

FACTSHEET SUSTAINABILITY

SUSTAINABILITY IS ONE OF THE CENTRAL THEMES OF LA VUELTA HOLANDA. LA VUELTA HOLANDA'S SUSTAINABILITY STRATEGY DESCRIBES THREE PILLARS:

1
Care for Nature
(environmental protection)



2
Everyone Participates
(inclusiveness)



3
Fit for the Future
(vitality)



GOALS

By taking the right measures, each party involved contributes to the objectives of La Vuelta Holanda: the most sustainable start possible in the Netherlands. A separate sustainability strategy has been drawn up for this. It is not just about concrete results but also about raising awareness in the field of sustainability among partners and the public.

APPROACH

A sustainability matrix has been drawn up for each group and pillar in which various measures are described with associated impact. Many measures are conceivable and feasible, some even in a fairly simple way. To keep the approach clear, three groups are distinguished. Realisation of measures per group:



LA VUELTA 20 HOLANDA

ORGANISATION OF THE LA VUELTA HOLANDA FOUNDATION

Paperless and sustainable office, CO² compensation flights, collaboration with the Fonds Gehandicaptensport (Disabled Sports Fund), procurement and suppliers as sustainable as possible.



LA VUELTA

Apart from the Dutch part, also the Spanish organization of La Vuelta (Unipublic) has made a choice for sustainability. They concentrate on Green Cycling (waste reduction), Children & Cycling, Cycling & Safety, Cycling & Solidarity and thus clearly touch the objectives of La Vuelta Holanda.

ASO, UNIPUBLIC, MAJOR SIDE-EVENTS

Ban on throwing away water bottles, obligatory waste zone for cyclists along the route, motor pool ASO from Paris instead of Madrid, no advertising caravan from Madrid. For the major side events of La Vuelta Holanda: promoting the Fonds Gehandicaptensport (Disabled Sports Fund) as a charity at these events.

THE GENERAL PUBLIC, SMALLER SIDE EVENTS

Recommendations for accessibility by bicycle and public transport contained in a mobility plan/advice, inclusion as one of the pillars of the activation programme, waste collection recommendations and preventing food waste, sustainable procurement of merchandising, water tap points visible on digital route map.



SUSTAINABILITY IN ACTIVATION PROGRAM LA VUELTA HOLANDA

1 FIT FOR THE FUTURE

About thirty sport events, an official tour, several pop-up cycling routes and a cycling weekend are organized. In addition, there are a few initiatives that want to stimulate the bicycle as a means of transport, for example through an app or a design challenge.



2 EVERYONE PARTICIPATES

In the call to come up with plans for the activation program, an attempt has been made to activate the widest possible audience. This has resulted in a broad and varied program in which, for example, schools, cafes, cycling clubs, theater groups, neighborhood orchestras, film houses, music venues, libraries, football clubs, neighborhood teams and the transit municipalities participate.

Special attention is also paid to the Fonds Gehandicaptensport (Disabled Sports Fund). A number of events will partly focus on fundraising for the disabled sport, including the La Vuelta Holanda tours.



3 CARE FOR NATURE

Twelve initiatives are fully focused on care for nature, for example: adopting a bicycle forest, a plogging action (Running or on your bike cleaning up waste), generating energy through a large spinning event, and symposia on sustainable mobility and sustainable sport events.



EVALUATION

"The commitment to sustainability is mainly evaluated at activity level. After the event, a report describes whether the commitment, as described in the sustainability strategy, has been delivered, whether the measures (from the three pillars) were intended, and what these measures (in a qualitative sense) have yielded. No quantitative measurements are taken, because there is no baseline measurement/reference for a cycling event such as La Vuelta."

