

Practice to be assessed and included in the Guidelines

Number/code: OM/E2

Title: VOLUNTEERS ENVIRONMENTAL TRAINING AND CONTRIBUTION

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:

Most major events involve several volunteering activities during the event: volunteers usually provide information to spectators and are trained on several basic topics (security and safety, general organization, public transport station locations etc.).

Engaging volunteers in spreading the event’s environmental objectives and ask for their help in sharing on the most environmentally friendly behaviour can make the difference.

In FIFA 2014, the CSR manager reported “In terms of new initiatives, we implemented a tailor-made six-day training course on sustainability for stadium operators and developed an online training programme on employability for volunteers from Brazil.”

Maintaining and improving human capital, particularly through capacity-building that expands individual knowledge bases, is a key element for social development. The preparation and staging of the largest single-sport event in the world offers to those involved many opportunities to hone existing skills or acquire new ones that can also be applied in future events or other professional areas.

With this in mind, FIFA and the LOC decided to invest in training programmes that would strengthen individual knowledge bases not only for a specific responsibility during the competition, but also for professional responsibilities and/or opportunities after the competition. These training programmes were organised by FIFA and the LOC in collaboration with training and service providers. The areas covered included TV production, sustainable stadium operations, media skills for talented young people, waste management at large events, audio-descriptive sport commentary techniques for blind people and employability training for volunteers

Environmental benefits:

Indirect effect: spectators are more informed and engaged on the most environmentally friendly behaviour to adopt.

Examples:

- 1) For EXPO Milano 2015: volunteers were trained on the correct separate waste collection rules and on how to distinguish among plastic, paper and biodegradable tableware. During meal time they were stationed next to waste containers and helped visitors differentiate their litter.
- 2) Women Football World Cup Germany 2011: Green Goal was therefore integrated into the volunteers' E-Learning programme. As well as training in fuel-efficient driving and riding energy-efficient bikes, all volunteers received an additional briefing about the project at the respective host city kick-off events;
- 3) Russia 2018 World Cup: volunteers were trained on waste and cleaning rules and procedures
- 4) San Diego Football Stadium: Qualcomm Stadium has the second largest parking lot in the NFL, covering 166 acres with 18,500 parking spaces. To encourage recycling among tailgating fans, more than 350 recycling bins are located in sidewalk areas surrounding lots, near turnstiles, light posts and garbage cans. Plastic, aluminium and glass bottles are collected. Volunteers from Urban Corps of San Diego County, a non-profit organization working to educate and train at-risk youth, collect recyclables using golf carts towing open-well trailers. Side-loader recycling trucks empty bins, and then haul materials to a local recycling facility. The recycler provides monthly reports indicating the weight of materials recycled, and Urban Corps retains money generated to fund programs. Recycling revenues in 2006 were about \$10,000. The use of community groups to assist in recycling efforts enhances the public image for both the team and the stadium.
- 5) Volunteers of the Tokyo 2020 Games: volunteers managed by Tokyo 2020 organizers will provide service to the spectators, support for Games operation and the media at Games facilities such as competition venues and Olympic Village. Volunteers managed by host cities, Tokyo Metropolitan Government and other cities will provide guidance for sightseeing and transport to travellers from Japan and the world, and guide spectators at public transport stations closest to the competition venues.
The contribution of volunteers in sustainability-related fields for the preparation and operation of the Games will be optimized by providing them with an environment that enables them to demonstrate their abilities to the fullest.
- 6) UEFA EURO 2016: Each official fan zone also developed its own waste management plan, based on the same 3R approach. For example, the fan zone in Bordeaux had dedicated volunteers (3,500 hours) to explain the concept and raise awareness among fans.

Economic benefits:

Volunteers are unpaid: they can help conveying important information at very low costs.

Applicability and replicability potential

Volunteers can be hired in every event.

Source

[WOMEN FOOTBALL WORLD CUP](#)

[EXPO MILAN 2015](#) (p. 61)

[TOKYO 2020](#) (p. 83)

[FIFA WORLD CUP 14 - Sustainability Report](#) (p. 16 and p. 70)

[UEFA EURO 2016](#) (pag. 41)