



DOW LIVE EARTH RUN FOR WATER GREENING FACT SHEET

ABOUT LIVE EARTH GREEN PRACTICES

Live Earth events adhere to strict greening practices that are outlined in the **Green Events Guidelines**, a handbook that helps event producers deliver sustainably managed events and to report on key impact areas, including carbon emissions.

Beginning with the Live Earth Concerts for a Climate in Crisis, which was the greenest live event of its kind, Live Earth has set the standard for sustainable event production and has established a lasting eco-friendly legacy on the live entertainment industry. Through the guidance and expertise of the world's leading authorities on sustainability, including the U.S. Green Building Council and creators of the LEED Green Building Rating System, Live Earth implemented the first-ever Green Event Guidelines.

For the Dow Live Earth Run for Water, all race directors, NGO partners and other entities affiliated with run/walk event production will be provided with support from expert greening consultants on how best to create a sustainable event, while creating the least impact on budgets and still enhancing consumer experience. The original Green Event Guidelines will be expanded for the Dow Live Earth Run for Water to include elements specific to races and running, while maintaining the best practices in reducing the impacts of event supplies purchasing, power, transportation, waste disposal, water and sanitation.

To access Live Earth Green Event Guidelines, please visit <http://liveearth.org/guidelines>.

GREEN PRODUCTION

All race directors and event producers will pledge, prior to the event, their intentions to produce the events sustainably, including the following key areas of live event environmental impacts:

- **ENERGY:** Electricity that powers the events will, when possible, be from renewable sources, either through utility-supplied renewable energy, biodiesel generators, the purchase of renewable energy credits to support locations where renewable power is not feasible, or offset, as the final option. Energy reduction techniques will be in place, including production design for concert elements following sustainable light design principles. Production lighting will include the use of LED light bulbs, and most events will be held during daylight hours, requiring minimal lighting.
- **WASTE:** Waste will be minimized through a comprehensive recycling and composting system organized at each venue to minimize waste sent to landfills and incineration. Towards Zero Waste is the goal of the event, which can be accomplished with careful planning of procurement, resource use and food & beverage operations.
- **PURCHASING:** Event producers will be encouraged to follow environmentally preferred purchasing policies. This will include environmentally sound cleaning supplies, paints, printing, paper, merchandise, runner's shirts and bibs, signage, takeaway food & beverage service ware, etc.

- **TRANSPORT:** Whenever possible, local performers or musicians already on tour in the region will be invited to entertain, minimizing artist travel costs. All staffing and artist air travel will be in the first instance minimized, and unavoidable travel will be measured and offset. Ground transportation will be by hybrid or other clean fuel vehicles, where possible.
- **WATER:** As water is such a precious resource, special attention will be paid to the volume of fresh/potable water used at the event, including how drinking water will be distributed. Additionally, environmentally sound cleaning and sanitation products will be used to minimize emissions to water. Waterless 'eco' toilets will be provided, where available.

ENCOURAGING GREEN BEHAVIOR FROM PARTICIPANTS

Live events offer an opportunity to demonstrate sustainability in action. This can be done through the audience and participants engagement in green initiatives at the event, invoking additional action beyond the event day. The audience and runners will be involved through:

- Participants will be encouraged to walk, take mass transit or carpool to events
- Runners will be encouraged to donate discarded clothes and race bibs
- Involvement in recycling and composting through separate bins in place at the event
- The water village will promote environmentally sound products and behaviors
- All sustainable production will be communicated to the audience via signage, announcements and pre-event promotion

KEY SUSTAINABILITY INDICATORS

Since an event's impact on the environment can be measured, far beyond just carbon emissions, race directors and event producers will commit to measuring the events' impacts in terms of:

Total Waste Produced (tonnage recycled, composted, landfilled, and incinerated.)

- Total energy consumed (kWH, litres of fuel)
- Total clean water used (Cubic Metres)
- Total waste water/sewage produced (Cubic Metres)
- Transport impact of audience (total distance, mode of transport)
- Transport impact of pre-production and at event (total distance, mode of transport)
- Transport impact of performers/artists (total distance, mode of transport)

All of these impacts also have CO₂ emissions, and this measurement will form the basis of a carbon impact statement for the events.

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