



HOUSTON MARATHON COMMITTEE EVENT CERTIFICATION PLAN

The Houston Marathon Committee, Inc. (HMC) is committed to producing sustainable events, with the definition and measure of sustainability being the Council for Responsible Sport's standards for certification. The following lists the specific CRS Certification credits HMC will pursue in its efforts to earn certification for the 2012 Chevron Houston Marathon, Aramco Houston Half Marathon, El Paso Corporation 5k and ABB Team Challenge:

1. Waste

- 1.1 – Divert 60% of waste
- 1.2 – Divert 75% of waste
- 1.5 – Reuse or donate at least 50% of one non-food item
- 1.6 – Donate at least 50% of pre-consumer surplus food
- 1.7 – Recycle or compost at least 50% of one hard-to-manage item
- 1.8 – Compost at least 50% of food waste and other organics
- 1.9 – No styrofoam

2. Climate and Energy

- 2.1 – Renewable energy sources for 25% of power consumed
- 2.2 – Renewable energy sources for 50% of power consumed
- 2.4 – Communicate availability and enable the use of alternate transportation
- 2.5 – At least 25% of vehicles used by race operations during the event use alternative fuel
- 2.6 – Communicate the total carbon footprint for travel associated with the event to stakeholders
- 2.8 – Communicate the total carbon footprint from event operations to the event's stakeholders
- 2.9 – Communicate the water footprint of the event to people
- 2.10 – One policy or initiative implemented to address the conservation of water used during event
- 2.11 – Implement a policy or initiative to reduce the environmental impact of water runoff and/or waste water

3. Procurement and Sourcing

- 3.1 – Create less pre-race printed marketing materials
- 3.2 – Non-toxic ink and 100% recycled paper for all paper printed materials
- 3.3 – All large format printing by event organizer is printed in a sustainable manner, is expected to be reused for future events, or is taken back by the manufacturer



3.4 – At least 90% online registration

3.5 – Environmentally-friendly portable toilets and sinks

3.11 – At least 25% of food and beverages provided by the event are certified or locally produced

3.12 – At least 50% of food and beverages provided by the event are certified or locally produced

4. Community Impact

4.1 – Enhance local community infrastructure

4.2 – Measure the event's economic impact on the host county or city

4.3 – Encourage patronage of local businesses

4.4 – Feature nonprofits on race day

4.5 – Donate at least \$5 per participant to local nonprofit organizations

4.6 – Increase awareness of a local nonprofit organization

4.7 – Meet with outside group to pilot innovative joint projects

4.8 – Complete an innovative project in partnership with an outside group

5. Healthy Lifestyle

5.4 – Offer concessions for local high school athletes

5.5 – Event provides opportunities for younger children to be participants

6. Community Involvement

6.1 – Collect community feedback to aid in the planning of the event

6.2 – Create a community action plan

6.3 – Event engages entire community at the event in a fun, interactive way

6.4 – Event provides a mechanism for participants to provide feedback on sustainability

7. Inclusion

7.1 – Develop a plan for outreach to under-represented groups

7.3 – Identify barriers to participation for under-represented populations and take steps to remove barriers

7.4 – Participation of differently-abled populations

7.5 – Event promotes a safe and inclusive environment for all

8. Innovation

8.1 – Waste Management used shoe collection

8.2 – Planting 40 trees in Memorial Park to commemorate 40th Anniversary of Houston Marathon

8.3 – Inclusion of local green groups



EXPO Credits

- E.1 – Select a LEED or BREEAM certified building
- E.2 – Expo space set up for recycling
- E.3 – Expo space set up for composting
- E.4 – Expo site uses green energy
- E.5 – Site accessible by mass transit
- E.7 – Booth space donated to nonprofits
- E.8 – Expo is wheelchair accessible

51 CRS Certification credits total

