



OMNIUM  
BANQUE  
NATIONALE

présenté par  ROGERS.

## POST-EVENT REPORT MONTREAL



SUSTAINABILITY  
PLAN



## SETTING THE CONTEXT

For several years, Tennis Canada has worked tirelessly to minimize its environmental footprint and become a leader in sustainable development by 2030, not only in Canada, but also throughout the world of sporting events.

The sustainable development strategy is made up of an exhaustive series of measures and it is through the addition of these that we are able to mitigate the negative repercussions of holding our two major tournaments on our living environments. and maximize our community and engaged actions. This report presents all of our measures, while emphasizing the implementation of new initiatives in 2023, which allows us to judge their relevance and effectiveness.

This report presents quantitative and qualitative indicators, based on data collected in collaboration with the Quebec Council for Eco-Responsible Events (CQEER), a neutral third-party verifier of our sustainable development efforts. The overall census of data from the Toronto event which began last year, with a methodology similar to Montreal, allows us to align our efforts and unify our messages.

### TRANSPARENCY



Honest and transparent reporting is part of our 2022 communication goals. Where necessary, a context or rationale will be associated with a result.

The methodology used will also be available for numerical results.

### COMPARATIVES



Data from the 2022 tournament, then the men's edition, will be used as a unit of comparison.



# NBO SUSTAINABILITY STRATEGY

Hosting major events, such as the National Bank Open presented by Rogers, and operating such a complex business has an inherent environmental and social impact. That's why Tennis Canada has developed a comprehensive sustainability plan to enhance and regulate our sustainability efforts for the organization and our flagship events.

## OBJECTIVE

Tennis Canada is committed to minimizing its environmental footprint and becoming a world leader in tennis sustainability.

## VISION

Leave a permanent and tangible legacy for our fans, players, and communities as we strive to be a leader in sustainability by 2030.

## MISSION

To ensure the sustainable growth of tennis in Canada and to deliver world-class, environmentally responsible events - the National Bank Open presented by Rogers of Montreal and Toronto - by aligning our actions with our core values of teamwork, passion, integrity, innovation, excellence and accountability.

## TARGETS

- ✓ Zero waste 2030
- ✓ Carbon neutral by 2030
- ✓ Environmentally and socially sustainable by 2030
- ✓ Promoters and inspirers of community action by 2030



# AREAS OF INTERVENTION

Given the complexity of implementing a sustainability strategy and aligning it with our purpose, vision and mission, Tennis Canada has identified four areas of focus that are most relevant to our events on the WTA National Bank Open presented by Rogers and the ATP Tour. The following areas are key to understanding our commitment to the environment and our communities:



WASTE AND WATER  
MANAGEMENT



ENERGY AND CARBON  
MANAGEMENT



SOCIAL  
RESPONSIBILITY



COMMUNICATION



## SPECIFIC OBJECTIVES TO 2023

Some objectives set for the 2023 tournament were achieved, others were too ambitious in the short-term and were still part of our objectives this year. Reaching some was a nice surprise, the path to reaching others was more carefully thought out. Read on to find out.

### MONTRÉAL

**Achieve a recovery rate of 80-85% of residual matters and reduce the volume of materials to less than 90 tonnes**



**Introduce reusable glasses and flutes throughout the site**



**Adding water filling stations for visitors**



**Collaborate with at least one (1) supplier to reduce your ecological footprint**



**Implement new circular economy initiatives for banners**





# 1. WASTE AND WATER MANAGEMENT

## TO GO DEEPER

- All of the materials generated at the NBO are sorted into 3 separate streams;

## COMPOST – RECYCLING – WASTE

- All the containers need to eat or drink on the site were COMPOSTABLE or RECYCLABLE.
- A public sorting center was set up at the picnic area to raise awareness about sorting materials;
- At the end of the line, a team of around 4 people visually sorted the transparent bags, then removed each bag if necessary. The sorting center was active from Thursday, August 3, 12 p.m., to Monday, August 14, 5 p.m.;
- The data comes to us from our supplier WM, responsible for daily collections and sorting centers via their subcontractor STS, between August 3 and 14, 2023.



## TO WATCH

- PLA #7 compostable plastic is not a miracle solution and reaches its limits in large quantities; Let's prioritize reduction!
- By-law 21-040 of the City of Montreal no longer allows the use of PLA #7 compostable plastic, even if it is accepted by our residual materials manager.
- The massive use of coroplast signs leads to a large generation of waste. A more efficient annual reuse strategy should be considered.





# 1. WASTE AND WATER MANAGEMENT OUR RECURRING **MTL** INITIATIVES

- Management of recyclable and compostable materials throughout the site
- Ban on #6 plastic on site
- Collection and recycling of coffee capsules
- Authorization to enter the site with reusable bottles
- Reuse of posters and signage by removing dates
- Reuse of field background banners for different projects
- Use of native plants and flowers that require less water
- Collect of hazardous materials such as sternos
- Wastewater duly disposed in authorized centers, with certificate of proof







# 1. WASTE AND WATER MANAGEMENT

## BIG NEWS: PUBLIC SORTING CENTER

### WHY?

- With the tournament growing from year to year, the needs for sorting materials increase with the volume;
- More waste islets would prevent good coverage by the green brigade and would restrict us in space;
- Need to plan for a larger volume and longer duration of the tournament in future years.

### Allows:

- Reduce contamination of bags and remove a load to the center outside the site;
- Raise public awareness and promote our SD objectives;
- Remove from trash bins and islands, allowing good circulation.

### For the future:

- Review the configuration to ensure better visibility;
- Repeat the initiative in other spaces.







## 1. WASTE AND WATER MANAGEMENT NEW INITIATIVES IN 2023



ADDITIONS OF BLUE  
RECYCLING BAGS AND  
COMPOSTABLE BAGS



ADDED 3 FOUNTAINS FOR  
BOTTLE FILLING



ADDING PEPSI FOUNTAIN TO  
TV COMPOUND



### THE USE OF REUSABLE CUPS AND FLUTES ACROSS THE ENTIRE SITE

- 16K cups lost (33% of 44K)
- Recycling losses, fans take them home
  - Opportunity to improve



## 1. WASTE AND WATER MANAGEMENT



### REUSABLE CUPS PROJECT

#### 2024-2025

- Be creative to add more glass recycling options;
- Request help from sorting center and housekeeping staff.



### CIRCULAR ECONOMY AND REUSE OF MATERIALS

- The barrels to collect used cups were refurbished, bought second-hand
- Old coroplast displays were adapted using vinyl stickers to avoid creating additional waste





## 1. WASTE AND WATER MANAGEMENT WE RECYCLED THEM



MORE THAN 750 BALL TUBES  
SEPARATE FROM THE ALUMINUM  
RING



2,200 BALLSTHANKS  
TO RECYCLE BALLS



523 EARBUDS WITH  
The Association for Product  
Recycling  
electronic



NESPRESSO ENSURED THE  
RECOVERY AND PROCESSING  
OF COFFEE CAPSULES



BANNERS USED FOR  
“UPCYCLING” OR  
REVALORIZATION



## 2024 OBJECTIVE

- A **responsible procurement policy** to reduce waste at source;
- Will include environmental, social, economic considerations;
  - Will favor local partners.



## SOURCE OF INSPIRATION

- Toronto would like to take inspiration from our initiatives to create seat covers with vinyl banners;
- Will implement reusable cups on a large scale following our pilot year

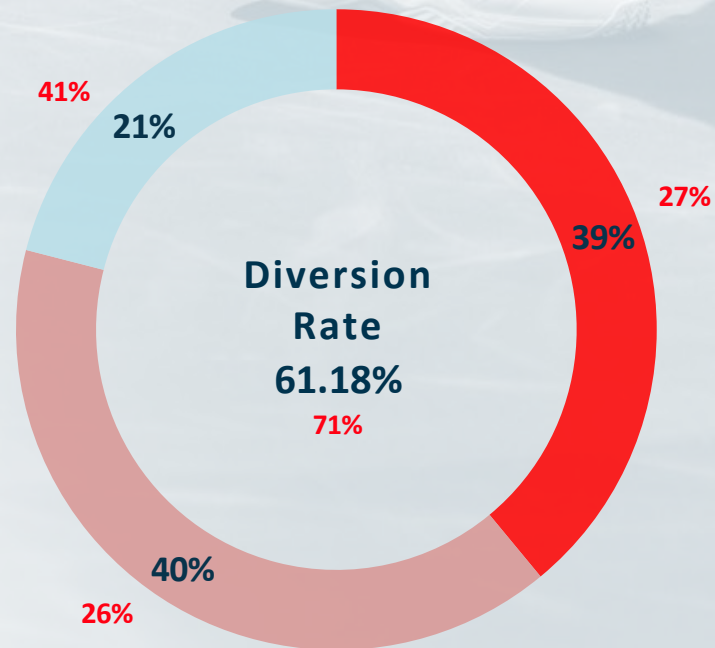


# 1. MATERIALS MANAGEMENT AND RESIDUAL WATER **MTL**

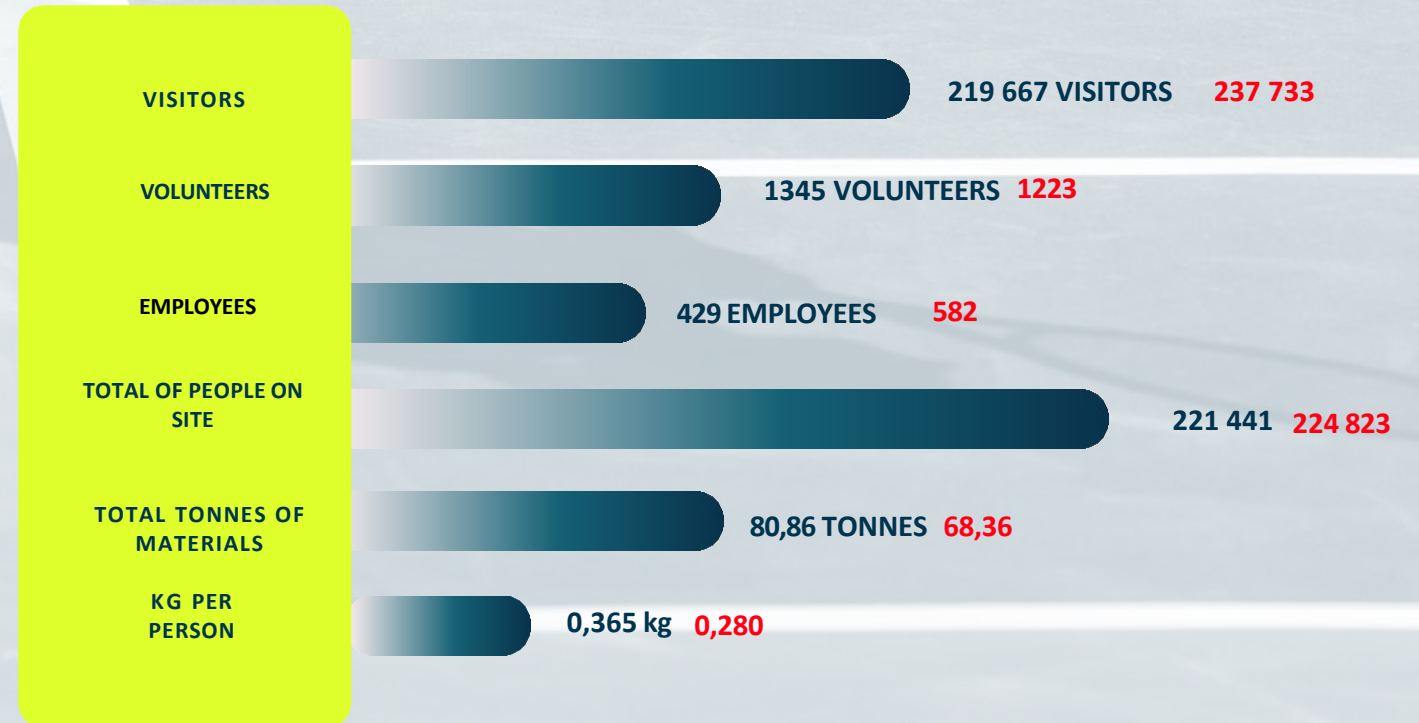
2023 (2022)

Quantity (tonnes)

80,86 (68,36)



■ Waste ■ Recycling ■ Compost







## 2. MANAGEMENT OF ENERGY AND CARBON EMISSIONS

### TO BETTER UNDERSTAND

#### GHG

- The OBN is carbon neutral in its operations (scope 1)
- A calculation of all emissions is carried out by the CQEER using their GHG calculator tool.

#### SUSTAINABLE MOBILITY

- Spectators could travel back and forth by bus and metro for free throughout the STM network upon presentation of their match ticket (mobile ticket only);
- The Longueuil and Laval stations were also accessible under the same conditions;
- STM tickets were given to volunteers;
- Bicycle parking always improved.



### TO WATCH

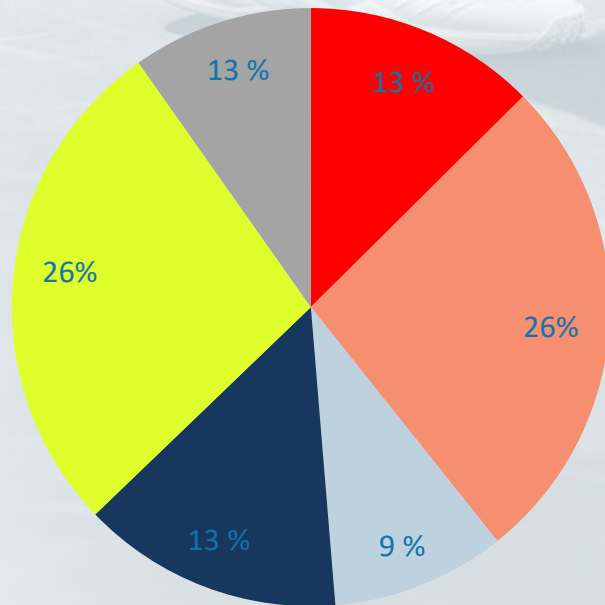
- A fleet of 100% electric vehicles could not be delivered, in particular because of significant delays in this technology at dealerships.



## 2. MANAGEMENT OF ENERGY AND CARBON EMISSIONS **MTL**

2023 (2022)

### 2023: Summary of compensation



■ Energy

■ Athlete transport  
(and WTA representatives  
for 2023)

■ Waste

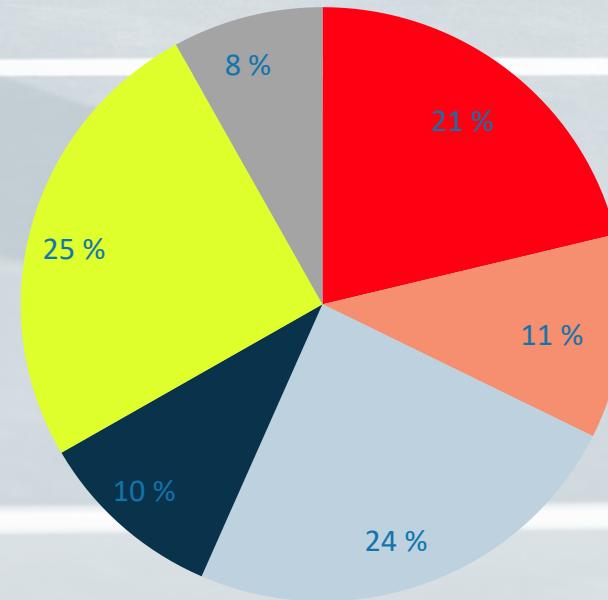
■ Volunteer transport

■ Employee transport

■ Official transport

TOTAL GHG EMISSIONS (tons of CO<sub>2</sub>eq)  
**207,1t (280t)**

### 2022 : Summary of compensation







## 2. MANAGEMENT OF ENERGY AND CARBON EMISSIONS **MTL**

EMISSION SOURCE	EMISSIONS 2022 (tonnes of CO2)	ÉMISSIONS 2023 (tonnes of CO2)	TOTAL %	TO NOTE
Volunteer transport	69,67	54,35	26,4	Emissions estimated from a survey sent to volunteers. Survey response rate of 33% (2024 objective: 35%).
Employee transport	66,61	18,81	9,2	Emissions estimated from a survey sent to Tennis Canada employees. Survey response rate of 33% (2024 objective: 35%).
Energy	60,40	27,12	12,4	The Termaco electric energy stockage helped us reduce emissions in this category by more than 55%.
Residual waste	30,54	52,99	25,8	A change of supplier made the comparison with previous years arduous. 2023 will now serve as a reference for future years.
Athlete transport	28,27	25,98	12,6	In 2023, the data includes WTA representatives transport.
Official transport	24,04	27,87	13,6	
<b>TOTAL</b>	<b>279,53</b>	<b>207,12</b>	<b>100</b>	

**Carbon neutrality in our operations** ●  
(Scope 1)



● 5 799\$

**We have chosen to offset our CO2 emissions  
from Planétair and the Québec-Arbres portfolio through Gold  
Standard certified credits.**

### **THEY TOOK MATTERS IN THEIR OWN HANDS!**

**As part of its contractual agreement with Tennis Canada, our partner CRIONET has compensated for the air travel of all its employees coming from Europe. Their movement road in Montreal is included in the count of the Official transport.**



PLANETAIR certifie que l'empreinte climatique de

Tennis Canada - OBN

a été réduite grâce aux projets certifiés Gold Standard compris dans le :

Portefeuille Planetair Québec-Arbres

Quantité de gaz à effet de serre compensée : 207,10 tonnes éq. CO<sub>2</sub>



Certificat #8443

Délivré le 2023-11-14

Ce certificat n'a aucune valeur monétaire. Il ne peut être négocié ou transféré.





## METHODOLOGY

# Why these numbers?

It goes without saying that the data used varies from one organization to another and from one tournament to another. Consistency and monitoring of a methodology that holds up from year to year, both in Toronto and Montreal, is a priority for us. Indeed, this allows us to analyze our strengths and weaknesses, and thus to draw more accurate conclusions and establish our next areas of work.

We present them to you here in complete transparency. This corresponds to Scope 1.

We can't wait for 2024 to compare ourselves again!

# 01

### Energy

Our readings for 30 days for: natural gas from Stade IGA, our two Hydro-Québec lines, propane used for machinery, diesel used for TV station generators, gasoline for our air blowers.

# 02

### Official transport

The odometer mileage of our STM shuttles, our official cars and our rented shuttles and buses.

# 03

### Player transport

The air mileage of all athletes (one way only) to Montreal.

The air mileage of the charter plane to the Cincinnati tournament.

WTA representatives transport (one way only) to Montreal

# 04

### Transportation of employees and volunteers

Thanks to the survey sent to the 1,345 volunteers and 429 employees entered into our payroll system, all round trips during the 10 days of the tournament.



## 2. MANAGEMENT OF ENERGY AND CARBON EMISSIONS



### SUSTAINABLE MOBILITY

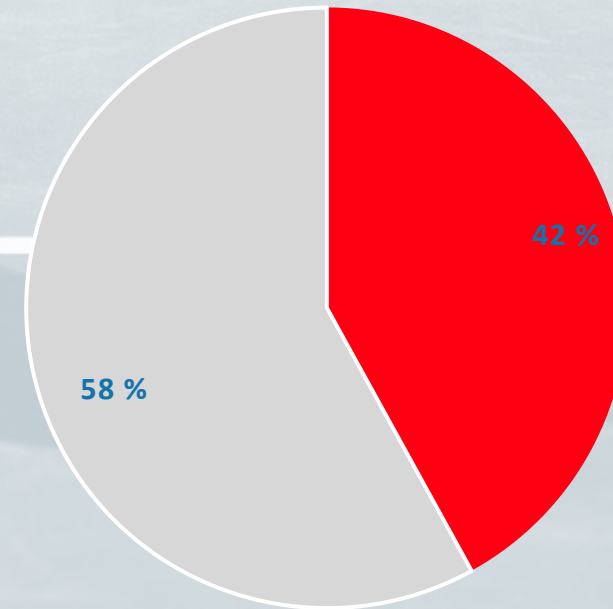
#### TRANSPORT – TICKET BUYERS

Four in ten ticket buyers say they used **public transport** most often to get to Stade IGA, stable compared to 2022.



Note: Unlike in 2022, **more fans used public transportation than their personal gas-powered vehicle.**

We therefore explain the decline in the use of personal gasoline vehicles by the increase in hybrid, electric vehicles, and other active modes of transport (walking, cycling).



■ yes ■ no



## 2. MANAGEMENT OF ENERGY AND CARBON EMISSIONS: NEW INITIATIVES 2023



More than 33 tons of **CO2eq avoided**  
thanks to the acquisition of the  
Termaco electrical energy reserve  
(more than 10% of total emissions calculated in 2022)



## 3. SOCIAL RESPONSIBILITY

### TO BETTER UNDERSTAND

#### 2023 IN NUMBERS

Donations of more than a ton of surplus food to several entities:

- LA TABLÉE DES CHEFS (544 kg)
- EMPLOYEES AND CITIZENS (559kg)

- **\$32,950** donated to CDC Solidarités Villeray and Ressource Action- Alimentation  
Thanks to \$0.15 per ticket sold;
- More than 31,000 free tickets given out during the IGA Family Weekend;
- Donation of **\$1,000** to Patro Villeray, a leisure and mutual aid center, in recognition of the involvement of their young people within the green brigade;
- **\$700** raised and donated to the Tennis Canada Foundation thanks to the deposit;
- Grandstand with 216 seats accessible free of charge to users of Jarry Park throughout the tournament.
- Presence of AlterGo to assess the universal accessibility of the site and target future improvements

#### OUR RECURRING ACTIONS

- Site suitable for families and people with reduced mobility
- Donation of surplus materials (clothing, shoes, water bottles) to youth organizations
- Loan and donation of equipment such as tennis net to other activities and organizations outside of the tournament
- Consultation with our main suppliers to reduce their environmental footprint linked to our tournament
- Promoting the social integration of visible minorities through our volunteer program





## 4. COMMUNICATION

### TO BETTER UNDERSTAND

#### AROUND THE SITE

- Importance given to sustainable initiatives in press relations, mention during the pre-tournament press conference
- Mention of initiatives in the Ticket Holder's Guide
- Social media posts related to tournament initiatives
- Website to promote the plan in both cities.

#### ON THE SITE

- 26 volunteers from the Recyc-Québec green brigade to help us communicate the message and direct people to the appropriate drop-off bins
- Messages in National Bank earpieces as well as on signs at the picnic area
- Identification of recyclable and compostable materials at key locations on site as well as behind the scenes for all employees and volunteers



### TO WATCH

- The message should be further improved on the site to allow all our visitors to contribute to Tennis Canada's effort;
- Communication plan to be established soon for an effective and profitable strategy.



## PUBLICATION STATISTICS

- The two social media publications made to share our new initiatives as well as to show fans what they can do to participate in our eco-responsibility efforts generated more than **16 000 impressions**.
- The publication on social networks made with our sustainable mobility partner, the STM, alone generated nearly **16 000 impressions**, including more than 12,000 on an Instagram reel: a great success.
- In total, these posts generated **23% more impressions (47 500)** than in 2022 (38,500), despite their lower amount.







## MESSAGE FROM THE DIRECTOR



“Since 2007, Tennis Canada has been committed to the path of eco-responsibility by focusing on the values specific to the organization, namely a healthy lifestyle, responsible citizenship, ethics, accountability and pride. Beyond our mission to ensure the growth of tennis in Canada, we must be an active player on a social level and promote a sustainable future in the sport through sustainable development.”



**VALERIE  
TETRAULT**

DIRECTOR  
NATIONAL BANK OPEN  
PRESENTED BY ROGERS