

# 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 Toronto event, while emphasizing the implementation of new initiatives in 2024.

This report presents quantitative and qualitative indicators, based on data collected in collaboration with a sustainability consultant through the University of Waterloo, who acted as 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 2022 and 2023 edition will also be mentioned in this report. Toronto hosted female athletes in 2022, and male 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.

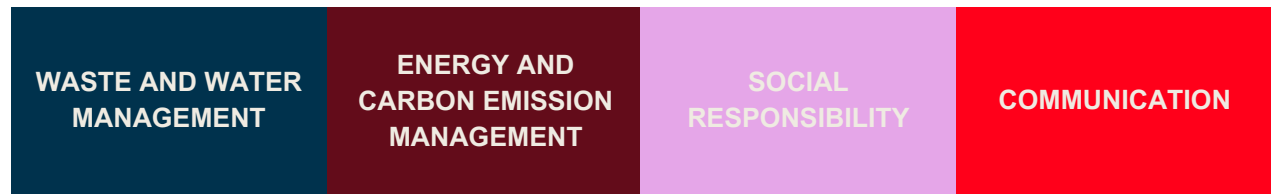


## Transparency

Honest and transparent dissemination is part of our communication objectives every year. When necessary, context or supporting evidence will be associated with a result. The methodology will also be available for numerical results.

# 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:



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

## FRAMEWORK: 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, Tennis Canada 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 National Bank Open and Tennis Canada to achieving the major objectives for a better future.



# OVERVIEW OF INITIATIVES

After reflecting on what initiatives were and were not achieved in 2023 and what is still needed for us to achieve our 2030 objective, we realized the area of intervention that was falling short in Toronto was communication. By focusing on communication in 2024, we could simultaneously elevate all areas of intervention, raising our sustainability initiatives to new levels.

**Communication** became our nucleus or central point where we could drive our initiatives forward. Examples include:

- With better communication through waste sourcing signage, we can increase proper sorting habits and improve our diversion rate.
- With better communication on bringing reusable water bottles to the event, we can decrease the volume of plastic water bottles.
- With better communication promoting the TTC free ride home program, visitors may opt to utilize this lower emission alternative instead of driving.
- With better communication on social initiatives, we are able to share and celebrate what Tennis Canada is doing for their community.

Additionally, targets from the 2023 tournament were not put aside after being reached: they were reworked in 2024 to ensure the sustainability of the initiatives.

## 2024 Targets

- ☒ Increase waste diversion to 50%
- ☒ Increase number of water filling stations on site
- ☒ Improve signage for waste sorting
- ☒ Optimize waste sorting station in Courtyard
- ☐ Explore a compost hauler
- ☒ Upgrade LED lighting on suite and concourse levels
- ☐ Explore family / gender neutral / universal washrooms for public areas
- ☒ Grow training for staff and volunteers to empower everyone to become an ambassador
- ☒ Develop a communication toolkit  
\*Requires further improvement/development
- ☒ Develop a yearly communication plan  
\*Requires further improvement/development
- ☒ Use communication strategies to elevate the other areas of intervention and increase awareness of tournament initiatives





# 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 NBO site is sorted according to the following streams:

### COMPOST – RECYCLE – WASTE

- All containers needed for drinking or eating on site were reusable, compostable or recyclable.
- New signage for tri-bins identify the main materials and the corresponding flow; in addition to images of common items and their correct categories, a sustainable slogan and tips were visible.
- Single stream bins were positioned side by side, red for waste and blue for recycling with new lids installed on the blue bins with a circular hole cut into top to discourage waste and encourage recycling.
- A sorting station was set up in 2023 at the Courtyard (food court) to raise awareness about sorting materials and the initiative was repeated in 2024, with the addition of a gamification element to draw patrons to it and entice participation.
- Volunteers assisted patrons with waste sorting at high-traffic areas.

In addition to what is sorted in the public realm, Tennis Canada also collected and diverted the following items from their operational waste in 2024:

- Tennis ball cans
- Tennis balls
- Cardboard
- Wood
- Food donations
- Signage
- Old uniforms/fabrics

For the ball cans, each can was taken apart to separate the metal and plastic to their respective recycling stream.



# WASTE AND WATER MANAGEMENT



## REOCCURING ACTIONS

- Authorization to enter the site with reusable bottles;
- Reuse of posters and signage by removing dates;
- Presence of Sustainability Committee volunteers, guiding visitors;
- Additional 9 new water filling dispensers to encourage disposable drinkware;
- Collection of waste cooking oil and treatment of hazardous materials;
- Separation of the metal rings from the ball cans to ensure the recycling of all the materials making up the tubes;
- Reuse of flooring for different projects

## NEW INITIATIVES

- Eco-card accreditation passes;
- Improved signage for waste sorting that included imagery of common products;
- Removal of live-commentary earpieces (3.6kg recycled last year);
- Collaborating with signage partner to reuse and recycling coroplast, pvc, banners, fabric, and other materials (1116 kg).



**10 600 returnable  
cans**



**1947 balls  
recovered**



**525 recycled ball  
tubes**

# WASTE AND WATER MANAGEMENT



## RESULTS

The 2024 results demonstrate a clear improvement in the final quantities collected compared to the previous tournament (16% increase compared to last year\*). With various materials being diverted from the landfill site by alternative routes, a diversion rate of 58.92% has been achieved.

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



**150 729 visitors**  
*(175 003)*



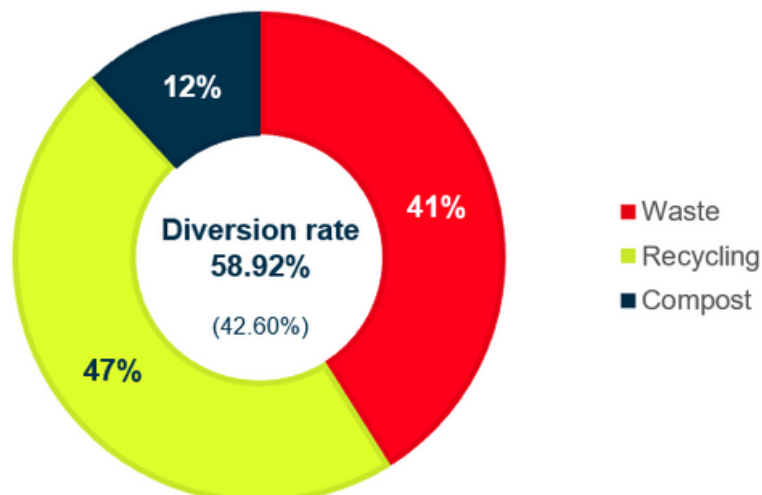
**1250 volunteers**  
*(1200)*



**258 staff**  
*(204)*

**152, 237 people visited the site** *(176,407)*  
**35.94t of waste materials collected** *(62.69)*  
**0.24kg of waste per person** *(0.35)*

**Percentage distribution of materials in containers between  
August 3 and 14, 2024**



## 2025 Vision

- Utilize new waste partner to support securing a compost hauler
- Retrofit tri-bins to reduce opening size to encourage proper sorting
- Improve BOH waste compound
- Create a waste sorting station in volleys



# 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 Planétair, has offset greenhouse gas emissions from the following sectors: waste management, energy, and transportation for players and their support teams, tour staff, volunteers and employees (inclusive of arriving flights);
- A calculation of all emissions is carried out using the GHG calculation tool previously provided by CQEER.

## RECURRING ACTIONS

- VAPTR use to reduce the need on gas-powered blowers;
- LED lights on courts and around site;
- Spectators could travel home via subway for free throughout the TTC network upon presentation of their match ticket;
- Electric golf carts for player transportation around site;
- CRIONET, the tournament's videoboard service provider offsets their own GHG air travel emissions.

## NEW INITIATIVES

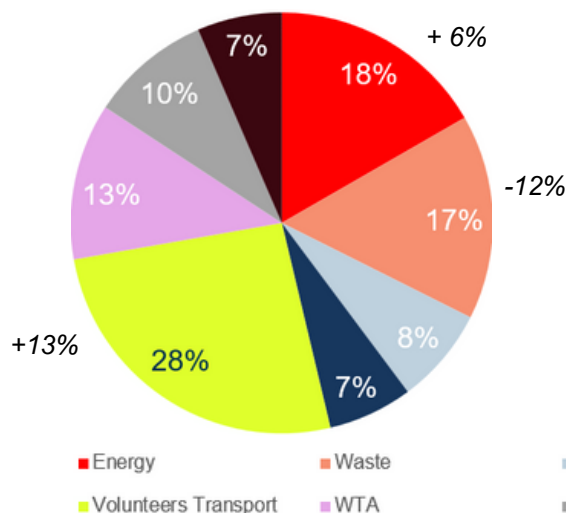
- Upgraded 105 fixtures on suite level and 201 fixtures on concourse level to LED lighting
- Detailed waste audits throughout tournament.



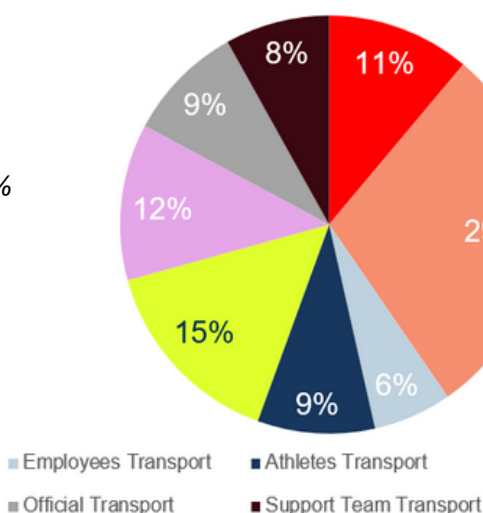
# ENERGY AND CARBON MANAGEMENT



**Distribution of GHG emissions offset for the NBO 2024**



**Distribution of GHG emissions offset for the NBO 2023**



EMISSIONS SOURCE	EMISSIONS 2023 (t CO2)	EMISSIONS 2024 (t CO2)	Total Percentage	TO KNOW
Volunteer transport	55.28	100.84	28%	Emissions estimated from a survey sent to volunteers. Survey response rate of 32%.
Employee transport	23.34	22.69	8%	Emissions estimated from a survey sent to Tennis Canada employees. Survey response rate of 20%.
Athlete transport	33.11	28.85	7%	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	25.92	7%	Emissions estimated from transportation travel requests and distances calculated using distance. Not calculated in 2024.
Official transport	32.01	35.63	10%	Gas expenses and shuttle mileage used to calculate emissions.
WTA transport	42.72	46.97	13%	Emissions estimated from transportation travel requests and distances calculated using distance.to.
Energy	39.58	34.67	18%	Propane and gas amounts include additional months (July/August and July/August/October respectively).
Waste	105.16	60.58	17%	
<b>TOTAL</b>	<b>362.16</b>	<b>356.15</b>	<b>100</b>	

Carbon neutrality in our operations  
(Scope 1)



**\$10,684.49**

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

# ENERGY AND CARBON MANAGEMENT



## DETAILS OF DATA USED TO CALCULATE EMISSIONS

01

### Energy

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

02

### Official transport

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

03

### Player transport

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

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

04

### Transportation of employees and volunteers

Thanks to the survey sent to the 1,250 volunteers and 258 employees entered in our payroll system.

05

### Waste Management

This data comes to us from our waste haulers, according to data from August 1-23, 2024.

The data used varies from one organization to another and from one tournament to another. Consistency and the follow-up of a methodology that holds up from year to year, both in Toronto and Montreal, is a priority for Tennis Canada and the National Bank Open. Indeed, this allows us to analyze the strengths and weaknesses of the event from one year to the next, and thus draw more accurate conclusions and establish future work areas.

## 2025 Vision

- Create and implement a “power down” plan to schedule energy usage
- Create an enhanced bike storage area near the Main Entrance increasing capacity



# 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 to families and people with reduced mobility;
- More than 34,000 free tickets given out during the 407 ETR Family Weekend;
- Donated over 1,600kg / 5500 portions of surplus food to neighbourhood organizations through Second Harvest (reoccurring) and La Table des Chefs (new);
- Hosted 3rd annual UNMATCHED Gender Equity in Sports Conference;
- Promotion of the social integration of visible minorities through our volunteer program;
- Tickets provided to community programs, including the Jane & Finch Program and Philpott Foundation;
- Mental health focused activities through the Mental Timeout initiative supported by Beneva;
- Inclusive programs including wheelchair and visually-impaired tennis sessions.



# 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;
- Increased promotion of gender equity through the Game.Set.Equity initiative and National Bank Day on August 8, 2024.



## COMMITMENT TO EQUITY

As part of National Bank Day on August 8, 2024, Tennis Canada's commitment to achieving gender equity was highlighted. The Centre Court was covered in purple towels along with a series of other initiatives and activities to promote the place of women and girls in the sport. In addition, the umpire's chair was turned purple (the colour of the initiative) for the entirety of the tournament, maximizing attention to this issue which is a priority of Tennis Canada and reaffirming the commitment to gender equity pledged by Tennis Canada and National Bank.

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

## 2025 Vision

- Explore family / gender neutral / universal washrooms.
- Partner with local charities / groups to fundraise for their organization through concession operations

# COMMUNICATION



17 PARTNERSHIPS  
FOR THE GOALS



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

## RECURRING ACTIONS

- Created of a multi-departmental committee of Tennis Canada employees;
- Implemented of an independent third-party audit system to verify our data;
- Display sustainability initiatives on video boards on Centre Court and around site;
- Dedicated webpage on the NBO website that highlights the plan in both cities;
- Publication of indicators from this report, available on the NBO website.

## NEW INITIATIVES

### Around the venue

- Pre-tournament press article highlighting sustainability initiatives for the 2024 NBO;
- Confirmation email sent to visitors advertised Free Ride Home and bring your own reusable water bottle;
- Connected with food and beverage partners to obtain container and packaging list;
- Interactive social media posts related to tournament initiatives;
- Dedicated webpage on the NBO website that highlights the plan in both cities.



## REUSABLE BOTTLES

Serving up sustainability in Toronto, did you know that metal and plastic reusable bottles are permitted on-site at Sobeys Stadium and can be refilled with cold water at one of our free refill stations located around the grounds?

### On site

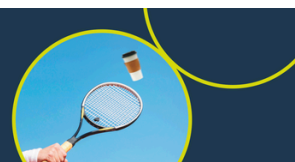
- Improved signage across tri-bins and central sorting station to improve proper sorting;
- Identification of recyclable and compostable materials at key locations on site as well as behind the scenes for all staff, volunteers and suppliers;
- Development of a yearly communication plan and toolkit;
- Improved visibility of the Sustainability Committee volunteer team;
- Sourced green-forward prizing for visitors at the central waste sorting station.



**SUSTAINABILITY  
PLAN**

## ACE YOUR WASTE

Serving up Sustainability: You can help support Tennis Canada's green initiatives through proper waste sorting. Not sure where something goes? Visit our waste sorting station located in the Courtyard for assistance.



## 2025 Vision

- Improve yearly communication plan and communications toolkit
- Create a player video promoting sustainability to increase fan engagement and spread awareness
- Create a waste sorting video to raise awareness and show how it works





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# APPENDIX A

## GHG Offset Certificates - Tennis Canada



# APPENDIX B

## Leftover Food Donation Report

Source: La Table des Chefs



La Table  
des Chefs

### Nourriture reçue

<b>Fred Victor</b>			
<b>Date de cueillette</b>	<b>Donateur</b>	<b>Poids (kg)</b>	<b>Portions</b>
2024-08-13	Tennis Canada - Toronto	166	553.3
	<b>Sous-total :</b>	<b>166.0</b>	<b>553.3</b>
<b>Africa-Caribbean Support Services</b>			
<b>Date de cueillette</b>	<b>Donateur</b>	<b>Poids (kg)</b>	<b>Portions</b>
2024-08-13	Tennis Canada - Toronto	955	3183.3
	<b>Sous-total :</b>	<b>955.0</b>	<b>3183.3</b>
<b>Freedom City</b>			
<b>Date de cueillette</b>	<b>Donateur</b>	<b>Poids (kg)</b>	<b>Portions</b>
2024-08-13	Tennis Canada - Toronto	531	1770
	<b>Sous-total :</b>	<b>531.0</b>	<b>1770.0</b>
	<b>Total :</b>	<b>1652.0</b>	<b>5506.6</b>