



impactrun
Our commitments

What is the mission of the event?

Fostering strategic partnerships in sustainability and establishing an innovation lab dedicated to the sports events sector

Where did the idea for IMPACTRUN come from?

It's a bottom-up initiative launched by Sportero's field teams. It wasn't suggested by shareholders, management, or Tero Group's impact department.

Who are our participants?

All those involved, directly or indirectly, in the economic and ecological transition of the private sector.

Before We're committed!

8 pillars, 8 commitments

- Gouvernance
- Mobility
- Waste
- Food & Beverage
- Suppliers
- Energy and water
- Social
- No greenwashing

After We evaluate and communicate!

- The commitments we succeeded in keeping
- The commitments we failed to keep and why

COMMITMENT 1: Choosing exemplary sponsors

We mobilize the concept of environmental and social exemplarity from the Shifting Economy in the Brussels region to select our sponsors.

We have three criteria that guide our selection of sponsors:

1.  **Excluded Sectors:** Following the exemplarity principle of the Shifting Economy, we exclude 13 sectors that do not meet our high standards.
2.  **Certified Excellence:** We prioritize companies with certifications such as EMAS, ISO 14001, Eco-dynamic Enterprise, ISO 50001, The Green Key, B Corporation, etc.
3.  **Tero Family Favorites:** Highlighting partners that resonate with our core values and commitment to change.

For more information on the first two criteria:

[Shifting Economy](#)
[Arrêté du Gouvernement de la Région de Bruxelles-Capitale](#)
[relatif à l'exemplarité au niveau social et environnemental des](#)
[entreprises](#)

governance



COMMITMENT 2: Promoting sustainable mobility

1. Facilitating and encouraging bicycle use

We will offer secure bicycle parking at our Event House Waterloo.

2. Facilitating train use and providing shuttles

We encourage participants to use the train to reach Groenendael station. Shuttles will be available to transport them from the station to our site and back at the end of the day.

3. Facilitating and encouraging carpooling

We strongly encourage carpooling and provide incentives to support it. Here's how we proceed:

- 3 (or more) people per car: Direct access to reserved parking (70 spaces available).
- 2 people or less per car: It is recommended to find an alternative such as carpooling or public transportation, as no parking is provided.
 - A link to a platform will be provided to facilitate carpooling organisation between participants.
<https://www.covievent.org/covoiturage/impactrun-2025/5b10ebd86594a95fced0653393ccc5ca>

mobility



COMMITMENT 3 :

Reducing and responsibly managing our waste

1. Reducing single-use plastic
 - Complete elimination of plastic cups; each participant is encouraged to bring their own water bottle, and we will provide water stations.
 - Use of reusable runner's bibs.
 - Our goal is to limit ephemeral branding and reduce waste at the source. However, for the waste that is inevitably produced, we collaborate with [Alpaca](#) in order to upcycle branding materials and give them a second life
2. Distributing surplus food that cannot be eliminated.
3. Sorting our waste, with selective waste sorting stations at the event venue.

Waste



COMMITMENT 4 :

Creating a Sustainable Food & Beverage Offer

1. **Our catering offer is still under development!** However, our commitment is to offer as much organic, seasonal, and local food as possible:
 - Our food offer consists primarily of plant-based choices to reduce red meat consumption and lower CO₂ emissions:
 - We prioritize seasonal produce sourced primarily from our organic farm;
 - complemented by organic ingredients from other partner farms
 - and European organic cereals.
 - We also offer meat, but not just any kind :
 - Pork instead of beef, why?
 - One classical meal with pork emits 1.46kg CO₂e, while one classical meal with beef emits 6.29kg CO₂e (approximately)
 - What kind of pork?
 - Our pork comes from our farms, gathered from our organic livestock farming, and raised outdoors with practices that respect animal welfare
2. **Also, our beverage offering is still under development!** In line with this, we aim to offer beverages focusing on organic and local product.



COMMITMENT 5 : Working with local and dedicated suppliers.

At least 50% of our suppliers must agree with the code of conduct and complete the social and environmental performance evaluation questionnaire from Tero Group.

suppliers



COMMITMENT 6 : Responsibly managing our energy

Implementing a Renewable Energy Solution at our Event House in Waterloo

Currently, we do not have an on-site renewable energy supply solution...

However, even though this is not the simplest site to install solar panels, it is thanks to our IMPACTRUN that we are prioritizing the installation of solar panels and electric vehicle charging stations at our Event House in Waterloo, as part of our Tero Energy project, aligned with Tero Group's CO₂ reduction strategy.

Our goal? To install the solar panels before our IMPACTRUN !



COMMITMENT 7:

Supporting a solidarity cause and promoting inclusion

1. We commit to making a donation, with the beneficiary organization chosen by the main sponsors, respecting the following criteria: a non-profit organization that, in one way or another, raises awareness or takes action on one of the SDG themes.

This year, Tero Group, as the main sponsor, has chosen [The Shifters Belgium](#). Their mission is to raise awareness among the general public, students, and businesses about energy and climate challenges, as well as the need to decarbonize the economy.

2. Students working at the event will be engaged through [Sport2be](#), a non-profit organization that facilitates the personal, social, and professional development of young people through free sports activities.



COMMITMENT 8 : Communicate responsibly about our commitments and raise awareness among our stakeholders

1. Conduct an analysis with a sustainable event expert to understand our real challenges: thanks [Green Sight](#) and [Tapio](#) !
2. The marketing teams across Tero Group will undergo training in eco-responsible communication.
3. A report will be shared, detailing our fulfilled commitments, remaining challenges, experiences and performance.

no greenwashing

17 PARTNERSHIPS
FOR THE GOALS





TWO