

# SUSTAINABLE DEVELOPMENT REPORT 2025



**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 2025.

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 2023 and 2024 edition will also be mentioned in this report. Toronto hosted male athletes in 2025, and female athletes in 2024, alternating genders annually.



**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.

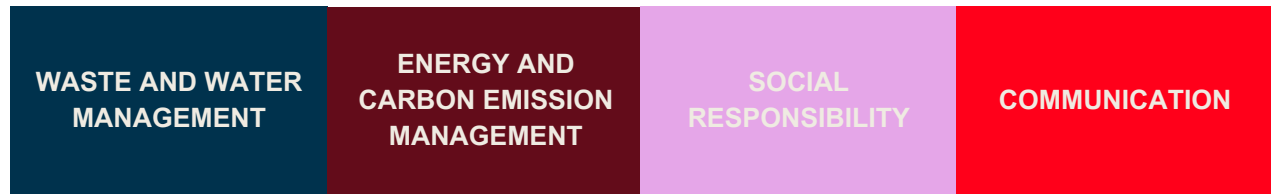


## Transparency

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



Tennis Canada's areas of intervention are associated with the United Nations Sustainable Development Goals (SDGs). This ensures that Tennis Canada 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

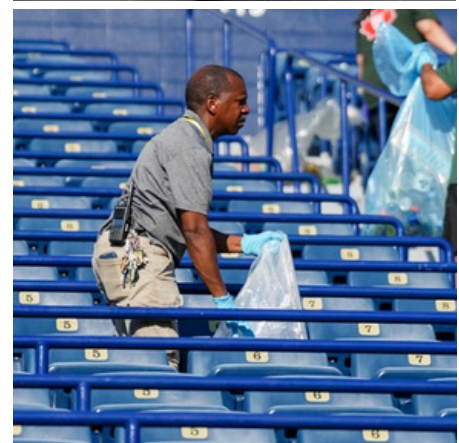
Following the progress made in 2024, communication continued to be a core strength of our sustainability strategy in 2025. The clarity and consistency we established last year allowed us to deepen engagement with attendees, staff, and volunteers while reinforcing key initiatives. By continuing to prioritize communication as a central driver of all our sustainability efforts, we were able to further strengthen positive behaviours and maintain momentum toward our 2030 goals.

In parallel, 2025 marked an important step forward in expanding the network of external partners supporting our sustainability initiatives. These partners provided valuable expertise, services, and operational support that enabled us to broaden the scope and impact of our work. Their involvement helped us pilot new approaches, improve resource recovery, and strengthen our ability to deliver on long-term targets.

Having accomplished all but two of our 2024 targets, we ensured these remaining objectives were completed in 2025 while also resetting our list of new targets to support continued progression.

## 2025 Targets

- ☐ **Increase waste diversion to 60%**  
\*59.91% in 2025
- ☒ **Improve BOH waste compound**
- ☒ **Explore / Hire a compost hauler**
- ☒ **Create a waste sorting station in Volleys**
- ☒ **Improve trainings for staff, volunteers, janitorial**
- ☒ **Implement energy usage schedules**
- ☒ **Increase bike storage available**  
\*Partial achieved - increased storage but not visibility
- ☒ **Explore family / universal washrooms for public**  
\*Gender neutral washroom was available in 2025
- ☐ **Explore nursing space and prayer room**
- ☒ **Partner with local charities to fundraise through concession operations**
- ☐ **Improve communication toolkit and annual plan**
- ☒ **Create a waste sorting video to raise awareness**
- ☐ **Create a player video promoting sustainability**



# 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

Landfill diversion refers to the process of redirecting waste from landfills through alternative methods such as reuse, recycling, composting, fuel creation, or energy recovery. The goal is to minimize landfill dependency and promote resource recovery.

Each material generated on the NBO site is sorted according to the following streams:



\*New stream names in 2025

## CURRENT ACTIONS & INITIATIVES:

- All containers needed for drinking or eating on site are reusable, compostable or recyclable;
- **Update the waste bin opening sizes to better guide which bins are for recycling;**
- Manage a sorting station in the Courtyard to raise awareness and assist with sorting;
- **Manage a sorting station in Volleys to raise awareness and assist with sorting;**
- **Colour code bags to ease staff sorting to correct bins in BOH waste compound;**
- Authorization to enter the site with reusable bottles;
- Reuse of posters and signage by removing dates;
- Presence of Sustainability Committee volunteers, guiding visitors;
- 8 public water filling dispensers and 11+ in BOH to encourage disposable drinkware;
- Collection of waste cooking oil and treatment of hazardous materials;
- Collection and recycling of used tennis balls;
- 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;
- Eco-card accreditation passes;
- Donate surplus foods to community partners through La Tablee des Chefs;
- **Continuous improvement of signage for waste sorting that included imagery and text;**
- **Expand recycling of used signage (1664 kg).**
- **Partnership with Green Event Ninjas to help waste sorting efforts;**
- **Hire a compost waste hauler;**
- **Improve signage in BOH waste compound;**
- **Improve janitorial training with a pre-tournament in-person training.**

\*Bold text identify year 1 of an initiative or an initiative that experienced a change that resulted in significant improvement this year.

# WASTE AND WATER MANAGEMENT



## STRENGTHS:

- The new partnership with *Green Event Ninjas* allowed the advancement of waste sorting practices both in the Courtyard WM sorting station and in our BOH waste compound.
- Sourcing a compost hauler allowed the diversion of compost bins away from landfill for the first time.
- The ability to recycle used signage is very unique and has become one of our largest BOH recycling avenues. Continued recovery and recycling here will help maintain and grow diversion rate.

## OPPORTUNITIES:

- The new partnership with RecycleBalls Canada launching Sobey's Stadium as the Ontario hub should help to expand on the visibility of ball collection around the tournament and throughout the year.

## CHALLENGES:

- While the idea of colour coded bags makes sense, struggles arose when the wrong coloured bags were be used for the wrong bins. This needs to be corrected in order for this initiative to be successful.
- Currently, compostable bags are not being utilized for compost. This results in contents needing to be dumped from bags prior to pickup and the soiled bags then go into landfill.
- Location is a challenging factor with both sorting stations. In the Courtyard it is inconvenient for people go to it while in Volleys it is placed in a busy through traffic way not allowing enough space for proper execution.
- Based on the number of matches played compared to the ratio of tennis balls and cans collected, we are falling short with recovering these items.

**2359 balls  
recovered**



**909 recycled  
ball tubes**



**20,000 returnable  
cans**



**2538 kg  
food donated**



**1,664 kg signs  
recycled**

# WASTE AND WATER MANAGEMENT



## SPOTLIGHT: WASTE MANAGEMENT PARTNERSHIP

The new expanded partnership with Waste Management joining the Toronto NBO opened a lot of current and future opportunities for our sustainability initiatives. In 2025, this partnership provided brand recognition with our Courtyard WM Sorting Station, news articles, a Sportsnet video that was played on the onsite screens, as well as support in sourcing a compost hauler.

Looking forward to 2026, we hope to leverage this partnership even further through the assistance of auditing our on site materials to ensure we are identifying the correct streams for each product and limiting products that do not align with compost or recycling streams to minimize landfill items.



## SPOTLIGHT: CREATING ENERGY FROM SIGNAGE

Signage has long presented a challenge for major events and sustainability, as much of what is produced is not recyclable and has a limited lifespan. Through Tennis Canada's signage partnership with ICON Digital Productions, more than 2,750 kg of signage has been diverted from landfill over the past two years (1,116 kg in 2024 and 1,664 kg in 2025). This progress has been made possible through ICON's partner, Reworld — a commercial recycling company focused on recovering materials and converting non-recyclable products into renewable fuel and energy. Using industry-leading thermomechanical treatment technology, Reworld transforms unsalvageable, post-recycled materials into renewable steam and electricity through waste-to-energy processes.

To learn more, visit: <https://www.reworldwaste.com/what-we-do/renewable-energy-recovery>.

# WASTE AND WATER MANAGEMENT



## RESULTS

An increased diversion rate was achieved in 2025, however it fell just short of the 60% goal. With various materials being diverted from the landfill site by alternative routes, this year's NBO had a diversion rate of 59.91%. The 2024 data serves as a point of comparison and is *(in parentheses)*



**217 531 visitors**  
*(150 729)*



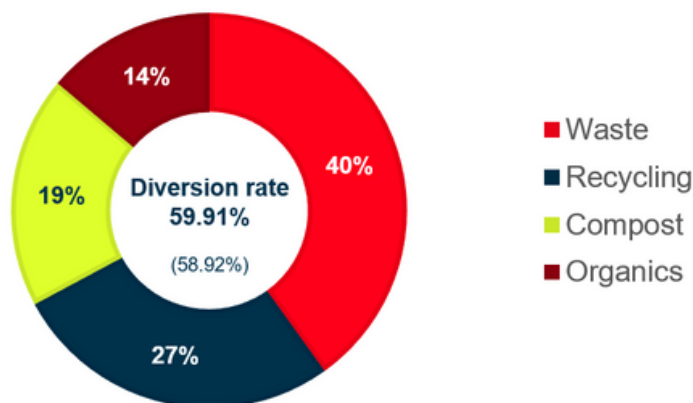
**1500 volunteers**  
*(1250)*



**220 staff**  
*(258)*

**219, 251 people visited the site** *(152, 237)*  
**66.63t of waste materials collected** *(35.94)*  
**0.30kg of waste per person** *(0.24)*

**Percentage distribution of materials in containers between  
July 21 - August 17, 2025**



## SURVEY SAYS...

91.7% of fans reported attempting to properly sort their items into the correct streams, however waste audits revealed many landfill bins still contained over 70% contamination. The persistence of contamination underscores the need to continue developing clearer signage and utilize simpler packaging that doesn't mixed materials and expand resources like staffed sorting stations.

## 2026 Vision

- Improve waste sorting in Volleys
- Expand Green Event Ninja partnership
- Audit food and beverage containers prior to tournament to limit any landfill items
- Explore utilizing reusable dishware in Volleys and/or Marche

# 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

• A calculation of all emissions is carried out using the GHG calculation tool and emission factors previously provided by CQEER. Carbon emissions are offset through Planetair.

## CURRENT ACTIONS & INITIATIVES:

- VAPTRs used to reduce the need on gas-powered blowers;
- Electric golf carts for player transportation around site;
- Upgrade to LED lighting fixtures;
- Detailed waste audits throughout tournament;
- 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);
- CRIONET, the tournament's videoboard service provider offsets their own GHG air travel emissions;
- **Increased automation of stadium to limit energy use off peak hours;**
- **Increased bike storage.**

\*Bold text identify year 1 of an initiative or an initiative that experienced a change that resulted in significant improvement this year.



# ENERGY AND CARBON MANAGEMENT



## STRENGTHS:

- VAPTRs have been a game changer in improving the time it takes to dry courts minimizing the use of gas-powered blowers.
- Building system automation allows better management of usage during non-peak times such as evenings, weekends and holidays.

## CHALLENGES:

- The TTC free ride home had logistical complications and therefore was decided to be phased out in 2025.
- Currently it is not feasible to create a shuttle system from the TTC Pioneer Village station to the NBO. If this became a possibility in the future, it could help encourage more travel through TTC.
- Fleet vehicles and shuttles produce significant emissions, but sourcing an electric vehicle partner and sufficient quantity of electric rentals has been a challenge to date. In addition, there is not currently electric vehicle charging available at Sobeys Stadium.

## OPPORTUNITIES:

- Partners and vendors are also a significant emission producer with their operations in relation to the NBO. Future contracts should take into consideration sustainability and place value on those who are aligned in Tennis Canada's and the NBO's sustainability goals.
- As sustainability continues to grow in the consumers minds, more companies such as airlines are offering option to consumers to voluntarily pay for their carbon offsets for travel. As fan transportation has been demonstrated in past surveys as the largest emission contributor linked to the tournament, offering this would allow fans to also join in supporting the NBO's carbon neutral goal.
- Through the sustainability committee along with the overall tournament volunteer survey, many people have expressed interest in participating in a tournament carpool program. By offering this, it would reduce barriers to carpooling and lower vehicle emissions.



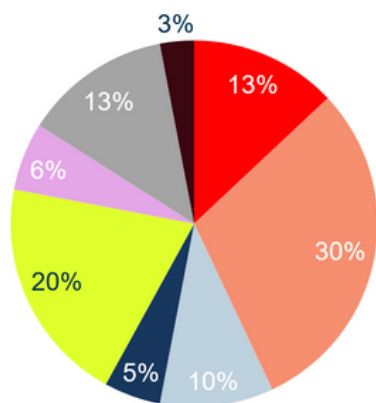
## SURVEY SAYS...

Survey results continue to show the top reason for taking public transit to the NBO is to avoid traffic and the hassle of parking suggesting communications should highlight these benefits when promoting public transit options. The main barrier continues to be that public transit takes too much time, however this decreased slightly as a concern in 2025.

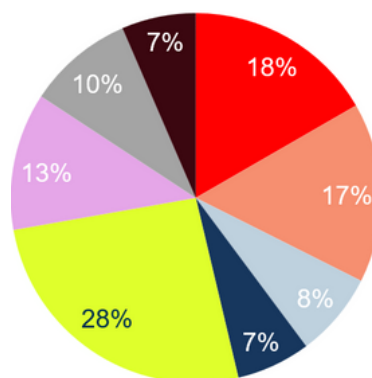
# ENERGY AND CARBON MANAGEMENT



**Distribution of GHG emissions offset for the NBO 2025**



*Distribution of GHG emissions offset for the NBO 2024*



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

EMISSIONS SOURCE	EMISSIONS 2025 (t CO <sub>2</sub> )	EMISSIONS 2024 (t CO <sub>2</sub> )	Total Percentage	TO KNOW
Volunteer transport	72.49	100.84	20%	Emissions estimated from a survey sent to volunteers. Survey response rate of 31%.
Employee transport	38.72	22.69	10%	Emissions estimated from a survey sent to Tennis Canada employees. Survey response rate of 17%.
Athlete transport	19.92	28.85	5%	Emissions estimated from transportation travel requests and distances calculated using distance.to. Gas expenses were used to calculate vehicle emissions.
Support team transport	10.00	25.92	3%	Emissions estimated from transportation travel requests and distances calculated using distance.to
Official transport	46.34	35.63	13%	Gas expenses and shuttle mileage used to calculate emissions.
Tour transport	20.45	46.97	6%	Emissions estimated from transportation travel requests and distances calculated using distance.to.
Energy	48.75	34.67	13%	Propane and gas amounts were taking from July and August. Diesel was a significant increase with longer tournament.
Waste	112.49	60.58	30%	Volume of waste increased with 4 additional days of tournament.
<b>TOTAL</b>	<b>369.15</b>	<b>356.15</b>	<b>100%</b>	

Carbon neutrality in our operations  
(Scope 1)



**\$11,074.51**

**We have chosen to offset our CO<sub>2</sub> emissions with Planetair and the Youth portfolio through Gold Standard certified credits.**

To learn more about this portfolio visit: [https://planetair.ca/wp-content/uploads/2025/06/en\\_planetair-youth-portfolio\\_2025-06-25.pdf](https://planetair.ca/wp-content/uploads/2025/06/en_planetair-youth-portfolio_2025-06-25.pdf)

# 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 air blowers

02

### Official transport

Odometer readings for shuttle buses and mileage/fuel consumption 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 tour representatives (one way only) to Toronto.

04

### Transportation of employees and volunteers

Thanks to the survey sent to the 1,500 volunteers and 220 employees entered in our payroll system.

05

### Waste Management

This data comes to us from our waste haulers, and covers period of July 21 – August 17, 2025

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.

## 2026 Vision

- Include in all vendor RFPs a evaluation weight for sustainability
- Work with Corporate Partnerships to include sustainability in partner contracts
- Pilot a volunteer carpool program to decrease carbon emissions
- 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.

## TO BETTER UNDERSTAND

People are at the heart of sustainability. Social responsibility is essential to creating a truly sustainable event—one in which everyone feels included, supported, and valued. It requires a dedicated commitment to understanding and improving the company's impact on its employees, customers, communities, and the environment.

## CURRENT ACTIONS & INITIATIVES:

- Site adapted to families and people with reduced mobility;
- More than 32,000 free tickets given out during the 407 ETR Family Weekend;
- On-site presence of Tablée des Chefs staff with dedicated cold rooms, enabling the recovery of 2528.9kg / 8429.5 portions of surplus food for neighbourhood organizations;
- Hosted 4th 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 learn to play wheelchair and visually-impaired tennis sessions;
- Promotion of gender equity through the Game.Set.Equity initiative;
- Providing \$5 kids' meals to enhance event affordability for families;
- Visual display of commitment to gender equity and pathway to equal prize money through rebranding umpires' chairs on the main courts purple;
- Partner with local nursery to provide rental plants and greenery for the NBO;
- **Hosted the first *Wheelchair Tennis Tournament Showcase* during the NBO;**
- **Partner with local charities / groups to fundraise for their organization through concession operations**

\*Bold text identify year 1 of an initiative or an initiative that experienced a change that resulted in significant improvement this year.



# SOCIAL RESPONSIBILITY



## STRENGTHS:

- Tennis Canada has done tremendous work to “Change the Game” through many platforms such as Game.Set.Equity, sport safety, mental health and wellness and creating access to the game.
- Partnering with local charities/groups to fundraise through concession operations is a win / win allowing a percentage of sales to be donated back to the charity while reducing overhead staffing costs.
- On site staffing support with La Tablee des Chefs has helped expand the quantity of food recovered.

## CHALLENGES:

- Many current initiatives are led by other departments and are not always connected back to the corporate social responsibility pillar. While these initiatives are recognized within the sustainability pillar, they are not consistently framed as sustainability efforts by individual departments, which can make our overall approach feel disjointed. By bringing these efforts together, we can broaden the platforms through which they are shared, strengthen communication around our mission(s), and better celebrate our achievements.

## OPPORTUNITIES:

- As stadiums and major events increasingly expand their guest services to include amenities such as infant feeding and nursing rooms, multi-faith/prayer spaces, and gender-neutral washrooms, there is an opportunity for us to evolve as well. While space limitations at Sobeys Stadium and the National Bank Open present challenges, exploring solutions to incorporate more inclusive and accessible facilities would strengthen our commitment to social responsibility and enhance the overall guest experience.

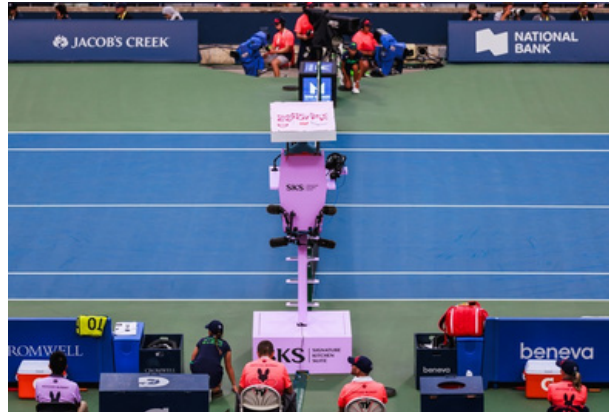


# SOCIAL RESPONSIBILITY



NATIONAL  
BANK

Game.Set.Equity.



## SPOTLIGHT: THE ROAD TO EQUAL PRIZE MONEY

Tennis Canada's purple umpire chairs, symbolizing gender equity, are part of the "Game. Set. Equity." initiative with National Bank, which includes awarding equal prize money at the National Bank Open starting in 2027. This partnership is also supporting other equity initiatives, such as increasing the number of women in coaching roles and providing funding for girls' programs.

Transformed in 2024, the umpire chairs on the main courts in both cities will remain purple until equal prize money is achieved, a prominent display to reaffirm the commitment to gender equity pledged by Tennis Canada and National Bank. The message is clear: the umpire's chair sits atop our sport, where we believe all women and girls have a place.

## 2026 Vision

- Explore more options for family / gender neutral / universal washrooms.
- Explore addition of a multi-faith / prayer space.
- Explore addition of an infant feeding / nursing space.

# COMMUNICATION



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

## CURRENT ACTIONS & INITIATIVES

- 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;
- **Display a tabletop advertisement promoting sustainability initiatives;**
- Dedicated webpage on the NBO website that highlights the plan in both cities;
- Publication of indicators from this report, available on the NBO website;
- Confirmation email sent to visitors advertised 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.
- **Improved signage across tri-bins and Waste Management sorting station to improve proper sorting;**
- Promote on-site initiatives through push notifications on the NBO app;
- Conduct a fan survey to gain insights on their knowledge of initiatives;
- 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 Waste Management sorting station;
- **Photographing sustainability elements for future communications storytelling;**
- **Create a waste sorting station video to raise awareness and show how it works;**
- **Waste Management created a partner video to showcase the sorting station;**
- **Pre-tournament press article highlighting sustainability initiatives for the 2025 NBO.**

\*Bold text identify year 1 of an initiative or an initiative that experienced a change that resulted in significant improvement this year



## 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?

## SURVEY SAYS...

Most fans were aware that reusable bottles were allowed on site, 64.66% of which brought their own bottles. Among the fans who did not, the main reason was unaware they were permitted followed by forgetting to bring it with them. Lack of awareness continues to be the primary barrier.

The top benefits fans reported for using the water stations were saving money (24.59%) and reducing waste (27.64%). 17.18% of fans report no barrier to using water refill stations, while long lines grew from 20.94% in 2024 to 25.64% in 2025 as the top barrier when using a water refill station.

# COMMUNICATION



## STRENGTHS:

- The NBO generates a significant amount of communication “noise” during the event, but its sustainability strategy offers a valuable opportunity for year-round storytelling. By promoting these initiatives throughout the other eleven months, we can drive greater recognition and engagement with the overall mission while consistently celebrating our successes.

## CHALLENGES:

- The sustainability strategy is still primarily driven by the Sustainability Committee and Stadium Facilities team, rather than being embraced and communicated organization wide. Without broader ownership of the mission and direction, it becomes difficult to ensure consistent messaging, shared responsibility, and unified momentum across all departments.

## OPPORTUNITIES:

- We should look to create stand-alone sustainability messaging that specifically promotes the use of reusable water bottles on site. Highlighting this outside of broader communications—such as Know Before You Go—would help the message stand out and drive stronger guest awareness and adoption.
- We could also strengthen our communications by engaging a player as a sustainability ambassador and producing a dedicated video that highlights the mission and brings the strategy to life through a recognizable voice.



## SPOTLIGHT: COMMUNICATIONS IN ACTION

News: [Tennis Canada agree to multi-year partnership with sustainability consultant as organization strives to be world leader by 2030.](#)

News: [Serving up sustainability with Tennis Canada](#)

LinkedIn: [Love your Mother - Earth Day](#)

Instagram: [Waste Management - waste sorting steps at the NBO](#)

Promo Video: [Sportsnet feature on Waste Management Sorting Station](#)

# COMMUNICATION



## SURVEY SAYS - RECAP OF SURVEYING METHODS

Participants were recruited in-person at Sobeys Stadium. Researchers and assistants walked throughout the grounds of the stadium, and asked attendees to participate in the survey. Attendees who agreed, filled out an anonymous surveys using a tablet provided or by scanning a QR code to complete the survey on their phone. QR codes to the survey were also provided on all tabletop advertisements (approximately 200) placed at tables with umbrellas throughout the grounds for attendees to self-engage with the survey.

The original surveys from 2024 were updated and consolidated into one survey in 2025 and respondents were randomly assigned questions. The questions were designed to assess the efficacy of the current sustainability initiatives and evaluate attendees' perception of the barriers and benefits while focusing on factors that may encourage or discourage engagement in sustainable behaviours. By understanding why fans may or may not engage in some of the sustainability initiatives at the NBO, Tennis Canada can better understand how to improve the future sustainability initiatives and increase the sustainability amongst attendees.

After reading information about the study and consenting to participation, fans proceeded to multiple choice questions. Fans were able to answer these questions using a pre-written selection or type in their own response. Key sustainability behaviours of focus in the surveys included taking public transportation to and from the tournament, refilling reusable bottles with water at the Sobeys Stadium refill stations, and diverting waste from the landfill through proper sorting at the tri-bins and dropping waste at the Waste Management sorting station in the food courtyard to be sorted by Tennis Canada janitorial staff. The survey finished with demographic questions.

496 fans completed the survey, 48.8% of these participants identified as a woman, 47.9% identified as a man, and 2.1% of participants identified as non-binary or preferred to self-identify. The age range of the participants was between 18-64. 7% of participants were under 18, 25.5% of participants were within the 18-27 age category, 35.6% were aged 28-43, 21.74% of participants were aged 44-60, and 10% were 61+.

See Appendices C for the questions included in the survey.

### 2026 Vision

- Improve yearly communication plan and communications toolkit
- Build more cross-organization communications for sustainability strategy
- Utilize a tennis player as a sustainability ambassador



**NATIONAL  
BANK  
OPEN**

presented by  **ROGERS**



**SUSTAINABILITY  
PLAN**

# APPENDIX A

## GHG Offset Certificates - Tennis Canada



# APPENDIX B

## Leftover Food Donation Report

Source: La Tablée des Chefs



**La Tablée  
des Chefs**

### Nourriture reçue

Freedom City Date de cueillette	Donateur	Poids (kg)	Portions
2025-07-29	Tennis Canada - Toronto	193	643.3
2025-07-31	Tennis Canada - Toronto	162.9	543
2025-08-02	Tennis Canada - Toronto	360	1200
2025-08-03	Tennis Canada - Toronto	0	0
2025-08-04	Tennis Canada - Toronto	180	600
2025-08-05	Tennis Canada - Toronto	178.5	595
2025-08-07	Tennis Canada - Toronto	504.5	1681.6
2025-08-08	Tennis Canada - Toronto	950	3166.6
Sous-total :		2528.9	8429.5
Total :		2528.9	8429.5

# APPENDIX C

## Survey Questions

Source: University of Waterloo Sustainability Advisors

### QUESTIONS APPEARING IN ALL VERSIONS OF THE SURVEY

#### How did you get to the National Bank Open today?

Gasoline-powered vehicle (either personal vehicle, uber, or taxi)

Hybrid vehicle (either personal vehicle, uber, or taxi)

Electric vehicle (either personal vehicle, uber, or taxi)

Public transportation

Bicycle

Other \_\_\_\_\_

#### What city/suburb did you travel from today?

\_\_\_\_\_

#### How many other people drove in the same car with you to the NBO today?

1

2

3

4

Other \_\_\_\_\_

#### What age group are you in?

Under 18

18-27

28-43

44-60

61-78

79+

#### What gender to you identify with?

Woman

Man

Non-binary / third gender

Prefer to self-identify \_\_\_\_\_

Prefer not to say

**If you have feedback on the National Bank Open's sustainability initiatives, please provide below.**

\_\_\_\_\_

## **VERSION A SURVEY QUESTIONS**

**What are the top 2 reasons why you would take public transportation to the National Bank Open?**

**Select up to 2 items from the list below.**

Environmental protection

Avoid parking hassle

Avoid traffic

Inexpensive

Relaxing (read/listen to music...)

Health/Exercise

No reasons I would

Other\_\_\_\_

Other\_\_\_\_

**What are the top 2 reasons why you would not take public transportation to the National Bank Open?**

**Select up to 2 items from the list below.**

Takes too much time

Directions are too challenging

Mobility issues

Too many people

Not safe

Not clean

Not frequent enough

No bus/train routes near me

No reasons why I wouldn't

Too expensive

Other\_\_\_\_

Other\_\_\_\_

**Did you bring your own reusable water bottle to the National Bank Open today?**

Yes - I brought a reusable bottle

No - I wasn't aware reusable bottles were allowed in the venue

No - I only have a metal bottle, and wasn't aware they were allowed in the venue

No - I meant to bring a reusable bottle but forgot to bring it

No - I knew reusable bottles were allowed in the venue, but chose not bring one because

\_\_\_\_\_

**Have you used any of the water refill stations on site (pictured above) to fill your water bottle at this event?**

Yes, I refilled my bottle at one of the refill stations

No - I wasn't aware there were water refill stations on site

No - I heard there were refill stations, but haven't been able to locate them

No - I have seen the refill stations, but haven't used them yet

No, I don't plan on using the refill stations

**What are the top reasons why you would use one of the water refill stations at this event?**

**Select up to 2 items from the list below.**

Reduce waste

Save money

Avoid lines for buying water

Environmental protection

Healthier - avoid microplastics

No reasons why I would

Other \_\_\_\_

Other \_\_\_\_

**What are the top reasons why you would NOT use one of the water refill stations at this event?**

**Select up to 2 items from the list below.**

Prefer taste of bottled water

Long lines at the refill station

Water isn't cold enough

Don't have a bottle to refill

Difficult to find refill stations

There are no reasons I wouldn't

Other \_\_\_\_

Other \_\_\_\_

## **VERSION B SURVEY QUESTIONS**

**Have you used the Courtyard waste sorting station (pictured above) at this event?**

Yes, I have already brought my waste to the sorting station

No - I wasn't aware there was a waste sorting station

No - I have seen it but haven't used it yet

No - I have heard about it, but I don't know where it is

No - I'm aware of it but don't plan on using it

**What are the top reasons why you would bring your waste to the Courtyard Waste Sorting Station at this event?**

**Select up to 2 items from the list below.**

Don't have to worry about putting waste in wrong bin

Knowing that less waste is going to landfill

It's more sanitary than sorting myself

Takes less time than sorting myself

No reasons why I would

Other \_\_\_\_

Other \_\_\_\_

**What are the top reasons you would NOT bring your waste to the Courtyard Waste Sorting Station at this event?**

**Select up to 2 items from the list below.**

Inconvenient location

Unsure how it works

Not needed: Can sort myself at other waste containers

It's too busy

Didn't know there was a waste sorting station

I generally don't recycle or sort waste

No reasons why I wouldn't

Other\_\_\_\_

Other\_\_\_\_

**Have you used the waste tri-bins (pictured above) at this event?**

Yes, I have already dropped my waste in the tri-bins

No - I wasn't aware there were waste tri-bins

No - I have seen the tri-bins but haven't used them

**Did you try to sort your waste into the proper streams at the tri-bins?**

Yes

No

I don't know

**What are the top reasons you would sort your waste into the correct bin at the waste tri-bins at this event?**

**Select up to 2 items from the list below.**

Environmental protection

Feeling a moral responsibility

Concerns of the health and wellbeing of my community

Habitual - I always sort my waste

Social pressure - Others are doing it

I wouldn't: No factors encourage me

Other\_\_\_\_

Other\_\_\_\_

**What are the top reasons you would NOT sort your waste into the correct bin at the waste tri-bins at this event?**

**Select up to 2 items from the list below.**

Takes too much time

Instructions are confusing

Tri-bins locations are inconvenient

Don't think items actually get recycled

Don't think it makes enough of a difference

Often in a rush

Others aren't doing it

It's unsanitary

No reasons why I wouldn't

Other\_\_\_\_

Other\_\_\_\_