



**NATIONAL  
BANK  
OPEN**

presented by  **ROGERS.**

## POST-EVENT REPORT TORONTO



**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 a sustainability consultant, acting as 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 2023 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, which was the women'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. You will find the Toronto objectives below.

### TORONTO

Target of diversion is 50%



Introduce a sorting station in the Courtyard



Introduce reusable "EcoCups" in the suites



Reuse of signage (dates removed)



Install gender neutral washrooms



Increase fan accessibility to stadium



Development communication yearly plan



Train staff and volunteers on sustainability initiatives







# 1. WASTE AND WATER MANAGEMENT

## TO GO DEEPER

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

## CANS/BOTTLES – PAPER – WASTE

- All the containers needed to eat or drink on the site were COMPOSTABLE or RECYCLABLE.
- A public sorting station was set up at the Food Court to raise awareness about sorting materials;
- The Janitorial Team assisted with the sorting station, as well as the separation of waste and cans/bottles after each match;
- The Sustainability Committee was a group of ambassadors that spread awareness about the initiatives around site.



## TO WATCH

- The introduction of eco-cups on Suite level was successful, next is implementing them site-wide.
- Compost collection as a method of disposal at the food sorting station would prevent contaminated recyclables from ending up in the landfill; Let's prioritize reduction!
- Consistent signage/colour coding on waste bins would communicate easier fan accessibility.
- Continued use of reusable signage decreased waste this year. Eliminating as much single-use signs would be beneficial to continue this trend.

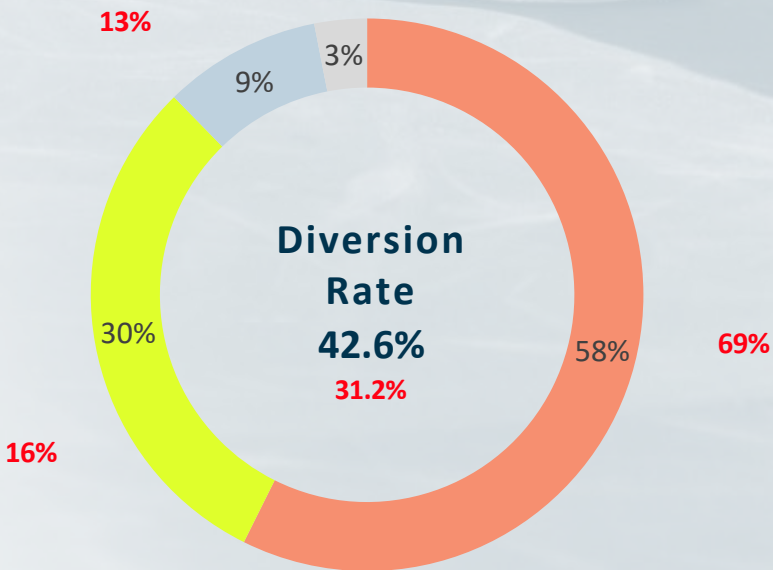
# 1. WASTE AND WATER MANAGEMENT TOR

2023 (2022)

Quantity (tonnes)

109.3 (72.8)

2%



Waste Recyclables Organics Other



VISITORS

175,003 143,516

VOLUNTEERS

1,400 1,025

EMPLOYEES

204 265

TOTAL OF PEOPLE ON SITE

176,403 144,541

TOTAL TONNES OF WASTE

62.69 TONNES 50.09

KG PER PERSON

0.35 kg 0.35





## OUR RECURRING TOR INITIATIVES

- Management of recyclable and waste materials throughout the site
- Recycling/donation of tennis balls
- Collection and recycling of coffee capsules
- Authorization to enter the site with reusable bottles
- Reuse of posters and signage by removing dates
- Reuse of flooring for different projects
- Use of native plants and flowers that require less water





## WE RECYCLED THEM



MORE THAN 950 BALL TUBES  
SEPARATE FROM THE ALUMINUM  
RING



2,885 BALLS THANKS  
TO RECYCLEBALLS



3.6KG OF EARBUDS WITH  
ELECTRONIC RECYCLING  
ASSOCIATION



NESPRESSO ENSURED THE  
RECOVERY AND PROCESSING  
OF COFFEE CAPSULES



8,039 WATER BOTTLES  
FILLED ON SITE



## 2024 OBJECTIVE

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



## SOURCE OF INSPIRATION

- 11 new tri-bins from Montreal
- Three-sided water stations from Montreal supplier
- Will implement reusable cups on a large scale following our pilot year



## NEW INITIATIVES IN 2023



**STAFF AND VOLUNTEER  
TRAINING ON INITIATIVES**



**ADDITIONAL WATER  
FILLING STATIONS**



**REUSABLE ECOCUPS  
ON SUITE LEVEL**



**FOOD COURT  
SORTING STATION**



**COURT RESURFACING USING  
TENNIS BALLS COLLECTED  
THROUGH RECYCLEBALLS**



## BIG NEWS: REUSABLE CUPS (ECO-CUPS) PROJECT



### WHY?

To reduce the use of single-use plastic

### HOW?

- Collect, wash, and reuse!
- Implement a deposit fee to encourage return of cups
- Advertise to increase awareness



### 2023:

- Pilot program
- Eco-cups were used on suite Level only

### UP NEXT:

- Introduce the cups site-wide
- Develop a return system to prevent disposal of eco-cups
- Request help from volunteer sustainability committee

### THE USE OF ECO-CUPS ON SUITE LEVEL:

- 10,000 Eco-cups used
- Reduces the amount of single-use plastic
- Collected, washed, and reused again!





## BIG NEWS: WASTE SORTING STATION

### WHY?

- With the tournament growing from year to year, the needs for sorting materials increase with the volume;
- Need to plan for a larger volume and longer duration of the tournament in future years.

### Allows:

- Reduce contamination of bags;
- Raise public awareness and promote our sustainability objectives;
- Easier waste removal for the janitorial team, with back-of-house access.

### For the future:

- Review signage to ensure better visibility;
- Removal of waste bins around the Courtyard to divert waste to the sorting station.





## 2. ENERGY AND CARBON MANAGEMENT

### TO BETTER UNDERSTAND

#### GHG

- The NBO is carbon neutral in its operations (scope 1)
- A calculation of all emissions is carried out using emissions factors previously provided by CQEER.

#### SUSTAINABLE MOBILITY

- Spectators could travel home by subway for free throughout the TTC network upon presentation of their match ticket;
- Shuttle buses select parking lots to were implemented;
- Electronic golf carts were used for player transportation;
- Employees and volunteers that stayed near site walked or carpooled via shuttle bus.



### TO WATCH

- A fleet of 100% electric vehicles could not be delivered.
- When sustainable generators are powerful enough to power the tournament, they should be considered to decrease diesel and gas use.
- Offering free TTC tickets to volunteers would greatly reduce volunteers' carbon footprint.

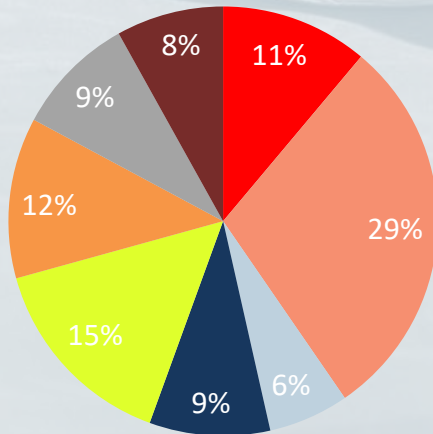




## 2. ENERGY AND CARBON MANAGEMENT

2023 (2022)

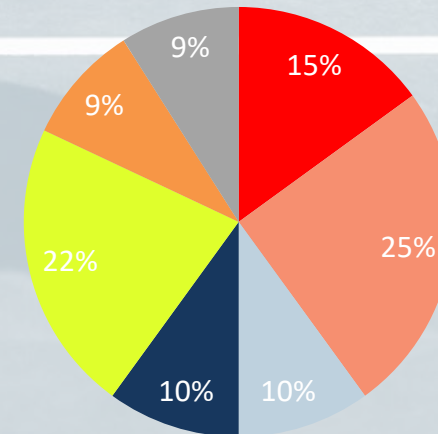
### 2023: Summary of compensation



■ Energy  
■ Waste  
■ Employees Transport  
■ Athletes Transport  
■ Volunteers Transport  
■ ATP  
■ Official Transport  
■ Support Team Transport

TOTAL GHG EMISSIONS (tonnes of CO<sub>2</sub>eq)  
**362.2t (373.5t)**

### 2022 : Summary of compensation



■ Energy  
■ Waste  
■ Employees Transport  
■ Athletes Transport  
■ Volunteers Transport  
■ WTB  
■ Official Transport





## 2. ENERGY AND CARBON MANAGEMENT

EMISSIONS SOURCE	EMISSIONS (tonnes of CO2)	Percentage (%)	TO KNOW
Volunteer transport	55.28	15%	Emissions estimated from a survey sent to volunteers. Survey response rate of 29%.
Employee transport	23.34	6%	Emissions estimated from a survey sent to Tennis Canada employees. Survey response rate of 25%.
Athlete transport	33.11	9%	Emissions estimated from transportation travel requests and distances calculated using distance.to. Gas expenses were used to calculate vehicle emissions
Support team transport	30.36	8%	Emissions estimated from transportation travel requests and distances calculated using distance.to.
Official transport	32.01	9%	Gas expenses and shuttle mileage used to calculate emissions.
ATP transport	42.72	12%	Emissions estimated from transportation travel requests and distances calculated using distance.to.
Energy	39.58	11%	
Waste	105.16	29%	
<b>TOTAL</b>	<b>362.16</b>	<b>100</b>	

### THEY TOOK THINGS IN HAND!

Our partner **CRIONET** has compensated for the air travel of all its employees coming from Europe, as part of their contractual agreement with Tennis Canada.

**ATP TOUR** has compensated directly for the air travel of their staff, as part of their sustainable development policy.

Carbon neutrality in our operations  
(Scope 1)



\$9,565.50

We have chosen to offset our CO2 emissions with Planetair and the Canada Tree portfolio through Gold Standard certified credits.



## 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 30-day statements for: electricity and natural gas for the Sobeys Stadium, propane used for machinery, diesel used for the TV station generators, gas for our air blowers

# 02

### Official transport

Odometer readings and mileage/fuel consumption of our shuttles, our official vehicles and rented vehicles.

# 03

### Player transport

Air mileage for all athletes (one way only) to Toronto plus their support team.

Air mileage for ATP representatives (one way only) to Toronto.

# 04

### Transportation of employees and volunteers

Thanks to the survey sent to the 1,200 volunteers and 204 employees entered into our payroll system.



## 2. BIG NEWS: VAPTR EQUIPMENT



Gas fuel consumption was reduced as a result of implementing the use of VAPTR equipment in the court drying process.





## 3. SOCIAL RESPONSIBILITY

### TO BETTER UNDERSTAND

#### 2023 IN NUMBERS

- Donations of more than a ton of surplus food to several entities:  
SECOND HARVEST (1,111 kg)
- 31,935 free tickets were given out during the 407 ETR Free Family Weekend
- 1563 \$5 kids meals were sold

### OUR RECURRING ACTIONS

- Site suitable for families and people with reduced mobility
- Consultation with our main suppliers to reduce their environmental footprint linked to our tournament
- \$5 kids meals offering an affordable option to families
- Mental Timeout initiative for improving the wellbeing of tennis players of all ages and levels and ensuring safe, healthy and supportive environment for the sport

TOR



## 4. COMMUNICATION

### TO BETTER UNDERSTAND

#### AROUND THE TOURNAMENT

- Sustainability training for employees and volunteers pre-tournament
- Updated website to promote the sustainability plan and initiatives in both cities.
- Laykold court resurfacing video on social media

#### ON SITE

- Sustainability initiatives promoted on the message screens
- Sustainability plan logo identifying initiatives around site
- Sustainability Committee volunteers and the Janitorial Team to help us communicate the message and direct people to the appropriate waste bins
- Creation of a multi-departmental committee of Tennis Canada employees to help implement efforts



### TO WATCH

- The message should be further improved on social media to allow all our visitors to contribute to Tennis Canada's effort.
- Communication plan to be established soon for an effective and profitable strategy.
- More exposure and pride in the sustainability initiatives to generate more engagement.

## BIG NEWS: TENNIS BALL RECYCLING VIDEO ON SOCIAL MEDIA



With the **RecycleBalls Canada** program, Green Gold is made from the tennis balls collected during tournament time. This is used to rebuild tennis courts, including **Sobeys Stadium's Centre Court!**

Learn more by watching our [video here](#)

### Video stats:

**Twitter:** 2,585 views, 1 retweet, 9 likes

**Facebook:** 68,714 accounts reached (66,918 w/ boost, 1990 organic), 58 reactions, 4 comments, 4 shares, 35,500 3-second views

**Instagram:** 3,730 accounts reached, 3299 video views, 123 likes, 5 comments, 13 shares, 3 saves