



# RWC 2021 AND SUSTAINABILITY

New Zealand Rugby and World Rugby are working together to help deliver a sustainable Rugby World Cup 2021. As we encourage all to join the family reunion in Aotearoa, a proactive, responsible approach has been adopted with regard to sustainability initiatives to ensure a positive impact for local communities, business and critically, the environment.

In line with the objectives of World Rugby's [Environmental Sustainability Plan 2030](#), a sustainability action plan has been developed for RWC 2021 that aims to support and include all members of society, promote positive climate action and drive carbon reduction.

In a tournament first to certify RWC2021 as a Carbon Conscious Event, data relating to carbon emissions will be captured by EKOS across a range of operations including:

- Team logistics
- Staff logistics and operations
- Match Official logistics
- Match Venue operations
- Broadcast logistics
- RWC 2021 Trophy Tour
- World Rugby International Women in Rugby Summit
- Training equipment and collateral



A number of actions which complement the UN Sustainable Development Goals have already been implemented by New Zealand Rugby and World Rugby to support social inclusion and environmental action, for example:

- Free water at Match Venues with fans permitted/encouraged to bring reusable cups and water bottles
- All-digital ticketing to reduce paper and printing
- Donations post-tournament to provide a second life for RWC 2021 equipment
- Free public transport in Auckland for RWC 2021 ticket holders
- Promotion of sustainable mobility through fan trails in match cities
- Public health protection measures with Tournament Covid-19 policy
- Inclusion of Te Reo through RWC 2021 promotional materials
- New Zealand Rugby certified by Rainbow Tick for diversity and inclusion
- Access ticketing initiative to support attendance from underprivileged groups

- Foster diversity, equality and inclusion at RWC 2021 Match and Training Grounds, through gender neutral changing facilities and inclusion of family areas that are smoke and alcohol free
- Enable diverse volunteer opportunities
- World Rugby Coaching Internship program to provide opportunities for female coaches
- Actions to reduce the impact of hotel stays
- Provision of virtual attendance option at international Women in Rugby Summit
- Infrastructure upgrades for inclusion and efficiency

### **What's your footprint? Calculate, reduce and offset your emissions**

Whether heading to the tournament to be a part of the action or joining the rugby family reunion remotely, everyone can get involved and show their support by estimating their own carbon footprint and compensating for it using the free [United Nations Carbon Footprint Calculator](#).

Go further and take some of these simple steps to reduce, replace, reuse, rethink and recycle - there are many ways the rugby family can support these actions, be they players, fans, volunteers, commercial partners or other stakeholders...

### **Travelling**

- Travel light – more weight increases fuel consumption and creates more emissions
- Walk, cycle or use public transport where possible
- If taking private transport, share rides to/from venues with friends and family
- Take the stairs instead of the lift or escalator

### **Food and drink**

- Bring a reusable water bottle
- Choose tap water over bottled water (when safe to do so!)
- Empty any unused liquids when finished
- Order locally-produced, seasonal food
- Reduce or substitute meat for plant-based options
- Order less to reduce food waste or keep leftovers for later
- Ask for products that are certified/labelled environmentally-friendly
- Avoid protected species

### **Waste disposal**

- Avoid single-use products
- Limit use of packaging
- Re-use bags where possible
- Sort used items into recyclables, compost or waste
- Don't litter

### **Accommodation**

- Save water, energy and use of detergent by keeping towels and bed linen for longer
- Turn off all lights, electrical items and air-conditioning when not in the room
- Avoid mini-toiletries, buy local regular size if possible
- Choose accommodation close to venues so you can walk, cycle or take public transport

### **Sports equipment**

- Collect and donate quality unwanted sports equipment to those who need it e.g. [www.soskitaid.com](http://www.soskitaid.com)
- Purchase sustainable and ethically produced clothing and equipment

### **Stadia/Venues**

- Ensure accessibility of stadia for all e.g. ramps, lifts, toilets, clear signage etc.
- Encourage biodiversity by supporting pollinators and wildlife with adding plants, trees, nesting boxes and feeding stations
- Support local suppliers, community initiatives, clubs/schools outreach programmes
- Retrofit facilities to include lighting sensors, solar panels, ground heat pumps, rainwater recycling for pitch watering/toilets
- Install recycling facilities
- Encourage healthy lifestyle through no-smoking venues, healthy food options, family zones etc.
- Promote your sustainability objectives, activities and results

### **Play Your Part – Join the Sustainable Rugby Team!**

For further information, please see [www.world.rugby/sustainability](http://www.world.rugby/sustainability)

