



Label Green the Desert

By MyJak



Organize an event is a beautiful idea Have a Green event is even more powerful!

Welcome in our world where the Nature has got its rights.

We are Jacky and Mimi, professional athletes since 20 years, 2 times World Champions in Adventure race, owners of MyJak, “Race to Green the Desert” project creators, Natural Healers, Life style coaches but also 2 guardians of our Mother Nature.

We are also humans, because of that we have got an impact on our Planet Earth. The magic of Life is this impact can be positive or negative and today we want to maximize our positive actions.

We consider our Planet like the most precious Cristal. So we decided to use our energy to be the best in the World but also to plant trees with the project Race to Green the Desert. We have already transformed a desert in food forest in Tenerife : we called this place Raw Adventure Center, energy self sufficient living

with permaculture garden. The goal is to let people experimenting with a more connect life with the Nature and give them the opportunity to learn how to reproduce at home to reduce our impact on our Planet.

Now we want to grow all our projects to involve more people on this way because “We are the change that we want to see”

So the idea is to be associated with the Label Green The Desert and we are here to help you to have the most possible Green event.

What's Green The Desert label ?

We are racing since more than 30 years and we have participated in many kinds of races mostly outdoor events like : rowing, trail running, triathlon, biking, orienteering, adventure racing, obstacles racing, swimming, kayaking, skiing...in many places in the World. So we have imagined our dream event with all our experiences, passion for the Nature and respectful also with the work of organization.

It will be an engagement between you, your beliefs, your passion, the Nature and us. We are not here to blame you but to work with you to find solutions to have the most beautiful event respectful with our Earth.

To be part of the Family you have to follow all these points and put your efforts on the way to Respect the Planet.

Some points are compulsory and some we can work together to find the solution.

Each point has got a goal and

1. **Water :** *Goal is to save each drop*

Water is the life, each drop is so important and we have to treat like a treasure. Give back the preciousness of Water  The idea is to avoid the plastic bottles and all kinds of chemicals. No bottle doesn't mean no water, we can use water tank, or city water and serve with ecocup cup, personal bottle. We have to save the grey water from the water point, shower, dishwasher without chemical and keep the room water in tank to reuse for plant Asking all festival attendees to “bring a bottle” that they can refill onsite, with clean water widely available, to reduce the need of plastic water bottles.

2. **Race part :** *Goal is Zero impact on the Nature*

Environnement friendly design, eco tape, eco mark, reusable stuffs, reusable chip, closing race with a team to clean everything

3. **Transportation:** *Goal is to limit the numbers of cars and CO₂ emission*

Proposing on the website a platform of share caring, set up a safe bikepark, offering options on different transportation like bus, train... Ideas to motivate people: You can award with parking closest, free juice... For those events that make money from the car parks you could consider charging a fee for empty seats to encourage car sharing. That way you're taxing the non-car sharers and rewarding those who fill their empty seats.

4. **Energy:** *Goal is to jump on Green energy*

Reduce at the maximum energy consumption with the goal to jump on the green energy for the next events. You can powering your festival with an "Energy Playground" , have a phone charging station with bikes...

5. **Food:** *Goal is to have access at healthy food*

Environmentally conscious catering, good food fruits local market. On each event, offer 1 free stand for 1 fruit local market and 1 organic food shop. We encourage event organizers to put clauses in their contracts which oblige caterers and bars to serve their food and drinks in recyclable serve-ware; ensuring first that we've got somewhere local to recycle the material before we tell them which materials to use. During the race, on the food points, offered to the participant at least 2 choices of fresh fruits.

6. **Waste:** *Goal is Zero Waste*

Eliminating Single-Use Plastic, recycling, composting. Brightly colored bins designed to increase recycling throughout the festival site with volunteers to guide the participants on their choices. This point is important because many times you can see recyclable bins with wrong things inside! Goal is also to have a Zero Waste Food plan : all the food waste has got a value : can be give to the volunteers, to an association, to a bank food, to have a kind of renting system and give back to the shop, to the compost, to the farmer...

7. **Toilets:** *Goal is using dry toilets*

Green Options ecologic paper, no chemical, hay for pee for men. Goal is to have dry toilets. If it's not possible work with the local building to use their toilets. The human compost has to be given.

8. **Ticketing** : *Goal is avoid paper*

Going Paperless, limit at the maximum the flyers from sponsors or from other events.

9. **Education** : *Goal is involved more people to protect the Nature*

Invite all the participants to read and sign the label to be more involved in this green movement. Have on the site a Green point informations to sensitize the participants, it can be rigid support or human support.

10. **Social** : *Goal is to grow the social community*

Have a kindergarten for the participants so both can race. Create a drop place to recollect the 2nd hand from the participant and give to an association. Valorize the volunteers.

11. **Clean the venue**: *Goal is Zero impact on the Nature*

Create a Green Wave at the end of the event to collect and clean everything on the trail.

12. **Prohibited Toxic Substances**: *Target Zero Toxic Products Zero Doping*

Create a healthy environment and give all living beings the opportunity to breathe clean air. Inform all participants of your policy on smoking, drugs and alcohol. For sporting events, insist on doping prevention

13. **Trees** : *Goal is to plant 1 million trees*

Working with association for green the planet and plant trees. At least 1 tree by 1 participant. In depends your budget, it can be a seed to tree adult size 🌳. You can also motivate your community to be part of the mouvement Green the Desert like add a donation for trees in the registration to compensate the carbon foot print (as the point 3)

14. **Certification** : *Goal is to work together for a Green the Desert World* 🌍

Share with us what you are planning to do for each point, we are welcomed all the new ideas and together we will approve “Green the Desert” certification for this event.

Love ❤️ Life Green the Desert 🌵

