

Tour de Suisse

Climate Transition Plan

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Introduction

The Tour de Suisse (est. 1933) is one of the major stage races on the annual calendar of World Tour professional cycling teams. The race brings together 24 men teams and 20 women teams mid-June for 10 days of racing across the superb and oftentimes hilly terrains of Switzerland. Given its setting in the annual calendar, it attracts many of the best riders in the world and serves as an important test for those who want to refine their form ahead of the Tour de France.

From an organizational standpoint, the race is operated by the Tour de Suisse Verein, a Swiss non-profit organization based in Zurich. The Tour de Suisse Verein is under the operational management of Cycling Unlimited AG (CUAG), a Swiss company owned by Swiss Cycling, Infront, TORTOUR, ProTouchGlobal and Flanders Classics. CUAG's mission is *to develop the most important, comprehensive community platform for the benefit of Swiss cycling*. Besides the Tour de Suisse, CUAG organizes the Swiss Cycling Alpenbrevet, the Tour de Suisse Challenge and other cycling events.

Tour de Suisse Verein embarked on the road to sustainability in 2019, when CUAG assumed the organization of the race for the first time. Over the first few years, the focus was on implementing practical strategies to manage waste, recycling, and energy consumption. The effort was scaled in 2021 with the development of our first comprehensive sustainability strategy, which led to our first carbon footprint measurement in 2022. In 2022, we also defined our reduction targets and started publishing our ambitions. Since then and through 2024, we have launched various initiatives aimed to help us reduce our emissions. They include partner and spectator engagement programs, initiatives to engage professional team, operational actions as well as an extensive communication effort to raise awareness and amplify our impact.

Our ambition is to reduce our emissions by 50% by 2030 and to become carbon neutral in the next decade. Our focus is on direct reductions rather than on offsets. Our overall strategy and the initiatives undertaken to date can be found on our [website](#).

A. Governance

We consider our sustainability strategy as a critical building block for the future of the Tour de Suisse. As a result, the responsibility for its execution ultimately falls with the Tour de Suisse race director, as well as the executive team and the Board of CUAG. The day-to-day activities

are led directly by CUAG's Head of Brand Management, who is part of the organization's executive team.

The Tour de Suisse works with an external sustainability partner, [Quambio](#), to add analytical and ESG operational expertise. Quambio is a Swiss company based in Neuchâtel with expertise in carbon measurements, the implementation of reduction strategies, climate risk analyses, employee engagement and impact investment projects. The partnership with Quambio is in its third year.

The Tour de Suisse has had KPIs and objectives in place since late 2022, as mentioned above. This document represents the second release of our transition plan, which we aim to update annually. We expect the document to evolve over time. We list year over year changes in the last section of this report. This PDF is the most to date version, released on the date mentioned in header.

B. Strategy

Overall Objective

Our overall objective is to reduce our race-related emissions by at least 50% by 2030 and to deliver a net neutral event within a decade. We place our focus on sources that we can actively reduce (either those we directly control or which we can influence). We keep track of both the emissions that are currently reducible and those that are not reducible however and constantly seek ways to produce additional reductions.

As we worked through our initial emission estimates for 2022, we identified key areas of our operations that drive our emissions. They include the activities of our own team and volunteers, those from participating athletes and their support teams, our local partners including start & finish organization committees, sponsors and in-event retailers, regional authorities, the media and finally our fans and spectators.

Annually, we map out a list of initiatives meant to engage each of the groups, with the aim of reducing related emissions by about 10% a year on average (the reductions are not linear over time, however). Our strategy lists specific annual emission reduction objectives with individual targets by contributing segment.

Operational Engagement

The organization of the Tour de Suisse requires coordination across various groups of stakeholders. Some are directly under our control as organizers, but many are not. Operationally then, our approach varies as a function of the constituent we are engaging with.

We identified three levels of control, which we list below. The strategy varies by constituency and is also outlined below.

1. Direct control, such as with our own organizing team and our race volunteers. Emissions linked to that group come primarily from transport. We promote and facilitate the use of public transport and bicycles for commutes and race related

transports. When it comes to volunteers, we privilege the support of volunteers local to the venue.

2. Indirect control, such as over some of the activities of racing teams and organization committees. We can control some of the constituent activity via race and venue policies which must be followed to be part of the event. For instance, our participating team policy stipulates the number of vehicles authorized and the conditions for operating team buses.
3. No control, for instance as to the media and police vehicle planning. We also have no influence on team travel arrangements and limited control of how spectators come to the race. In that case, our strategy is to raise awareness and look to provide guidance on possible actions the various groups can take. We are also organizing mobility challenges for fans, in order to further promote soft mobility options.

Policy Engagement

We engage at multiple levels to contribute to policy discussions, both within the realm of our sport, but also within our region:

1. Sport associations and governing bodies: We are a signatory of the United Nations Sports for Action (S4CA) framework and an active participant of the cycling organizations subgroup led by the Union Cycliste Internationale (UCI).
2. Participating teams: Starting prior to the 2023 race, we reached out to all professional teams participating in the Tour de Suisse with the aim of understanding ongoing activities, summarizing them and share back with all interested teams. Our aim is to build information that can be then used by all to advance the sustainability agenda within all teams. In 2024, we sponsored the first edition of the Tour de Suisse sustainability award, rewarding the team we saw as the most active in the space of sustainability in the past year. This award was a first for us, but also a first for our sport. We hope it leads other event organizers to put in place similar programs.
3. Local organization committees: Similarly, we are engaging with the committees responsible for the organization of hosting cities activities. We are creating a knowledge hub that we plan to convert into policy terms over time. In 2024, we surveyed our committee to understand how active they are on the issue and to also raise awareness with them.

Outreach Strategy

Given the large number of spectators who attend the race, a significant amount of our emissions is due to their travels to the event. We fully recognize that these emissions are under our reporting responsibility. Given the lack of control we have when it comes to spectator emissions, we seek to affect change principally via outreach activities. We are however looking for ways to facilitate the use of public transport for instance.

We discuss all our initiatives on our [website](#). Our aim is to raise awareness with our spectators, hopefully putting the issues fore front in their head when they decide how to come to the event. In 2024, we also organized a [mobility challenge](#) during race week to motivate spectators to leave their cars at home. The challenge offered a competitive environment where participants

could see where they rank against others. We also offered the opportunity to join teams, therefore participating within the context of one of the pro teams.

We also met with our media partners to make them aware of our activities so that they can elect to speak about them with their readers. Our sustainability initiatives, in particular our sustainability award, were discussed at the pre-race media conference. As mentioned above, we also have outreach activities directed to the participating teams and to our local organization partners. We hope that by organizing best practices in one place will help the various constituencies move forward with their own actions.

C. Risk Management

We have identified the following climate change related risks and opportunities. For each risk and opportunity, we describe our current activities and plans. We are regularly reviewing and updating this section to keep it up to date with any emerging considerations.

Climate-Related Risks

Risk	Severe Weather Events
Description	As the race covers large distances and goes through various terrains, it is at the mercy of potential severe conditions such as heat waves, severe rainfall episodes, extreme colds, low visibility conditions (including fog) and even snow episodes.
Time Horizon	Short to medium term
Likelihood	High
Severity	Moderate
Mitigation Actions	<ul style="list-style-type: none"> • The weather is monitored in real time during the race, with particular attention placed on potentially rapidly changing conditions in mountainous terrains. • A response plan has been developed and is kept up to date and shared with all relevant stakeholders prior to the event. • The response plan is reviewed annually and discussed with the staff in charge of safety, the organization committees and the local authorities and police. • As part of the annual review, contact numbers for all stakeholders are being updated and shared, along with the policy. • In the eventuality severe weather is forecast, the plan is activated by the race director, leading to discussions with the various parties (including the athletes) and a decision is made based on the conditions faced. • During the race, we communicate with the teams and if necessary, provide additional resources to face conditions such as extreme heat.

Risk	Public Actions
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Description	Public actions aimed at shedding light on climate issues have taken place at other sporting events, including during cycling races. As the race sometimes passes through remote areas, manifestations have the potential to create routing issues with limited time to react.
Time Horizon	Short term
Likelihood	Moderate
Severity	Moderate
Mitigation Actions	<ul style="list-style-type: none"> • As a long-time organizer of races in Switzerland, we have an in-depth understanding of routing options which we would be able to use to reroute riders in real time if the need arose. • We keep close contact with local authorities and the police as well, who would be at the forefront of a response at the site of a manifestation. • We have scouts on the road ahead of the race to ensure safety. We train them to monitor and identify potential situations in real time.

Risk	Policy and Legal Changes
Description	Bicycle races are organized on public roads, with the approval and support of the local and national authorities. The race is at the mercy of any decisions made by officials regarding road access and closures. As a Swiss based organization, we are also subject to all applicable Swiss laws and regulations.
Time Horizon	Medium term
Likelihood	Low
Severity	Moderate
Mitigation Actions	<ul style="list-style-type: none"> • We maintain strong communication channels with the local, regional, and national authorities to ensure that any potential issue is addressed in a timely manner. • We stay informed on decisions, trends, and regulations applicable to sporting organizations.

Risk	Reputation
Description	Poor management of climate issues, greenwashing or an overall lack of action can have a detrimental impact on an organization and its reputation.
Time Horizon	Short term
Likelihood	Moderate
Severity	High
Mitigation Actions	<ul style="list-style-type: none"> • We are transparent about our work on climate issues, publishing regular updates on our website and social media channels. • We work with an external consultant who helps us organize our initiatives and help us calculate our impact. • Our assessment is comprehensive when it comes our race related emissions. We do not shy away from Scope 3 spectator emissions linked to our race, for instance.

Climate-Related Opportunities

Opportunity	Description
Sponsors and partners	<p>The depth and thoughtfulness of the climate initiatives undertaken by an event organizer is becoming an increasingly important factor in the decision process for sponsors and partners. Taking concrete and impactful actions towards reducing emissions is therefore not only the right thing to do independent of business considerations but can also create opportunities for new and expanded partnerships. The topic matters to all today.</p> <p>We are for instance working closely with our main sponsor on sustainability issues. They notably participated in the funding of the sustainability award financial reward</p>
Community and outreach	<p>As an outdoor event featuring some of the most beautiful landscapes in Switzerland, we can contribute positively to the climate issue by inspiring people to act at their own level to help protect nature. We have an opportunity to do more in terms of outreach and to help promote low-impact outdoors activities such as cycling with our fans, but also with many others.</p>

D. Metrics & Targets

Targets

As a signatory of the [United Nations Sport for Climate Action framework \(S4CA\)](#), we are committed to halving our emissions by or before 2030 and to achieving net zero emissions within a decade. Net Zero refers to achieving a balance between the amount of greenhouse gases (GHG) produced by an organization and the amount removed from the atmosphere either internally or by supporting external removal projects. Our primary objective, however, is to directly reduce when it is possible to do so rather than to invest into offsets to achieve this balance.

Metrics

We apply the concepts of the GHG protocol, including the framework's definitions for Scope 1, 2 and 3. The current boundary for our analysis is the Tour de Suisse race week. While this excludes athlete travels to the event, a survey of the various team activities highlights the fact that many teams account for their staff and athlete travels in their own reduction plans. We used an operational control approach.

In 2022, we performed our first emission analysis with the support of our external consultant. The table below shows our baseline emissions by Scope. Scope 3 comprises most of our emissions, given the large number of spectators who attend our event.

Scope	Emissions (Tons CO2e)	Included
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1	17.6	Emissions connected to the mobility of the organizing team and of its volunteers, both during the men and women races
2	10.0	Power sources related to running the race, including start and finish installations and logistics center, both for the men and women races
3	2090.4	Teams' mobility during race week, emissions linked to media and official activities during and around the race, activities of the sponsors at the event, spectators' mobility, waste management and cost of transportation for the goods sold at the event.

Since then and through our initiatives, we estimate that we have achieved a 6% reduction over that baseline (128TCO_{2e} in absolute value). Large challenges remain, however, as we do not directly control a significant portion of our race emissions.

We acknowledge the following limitations to our current analysis:

1. We do not account for the energy cost of fans watching the race on TV or on mobile devices. Adding this dimension will increase our Scope 3 results. We have yet to address this aspect properly and reflect it in our budget.
2. However, we take a conservative stand on the mobility of spectators. We assume that 25% come to the event in cars. We surveyed spectators on the course during our 2023 men race, but our statistics still need to be refined.
3. We chose as analysis boundaries the period of the race itself. We do not reflect pre- and post-race emissions yet, but we believe that the impact on our totals, while positive, will remain small in comparison to the emissions measured for race week.
4. We are working on our methodologies to capture emissions linked to race site power consumption and waste management. We are likely conservative at this state of the analysis.
5. Finally, the analysis is for the Tour de Suisse, and does not cover the emissions of other races under the umbrella of the parent company, CUAG.