

Practice to be assessed and included in the Guidelines

Number/code: GOV3

Title: ECONOMIC AND ENVIRONMENTAL COST-BENEFIT ANALYSIS

Guidelines section:

Governance

Operational management

Context of the event
Event
Stadium management

Procurement
Mobility and logistics

Description:

When decisions have to be made on the environmental impact reduction actions and strategies, the adoption of environmental and economic cost/benefit analysis is crucial to determine the best options.

It helps planning where to focus on, according to the economic availability and the desired environmental outcomes.

Environmental benefits:

The cost benefit analysis of environmental and economic impacts has no direct environmental effects. However, it is a fundamental tool to maximise the possible environmental outcomes given a certain amount of money since it helps the identification of the best investment options.

Economic benefits:

Cost benefit analysis of environmental and economic impacts is a fundamental tool for optimizing investment efficiency in terms of desired environmental outcomes.

Examples:

- 1) FIFA Women World Cup Germany 2011: they accounted all the measure introduced in each stadium both in terms of environmental and economic outcomes (see the following table as an example).

Action	Umsetzung (Termin)	Investment (EUR)	Investment (EUR pro Jahr)	Ecological value
Evergreen Radiant PE composite film for natural turf with silver coating	30.03.2011	4,352,00	17,900,00	155,500 kWh and 96,255 kg CO ₂ per year (compared with use of a lighting system)
Creation of a central waste collection centre for all rental areas	30.03.2011	5,000,00	500,00	Separate waste means reduced disposal costs
Improvement in transparency of usage by implementation of counters	30.06.2011	8,000,00	8,670,00	57.800 kWh, 35.778 kg CO ₂ per year
Development of an energy monitoring / energy management system	30.06.2011	20,000,00	2,000,00	Minor savings potential (10% of investment) approx 17,500 kWh which corresponds to approx 10,832 kg CO ₂ per year
Pitch watered using groundwater wells	30.06.2011	800,00	8,100,00	1,979 m ³ of fresh water saved in 2010
Development of a quality management system for catering	30.06.2011	3,000,00	500,00	Not yet specified
	Total:	41,152,00 €	37,670,00 €	

Applicability and replicability potential

Every organisation can adopt a cost benefit analysis of environmental and economic impacts of a green investment.

Source

[FIFA Women World Cup Germany 2011](#) (p. 24 – 31)