



---

## Sustainable Environmental Strategy

**RICOH**  
imagine. change.

---

# Open Nice Côte d'Azur : Positionning

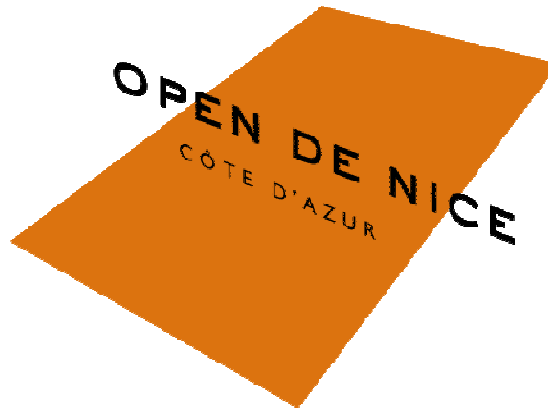
**Historical tournament and club of French sporting heritage**

**Favorable site with regards to players / fan proximity**

**Roland Garros ambushing**

**Last preparation for the French Open in the heat of the clay season**

**Last stop before a Grand Slam which entails broad international media coverage**



**High quality Public Relations**

**Customization of the offers and flexibility of the organization**

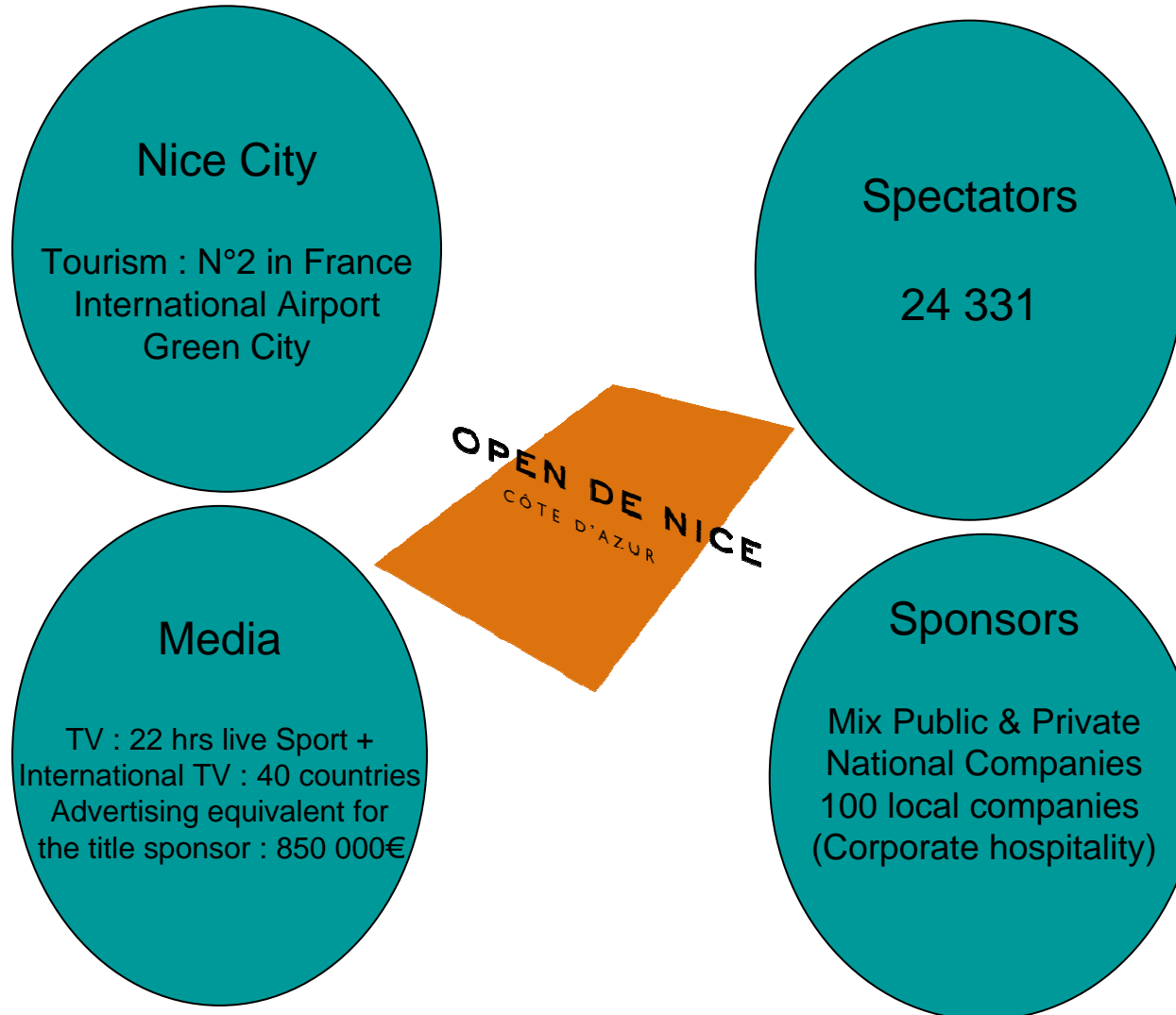
**Green Week ATP World Tour**

**Melting pot between top French players and top 20 members of the ATP World Tour**

---

---

# Tournament key figures



---

## « Doing well by doing good »

- As professional tournaments, and more generally as sports organisations, we have no legitimacy to be a **complete eco-responsible structure** due to certain activities (players fees, prize money, PR, hospitality, transportation...) and infrastructure (stadium).
- Our main goal is to find an **equilibrium** between **economic** results / **environnement & social** impacts on our community

### *But*

- We can be a **PLACE** and a **MOMENT** to support **causes**
- We can be involved in **learning** together with our stakeholders (sponsors, institutions, suppliers, OGN...) how **construct collectively sustainable resources**.
- We can **activate** sponsorship differently in **promoting** the **engagement, involvement or participation** of our partners in the strategic domain of **sustainable development** (environment and social positioning)

---

# Environmental actions

Energy



No group generators & energy control on courts (scoring panels)

Transportation



Electric cars and motorcycles – carpooling – bus and tramway

Freight



Limitation of transport distance by selecting local suppliers

Material



Reusing wooden materials and printed panels

Food and Beverage



Selecting local suppliers who provide local food respecting seasonable fruits and vegetables

Waste



Recycling : tennis balls, bottles, glass, plastic, coffee, paper...

Storage



Limitation of the duration of storage (less than 3 weeks on site)

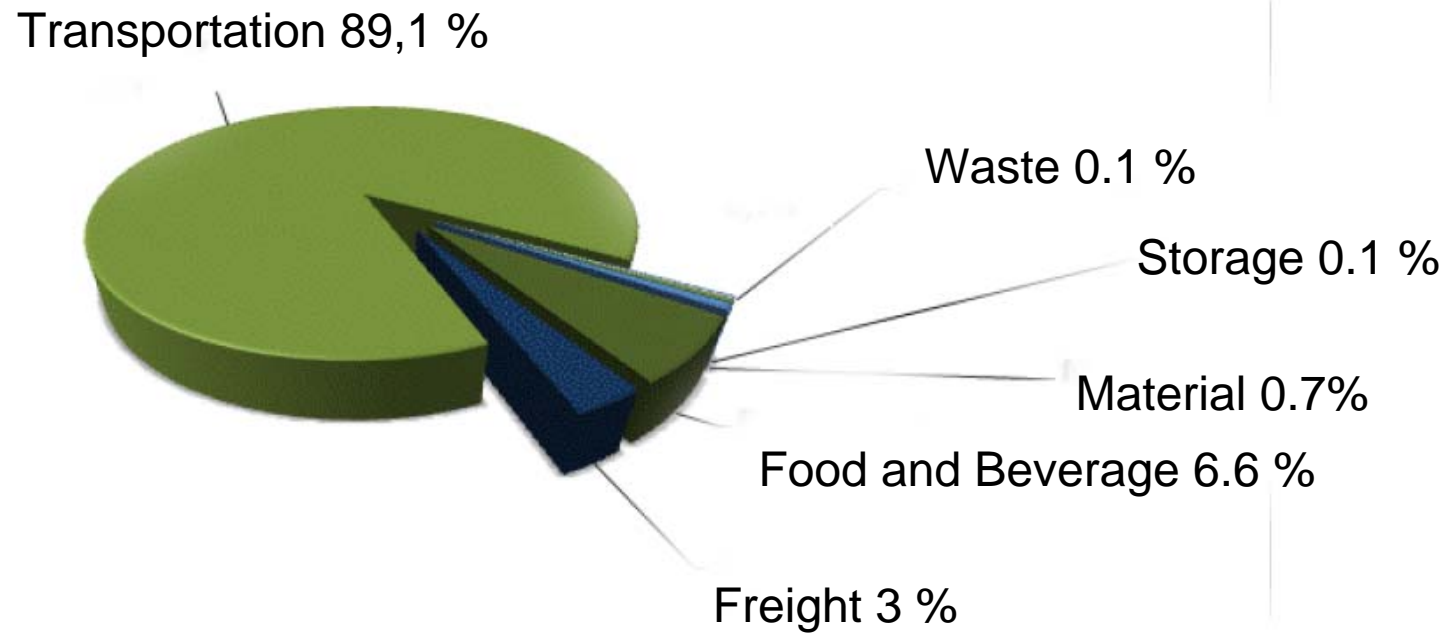


# Results : Carbon Assessment



2010 : 360 Tons Equivalent CO2

2011 : 294 Tons Equivalent CO2



**ADEME**

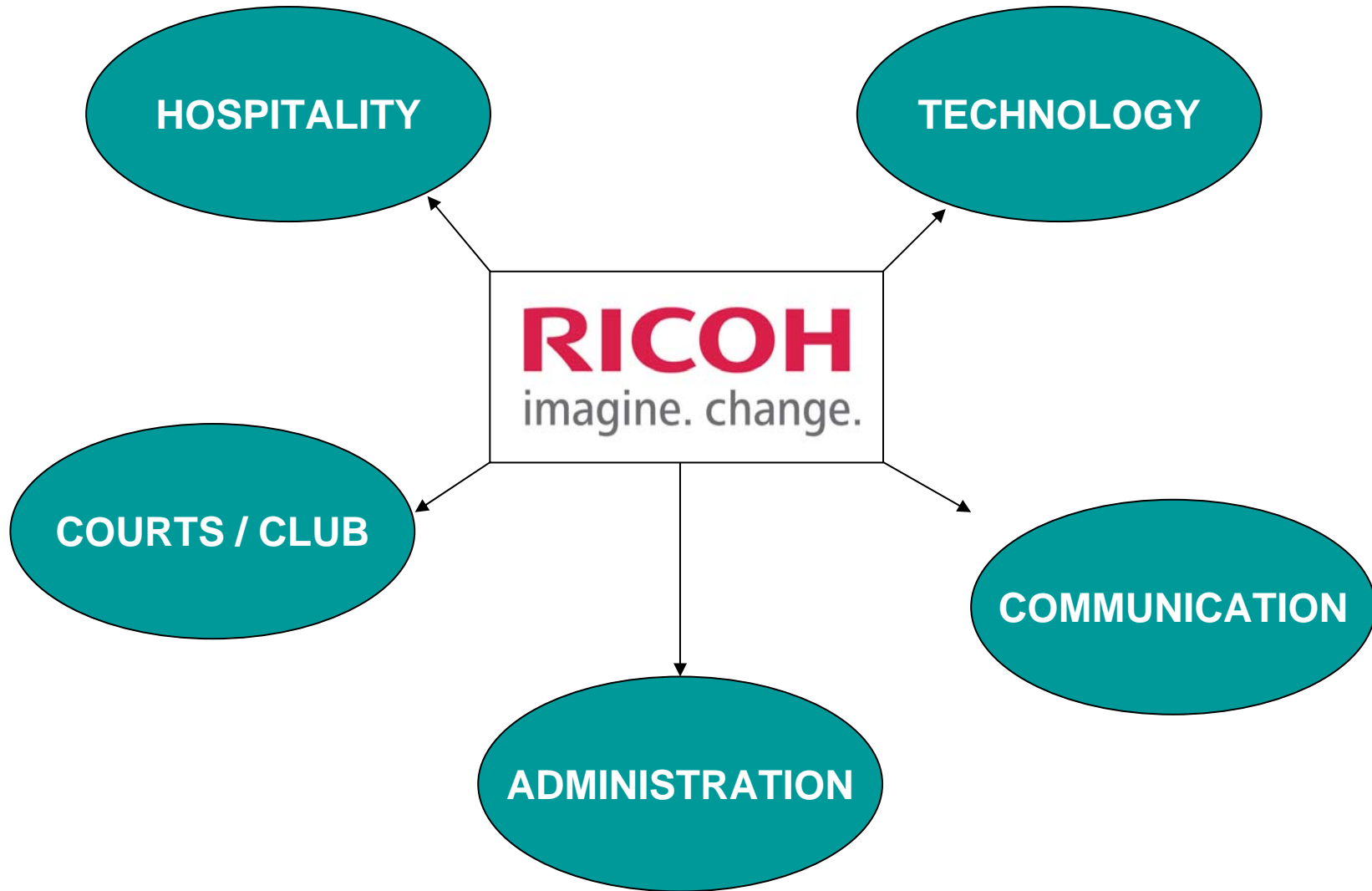


Agence de l'Environnement  
et de la Maîtrise de l'Energie

Événement Bar Carbon

---

*Innovative sustainable event production : Reducing, Reusing, Recycling*



---

# Activation offer for Ricoh : 10 000€

- Chair umpire or speed gun : Ricoh logo
  - Supplier on Printing (Press – Organisation – Players) :
    - 4 multifonction printers ( 2 black & white / 2 colors)
    - 1 Projector
  - Reducing, Reusing, Recycling event sponsor : Ricoh logo on all green actions on site (waste management, electric cars, ball recycling)
  - 1 page of advertising on official program
  - Option (5000 €) : Box seats for Public Relation (6 – 8 people / days)
-