

Practice to be assessed and included in the Guidelines

Number/code: OM/E1

Title: PROMOTE REUSE AND INCREASE THE LIFE OF SPORTS EQUIPMENT

Guidelines section:

Governance Operational management

<input type="checkbox"/>	<i>Context of the event</i>
<input checked="" type="checkbox"/>	<i>Event</i>
<input type="checkbox"/>	<i>Stadium management</i>

<input type="checkbox"/>	<i>Procurement</i>
<input type="checkbox"/>	<i>Mobility and logistics</i>

Description:

To promote reuse and increase the life of sports equipment (rackets, balls, shoes, clothes, technical equipment...) is possible to organize a sports equipment exchange or donation. The renewal of the stock of material (nets, poles, tatamis ...) is a good opportunity to avoid the generation of waste by equipping structures that do not have the financial capacity to invest in new equipment.

In particular, donation of sports equipment from Olympic Games has always been an emotive issue, with a myriad of stakeholders declaring interest over the years. Feedback from Olympic organising committees suggests they consistently struggled with this process. As part of the London 2012 bid, the organising committee decided to donate sports equipment to sports clubs and other charitable organisations throughout the UK to provide a lasting benefit from the Games. This message was consistently communicated to all relevant stakeholders to drive a positive legacy.

Superbowl: The Super Kids-Super Sharing Sports Equipment and Book Donation project asks students to bring usable items to their schools in the weeks leading up to the Super Bowl. These items are meant to be collected and donated to schools and youth organizations throughout the area. The Super Kids-Super Sharing project transfers tens of thousands of items each year from kids that would likely throw away their book or toy, to youngsters that really need them.

During the London 2012 Games practices for reuse included:

- A licensee that auctions memorabilia
- Donations made to schools in the Get Set network
- A small number of items that were sent to the IOC and IPC for their museums.

During UEFA EURO 2016 practices for reuse included:

- Unused and dismantled materials such as carpets, signage, wood and furniture were either returned to suppliers or donated to other organisations.
- Sports equipment was donated to local clubs and stadiums: massage tables, portable goals, benches, tactics boards, bibs, etc.

- The UEFA Foundation for Children redistributed thousands of small items, such as office supplies, uniforms, rain ponchos and signage.
- At the end of the event, several NGOs helped to find new homes for many items (signage, textiles, etc.).

Environmental benefits

Waste reduction.

Economic benefits

Cost savings related to avoid the generation of waste. Cost savings related to the failure to purchase in case of exchange.

As far as concerns the example of London 2012, over £18.3 million in sports equipment were reused in legacy. This value was split between: £11.1m of hired equipment (e.g. badminton flooring, laser boats, equestrian show jumps, wrestling mats, handball flooring) and £7.2m of owned assets (e.g. flags, goal posts, javelins metal detectors). As part of the total value of owned assets, £6.5 million were committed to legacy end-users, of which the majority are for National Governing Bodies across the UK for different sporting activities. The remaining £0.7 million were sold via official resale websites. A further £9.6 million was spent on services and consumables associated with sports equipment and use. Furthermore, £7.7m services received (e.g. floor installation, grass irrigation, maintenance and decommissioning activities) and £1.9m of consumables (e.g. ice, fuel and ammunition).

Applicability and replicability potential

This reuse practice can be easily replicated.

Source

[French Ministry Of Sport](#) (p.11)

[LONDON 2012 - Waste and Resources Action Programme](#)

[LONDON 2012 - From Vision to Reality](#) (p. 33)

[SUPERBOWL](#)

[UEFA EURO 2016 - Post Report on Social Responsibility & Sustainability](#) (p. 41)