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SUSTAINABILITY REPORT 2024





INTRODUCTION

The 2024 Chubb Bermuda Triangle Challenge was the first event actively providing evidence as part of a four-year sustainability certification process through the Council for Responsible Sport. The decision to participate in this process was made by the event’s Executive Committee to fulfill a desire to make the three-day international sporting event more sustainable, find ways to increase its positive economic impact on the local business community, and reduce the environmental footprint on Bermuda’s fragile island environment. On a larger scale, the Executive Committee and the event’s Official Sustainability Partner, Aspen Bermuda, Ltd., wanted to use this opportunity to set the bar for sports and sustainability in Bermuda, hoping to begin small waves of sustainable habits for sporting events that might, eventually, lead to larger calls for things such as the importation of more sustainable and “eco-friendly” products that sporting events need along their supply chains.

In their certification process, the Council for Responsible Sport considers activities and practices in five different areas of event planning, management, and implementation: communication and planning; procurement; resource management; access and equity; and community legacy.

By working closely with Aspen Bermuda, Ltd. and other sustainability-minded community partners, such as Bermuda Craft Brewing, Keep Bermuda Beautiful, Recycle Bermuda, and the Bermuda Zoological Society; taking the time to work with new vendors to procure products in our supply chain that better met the event’s sustainability goals; and communicating our efforts to participants, sponsors, and members of the community, the 2024 Chubb Bermuda Triangle Challenge was certified by the Council for Responsible Sport.

According to a press statement, Rico Tesio, the third-party verifier from the Council for Responsible Sport who provided on-the-ground documentation assistance during the 2024 event, told organisers: “Your commitment to sustainability, particularly in the unique context of an island nation and a volunteer-led event, is a powerful example of community-driven efforts shaping a more sustainable future. We’re excited to see how the event continues to grow and evolve while maintaining a strong focus on sustainability.”





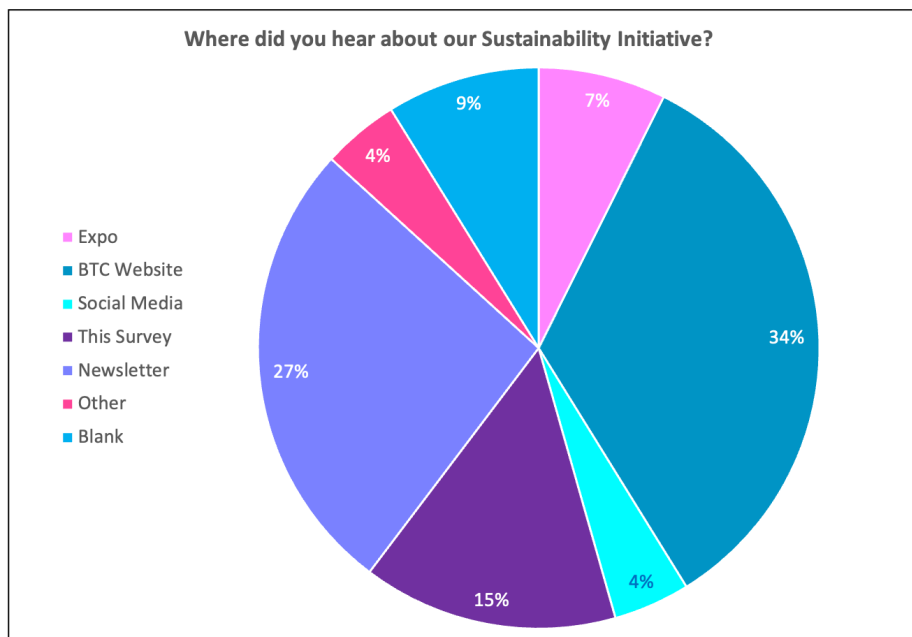
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PLANNING & COMMUNICATIONS

Last year was the first year that we included questions about our Sustainability Initiative in our post-race participant survey. The questions included:

- Where did you hear about our Sustainability Initiative? (Dropdown menu w/selections)
- Did any of the Sustainability Initiatives impact your experience at the 2024 Chubb Bermuda Triangle Challenge? If so, which ones and how? (open ended write-in)
- The Sustainability Initiative of the Chubb Bermuda Triangle Challenge is a multi-year effort that engages many community partners. What are some suggestions you have that could help us reduce our environmental footprint over the Chubb Bermuda Triangle Challenge race weekend? [Keeping in mind that Bermuda doesn't recycle plastic and that many items available at-scale for larger races would need to be shipped in at additional costs.] (open ended write-in)
- Did you take advantage of the discounts and deals in your Virtual Race Bag? (Yes/No)
- If the answer to the aforementioned question was no, please indicate why. (open ended write-in)

One of the most significant findings came in the responses to the question of how people heard about the Sustainability Initiative (basically, where do they get their primary event information from). The results from this helped inform our communication strategies leading up to the 2025 event.





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COMMUNICATION AND PLANNING, cont.

Out of 68 people that answered this question, the majority (34%) heard about the Sustainability Initiative via the Chubb Bermuda Triangle Challenge website, while the second largest segment learned about it via pre-race newsletters that are sent through RunSignUp. Interestingly, only 4% learned about it through our multiple social media posts. A large majority heard about it for the first time either at the Expo or by reading questions about it in the survey. or by reading questions about it in the survey.

We used this feedback to increase the communication avenues we use to inform participants about our Sustainability Initiative leading up to the 2025 event, while working on updating the Sustainability page of our website and continuing putting information in both pre-race newsletters and informative social media posts. Hopefully, the post-2025 survey will show a decrease in the number of participants that learned about the Sustainability Initiative at the Expo or by reading the survey (i.e., after it was too late to engage in any behavioral changes).

When asked if the Sustainability Initiative impacted their experience at the 2024 Chubb Bermuda Triangle Challenge, most respondents chose to not answer the question. However, 26% of people (49% of responses given after excluding blanks) said their experience was not impacted. 10% of respondents (19% of responses given after excluding blanks) said their experience was impacted in a positive way and/or they noticed a positive change in the event. (Graph of results on next page)

These responses included such comments as:

- “I brought my race vest for holding water and avoided the plastic bottles”
- “Made me even more likely to continue to participate. I was proud to see what was being done”
- “I brought my own water bottle to use. I wanted to cut back on how much plastic waste I used on the courses”

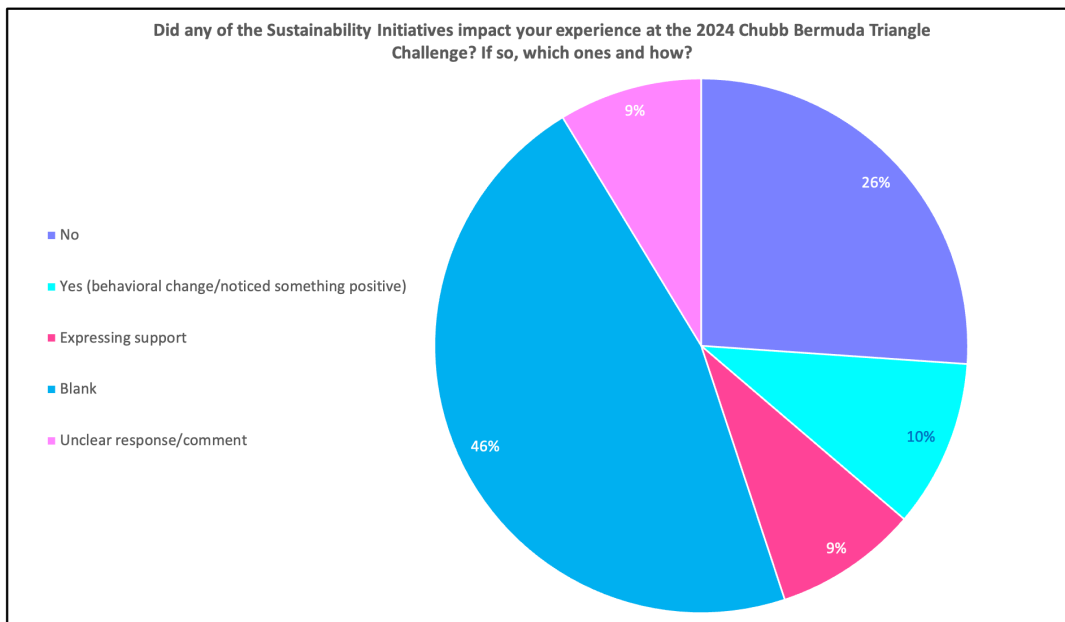
Finally, 9% of respondents (16% of responses given after excluding blanks) were statements made in support of the Sustainability Initiative, such as:

- “Very supportive of the sustainability initiatives that were implemented throughout the weekend”
- “I just really appreciate the overall push toward sustainability. I think it’s an incredible initiative and I hope it spreads to other races!”



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COMMUNICATION AND PLANNING, cont.



Finally, when asked in an open-ended question if they had any suggestions that could help us reduce our environmental footprint over the Chubb Bermuda Triangle Challenge race weekend, 36 respondents (52% of the total) chose to make a suggestion. Of these responses:

- 16 (44%) specifically mentioned reducing or getting rid of plastic water bottles at water stops
- 12 (33%) specifically mentioned having the race go cupless and/or providing participants with collapsible or silicone cups in the runner bags to use during the race
- 2 (6%) specifically mentioned reducing cheap giveaways in the runner bags (e.g., sunglasses) and/or increasing the quality of these giveaways to ensure they aren't thrown away

The Executive Committee took the many comments related to reducing plastic water bottles and the use of single-use (non-recyclable and/or non-compostable) products in our waste stream seriously considering they comprised the majority of feedback. You will see that significant changes have been made to address these issues for the 2025 event.



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PROCUREMENT

For the 2024 Chubb Bermuda Triangle Challenge we were able to make some changes in our supply line by working with local suppliers and changing overseas vendors in order to provide participants with more sustainable options throughout the event. Here is a brief summary of the major changes.

AWARDS

In 2023 a number of participants approached us with concerns regarding our awards and how much plastic was used during their manufacturing process. We agreed and identified awards as one of first and easiest ways for us to accomplish a significant plastic reduction. While few options were available locally, particularly considering we hand out over 350 awards throughout the event weekend, we were able to identify a female-owned small business in the U.S. that makes and hand paints custom awards made from 100% renewable coconut shells. The awards were a huge hit among participants who found them unique, beautifully painted, and a fun alternative to more traditional awards found at other races. While we did increase our carbon footprint in the shipment and delivery of these awards from overseas, had we used a local vendor (if one had been available) the materials would've needed to be shipped in anyway, as coconuts are not native to Bermuda. We also feel the increase is offset by the amount of plastic saved, the reduction in petroleum products used in the manufacturing process, and the consideration of more sustainable end-of-life disposal options of the awards should participants one day get rid of them. On the whole, we consider these a sustainability “win” (and great for our branding) and will be using them again in 2025.



An example of the coconut awards from the 2024 Chubb Bermuda Triangle Challenge



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PROCUREMENT, cont.

RUNNER GEAR (FREE AND AVAILABLE FOR PURCHASE)

As runners ourselves, we know that cheap running technical shirts often end up in the bin, or shoved in the back of a drawer, never to be seen again. In either instance, a waste of money (for the event organizers) and resources (used to make the product).

For the 2024 Chubb Bermuda Triangle Challenge, we changed vendors and elected to work with Scimitar, an international brand known for making high-quality sportswear from recycled sustainable fabrics. Just as important, they also embrace sustainability practices throughout their corporate value chain. We were able to provide the free participant technical t-shirts, free volunteer technical t-shirts, and offer for sale 1/4 zip long sleeve lightweight shirts, all made with recycled materials.



The Scimitar-produced participant technical t-shirt for the 2024 Chubb Bermuda Triangle Challenge



The Scimitar-produced 1/4-zip long sleeve technical shirt for the 2024 Chubb Bermuda Triangle Challenge (for sale)



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PROCUREMENT, cont.

VENDOR COMMITMENTS

Many of our vendors and sponsors also have sustainability goals within their corporate missions. In 2024 this was best exemplified by Bermuda Craft Brewing, who came to the Finish Festivals on Saturday and Sunday with reusable and/or recyclable aluminum cups for finishers to use while sampling their products from the tap.



Bermuda Craft Brewing handing out samples of their locally made microbrew beers at the 2024 BF&M 10k Run/Walk Finish Festival in reusable/recyclable aluminum cups.



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RESOURCE MANAGEMENT

WASTE MANAGEMENT

As this was our first year, we tried to conduct a coordinated waste management system using our own resources (time and manpower) with the assistance of community partners including Recycling Bermuda. At the Finish Festivals on Saturday and Sunday there were multiple groupings of three bins with large signs indicating whether they were to be used for waste, compost, or recycling. However, we quickly realized multiple issues with this plan:

- Race directors and the sustainability director were being called away from priority tasks to do things like replacing bin bags, moving bins from location to location, and monitoring bin usage.
- The signs were large and included both words and icons; however, they were not at eye-level and there were no volunteers at the bin groupings to help guide participants into making the correct decision.
- At the Sunday Finish Festival, the City of Hamilton was removing bags of waste before they could be hand-weighed or even counted.



GENERAL WASTE
PLASTICS & OTHER



RECYCLABLES
TIN, ALUMINUM & GLASS



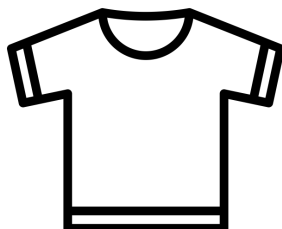
COMPOST
FOOD WASTE & PAPER

Signs used on the bins at the 2024 Bermuda Triangle Challenge Finish Festivals on Saturday and Sunday

Given these challenges, we were able to measure progress in some areas of waste management:



Plastic water bottles were not used at two water stops for the B&M 10k Run/Walk

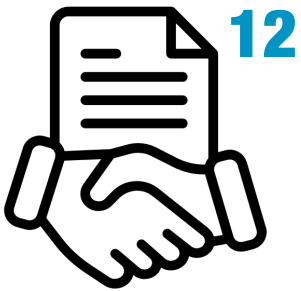


We donated dozens of leftover participant technical t-shirts and runner backpacks to local youth athletic organizations and the Royal Bermuda Regiment. Fashion items make up a large percentage of landfill waste and diverting these items from the landfill/incinerator cuts down on the event's greenhouse gas emissions and carbon footprint.



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POSITIVE SOCIAL IMPACT



At least 12 major contracts awarded to female and/or minority-owned businesses



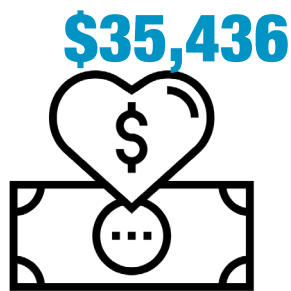
At least 20 local businesses involved in the Expo, Pre-Race Pasta Dinner, and/or the Finish Festivals on Saturday and Sunday



Estimated economic impact of the 2024 event on the local economy from overseas participants



Estimated value of total donated goods and services. Goods (\$80,500); services (\$24,000); volunteer hours (\$130,000)



Amount of money raised that went directly to local charities, including the scholarship fund for the Bermuda National Athletics Association to support young athletes



We taught healthy lifestyle skills by providing free training plans on our website and posting healthy training, fueling, and race nutrition tips on our social media feeds and in the Official Event Programme



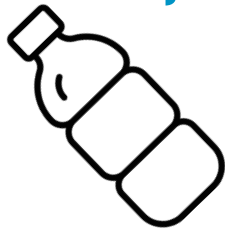
OVERVIEW OF SUSTAINABILITY METRICS

202,752



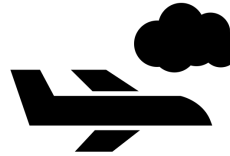
Fluid ounces of water consumed during the three days of the event weekend

16,896



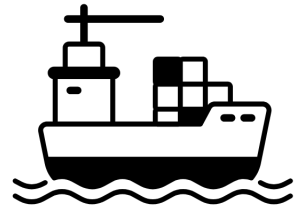
Plastic bottles used during the five events of the 2024 Chubb Bermuda Triangle Challenge

9,947,331



Estimated carbon footprint of air travel of overseas participants for flights and accommodations in kg of CO₂

9,919



Estimated carbon footprint of freighting goods (container ship, freight flights, heavy goods vehicles) in kg of CO₂

305.07



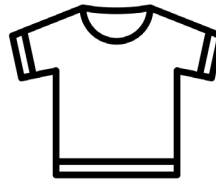
Estimated carbon footprint of waste disposal (paper & board mixed; plastic-average plastics; organic food and waste drink; glass) in kg of CO₂

115.27



Estimated carbon footprint of business travel (bus, motorbike, average car, small petrol car, and motorbike) in kg of CO₂

122,582



Estimated carbon footprint of material use (paper and paper board, plastics, metal-mixed, metal-aluminum, food and drink, and clothing) in kg of CO₂

288.53



Estimated carbon footprint of owned vehicles (rigid diesel heavy goods vehicles, medium motorbikes, small petrol cars, small hybrid electric vehicles) in kg of CO₂

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