



Name of organisation/club/venue:

The All England Lawn Tennis Club (AELTC), which stages The Championships, Wimbledon.

What was the issue you were trying to address and why?

We believe that the AELTC and The Championships has a meaningful role to play in helping to protect the environment, today and for the future. We wanted to inspire and engage visitors on the subject of the environment, sharing the important work that the AELTC and our Official Partners are currently undertaking as well as how things might evolve in the future. The aim was a space that was both interactive and educational, raising awareness about environmental issues and inspiring visitors with a positive vision of a sustainable future.

What did you do?

Sustainability at Wimbledon, located in the Southern Village, was created with the invaluable support of our Official Partners evian, HSBC, Jaguar, Lavazza, Stella Artois, Robinsons and Häagen-Dazs. The space contained four themed areas, focussing on what we are doing today with an eye on what might be possible in 2030:

- Mobility: highlighting low carbon travel options
- Circular Resources: how the circular economy can reduce our waste
- Food & Drink: planet friendly food and drink options
- Next Generation: what the Wimbledon Champions of the future will be wearing

The information and activations illustrated how the AELTC is working with our Official Partners and the tangible benefit that our combined efforts can achieve. Visitors to *Sustainability at Wimbledon* could sit inside an electric Jaguar iPace car; deposit their 100% recycled and recyclable evian bottle into the reverse vending machine; take part in interactive surveys and games to tell us which areas of environmental sustainability were most important to them; and read up about the principles of the circular economy and the impact of changes to diet and food production. In addition, the AELTC used *Sustainability at Wimbledon* to highlight the breadth of our efforts as an organisation – from buying renewable electricity, to reselling used tennis balls for charity. Through a mix of education and inspiration, our ambition was to encourage individual behavioural changes to help address the issue of climate change.

What were the results, including responses?

Sustainability at Wimbledon was very well received by visitors to the space, achieving a 'very good' rating on our visitor satisfaction survey. With environmental sustainability a focus for many in society, we received positive feedback from visitors who were appreciative of the AELTC's focus on this important area and the thinking behind it. Combining future scenarios with current actions enabled us to portray a positive vision for the future as well as acknowledge the work that has already been done. The media showed a keen interest too, with broadcasters BBC Breakfast, ESPN and Sky Deutschland among those featuring *Sustainability at Wimbledon* in their coverage of The Championships.

What are the next steps or plans for future improvement?

We will continue to work together with our Official Partners to amplify messaging around the importance of environmental sustainability and diversify the way we communicate with visitors at The Championships using physical spaces, our roving 'eco champions', and electronic communication channels such as our website and the Wimbledon app.

We are mindful that changes to our climate are accelerating and we have a responsibility to play our part and use our influence to support this important cause, not just because it is expected of us, but because it aligns with our values. The AELTC is proud to be a signatory to the UN Sport for Climate Action Framework which aims to achieve a clear trajectory for the global sports community to combat climate change in line with the Paris Agreement, and to use sport as a unifying tool to advocate for climate action.

Our approach to the environment is just one aspect of the AELTC's capacity and responsibility to act as a force for good, delivering a positive and sustainable impact on our economy, society and the environment in support of the UN's Sustainable Development Goals.

Further information about the AELTC's approach to environmental sustainability can be found here:

https://www.wimbledon.com/en_GB/atoz/sustainability.html