

Practice to be assessed and included in the Guidelines

Number/code: GOV4

Title: PARTNERSHIPS

Guidelines section:

<input checked="" type="checkbox"/>	Governance	<input type="checkbox"/>	Operational management		
		<input type="checkbox"/>	<i>Context of the event</i>	<input type="checkbox"/>	<i>Procurement</i>
		<input type="checkbox"/>	<i>Event</i>	<input type="checkbox"/>	<i>Mobility and logistics</i>
		<input type="checkbox"/>	<i>Stadium management</i>	<input type="checkbox"/>	

Description:

In order to develop and implement an efficient environmental strategy it is of fundamental importance to create partnerships with the most relevant actors. In event organization, these actors usually include:

- the international organisation that manages all the event's edition (FIFA, UEFA, IOC, BIE etc.)
- the national competent Federation (National Football Association, National Olympic Committee etc.)
- the local authorities of the cities, regions and countries hosting the event;
- the local transport companies;
- event's sponsors (private companies that often provide value in kind for the event)
- venues' owners and/or managers.

Environmental benefits:

The larger the engagement, the larger the final environmental benefits.

Economic benefits:

Partnerships can lead to significant economic benefits. The visibility that a major event can grant to a private sponsor can be profitable. The event organiser is often in a position of strength when bargaining with sponsors.

Examples:

- 1) FIFA Women World Cup Germany 2011: Crucial to any good team are strong partners.
 - a. One of these partners was FIFA, who backed the environment concept in both a consultative and financial way. Without this support, many measures, especially the educating of football fans in stadiums, would not have been possible. FIFA also

contributed to the environmental concept financially, with some of the money going towards compensating for World Cup greenhouse gas emissions.

- b. Having previously supported Green Goal at the 2006 FIFA World Cup, the Deutsche Bundesstiftung Umwelt again proved an important partner in 2011. The foundation provided continuous advice to the OC and also contributed financially to the implementation of the communication concept.
- c. Stadium operators were also important partners. Their commitment was a major help in promoting the Green Goal environmental concept. The introduction of an environmental management system was an important factor in the success of Green Goal 2011 which will also have a sustainable effect on the environment long after the World Cup. Stadium operators invested a total of around €710,000 in environmental measures as part of the World Cup.
- d. Last but by no means least is the German FA (DFB). Close ties with the association are the only method of ensuring the activities initiated during the FIFA Women's World Cup will be continued long-term. DFB President Dr Theo Zwanziger supported the concept personally and ensured the topic of environmental protection will remain a priority within the association.

2) For EXPO Milano 2015:

- a. an ad hoc Environmental Observatory, held by the Region Lombardy was set up for monitoring all the EXPO effective compliance to the Environmental Impact Assessment's (EIA) obligations. The Expo 2015 Environmental Observatory was made up of representatives of the Lombardy Region, Expo 2015 Company, the Province of Milan, the municipalities of Milan and Rho and Organizations within the Region which had taken part in drawing up the EIA. It gets technical support from the Lombardy Regional Agency for Environmental Protection (ARPA Lombardia) and is open to outside bodies which apply to join it (e.g. the environmental pressure groups (Legambiente and FAI, the Cariplo Foundation, the WWF, and the South Milan Farming District). To make the Observatory's work more effective it has set up four working groups: Planning and Services, Monitoring, Environmental Off-setting(ecological value and CO2eq), and Public Health;
- b. Cooperation with private Partners and Sponsors that adopted and implemented several environmental related actions and measures (see the Sustainability reports final section);
- c. One of the main Partner was Ferrovie dello Stato, the Italian railway company;
- d. All the participating Countries were engaged through the distribution of sustainability related guidelines (on temporary infrastructure, on green procurement, on food management and on waste management) and were engaged in a Sustainability Award Towards a Sustainable Expo Programme developed in cooperation with the Italian Ministry for the Environment.

3) For UEFA Euro 2016:

Work was undertaken with all UEFA EURO 2016 service providers to ensure responsible sourcing of services and products for UEFA EURO 2016, for everything from signage to marquee and floor coverings. Below are a few key examples of what was achieved:

- a. Catering: A dedicated sustainability policy was drawn up with catering and hospitality provider Do&Co/Hédiard, with commitments and targets in terms of responsibly sourced products, waste, transport and energy.
- b. Event planning: GL Events worked as an event planning vendor for a number of services, including signage, temperature control, temporary infrastructure and furniture. UEFA

EURO 2016 organisers worked with GL Events to develop a targeted sustainability approach, including objectives on waste management, energy and water consumption, transport and responsible sourcing. GL Events also managed to secure ISO 20121 certification for the event.

- c. Accommodation: In cooperation with the organisers of UEFA EURO 2016, Kuoni, the tournament's official accommodation agency, produced a code of conduct for suppliers, including commitments on social responsibility and sustainability for all hotels. The code also provided guidance to suppliers on self-assessing their sustainability performance. In the run-up to the event, Kuoni surveyed accommodation providers to evaluate compliance with the code of conduct and identify sustainability practices in place. A best practice guide was also developed, showcasing hotels with cutting-edge sustainability practices and providing tips for increasing sustainability.

4) For Rio 2016:

- a. Partnership with United Nations Environmental Programme – UNEP: a technical cooperation agreement with the United Nations Environment Programme (UNEP), which provides expert technical advice, the facilitation of multi stakeholder dialogues and behavioural change campaigns around the theme of sustainable consumption, among other activities.
- b. Partnership with Expo Milano 2015 and the Italian Ministry for the Environment: a Memorandum of Understanding was signed by the Italian Ministry for the Environment with Rio 2016 and Expo Milano 2015 respectively, within the framework of the Italian-Brazilian cooperation for environmental protection.
- c. Partnership with Forest Stewardship Council – FSC: a partnership to allow all forest products that will be acquired by Rio 2016 to be certified
- d. Partnership with Marine Stewardship Council (MSC), Aquaculture Stewardship Council (ASC), Rio de Janeiro State fisheries institute (FIPERJ) and the Rio de Janeiro State department of regional development, supply and fisheries (SEDRAP): a comprehensive agreement to support efforts to source and supply responsibly farmed and sustainable wild-caught seafood at the Rio 2016 Olympic and Paralympic Games.

Applicability and replicability potential

Every event organiser should and can engage with key actors.

Source

[FIFA Women World Cup Germany 2011](#) (p. 50 – 51)

[EXPO Milan 2015](#) (p. 24, p. 28 and p.155 ss)

[UEFA EURO 2016](#)