



TACKLE



Practice to be assessed and included in the Guidelines

Number/code: GOV13

Title: ENVIRONMENTAL AWARENESS RAISING CAMPAIGN

Guidelines section:

Governance

Operational management

Context of the event

Event

Stadium management

Procurement

Mobility and logistics

Description:

Major sport events represent great occasion for launching effective awareness raising campaigns on environmental issues. The possibility to engage large public through competitions with appealing awards (e.g. athletes involvement, clubs, free tickets etc.) can ensure a broad participation and a stronger initiative resonance.

Example:

- 1) 2006 Football World Cup: *“with climate protection everyone can get involved and make a personal contribution to the solution of a global problem”*. This was the motto of the “PrimaKLIMA“ campaign of the Ministry of the Environment in the State of Rheinland-Pfalz. Between June 2005 and June 2006 – up to the end of the Football World Cup – schools, associations, clubs, municipalities and households were called upon to form teams and evolve simple, smart ideas to save energy. Simple action would already make a big difference: replacing light bulbs with energy-saving bulbs, switching off the stand-by function on electrical appliances, reducing room temperature and fuel-saving car driving. The teams passed on their ideas and encouraged friends, relatives, neighbours and colleagues to take part. The more energy – and thus CO₂ – that was saved the more points the team accumulated. The main prize awarded by the Environment Ministry was a several-day stay for the winning team at the “Biosphere House“ in Fischbach/Pfalz, in the Allgäu region of Bavaria or in the Upper Black Forest. For football fans there was a special prize: a football game refereed by Dr. Markus Merk, the World Cup referee, and a training session with the manager of Koblenz Sports Club and former national player Stefan Kuntz. All in all, the campaign resulted in savings of 1,930 tonnes of CO₂. The Environment Ministry summed up the implications at the end of the campaign: *“The great interest and large numbers of participants clearly demonstrated the need for information and suggestions on the saving of energy in private households and everyday life.”*
- 2) Philadelphia Phillies *“Red Goes Green Team”* The Phillies implemented several initiatives to urge fans to get involved : Green Caps: Symbolizing their commitment, the entire Phillies team wore green baseball caps during a game against the San Diego Padres. Red Goes

Green Cards: 100 fans received a 1-year credit to secure clean renewable energy for home consumption. □ Red Goes Green Team: Captained by the Phillies Ballgirls, volunteers from local colleges and community organizations collected recyclables from the seating bowl throughout each game. They wore green aprons and announcements were made pre-game for fans to look for the green team and take part in recycling efforts. □ Red Goes Green Tips: Fans are invited to go to www.phillies.com/redgoesgreen for tips on how to improve the environment. “Red Goes Green” tips are posted on the scoreboard during each game at Citizens Bank Park.

- 3) The Houston Astros and Minute Maid Park launched the “Play Green” campaign aimed at increasing fan education and awareness about green initiatives that fans can participate in at the ballpark and at home. On Earth Day 2008, Minute Maid Park hosted a green expo before and after the game to educate fans about various environmental initiatives occurring within their community. The Houston Astros wore special green hats with the play green logo which were autographed for auction after the game. Every Tuesday home game during the 2008 season, the Houston Astros hosted an environmental organization and made public announcements during the game to alert fans of green activities occurring during the game. The Astros have placed 125 recycling bins throughout the stadium for fans to recycle plastic, aluminium, and cardboard. Overall, the recycling efforts and green awareness allowed the Houston Astros and Minute Maid Park to recycle over 180 tons of material during the 2008 season.
- 4) The Seattle Mariners engage fans with their BASf Kid Compost Trivia Game, which asks fans to text a response to an environmentally themed question at the end of the first inning. After the seventh inning, one fan who has texted in the correct answer is awarded prizes such as autographed baseballs.
- 5) The IOC suggests to use sponsors and athletes to promote sustainability. Sustainability is often a subject of great interest to sponsor companies, and there may be opportunities via their communications channels to extend your messaging. In some cases, they might have products and services that could directly contribute to your sustainability programme, or it may be a matter of mutual interest in communicating about the subject and using sport as a powerful vehicle to attract interest. It is important, however, to ensure that the sport and sustainability message remains clear, and that it is not lost in a commercial promotion. Another tactic is to look for people who could boost the profile of your campaign as “sustainability ambassadors”. These could include people from outside sport who have a good public profile in environmental or social issues, and who know what they are talking about. Alternatively, sports bodies could use their inbuilt advantage to draw upon athletes to support the cause. While athletes may not be experts in the field (although some are), many do care deeply about sustainability and can articulate their passion very well. This may be borne from their recognition that a healthy environment is important for their own well-being and athletic performance, or they may perceive sustainability through social issues they care about, such as inclusion and gender equality. Additionally, many athletes – just like their generational counterparts outside sport – are increasingly aware of global issues like climate change and how this could shape their futures. Some campaigns use recently retired famous athletes; others may choose current, or up-and-coming athletes, or a mix of both. While the big names can command greater media attention, younger, contemporary athletes can bring a freshness and age group appeal that are more directly relevant and inspiring to young people. Example: Kiribati's first-ever Commonwealth Games gold medallist, David Katoatau, has been named as an Oceania National Olympic Committees (ONOC) ambassador for climate change, as he seeks to raise awareness of the issue.
- 6) Online environmental messaging is also part of MLB’s All-Star Game greening work. MLB.com features a Team Greening section, which includes eco-tips and other information about what fans can do to reduce their environmental impact in conjunction with All-Star and other greening initiatives. MLB All-Star Games have featured PSAs promoting recycling and

other ways for fans to be more environmentally conscious, in-stadium signs, and messages in the All-Star Game program.

- 7) Tokyo 2020 promotes environmental behaviour among other related businesses such as eco-friendly activities among hotels, restaurants, taxi companies, and other related businesses (e.g. reducing food wastes; enabling hotel customers to choose less-frequent exchanges of linens, amenity goods, etc.; stopping taxi engines while waiting for customers).
- 8) During the 2018 event, Roland-Garros celebrated its 'Sustainable Development Day' in partnership with ENGIE on June 5th. With continuous support from stakeholders, partners, athletes and spectators, Roland Garros will continue to be a champion of sustainable sports. Roland-Garros recognises major events' duty to tackle the waste problem. Thanks to an effective waste sorting system, 142 tons of waste was recycled in the 2016 event. For six years, the tournament has targeted the wider public through 'Green Teams' that wander the stadiums to teach spectators about recycling, low-impact transportation, and sustainability.
- 9) Fédération Française de Rugby: Awareness raising for employees Guide «The XV écogestes du rugby» published in 10,000 copies, 1,500 posters and on the internet
- 10) FIFA 2014: awareness raising was undertaken with the help of the appeal of Fuleco, the official mascot of the FIFA World Cup. Between March and July 2014, 13 posts about avoiding, reducing and recycling waste were delivered to Fuleco's fans on Facebook and Twitter platforms. In all stadiums, Fuleco was used to provide spectators with information and instructions on what type of waste could be recycled in the appropriate bins via signage, posters, LED boards and giant screens, thereby contributing to a successful outcome of the recycling programme. Regarding transports, FIFA launched a programme to engage with over 400,000 ticket holders, raising awareness of the environmental impact of their trips and how to mitigate it. All ticket holders were invited by email to sign up on a dedicated website (<https://worldcupoffset.fifa.com>), where an average of their carbon emissions to travel to the FIFA World Cup was calculated by FIFA. Through this programme that ran from April to June, FIFA offered ticket holders the opportunity to offset the emissions resulting from their travel to the tournament for free, no matter where in the world they were travelling from. The goal of FIFA was to sign-up as many ticket holders as needed to reach 80,000 tonnes of CO₂ emissions. More than 17,000 ticket holders signed up, registering 40,885 journeys amounting to a total 119,563 tonnes of CO₂, exceeding the goal and providing a very positive outcome.

Environmental benefits:

Awareness raising campaigns can also ensure actual environmental benefits.

Economic benefits:

Indirect economic benefits can derive from an increase of corporate reputation of the organisations that carried out the awareness campaigns.

Applicability and replicability potential

This initiative can be replicated for every event.

Source

[Green Champions](#) (p. 63)

[Philadelphia Phillies](#) (p. 17 and 28 – 29)

[Seattle Mariners](#) (p. 22)

[IOC Sustainability Essentials](#) (p.40)

[UEFA](#) (p.26)

[French Ministry of Sports](#) (p.11)

[FIFA 2014](#) (p. 49)