

# SUSTAINABLE DEVELOPMENT REPORT 2024



**NATIONAL  
BANK  
OPEN**

presented by  **ROGERS**



## 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 their cumulative effect allows us to mitigate the negative repercussions of holding our major event on our living environments and to maximize our community and committed actions. This report presents all of our measures applied to the Montreal event, while emphasizing the implementation of new initiatives in 2024.

This report presents quantitative and qualitative indicators, based on data collected in collaboration with the Quebec Council of Ecoresponsible Events (CQEER), a neutral third-party verifier of our sustainable development efforts. The overall census of data from the Toronto event which began in 2022, with a similar methodology to Montreal, allows us to align our efforts and unify our messages.

For comparison purposes, data from the 2023 edition will also be mentioned in this report. Montreal received the female athletes in 2023.



**SUSTAINABILITY  
PLAN**



# NBO SUSTAINABLE DEVELOPMENT STRATEGY

Organizing large-scale events and operating such a complex business has inherent social, economic and environmental impacts. Tennis Canada has developed a comprehensive sustainability plan to improve and regulate its sustainability efforts for these flagship tournaments.

## Objective

Tennis Canada must minimize its ecological footprint and become a world leader in sustainability in the sports events industry.

## Vision

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

## Mission

Ensure the sustainable growth of tennis in Canada and organize world-class, eco-responsible competitions by aligning our actions with our core values of teamwork, passion, integrity, innovation, excellence and responsibility.



**By 2030, the NBO aims to achieve zero waste, carbon neutrality, environmental and social sustainability, as well be promoters and inspirers of community action.**



## Transparency

Honest and transparent reporting is one of our communication objectives every year. When necessary, a context or a justification will be associated with a result.

# NBO SUSTAINABLE DEVELOPMENT STRATEGY

## Areas of intervention

Given the complexity of implementing a sustainability strategy and its alignment with the set objective, Tennis Canada has determined four areas of intervention which are material to the holding of professional tournaments such as the National Bank Open:



## Framework: the Sustainable Development Goals



For the first time, Tennis Canada's areas of intervention will also be associated with the United Nations' Sustainable Development Goals (SDGs). With this addition, the event ensures that it remains aligned with best practices and contextualizes its initiatives in the global movement to achieve sustainable practices for all.

For each goal, this report identifies the specific targets targeted by the initiatives put in place, demonstrating the concrete contribution of the OBN and Tennis Canada to achieving the major goals for a better future.

## Targets

After reaching several targets in 2023, we set ourselves ambitious targets allowing us to achieve our 2030 objective. The targets of the last edition were not put aside after being reached: they were reworked in 2024 to ensure the sustainability of the initiatives.

- ☒ **Achieve a recovery rate of 70% of residual materials and reduce the volume of materials to less than 90 tonnes**
- ☐ **Improve the recovery rate of reusable glasses to 70% or more**
- ☒ **Collaborate with at least one (1) supplier to reduce your ecological footprint**
- ☒ **Implement new circular economy initiatives for display**



# RESULTS - MTL

## Waste and water management



**12.4** By 2020, establish environmentally sound management of chemicals and all waste throughout their life cycle, (...) and significantly reduce their discharge into air, water and soil, in order to minimize their negative effects on health and the environment.

**12.5** By 2030, significantly reduce waste production through prevention, reduction, recycling and reuse.

### TO BETTER UNDERSTAND

- Each material generated on the OBN site is sorted according to the following flows:

#### COMPOST – RECYCLE – WASTE

- All containers needed for drinking or eating on site were reusable, compostable or recyclable.
- Each sorting island identifies the main materials and the corresponding flow.
- A sorting station was set up in 2023 at the picnic area to raise awareness about sorting materials and the initiative was repeated in 2024. There is also a sorting center outside the site to intercept all electronic or dangerous materials (which are sent to the ecocenter), and carry out a second sorting of certain bags.
- The sorting center was active from Friday August 2, 12 p.m., to Wednesday August 14, 12 p.m.
- The data used in this report comes from our supplier WM, responsible for daily collections and sorting centers, between August 1 and 16, 2024.





# RESULTS - MTL

## Waste and water management



### RECURRENT ACTIONS

- Exclusive use of reusable glasses and flutes;
- Authorization to enter the site with reusable bottles;
- Reuse of posters and signage by removing dates;
- Presence of a green volunteer committee (Escouade Recyc-Québec), guiding visitors;
- Collection of hazardous materials such as sternos;
- Wastewater duly disposed in authorized centers, with certificate of proof;
- Separation of the metal rings from the balls tubes to ensure the recycling of all the materials.

### NEW INITIATIVES

- Deposit of cans, ensuring them better recyclability;
- Pre-tournament meals for staff members and suppliers served with reusable rather than disposable tableware;
- Withdrawal of capsule coffee; switching to bagged coffee;
- New circular economy initiative to give a second life to coroplast signs, transformed into furniture via Vrtta Green Solutions Inc.



**36 309 returnable  
cans collected**



**3 400 balls  
recovered**



**525 recycled ball  
tubes**

# RESULTS - MTL

## Waste and water management



The 2024 results demonstrate a clear improvement in the final quantities collected by our residual materials manager compared to the previous edition (68%, compared to 61% last year\*). With the addition of materials diverted from the landfill site by alternative routes (donations of food and equipment, recycling of tennis balls), the CQEER calculates a diversion rate of **71%**.

\* The 2023 data serves as a point of comparison and is *(in parentheses)*



**226 839 visitors**  
(219 667)



**1 435 volunteers**  
(1 345)



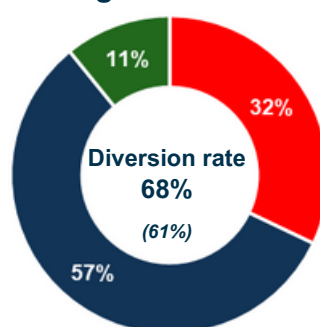
**515 staff**  
(429)

**228 789 people on the grounds** (219 667)  
**59,8 t of materials and containers** (80,86 t)  

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**0,26 kg of materials per person** (0,37 t)

### Percentage distribution of residual waste in containers between August 1st and 14th, 2024



■ Waste ■ Recycling ■ Compost

## 2025 Vision

- Reduce, and eventually eliminate, the distribution of promotional items by focusing on experiences rather than objects;
- Improve the sorting system during set-up and dismantling by working with suppliers;
- Increase the number of occasions and points of service using reusable tableware.



# RESULTS - MTL

## ENERGY AND CARBON MANAGEMENT



**13.1** Strengthen, in all countries, resilience and adaptation capacities in the face of climatic hazards and climate-related natural disasters.

**13.2** Incorporate climate change measures into national policies, strategies and planning.

### TO BETTER UNDERSTAND

- The NBO, via Planetair, has offset greenhouse gas emissions from the following sectors: residual materials, energy, transport to and from the site of players, volunteers and employees (scope 1 operations);
- A calculation of all emissions is carried out by the CQEER using their GHG calculation tool.

### RECURRING INITIATIVES

#### Energy consumption

- Termaco electric reserve to reduce dependence on diesel generators;
- Use of VAPTRs to gradually replace gasoline-powered field dryers, essential in inclement weather;
- LED lighting for more responsible consumption.
- CRIONET, the tournament's scoreboard service provider, is aware of the emissions associated with air travel and offsets its own GHG emissions.

#### Sustainable mobility

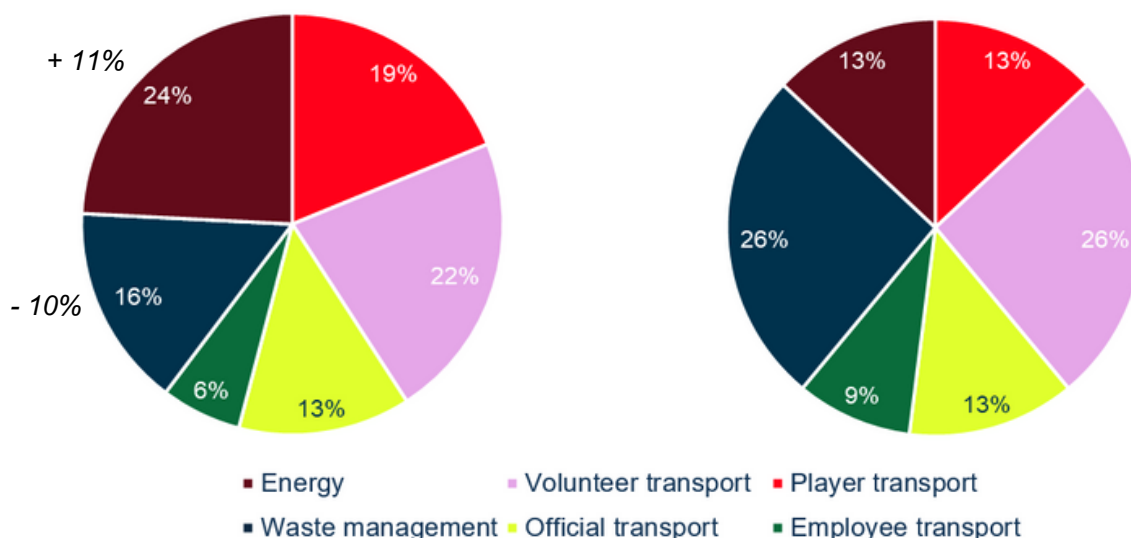
- Spectators could travel to and from the tournament by bus and metro free of charge throughout the STM network on presentation of their match ticket (mobile ticket only);
- STM tickets were given to volunteers and staff members;
- Bike parking is always improved.





# RESULTS - MTL

## ENERGY AND CARBON MANAGEMENT



EMISSIONS SOURCE	2023 emissions (t CO2)	2024 emissions (t CO2)	% of total	EXPLANATORY NOTES
Energy	27,12	50,62	24%	The increase is explained by the reliability of the electrical energy reserve acquired in 2023. Following an incident in which the TV broadcast networks ran out of power for several minutes, the tournament turned to emergency generators until the source of the problem could be found.
Volunteers transport	54,35	46,15	22%	In 2023, a target response rate of 20% was set. Unfortunately, the rate is only 11% in 2024. A plan will have to be drawn up to rectify the situation in 2025.
Athletes transport	27,12	39,33	19%	We deduce that the increase is due to the Olympic Games being held in Paris. Normally, most athletes travel to Montreal from Washington D.C.; this time, many crossed the Atlantic.
Waste	52,99	32,47	16%	A reduction in the quantity of materials in the containers explains this drop, in addition to a better diversion rate.
Official transport	27,87	27,66	13%	The 2025 edition of the OBN, which is larger in scope, will generate an increase. It would be worthwhile to examine possible gains to minimize the anticipated increase.
Employees transport	18,81	12,91	6%	One of the great successes of 2024 was the improvement in data relating to staff transport, and the excellent response rate to the survey (43%)
TOTAL	207,12	209,16	100%	

Carbon neutrality in our operations  
(Scope 1)



6 276\$

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

# RESULTS - MTL

## ENERGY AND CARBON MANAGEMENT



01

### Energy

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

02

### Employee and volunteer transportation

Thanks to a survey sent to all 1,345 volunteers and 429 staff members in our payroll system, all travel to and from the event during the 10 days of the tournament.

03

### Player transportation

Air mileage for all athletes (one-way) to Montreal.  
Air mileage for chartered plane to Cincinnati tournament.

04

### Waste management

These data come from WM, the official supplier of waste management services, based on data from August 1st to 16th, 2024. The tonnage corresponds to emissions from materials decomposing at landfill sites.

05

### Official transportation

Odometer readings of our STM shuttles, official cars and rented shuttles and buses.

The data used varies from one organization to another and from one tournament to another. Consistency and a consistent methodology from year to year, in both Toronto and Montreal, is a priority for Tennis Canada and the National Bank Open. This enables us to analyze the event's strengths and weaknesses from one year to the next, and thus draw more accurate conclusions and establish the next work streams.

## 2025 Vision

- Increase the proportion of electric vehicles in the official vehicle fleet;
- Reduce dependence on diesel generators;
- Pursue partnerships to promote active travel and public transit.

# RESULTS - MTL

## SOCIAL RESPONSIBILITY



**2.1** By 2030, eliminate hunger and ensure that everyone, especially the poor and people in vulnerable situations, including infants, have access to healthy, nutritious and sufficient food throughout the year.



**10.2** By 2030, empower all people and promote their social, economic and political integration, regardless of their age, gender, disability, race, ethnicity, origins, religion or their economic or other status.

### RECURRING ACTIONS

- Site adapted for families and people with reduced mobility;
- 0.15 \$ per ticket sold will be donated to local food banks for a total of \$34,025.85;
- More than 36,000 free tickets given away during the IGA Family Weekend;
- 216-seat stage accessible free of charge to Jarry Park users;
- Donation of surplus material (clothing, shoes, water bottles) to Patro Villeray;
- Donation of food scraps to local organizations;
- Promotion of social integration of visible minorities through our volunteer program.



NATIONAL  
BANK

**Game.Set.Equity.**

### COMMITMENT TO EQUITY

As part of National Bank Day on August 8th, 2024, Tennis Canada's commitment to achieving gender equity was highlighted. Centre Court was covered in purple towels. In addition, the umpire's chair was also painted in the colour of the initiative, maximizing attention to this issue which is a priority for Tennis Canada.

Thanks to the support of the National Bank, Tennis Canada hopes to pave the way for more women and girls to enjoy the benefits of sport and thrive through tennis.

In 2025, a dematerialized initiative should be prioritized to align the the Game.Set.Equity. strategy with the Sustainability Plan.





# RESULTS - MTL

## SOCIAL RESPONSIBILITY



### NEW INITIATIVES

- On-site presence of Tablée des Chefs staff with dedicated cold rooms, enabling the recovery of a remarkable quantity of food scraps, thanks in particular to the Fairmont Queen Elizabeth. For the 2024 edition, 5,477 kilograms of food were donated to Pact de Rue and La Maison de Quartier Villaray, among others;
- Donations of flowers and plants to local residents and Ville en Vert.
- Introduction of an electric bicycle-valet system to accompany people with functional limitations to the site entrance;
- Increase in the number of wheelchairs on loan, and creation of dedicated areas to leave them close to spectators using them;
- Creation of an online form for people with specific needs related to universal accessibility. In the weeks leading up to the event, people who had completed the form were contacted by telephone by super-ticket agents to ensure a smooth journey to the nbo.

### 2025 Vision

- Enhance the personalized, quality service offered to people and groups with functional limitations, for example through the presence of fully dedicated super-agents in the field;
- Work with new food service partners to limit food waste.

# RESULTS - MTL

## COMMUNICATION



**17.19** By 2030, build on existing initiatives to establish indicators of progress towards sustainable development that complement gross domestic product (...).

### RECURRING ACTIONS

#### Around the site

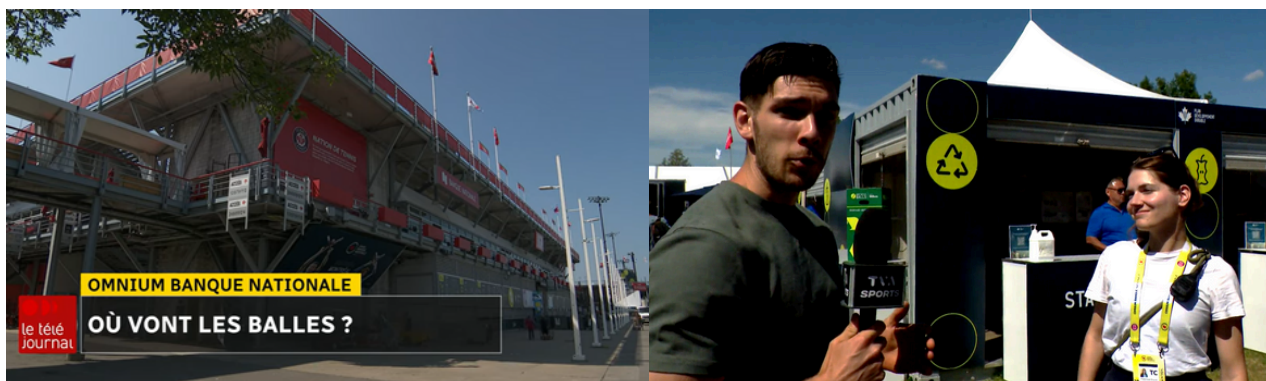
- Publication of the indicators in this report, available on the event website;
- Importance given to sustainable initiatives in press relations, mentioned at pre-tournament press conference;
- Mention of initiatives in the Ticket Holder's Guide sent to all ticket holders prior to their arrival on site;
- Interactive publications on social networks linked to tournament initiatives;
- Dedicated web page on the OBN website highlighting the plan in both cities.

#### On site

- Dedicated posters, notably at the picnic area sorting station, directing people to the dedicated web page;
- Identification of recyclable and compostable materials at key locations on site and backstage for all staff, volunteers and suppliers.

### NEW INITIATIVES

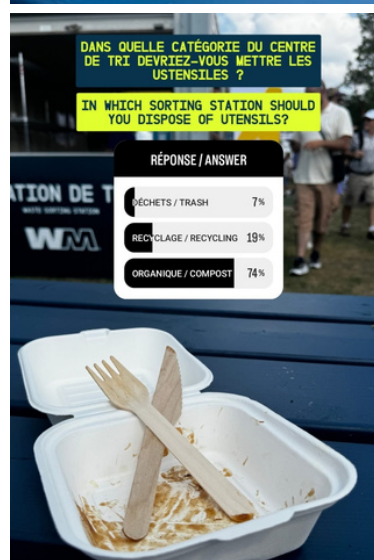
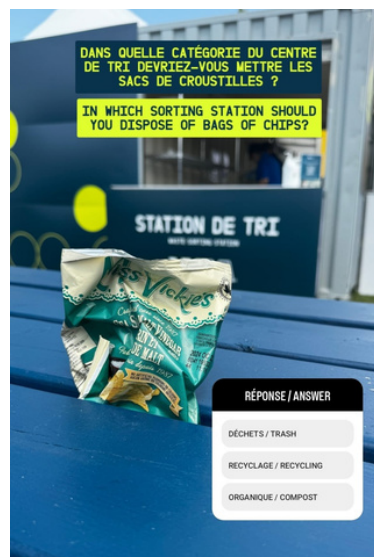
- Video with Valérie Tétrault, Tournament Director, highlighting WM and the picnic area sorting station;
- Television interview with TVA Sports highlighting various initiatives, such as the picnic area sorting station, the free round-trip with the STM, and the reduction of single-use plastic;
- Capsule on Radio-Canada's *Le Téléjournal 18 H* to explain how tennis ball recycling works;
- Event and federation featured in "Quand l'industrie du sport lutte contre le réchauffement planétaire" (When the sports industry fights global warming) on the radio program *Les amateurs de sports*, 98.5FM.





# RESULTS - MTL

## COMMUNICATION



- Total of 5 publications (same number as in 2023) and 10 stories on Instagram;
- Total impressions of publications on social networks: 98,680, an increase of around 10,000 impressions compared to 2023;
- Average engagement rate of 4.16%.

These figures are encouraging and demonstrate an improvement on 2023.

### 2025 Vision

- Draw inspiration from other tennis events or tournaments to create dynamic publications that generate engagement;
- Continue to improve the message on the site, via posters or video capsules on the giant screens.





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**SUSTAINABILITY  
PLAN**

# Annexes

## GHG offset certificates - Tennis Canada and CRIONET



# Annexes

## Certificate of destruction of hazardous waste

Source: CRI Environnement Inc.



Coteau-du-Lac, le 7 novembre 2024

PC Court

Objet : Certificat de destruction

À qui de droit.

La présente est pour certifier que tous les déchets dangereux reçus de votre compagnie sur le bon de travail du CRI # 586675 , facture 179867, en date du (2024-09-23) transportés par Isuzu ont été consolidés et/ou mis en vrac pour disposition à des centres dûment autorisés du Québec et de l'Ontario, conformément aux réglementations Provinciale et Fédérale applicables.

En espérant le tout conforme à vos attentes, veuillez agréer l'expression de nos salutations distinguées.

  
Guillaume Prévost  
Directeur Général



# Annexes

## Food recovery and donations report

Source: La Tablée des Chefs



**La Tablée  
des Chefs**

### Nourriture reçue

#### Pact De Rue

##### Date de cueillette

2024-08-05

##### Donateur

Tennis Canada

##### Poids (kg)

105.3

##### Portions

351

2024-08-05

Tennis Canada

0

0

**Sous-total : 105.3 351.0**

#### La Maison De Quartier Villeray

##### Date de cueillette

2024-08-06

##### Donateur

Tennis Canada

##### Poids (kg)

522.8

##### Portions

1742.6

2024-08-09

Tennis Canada

27

90

2024-08-13

Tennis Canada

170

566.7

**Sous-total : 719.8 2399.3**

#### Entraide Léo-Théorêt

##### Date de cueillette

2024-08-07

##### Donateur

Tennis Canada

##### Poids (kg)

1156

##### Portions

3853.3

2024-08-12

Tennis Canada

324

1080

**Sous-total : 1480.0 4933.3**

#### Patro Villeray

##### Date de cueillette

2024-08-11

##### Donateur

Tennis Canada

##### Poids (kg)

918

##### Portions

3060

**Sous-total : 918.0 3060.0**

#### Centre Booth De Montréal

##### Date de cueillette

2024-08-12

##### Donateur

Tennis Canada

##### Poids (kg)

1080

##### Portions

3600

2024-08-13

Tennis Canada

430

1433.3

**Sous-total : 1510.0 5033.3**

#### Association Ontario

##### Date de cueillette

2024-08-12

##### Donateur

Tennis Canada

##### Poids (kg)

647.4

##### Portions

2158

2024-08-13

Tennis Canada

96

320

**Sous-total : 743.4 2478.0**

**Total : 5476.5 18254.9**