



## SUSTAINABILITY CASE STUDIES

**Racing to Zero, with  
Canadian athlete Oliver Scholfield**





# Racing to Zero – Oliver Scholfield

## Objectives

- Racing to Zero are working with sport organizations of all sizes to create a community equipped with the tools and knowledge to tackle climate change and reduce their own impact.
- Racing to Zero aim to reduce impact through education, event measurements, strategy development and carbon reduction programs.



## Description

- Racing to Zero was created by Canadian Olympian (Track & Field and Bobsleigh), Oluseyi Smith, in 2019 through the IOC Young Changemakers Program (now Young Leaders Program).
- Canadian hockey player Oliver Scholfield joined with him from the very beginning as they worked with several grassroots clubs to measure and improve the sustainability of their operations and events.
- They have since expanded their work to encompass a variety of sports and organizations of all sizes to maximize their impact.
- Oliver has been recognised and shortlisted in 2023 by the IOC for their annual Climate Action Awards in the Athlete Advocacy category



*"I got involved with Racing to Zero after experiencing first-hand the amount of waste produced at major sporting events and recognizing the impact that hosting those events has on the environment. Seeing the steps that leaders in this space are taking has been inspiring and as a group we are looking to maximise the impact that organizations, athletes and fans can have on creating positive environmental change through sport" – Oliver Schofield, Canadian International Hockey athlete*

# Racing to Zero – Oliver Scholfield



PLANET

- Racing to zero has grown and was officially established as a non-profit in 2022. They offer three main services, all with flexibility built in to really work with their clients to deliver exactly what they want or need:
  1. Sustainability Education - workshops or webinars to educate people on the impact sports have and how to improve
  2. Sustainability Measurements - Scope 1-3 carbon audits of events and overall sustainability assessment across multiple impact categories
  3. Strategic Planning & Implementation - Strategy development and management of projects to actively reduce emissions or improve sustainability.



**1. Sustainability Education**



**2. Sustainability Measurements**



**3. Strategic planning and implementation**

## Results

- Measured sustainability of 9 events, including 2023 Tim Hortons Brier (curling), 2023 Men's World Curling Championship and 2022 Ontario U20 Open Championships (Athletics).
- Hosted 2 sustainability workshops, with Curling Canada and the World Curling Federation.
- Presented at 3 events - 2022 Green Sports Day, 2022 Triathlon BC Race Directors Workshop and 2022 PanAm Sports Athletes Forum.
- The most notable project recently has been working with Curling Canada to develop their long-term sustainability strategy.