customers' containers for takeaway meals** if they are clean. Some even offer returnable containers!



3. FOR DINING IN

According to estimates from the French Agency for Ecological Transition (ADEME), **takeaway food generates over 220,000 tons of packaging annually in France**, a majority of which is single-use plastic.

SUGGESTIONS

By choosing to dine in, you **support restaurants while avoiding disposable packaging**. Refusing disposable straws and having a container for leftovers are eco-friendly actions you can take to limit your impact.

HOW TO ENJOY

1. TO BRING BACK SMALL GIFTS

New products have consequences for the environment and the health of the people who make them. For example, **the textile industry emits 4 billion tons of CO2 equivalent per year**. That is more than the aviation and maritime sectors combined!

SUGGESTIONS

Choose to buy **second-hand items or locally-made and artisanal products**, which are considered both ethical and authentic choices. And how about organizing an evening to browse through photos together, share memories.

Here are 5 questions to ask before buying a product:



B LIKE BESOIN

What need does it fulfill?

I LIKE IMMÉDIAT

Can I wait a few days before deciding?

S LIKE SEMBLABLE

Do I already have an item that serves this purpose?

O LIKE ORIGINE

What is the origin of this product?

U LIKE UTILE

Will this item provide me with essential comfort?

"BISOU"
questions*

**By Marie Duboin Lefèvre and
Herveline Verdeken*

HOW TO ENJOY

2. TO REFUSE GOODIES

A free gift does not always need to be accepted. Manufacturing and transporting items require **energy** and generate **waste** and **pollution**. These small items, often of poor quality, quickly end up in the trash...

SUGGESTIONS

Choose or create a **non-material gift** and refuse flyers or goodies that will not be useful.



3. TO LIVE IN THE PRESENT MOMENT

Storing photos (on the cloud or on a digital drive...) generates **digital pollution** linked to storage in data centers. In France, digital technology accounts for 2.5% of greenhouse gas emissions and 10% of electricity consumption, equivalent to a journey of 2,259 km by car per person.

SUGGESTIONS

To make the experience memorable, **limit the number of photos taken and sort them** into a beautiful physical photo album.



SITES

- ["Sweat not oil" study by Badvertising \(2021\)](#)
- [Carbone4, "Faire sa part ?" \(2019\)](#)
- [Thrift shops in France: ressourceries.info](#)
- ["Pour un océan sans mégots", Surfrider Fondation](#)
- [Anti-Waste Circular Economy Act](#)
- ["La mode sans dessus-dessous", ADEME](#)
- [Zero Waste France article about zero waste sport](#)
- [DIY Kit du petit supporter - Pinterest](#)
- [DIY UPCYCLING sewing tutorial: sew a tote bag and recycle your old pullover - To Do Tout Doux](#)
- [Map of water quality in France Que Choisir](#)

TIPS TO GO FURTHER

The **zero waste approach aims to rethink consumption** by reducing waste, extending the lifespan of objects, and improving waste management.

It is based on the **5Rs rule**:



HOW TO GET INVOLVED?

I live in France

— [Check the map of local groups](#)



I live abroad

— [Zero Waste Europe](#)

— [GAIA](#) (Global Alliance for Incineration Alternatives)

WHO IS BEHIND THIS GUIDE?

THIS BOOKLET IS INFINITELY REUSABLE.

DO NOT THROW IT AWAY: PASS IT ON!

This guide was created by local groups within the Zero Waste France network.

Zero Waste France, an association established in 1997, advocates for waste reduction and better resource management through several actions:

- Influencing policymakers for more ambitious laws.
- Taking legal actions against non-compliant organizations.
- Supporting local communities and associations.
- Informing citizens about regulatory issues.

The Zero Waste Local Groups, composed of citizens and associations affiliated with Zero Waste France, promote the zero waste approach through local campaigns and actions. Zero Waste France supports their creation and development. Currently, around a hundred local groups are formed and coordinated by Zero Waste France.



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