

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:**

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

**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 ...) not only provides environmental benefits in terms of waste reduction, but also economic benefits for those 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.).

“Leveling the Playing Field” (LPF) is a US-based non-profit organisation that collects used and excess sporting equipment and distributes it to under-resourced children and youth groups in local low-income schools and community programs.

### **Environmental benefits**

Waste reduction.

### **Economic benefits**

Cost savings related to avoid the generation of waste. Cost savings from new purchases.

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).

According to LPF, over the past few decades the privatization of youth sports has led to a decline in public recreation and interscholastic athletics and a rapid increase in registration fees. This reality has led to a growing inequity divide as illustrated in a recent Sports & Fitness Industry Association (SFIA) survey that reported only 38 percent of kids from families with a household income of \$25,000 or less playing team sports, contrasted with a 67 percent of kids from homes with annual incomes of \$100,000 or more. By distributing used sport equipment to low-income communities and schools, since the start of the program in 2013, LPF has collected \$7.5M dollars of equipment, and distributed it to over 100,000 children with the help of 5000 volunteers <sup>1</sup>.

### **Applicability and replicability potential**

This reuse practice can be easily replicated.

### **Source**

---

<sup>1</sup> <https://www.levelingtheplayingfield.org/>

[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 \(p. 41\)](#)

[LEVELING THE PLAYING FIELD](#)