



TACKLE



Good practice identified during action A1

Number/code: GOV2

Title: GHG EMISSIONS OFFSETTING

Guidelines section:

Governance

Operational management

Context of the event

Event

Stadium management

Procurement

Mobility and logistics

Description

A carbon offset is a reduction in emissions of carbon dioxide or greenhouse gases made in order to compensate for or to offset an emission made elsewhere

Carbon offsets are measured in tonnes of carbon dioxide-equivalent (CO₂e). One tonne of carbon offset represents the reduction of one tonne of carbon dioxide or its equivalent in other greenhouse gases. There are two markets for carbon offsets. In the voluntary market, individuals, companies, or governments purchase carbon offsets to mitigate their own greenhouse gas emissions from transportation, electricity use, and other sources.

Apart the offsetting activities of the hosting organisations, this option could be offered also to the attendees of the sport or football events. Especially in the case of air transport to and from the event location the host or the licensee informs attendees on possible ways of CO₂ offsetting and encourages them to use this opportunity.

The Brazilian Football Confederation, in collaboration with the Ministry of Environment, established the Green Cup, that is a football match championship for teams from the North and Midwest regions of the country in which the competition is based on the complement of a set of actions that foster environmental awareness through activities to offset carbon emissions. In 2015, the CO₂ emitted to achieve the tournaments has been offset through the planting of 1,122 new seedlings by the central government.

The US National Football League uses renewable energy credits (REC) to offset all energy used by major Super Bowl venues. As part of the NFL's reforestation efforts, several thousand tree seedlings are planted each year in the Super Bowl host community. Through an innovative partnership with US Forest Service/USDA, the NFL tracks annually the environmental benefits of the trees it has planted.

Tokyo 2020: Implementation of offset for CO₂ and other greenhouse gases which are emitted even with the implementation of avoidance/reduction measures of emissions (Target 12 of the Plan).

In FIFA 2014, the CSR manager reported *“In Germany, an effective way to reduce carbon emissions was to offer free train tickets to incentivise fans to use the railways. In Brazil, where there is no sensible alternative to air travel, the most effective approach to reduce the negative impact on the environment was for us to invest in low-carbon projects, thereby offsetting the emissions.”*

To date, a standardized methodology for calculating the carbon footprint of major sporting events does not exist. As a result, FIFA and the aforementioned experts proposed a framework based on existing key concepts and past experience. In carrying out this exercise, the international Greenhouse Gas Protocol was used as the primary framework, and was complemented by further technical guidance from the international standard ISO 14064.1.

A portfolio of verified Brazilian low-carbon projects was put together in order to offset the emissions under the operational control of FIFA and the LOC.

UEFA EURO 2016: UEFA organised a carbon-offsetting scheme for air travel in cooperation with Climate Friendly and encouraged all spectators and the 24 national associations to participate. The initiative they were invited to contribute to (the Prony and Kafeate wind farm project, which is certified by Gold Standard) will bring renewable electricity to remote villages in New Caledonia. Before the launch of this project, around 80% of New Caledonia’s electricity came from fossil fuels. Moreover, low-lying island nations such as New Caledonia are of course particularly vulnerable to climate change. All of the national associations agreed to participate in this project, adding €36,000 to the €200,000 contributed by UEFA. In spite of the incentives of offer (namely, the chance to win ten tickets to the final), participation by fans was limited, probably as a result of a lack of visibility. In the future, such initiatives should be integrated into the ticketing process. Nevertheless, the combined efforts of UEFA, the fans and the teams still resulted in the offsetting of 35,000 tonnes of CO2 equivalent.

Environmental benefits

Apart the reduction of CO2 emissions after the offsetting activity, additional benefits can be related to the improvement of the corporate reputation of the organisations that offset the emissions, since they can communicate to have arranged a carbon neutral event.

Economic benefits

As above, the improvement of the corporate reputation of the organisations that offset the emissions, since they can communicate to have arranged a carbon neutral event.

Applicability and replicability potential

The practice can be applied in any country and for any events. Often the Carbon offset is carried out after an evaluation of CO2 emissions through an initial phase called carbon inventory (see GOV1 template). With this approach you will be sure to offset the exact amount of CO2 emitted by the event.

Source

[Green Cup](#)

[NFL](#)

[EXPO Milan 2015](#) (p. 17, p. 78 – 79, p. 116-117)

[Women Football World Cup Germany 2011](#) (p. 20 – 21)

[FIFA World Cup 2006](#) (p. 52)

[Mercedes-Benz Arena](#) (p. 28 – 29)

[IOC Sustainability Essentials](#) (p. 59 – 60)

[TOKYO 2020](#) (p. 12, p. 38 – 39)

[Green Events Austrian Ecolabel](#) (p. 17)

[FIFA 2014](#) (p. 19, p. 46)

[UEFA EURO 2016](#) (p. 50)