GOOD LOOP

fetri

THE CHALLENGE OF DOING THINGS RIGHT. WITH A POSITIVE BEAT.

fetri
FEDERACIÓN ESPAÑOLA DE TRIATLÓN

V1.0

WHAT IT MEANS TO ENTER INTO THE GOOD LOOP

A way of doing things right, with a positive attitude. Good for everyone and good for the planet.

It’s more than just a nice word,
it’s a way of living.

Come in!

WHAT IS THE GOOD LOOP.

The Good Loop is a movement which aims to reveal the possibility for us all to commit to a series of actions guided towards incorporating sustainability and circularity into products and events, **entering into a positive loop, both for people and planet.**

Good Loop is an attitude which becomes part of you

#Liveinthegoodloop

WHO
WE ARE.

The idea was born in FETRI (the Spanish Triathlon Federation) to communicate actions which generate a positive impact throughout each event. The Good Loop aims to serve as **a global movement which inspires the world of sports.**

GOOD LOOP
Fetri

OUR PURPOSE.

In short, the **Good Loop** exists to evolve our way of doing sports and to demonstrate that making sporting events more sustainable is possible—fostering the active participation from the community and generating a positive impact for people and planet.

THE MOVEMENT ASPIRES TO RAISE AWARENESS ABOUT THE IMPORTANCE OF ADOPTING A MORE RESPONSIBLE APPROACH AND FOSTERING A POSITIVE CHANGE IN THE WORLD OF SPORTS.

You don't just become sustainable, it's a never-ending cycle from which you learn everyday.

GOOD LOOP
Fetri

THE GOOD LOOP WAY

Our attitude:
Fresh and fun, but with great empathy. Our commitment is shown in our actions. We're not afraid to fail. We never stop learning.

Objective:
Giving answers and finding solutions to our everyday worries and challenges, but having fun along the way.

Greatest fear:
Accepting the status quo. Not being honest. Greenwashing. Not enjoying what we do.

Message:
"We only live once". Let's enjoy the moment and what we have, making sure that our legacy becomes something that the ones who come behind can also enjoy.

Mood:
Humour, optimism, joy, cheekiness, fun, creativity, disruptive, simplicity, clear, togetherness, collaboration.

GOOD LOOP
Fetri

GOOD LOOP
MANIFESTO.

Born in the transition to activate the transition—**to empower people and organisations to something bigger than themselves,** to enter into an infinite cycle of regeneration, evolution and balance.

The greatest achievements start with the smallest of changes in our attitudes that are born inside each of us, grow strong, and spread and inspire others. A place where the **power of unity generates a movement that is able to transform anything,** regardless of how established it is.

We believe in the strength of togetherness, of this feeling of belonging and of the natural desire we all have to do things better.

We love problems. But what **we love even more is to search for solutions.** We accept the constant challenge to create balance and regeneration in products, people and organisations.

WE ARE ALL THE GOOD LOOP.

COME IN!

WE ♥ PROBLEMS

GOOD LOOP

Fetri

THE GOOD LOOP VALUES

SUSTAINABILITY

The Good Loop aims to protect people and planet.

We don’t only look to minimise our environmental footprint and become more sustainable in our sporting events. But, whenever possible, we like to go one step further—adding value and being regenerative towards the local ecosystems and community.

COMMITTED

The Good Loop cares about the wellbeing of the community and looks to foster their involvement in sustainable initiatives. The movement strives to be inclusive and diverse—working to make everyone feel welcome.

VALORES GOOD LOOP. 2/2

TRANSPARENT

The Good Loop thrives on being honest and transparent with what we do. We believe in communicating our sustainable practices in a genuine way and educating our community on the importance of sports having a positive impact.

INNOVATIVE

The Good Loop values creative solutions which aren’t afraid of challenging the status quo. We aspire to promote a positive change and be at the forefront of sustainability in the sports industry.

4 PILLARS.

1. ZERO WASTE
2. CARBON FOOTPRINT.
3. BIODIVERSITY.
4. PEOPLE & CULTURE.

PILAR 1

Zero waste.

Reduce waste generation and eliminate single-use products—especially those made out of plastic or those that aren't easily recyclable.

To foster a zero waste approach, the Good Loop seeks to eliminate single-use products whenever possible, replacing them for reusable products. And when they cannot be avoided, we choose easily recyclable or compostable materials.

Additionally, we work with our partners, suppliers, and sponsors to also work on the elimination or reduction of single-use products or items which have individual packaging.

Examples:
1. Plastic free water refill stations.
2. Aid stations with reusable cups.
3. Reusable water bottles for athletes, staff and volunteers.

PILAR 2

Carbon footprint.

We work with local partners and suppliers that share our values and want to evolve and grow together on this path.

The Good Loop strives to reduce its carbon footprint as much as possible—taking into account mobility during events, energy consumption, and the selection of suppliers, among others.

The 2023 Multisport World Championships Ibiza was the first triathlon event to calculate its carbon footprint in order to better understand its impact and how it could be reduced.

The Good Loop aims to offset its carbon footprint locally.

Ejemplos:
1. Selección de proveedores locales (tomando en cuenta la cadena de valor y lugar de producción).
2. Fomento del transporte colectivo.
3. Partners locales.

PILAR 3

Biodiversity.

Our sport depends on local ecosystems.

The Good Loop does not step into protected areas. We take into account projects that add value and have a regenerative impact at a local level.

The Good Loop seeks to link carbon offsetting of an event with the conservation of local biodiversity.

Examples:
1. Organising cleanups of natural habitats
2. Instead of giving our bouquets of flowers, planting trees locally.
3. Educating and raising awareness about the value of the local ecosystems.

PILAR 4

People & culture.

Little by little, a little became a lot: a cultural transformation starts within oneself.

We are committed to social, environmental and economic sustainability. Entering the Good Loop means generating a positive impact for people and planet.

Through the Good Loop, we focus on sharing a different way of doing things, with empathy and optimism.

We believe educating and empowering our team on different sustainability topics is important. Step by step, the team can implement changes across different departments.

The Good Loop Way is shared with partners so that they can join the movement and add value in creative ways.

IBIZA: GOLD CERTIFICATION

We did it!.

WE GOT THE GOLD

Ibiza set itself the goal of becoming one of the most groundbreaking events in terms of sustainability worldwide.

Multisport World Championships Ibiza 2023 has become the second event to receive the Gold Sustainability Certification of the World Triathlon—the highest award possible for implementing sustainability measures across all areas of an event: governance, staffing, infrastructure, accommodation, procurement, mobility, energy, catering, waste management, water management, biodiversity, healthy lifestyle, merchandising, raising, awareness, and communication.

World Triathlon Sustainability

GOLD

2023 certification

GOOD LOOP

Fetri

IBIZA ASPIRES TO BECOME THE FIRST EVENT IN BEING CERTIFIED AS ZERO WASTE.

We want it!.

The Balearic islands have a groundbreaking law that aims to promote a circular economy across sectors, including sporting events which are forced to eliminate single-use items.

The Good Loop has seen this legal framework as an opportunity to strive to be the first triathlon world championship in replacing plastic bottles of water and paper cups for reusable cups.

We aspire to become the first event in Europe to be certified as Zero Waste by the Mission Zero Academy—powered by Zero Waste Europe.

GOOD LOOP
Fetri

2023
MULTISPORT WORLD CHAMPIONSHIPS IBIZA

The Good Loop actions that have made this event to be like no other.

Good for the planeta is bien for you!

SPORT AREA

1	**Waste-free water during competitions.** Powered by Aqualia.
2	**Choosing reusable cups and drinking water free of microplastics.** Saving 30.000+ single-use plastic bottles.
3	**Cycling bottles become reusable.** This allows us to stop 4.200+ bottles from going to landfill.
4	**Water in aluminium cans** will be provided to athletes which require sealed water to comply with antidoping legislation. Aluminium is **eternally recyclable.** We've partnered with Ocean52 which devotes 52% of its profits to ocean protection.
5	Choosing a welcome pack made to last which embrace circularity: **stainless reusable bottles and gymsacs made out of recycled cotton.**
6	**A donation has been made in the name of each athlete to IbizaPreservation** (€ 3,000). Athletes have been given a plantable seed card in representation of the donation.
7	The Multisport Legend **trophies are made in Ibiza out of locally upcycled plastic.** They've been created out of 6,800 plastic bottle tops.
8	Choosing **CO2 neutral finisher medals,** saving 3,43 tons of CO2 by using NFT medals.
9	**Reducing even more CO2 with the finisher gifts** by changing them for personalised videos. 3,900 physical gifts less = 21.45 tons of CO2 less.

CALCULATING AND COMPENSATING OUR CARBON FOOTPRINT.

10	This is the **first triathlon world championship to measure its carbon footprint.** It's important to measure our impact to be able to understand where we need to improve.
11	**Instead of giving out nearly 100 bouquets of flowers, we're planting 50 fruit trees in a regenerative farm in Ibiza.** Terra Viva Ibiza aims to become the biggest edible forest in Ibiza.
12	**Taking care of the ecosystems that make the event and our sport possible.** On May 4, 10-12h in Figueretas, we're coming together for a beach cleanup.
13	**We want this world championshi to be a tribute to Posidonia oceanica, the Amazon of the Mediterranean.** 1 hectare of Posidonia = 15 hectares of the Amazon. It takes around 100 years to grow 1 cm and is undergoing high levels of degradation.
14	**Shared transport—**a circular bus for athletes to be able to move between the different venues.

GOOD LOOP
Fetri

STAFF Y VOLUNTARIOS

15	Staff and volunteers are also wearing the Good Loop with an **organic and fair trade** cotton t-shirt, a **reusable aluminum bottle from Ocean52,** and a gymsac made out of recycled cotton to avoid the use of single-use plastics.
16	Picnics: **over 1,500 single-use bags have been avoided,** single-use products, unnecessary packaging, and only sandwiches are served in compostable recycled paper. Additionally, they have worked on guaranteeing that **at least 30% is vegan.**
17	The catering has eliminated all single-use plastics and replaced them with reusable products.
18	There will be **10 bicycles** for staff and volunteers to reduce our impact during the event.

PARTNERS Y ZONA EXPO

19	**Circularity is embraced throughout the Expo Area:** by bringing your used batteries to the sustainability stand, you can win prizes thanks to our partners ERP, Ecopilas, and the Ministry of Environment of the Balearic Government. You can also try **our bicycle that upcycles plastic.**
20	There is a **water fountain** at the Expo so that everyone can refill their water without generating waste, powered by Aqualia.
21	The brands present at the expo avoid single-use items and products wrapped in plastic. They are also part of this journey and are contributing and participating in the Good Loop in different ways.
22	Suppliers. We have a list of sustainable criteria and have aimed at **prioritizing local or nearby partners.**
23	(Ma), the company that has walked with us on this **sustainability strategy,** is a social business based in Ibiza that exists to contribute to the creation of a circular and regenerative economy.

HAVE
A GOOD
LOOP!