



## BMW HERO SÜDTIROL DOLOMITES: 'TAKING CARE OF OUR SURROUNDINGS'

A sustainable approach to the location which hosts the BMW HERO Südtirol Dolomites and its many mountain cyclists and their entourage is key. The Organising Committee has decided to take an important step forward and adhere to ISO 20121 an international standard regulating sustainable event management. While important, the HERO aims to go beyond the certification process. It represents a stimulus to shine the limelight on protecting and respecting the environment and the local community following an acknowledged procedure for its efficacy and final outcome.

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The **BMW HERO Südtirol Dolomites'** success is also the result of the natural landscape it takes place in, the **Dolomites**. They are revered and admired for their uniqueness, to the extent they were declared a **UNESCO World Heritage Site in 2009**. The 'Pale Mountains' and the surrounding ecosystems require our utmost respect and protection.

The BMW HERO Südtirol Dolomites Organising Committee is aware of the mountains' priceless value. Which is why it has chosen that the iconic event for off-road cycling, known as the **toughest mountain bike marathon in the world**, needs to be the target of a number of strategies and initiatives to become sustainable in the long-run. In other words, the aim is to eliminate any potential impact on the mountains and the communities involved in the race to maintain their delicate balance intact.



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Gerhard Vanzi heads the BMW HERO Südtirol Dolomites and the HERO World Series international circuit Organising Committee. He says: *'Right from the start, back in 2010, we understood how the Dolomites represented an important and irreplaceable added value to the HERO event. We love our beautiful and yet fragile region. Which is why we have to*

take care of it, protect it from mankind, and protect its natural heritage so that future generations can make the most of it.'

The transversal, sustainable organisation will yield visible results already during the HERO's next edition on 12 June 2021.

**Genni Tschurtschenthaler**, HERO Südtirol Dolomites' Managing Director, adds how 'these are important numbers for our mountain valleys. However, from here on outwards, we have to focus even more on following responsible behaviour towards the surrounding area.'

## HERO E SUSTAINABLE EVENT MANAGEMENT

The HERO's Organising Committee has committed itself to following the rules of the ISO 20121 international Sustainable Event Management standard. The process plans for the integration of environmental and social themes when planning events. These good practices can be used – partly or entirely – to reduce the negative impact of events on the environment, managing CO2 emissions while at the same time highlighting the value of the community and area hosting these events.



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What is needed to sustainably plan an event? Planning, implementing, and accountability are the fundamental steps. The BMW HERO Südtirol Dolomites Organising Committee came to the decision to follow this protocol. In practice, it will focus

its future activities on three strategic pillars: **Circular Economy, Carbon Management, and Certification.**

## BMW HERO SÜDTIROL DOLOMITES AND SUSTAINABILITY

The first step will focus on the **Circular Economy**. The aim is to use recycled materials and implementing a waste differentiation programme so vast it will 'highlight' the resources found in waste and reuse objects at the end of the event. The next step will be **Carbon Management**: measures will be rolled out to increase energy efficiency (using e-vehicles for transport) and implementing carbon offset schemes. The final step will focus on **Certification** by implementing the ISO 20121:2012 and ISO 14064-1:2019 international standards, followed by an accountability procedure, and publishing the event's environmental and social KPIs.



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## THE GOALS

Being 'green' and 'sustainable' are trendy buzzwords – but the proof lies in the pudding, or rather, in the numbers. The BMW HERO Südtirol Dolomites' Organising Committee wants to reach these numbers by the end of the event:

- **60% 'green' purchases** made in line with the 'Minimum Environmental Criteria' issued by the Italian Ministry of the Environment;
- **70% local or sustainable Food&Beverage** (organic or Fair Trade) sourced from the event's immediate surroundings;
- **70% waste separation** inside the race's area;

- **100% direct CO2 emissions offset efforts.**

Gerhard Vanzi states that 'it may seem overkill to raise awareness among athletes of the environmental impact a race can have, but we believe people are becoming more interested in the topic. Being the first mountain bike event which consciously aims for an ISO standard in this topic allows us to inspire other events, too.'

An ambitious goal if there ever was one: organising an event while respecting the most modern CSR tenets. First among them, respecting the environment, the area, and the local community hosting the event.

For further information visit [www.herodolomites.com](http://www.herodolomites.com)

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