



SUSTAINABILITY PLAN

TENNIS CANADA SUSTAINABILITY STRATEGIC PLAN

Revised: 2020/09/29

Overview



Founded in 1890, Tennis Canada is a non-profit, national sport association with a mission to lead the growth of tennis in Canada and a vision to become a world-leading tennis nation.

We value **teamwork, passion, integrity, innovation** and **excellence**.

Tennis Canada owns and operates the premier National Bank Open presented by Rogers WTA and ATP Tour events, four professional ATP and ITF sanctioned events and financially supports four other professional tournaments in Canada. Tennis Canada operates junior national training centres/programs in Toronto, Montreal, Vancouver and Calgary. Tennis Canada is a proud member of the International Tennis Federation, the Canadian Olympic Committee and the Canadian Paralympic Committee, and serves to administer, sponsor and select the teams for Davis Cup, Fed Cup, the Olympic and Paralympic Games and all wheelchair, junior and senior national teams. Tennis Canada invests its surplus into tennis development.

There are inherent environmental and social impacts involved with such a complex business and the organization of large events, such as the National Bank Open tournaments. Therefore, Tennis Canada has established a comprehensive sustainability plan to improve and regulate our sustainability efforts for the organization and our signature events.

To establish a governing structure and set the foundation to implement a sustainability strategy, Tennis Canada has established a distinct **Purpose, Vision** and **Mission** that will serve as a platform for sustainable tennis development.

Guiding Environmental Principles

»» Purpose

Tennis Canada has the responsibility to minimize its environmental footprint and become a world leader in sustainability in the world of tennis.

»» Vision

To leave lasting and positive legacies for our fans, players and communities as we strive to become leaders in sustainability by 2030.

»» Mission

To lead the sustainable growth of tennis in Canada and organize environmentally and socially responsible world-class events – National Bank Open in Montreal and Toronto – by aligning our actions with our core values of teamwork, passion, integrity, innovation, excellence and accountability.

Focus Areas

Due to the complexity involved in implementing a sustainability strategy and aligning it with our Purpose, Vision and Mission, Tennis Canada has identified four focus areas that relate most to our National Bank Open presented by Rogers WTA and ATP Tour events. These areas are key to understanding our commitment to the environment and to our communities. They are as follows:

① Waste and Water Management

② Energy and Carbon Emission Management

③ Social Responsibility

④ Communication

Below are brief descriptions of our focus areas and how they relate to our events and activities:

① Waste and Water Management

- ✓ Waste management involves controlling the **amount of waste generated** as result of Tennis Canada's events and activities and being aware of our recycling and waste disposal streams to increase landfill diversion rates by prioritizing the 4Rs (reduce, reuse, recover, recycle).
- ✓ Water management refers to **managing water allocation** for activities such as sanitization, landscaping and catering.

② Energy and Carbon Emission Management

- ✓ Energy management looks at the optimization of energy consumption as a result of Tennis Canada's events and activities by **increasing energy efficiency** and sustainable consumption.
- ✓ Emissions management underlines **decarbonisation efforts** with a focus on player, fan and supply travel.

③ Social Responsibility

Social responsibility supports a holistic view that explores how Tennis Canada and its events contribute to **bettering our communities**.

④ Communication

Communication refers to how Tennis Canada shares information relating to its sustainability initiatives. By encouraging the public to contribute to making this a world class sustainable event, effective communication will help **change behaviors** and lead us to a more sustainable future.

Goals

At Tennis Canada, our goal is to ensure that the National Bank Open presented by Rogers WTA and ATP Tour events are:

Zero waste by 2030

Carbon neutral by 2030

Environmentally and socially sustainable by 2030

Advocating and inspiring community action by 2030

Target of 2030

The target year of 2030 challenges Tennis Canada to be a world leader in sustainability in the world of tennis while providing sufficient time to adapt behaviours and integrate new technologies, methods and procedures that will leave lasting and positive legacies for our fans, players and communities.