



Practice to be assessed and included in the Guidelines

Number/code: GOV8

Title: ENVIRONMENTAL ROLES AND RESPONSIBILITY: ENVIRONMENTAL MANAGER AND ENVIRONMENTAL COMMITTEE

Guidelines section:

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

Description:

Environmental roles and responsibility of a sport or football event should be clearly identified in the organisations.

This particularly applies to environmentally-sound large sporting events, since many of the tasks of an event organizer affect aspects of the environment. Ecological issues can only be adequately considered, however, when the environment has a staunch supporter on the organizing committee. Each organizational unit should have someone responsible for the consideration and integration of environmental demands, and someone should also be appointed with overall responsibility for environmental issues. Moreover, in the case of large events it is advisable to establish an environment department in the organizing committee. Environmental staff can be successful only when they are provided with sufficient financial and personnel resources and when they are involved in all important decisions.

The environmental manager should be placed in the organizational chart of a sport organisation in a position that can allow him/her to report directly to the Top Management and that can interact adequately with all departments involved by environmental issues (purchasing, operations, etc.)

Sometime in sport and football organisation could decide to appoint an Environmental Committee to discuss about the different issues. An example is given by the Governance Sustainability Committee established by Juventus FC. In particular to ensure that the process has a systematic structure and a unified and shared approach to sustainability, the President of Juventus asked all corporate departments to contribute to the identification of a contact person for all sustainability issues.

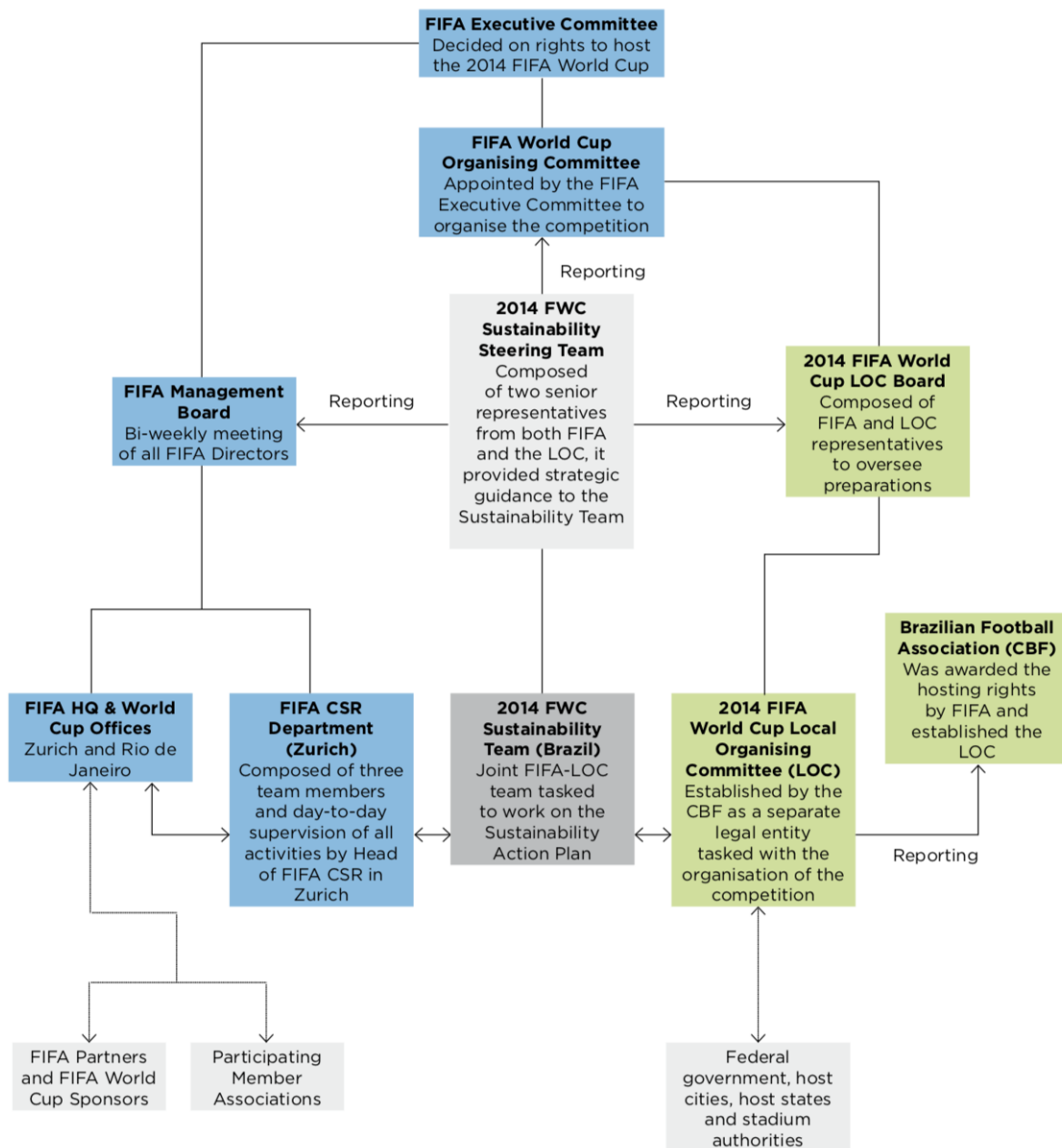
This led to the establishment of the Sustainability Committee: an independent body formed by the representatives of all corporate departments that has the task of promoting the principles and values of sustainability within the Club. In line with Juventus' approach, each member of the Committee is responsible for applying sustainability to the business of his/her department and in turn, to represent the department within the Committee when defining the strategic objectives and KPIs.

In FIFA 2014, the most important regulations in relation to the governance of sustainability for the 2014 FIFA World Cup have been:

- FIFA Statutes
- FIFA Code of Ethics
- FIFA Code of Conduct
- FIFA Disciplinary Code
- Regulations for the 2014 FIFA World Cup Brazil • ISO 26000
- GRI 3.1 EOSS

The governance structure is presented below:

Figure 1.4: Governance structure for the 2014 FIFA World Cup Sustainability Strategy.



Environmental benefits:

An EM itself does not have any direct environmental impact, however he/she is necessary for the adoption and the implementation of an environmental strategy from the very beginning of the event's planning phase.

Examples:

- 1) Juventus FC: environmental manager and Sustainability Committee
- 2) FIFA Women World Cup Germany 2011: the so called "green Goal Team" included both FIFA's members and German Football Associations' members and an external technical consultancy.
- 3) EXPO Milano 2015: appointed a "Safety, Environment and Authorization" office under the Construction and Dismantling Division for all the regulatory affairs and a Sustainability Function under the Deliver, Integration and Control Division.
- 4) German Motor Sports Association (DMSB): At every event approved by the German Motor Sports Association (DMSB) the organizer has to appoint an environment officer. He keeps an eye on ecological issues during the running of the event and ensures that specifications contained in DMSB environmental guidelines are complied with. He makes environmentally relevant recommendations during and after the event, at the end of which he prepares a report that is made available to the event organizer, the DMSB, the responsible sports associations and the chairman of the stewards.

Economic benefits:

Resource savings achievable increasing the environmental performance could allow economic benefits.

Applicability and replicability potential

Every sport and football organisations can appoint an environmental manager.

Source

[JUVENTUS Sustainability Report 15/16](#) (p. 8)

[FIFA Women World Cup Germany 2011](#) (p. 14 – 15)

[German Motor Sports Association \(DMSB\)](#)

[French Ministry of Sport Guidelines](#) (p. 8)

[FIFA 2014](#) (p. 28)