

SECTORS: Events, Off-Grid Power

Touch Rugby World Cup Case Study

Riverside Sports Complex, Nottingham



The England Touch Association set a new standard for large sporting events, thanks to a unique partnership with GeoPura which reduced the carbon dioxide emissions of the 2024 Touch World Cup.

An event of the scale of the 2024 Touch World Cup – 23 fields spread across two venues for seven days – would normally require the use of diesel generators to supplement mains electricity supply.

Location	Nottingham, England
Dates	11th July - 22nd July 2024
Equipment	2 x HPU 1

KEY METRICS

CO₂ saved	4,760 kg
NOx saved	46.5 kg
PM saved	1.8 kg

APPLICATIONS



Off-Grid Power

Challenges



- > Short-term deployment for an event.
- > Sustainable alternative to diesel generators needed.
- > Off-grid power supply needed for large scale sporting fixture.

Solutions



- > **Zero Emission Energy:** Unlike diesel generators, HPUs emit no pollutants
- > **Quiet Operations:** Hydrogen generators are quieter than diesel equivalents.
- > **Reliable Power:** Uninterruptible electricity, powering critical areas of the event.



About the project



GeoPura calculates that the carbon dioxide reduction for the Touch World Cup is the equivalent of driving an average car around the world*, and with the hydrogen itself being produced in the Midlands, there will be a minimal carbon footprint in the transportation to the University of Nottingham, too.

This innovation has been made possible by event partners, HyDEX, Energy Research Accelerator, Mapei, and Vermeer, who are all committed to using research and innovation to accelerate the UK on the road to net zero energy production.

Andrew Cunningham, CEO of GeoPura, said: "As the CEO of GeoPura, I'm incredibly proud to support the Touch World Cup by providing zero-emission power through our green hydrogen technology. By eliminating the use of diesel generators at the event, the Touch World Cup are not only significantly reducing carbon emissions but are also improving local air quality and safeguarding the health of athletes, visitors, and the local community by preventing harmful pollutants from being released into the atmosphere. The only emission is water!

"Being founded in Nottingham and having close ties with the University of Nottingham, it's particularly meaningful for us to contribute to such an innovative and environmentally conscious event right here in our region. We applaud the Touch World Cup organisers for their dedication to delivering an environmentally conscious event and we're looking forward to working with the event team and its partners to deliver a truly sustainable tournament on a global stage."

What our client says



"In trying to make this the greenest and most sustainable Touch World Cup ever, we have looked at every aspect of hosting such a large event. We needed a solution that meets our sustainability goals as well as being a dependable power source to help the tournament run smoothly.

Using green hydrogen technology is an exciting opportunity to showcase what is possible at a major sporting event which is welcoming thousands of participants from across the globe, and we hope that we can be an exemplar for the sports sector within Sport England's Every Move strategy.

The University of Nottingham has also been an important partner for our efforts, delivering an enhanced waste management plan and facilitating additional provision from Lime E-Bikes across campus and competition venues.

Sustainability is more than just environmental impact, and we are delighted to be focusing on social impact, too, such as with SOS Kit Aid, exploring food re-use options with local charities, and promoting fundraising for Oxfam's Tackling Climate Change campaign."

Chris Simon, Touch World Cup Event Director and England Touch Association Chief Executive

Find out more

Read our press release [here](#).

