

Practice to be assessed and included in the Guidelines

**Number/code:** OM/E3

**Title:** ON-SITE COMMUNICATION MEANS

**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:**

Fans and spectators need to recognise and acknowledge where environmental measures were taking place in stadiums and how they themselves could contribute.

Examples:

1) Women Football World Cup Germany 2011: The Green Goal 2011 logo and the catchy “Football’s Footprint” slogan were created. Stickers and posters featuring the Green Goal logo attracted attention to areas where environmental measures were taking place, such as the installation of water-saving valves in toilets and the use of reusable cups to reduce waste. In other areas, the involvement of fans was acknowledged with posters like the one which read “Did you travel here by public transport? If so, thank you for supporting the FIFA Women’s World Cup 2011 Environment Campaign!” Eye-catching stickers and posters were often positioned in busy areas, so it can be safely assumed that a large proportion of fans were reached.

The experience showed that it is essential to begin discussions about the precise location of posters and stickers as early as possible. It was also important to be aware that many of the spectators at the FIFA Women’s World Cup were coming to football stadiums for the first time. With this particular target group, it was more difficult to make environmental message stand out amongst the multitude of new experiences they would have been exposed to. Informing by way of the “Joy of playing” tour was therefore particularly fruitful, with fans responding well to more practical activities.

2) The University of Southern California’s game-day composting and recycling initiative incorporates education with a dash of humor : “our student team worked on program marketing and came up with a variety of ways to encourage recycling while making people laugh,” said Halli Bovia, sustainability program manager. The team laminated and posted humorous signs based on popular Internet memes near waste diversion stations around athletic venues and in the tailgating areas at football games.



**Environmental benefits:**

Awareness raising and environmental education.

**Economic benefits:**

The production of communication means has some costs however it can help lower other types of costs, e.g. energy consumption, waste disposal etc.

**Applicability and replicability potential**

Communications means can be elaborated and placed in every event.

**Source**

[Women Football World Cup Germany 2011](#) (p. 48)