

ONE PLANET SPORT

Part 3: Vision for a sustainable future



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solutions for sustainability

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BioRegional

BioRegional is an entrepreneurial charity which initiates and delivers practical solutions that help us to live within a fair share of the earth's resources – what we call one planet living. Our One Planet initiative consists of a range of practical projects and partnerships with companies, developers and local authorities.

WWF

This publication has been made possible with the kind support of WWF. WWF is at the heart of global efforts to address the world's most important environmental challenges. We work with communities, businesses and governments in over 100 countries to help people and nature thrive. Together, we're safeguarding the natural world, tackling climate change and enabling people to use only their fair share of natural resources.

Introduction

Sport at its best is one of the most inspirational and positive activities on the planet, with an influence that runs from an individual's participation in local or grassroots activity right up to the billions watching global mega events. The hugely positive benefits that sport brings include improving people's health and happiness, supporting culture and social interaction, and of course providing the basis for so many small and large businesses. That's why there is such an important opportunity for the sporting world to be part of the solution for a sustainable future for us all.

We believe organisers of sporting activity, venues and events need a clear, practical and easy-to-communicate approach to sustainability. One that can be applied across all levels, from international showpieces through to grassroots activity, inspiring action and driving real ambition.

So what is a clear vision for sustainable sport?

Some important standards have been developed:

- ISO 20121:2012 Event sustainability management system¹ provides an internationally recognised specification and standard for the key management processes and policies that organisations need to put in place.
- Global Reporting Initiative (GRI) provide a standard for public sustainability reporting and their Event Organisers Sector Supplement (EOSS)² offers a list of relevant performance indicators that can be used to track progress.

These are valuable resources, and this document has been designed to support the necessary first step - describing what sustainability actually means for the sport and events industry, in terms of:

- What are the key sustainability themes that we should be considering? and
- What should we be aiming to achieve in each of these areas?

This report will help organisations through the ISO 20121 process, specifically supporting the following stages of the standard:

- Define governing principles of sustainable development (section 4.5 of standard).
- Establish and document policy (section 5.2 of standard).
- Identify and evaluate issues. Set objectives and plans to address them (section 6 of standard).

We have also integrated the GRI indicators into this One Planet Sport framework, providing a list of the relevant indicators under each of the principles.

Creating a vision for sustainable sports and events

This vision for 'One Planet Sport' provides a simple and coherent statement of what genuine sustainability means for sports organisations, venues, businesses and events. Taking its lead from climate science and ecological footprinting, it adopts the same sustainability framework that laid the foundations for the London 2012 Olympic and Paralympic Games and incorporates lessons learnt from many years of practical experience in supporting its delivery.

In order to create a more sustainable sports industry, we first need a common understanding of what we are aiming for that encompasses the environmental, social and economic benefits from doing so.

The vision provides a template to support large and small sports organisations to identify what their key areas of focus should be, and how they can demonstrate leadership by setting believable commitments with measurable goals.

1. ISO 20121:2012 specifies requirements for an event sustainability management system for any type of event or event-related activity, and provides guidance on conforming to those requirements. The standard was adopted and implemented in the delivery of the London 2012 Olympic Games. www.iso.org

2. The GRI Event Organisers Sector Supplement (EOSS) provide tailored range of indicators suitable for reporting on the impacts of events. The London 2012 Olympic Games adopted selected indicators from these in reporting environmental impacts. www.globalreporting.org

BioRegional is an award-winning sustainability charity that works with partners around the world to demonstrate that a sustainable future is attractive and affordable.

WWF is at the heart of global efforts to address the world's most important environmental challenges.

The role BioRegional and WWF played in delivering of 'the most sustainable Games'

In 2005 BioRegional, with the support of WWF-UK, worked with the London 2012 bid team to write the sustainability strategy- *Towards a One Planet Olympics*. The aim was to create "the most sustainable Olympic and Paralympic Games of modern times". It centred on the One Planet Living approach and ten principles.

This strategy became part of London's bid and then part of London's promise to the world. It informed the huge amount of planning and operational work related to sustainability which was done by ODA, LOCOG and hundreds of public and private sector organisations involved in the Games over the next seven years.

In 2012 on the eve of the Games we revisited London's original vision and commitments, to take stock of what had been achieved and what was still left to do, in *Towards a One Planet Olympics Revisited*.

We concluded that in many areas London 2012 had been and would continue to be a powerful opportunity to move towards more sustainable ways of living, but that elsewhere significant opportunities had been missed.

BioRegional and WWF-UK have played active roles for nearly a decade, both as 'critical friends' and providing proactive support to help bring much of the vision to life. We have shared in the extensive learning that has occurred across the multiple sectors and disciplines that came together to deliver such a successful Olympic and Paralympic Games.

The outcome so far has been to deliver "the most sustainable Games ever"¹ - according to the Commission for a Sustainable London 2012, the independent assurance body set up to monitor the games.

Now our attention is firmly fixed on the second and most important part of the process - to create a sustainable legacy for sport, the environment and people.

The 'One Planet' Challenge

Globally we are consuming resources and polluting the planet at a level fifty per cent higher than the earth can renew or absorb annually. If our demands on the planet continue at the same rate, by 2030 we will need the equivalent of two planets to maintain our lifestyles. And in developed nations like the UK, we are already living three planet lifestyles.

But we don't have two or three planets. We only have one. We need to respond to this challenge by initiating and delivering practical solutions that help us to live within a fair share of the earth's resources – what we call one planet living. We believe sport is an integral part of the solution.

1. www.cslondon.org/wp-content/uploads/downloads/2013/03/CSL-Making-a-Difference-2013.pdf

The vision

One Planet Living is a positive vision of a world in which we are living happy, healthy lives, within the natural limits of the planet - wherever we live in the world - and we have left sufficient space for wildlife and wilderness. Real life examples show that this is possible.

Our vision for One Planet Sport uses the following ten principles as a framework to help examine the sustainability challenges faced and develop

appropriate solutions. For each principle, we propose a headline goal followed by key activities, as we did for London's successful bid to host the 2012 Olympic and Paralympic Games.

This approach can be applied flexibly to cope with the unique challenges faced by individual organisations and events, helping to transform a vision for sustainable sport into a reality.

Health and happiness	encouraging active, sociable, meaningful lives to promote good health and well being
Equity and local economy	inclusive, empowering workplaces with equitable pay; support for local communities and fair trade
Culture and community	reviving local identity and wisdom; support for, and participation in, the arts
Land use and wildlife	protecting and expanding old habitats and creating new space for wildlife
Sustainable water	using water more efficiently in buildings and in the products we buy; tackling local flooding and water course pollution
Local and sustainable food	choosing low impact, local, seasonal and organic diets and reducing food waste
Sustainable materials	using sustainable products that have a low embodied energy
Sustainable transport	encouraging low carbon modes of transport to reduce emissions, reducing the need to travel
Zero waste	reducing waste arisings, reusing where possible, and ultimately to send zero waste to landfill
Zero carbon	making buildings more energy efficient and delivering all energy with renewable technologies

Zero carbon



The One Planet Vision behind the zero carbon principle is that all buildings (permanent and temporary) will be highly efficient and run completely on renewable energy.

Minimising demand through efficiency savings reduces costs and has an essential role to play in ensuring that supply can meet future demand. Meeting remaining energy demand through renewables has the potential to provide a clean and secure source of energy that isn't dependent on finite resources. This can help to prevent average global temperatures rising by more than 2°C, causing dangerous climate change.

Goal:

Achieve Zero Carbon emissions from energy use by 2020 through reductions in demand and using renewable energy sources.

Key activities

Behaviour change and engagement: Events provide an ideal opportunity to engage staff and spectators in energy saving.

Smarter energy use: Design, construction and refurbishment of new and converted permanent facilities should be based on maximising energy efficiency in-use.

Renewable energy: Any remaining energy required during the event should be sourced from zero or low carbon energy sources. Where practical and economically feasible, priority should be for on or near-site energy sources.

Measuring and reporting

GRI indicators:

- Energy: EN3 - EN7
- Emissions: EN16 - 20

Further information:

The Olympic Park Energy Strategy
learninglegacy.independent.gov.uk

The Sport England Green Clubs website has over 70 ideas for improving sustainability and reducing bills.
www.sustainableclubs.co.uk/green-clubs

Zero waste



The One Planet Vision behind zero waste is a future where resources are used efficiently and nothing is sent to landfill. Where low levels of waste are produced, it is recycled back into useful resources.

Waste management systems should be designed around the waste hierarchy, prioritising waste prevention above all else; followed by reuse, recycling and composting, then lastly efficient energy recovery to avoid all but unavoidable disposal to landfill.

Goal:

Achieve a 90% reuse, recycling and composting rate and zero waste direct to landfill by 2020 (against a recent baseline year). All packaging to be taken back by suppliers for reuse or be fully recyclable.

Key activities

Waste is designed out before it arises:

- In permanent construction – through offsite manufacture, smart design and reuse of leftover and offcut materials
- In temporary infrastructure – through hire-in solutions that can be dismantled and reused again
- In operations – rethink promotional activities; giveaway items should have a second use. Work with suppliers to remove or re-think products and packaging.

Zero waste is sent to landfill:

- Recycling – on-site segregation should ensure maximum possible levels of recycling are achieved

- Packaging – volumes should be reduced in design, and all packaging to be taken back by suppliers for reuse or be fully recyclable.

Energy from waste recovery:

- Recovery – efficient energy recovery from waste should only be considered for unavoidable materials that cannot be recycled and shouldn't represent more than 10% of total waste disposal.

Measuring and reporting

GRI indicators:

- Emissions, Effluent and Waste: EN22 – EN24

Further information:

London 2012 Zero Waste Games Vision
learninglegacy.independent.gov.uk

WRAP's roadmap to reduce landfill waste from UK events to zero by 2020
www.wrap.org.uk/content/zero-waste-events

Sustainable transport



The One Planet Vision behind sustainable transport is a future where all spectators and participants arrive by public transport and zero carbon modes of transport.

This is about facilitating and promoting walking, cycling and use of public transport among participants, staff and spectators. Where vehicles are required these should be highly efficient and run on renewable fuels. Both our health and the environment benefit as a result of cleaner and more active travel.

Goal:

By 2020 100% of spectators and participants arrive by public transport, walking, cycling, or organised services in low and zero carbon vehicles.

Key activities

Behaviour change and engagement: Events provide an ideal opportunity to promote sustainable travel to participants, staff and spectators.

Travel plans: Support all participants, staff and spectators to travel by public transport, walking or cycling to venues during event time (allowing for disabled access). Also consider carpool/lift-share options. This could be integrated as part of ticketing process.

Vehicles: All vehicles should be highly efficient with low / zero emissions and powered by renewable energy.

Air quality: Efforts should be made to keep air quality in and around the events within recommended World Health Organisation levels through imposition of a vehicle emissions standard or other means.

Air travel should be minimised and alternatives encouraged, particularly short haul. Where it is unavoidable gold standard or equivalent carbon offset programmes can be offered. Within the UK, offset programmes developed under the UK Carbon Reporting Framework may be offered.

Measuring and reporting

GRI indicators:

- Transport: EO2,EO3,EN29

Further information

London 2012 Active Travel Plan
learninglegacy.independent.gov.uk

Campaign for Better Transport report on improving travel choices for football fans
www.bettertransport.org.uk/football

Sustrans Active Travel Champions programme trained up local volunteers to promote sustainable travel.
<http://champions.sustrans.org.uk>

Sustainable materials



The One Planet Vision behind sustainable materials is a future where all goods and materials used are made from renewable or recycled waste resources with low embodied energy and, where possible, are sourced locally.

The aim is to use goods – for construction or consumption – that are made from renewable or recycled materials. These goods are produced in a clean¹ and ethical² manner.

Goal:

By 2020 100% of timber-based products from certified sustainable sources and a robust purchasing policy in place for 100% of procurement – covering healthy materials, recycled content and recyclability, embodied impact and responsible sourcing. For all major events, carbon studies should take into account materials impact (embodied carbon).

Key activities

Low impact selection: Materials should be chosen to give high performance in use with minimised impact in manufacture, use and disposal.

Whole life thinking: Materials should be selected according to their whole life costs, impacts and the function they fulfil.

Circular economy: Where practical and economically feasible, closed loop (recycled and recyclable) and reusable solutions should be sought.

Buying Policy: Minimum buying standards should be established or adopted to cover the following –

- Ethical/renewable sourcing
- Embodied carbon

- Toxicity
- End of life
- Transport/local sourcing

Measuring and reporting

GRI indicators:

- Materials: EN1 - EN2
- Products and services: EN26 - EN27
- Product and service labelling: PR3 –PR4
- Sourcing: EO9

Further information:

LOCOG Sustainable Sourcing Code
learninglegacy.independent.gov.uk

Forest Green Rovers
No pesticides or manmade chemicals used on pitch.
www.sustainabilityinsport.com/case-studies

1. Low embodied carbon, non-polluting and non-toxic.
2. Under fair and safe working practices

Sustainable food



Food at the London 2012 Olympic Games

The One Planet Vision behind sustainable food is a future where diets are high in local, seasonal and organic produce, and higher in vegetable protein and lower in animal protein than is average in countries with a high ecological footprint.

This is about working with large caterers and small businesses to provide healthy, ethical, local, seasonal and organic produce which meets dietary and cultural requirements. Transparent purchasing systems need to be established to ensure that food is responsibly sourced and does not contribute to deforestation, over-fishing or pollution.

Goals:

Develop or adopt a sustainable food policy based on improving health and ethics whilst lowering impacts.

Ensure that 50% of food by value purchased is compliant with the food policy by 2015 and 100% by 2020.

Key activities

A sustainable food policy prioritises catering suppliers and maximises food offerings that deliver the following:

- High in local, seasonal and organic produce
- Higher in vegetable protein and lower in animal protein
- Food must be safe to eat with effective hygiene standards.

Dietary and cultural requirements: Ensure the relevant groups are catered for, such as vegetarian/vegan, wheat and nut free, Halal and Kosher.

Responsibly sourced: Require appropriate certification for key food groups such as free-range animal products, sustainable fish, and fairly traded imported commodities such as bananas.

Free drinking water is provided

Engage visitors to make healthier and nutritionally balanced choices by providing information around the following:

- lower salt, fat and sugar
- lower fat cooking methods
- adequate intake of fruit and vegetables

Measuring and reporting

GRI indicators:

- Food and beverage: E08

Further information:

London 2012 Food Vision
learninglegacy.independent.gov.uk

Food Legacy - inspired by the London 2012 Food Vision
www.sustainweb.org/foodlegacy

Unity Kitchen's catering includes local sourcing, certified fish and meat, fairtrade, seasonal dishes and organic ingredients.
www.unitykitchen.co.uk/social-enterprise/sustainability

Sustainable water



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The One Planet Vision

behind sustainable water is a future where water is used more efficiently, both directly and in the products used; managing water in such a way as to support healthy land-use, avoid local flooding and avoid watercourse pollution.

Water consumption and discharge must respond to regional and local sensitivities on issues such as water stress and flood risk. Opportunities should be sought to enhance aquatic environments. Awareness campaigns can be introduced to engage people in responsible water usage.

Goal:

Measure direct water use and set targets for absolute reduction in line with industry best practice or at least 10% by 2015 (against a recent baseline year). Appropriate best practice measures set in place to tackle local issues such as flood risk or water stress.

Consideration should be given to the embodied water in goods purchased with a view to avoiding 'exporting' water issues elsewhere.

Key activities

Key aspects to consider in the development of a water policy are:

Ensure access to safe drinking water

Minimise consumption: Through efficiency measures using best available technologies (particularly for potable water).

Increase awareness of responsible water usage: Work to influence positive usage behaviour among participants, staff and spectators.

Maximise opportunities to substitute potable water use with non-potable sourced through recovery and reuse (where there is no adverse energy/carbon impact from doing so).

Avoid damaging extraction from sensitive environments

Minimise quantity and improve quality of water discharged to sewerage.

Adopt a best practice approach to water drainage and storm water (particularly in areas prone to flood risk): Examples of relevant systems include Sustainable Urban Drainage Systems, Water Sensitive Urban Design and Best Management Practice.

Measuring and reporting

GRI indicators:

- Water: EN8-10, EN21, EN25

Further information:

Restoring the Olympic Park waterways
www.learninglegacy.independent.gov.uk

Manchester United: Water efficient pitch irrigation through grey-water reuse, rainwater harvesting and a borehole.
www.sustainabilityinsport.com/case-studies

Land use and wildlife

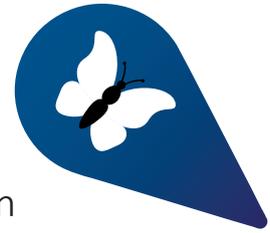


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The One Planet Vision behind land use and wildlife is a future where sports and events support beautiful landscapes while contributing to an overall increase in biodiversity and biological productivity.

Leading ecologists recommend biologically productive land to be left for wildlife. With this in mind leading sporting organisations and events should look to showcase their contribution to this global target by facilitating the establishment or enhancement of valuable wild space and biodiversity value on site or elsewhere.

Goal:

Make a net positive contribution to local native biodiversity and natural habitats by 2020.

Key activities

Protection and enhancement of natural habitats and wildlife should be delivered across activities and events.

Operations should consider:

- responsible sourcing - eliminating the use of materials associated with the destruction of natural habitats
- minimising disruptive activities within areas of high biodiversity
- demonstrating the positive impact of ecosystem services to the sport or event, for example: through provision of food & timber and climate regulation
- avoiding any negative impacts, while identifying opportunities to support IUCN Red List species and national conservation list species

Significant construction work should also:

- include collaboration with professional ecologists, landscape architects and local conservation groups
- identify key protected or locally significant species and monitor these to increase their presence
- include a comprehensive planting scheme with a selection process that benefits local wildlife, addresses local climate issues and avoids invasive species.

Measuring and reporting

GRI indicators:

- Biodiversity: EN11 to EN15

Further information:

Delivering the Olympic Park BAP
learninglegacy.independent.gov.uk

ECOVER Blue Mile: The UK's wettest mass-participation event designed to immerse participants in nature and protect it.
www.thebluemile.org

Culture and community



Image by C.Gilhooly under the Creative Commons License attribution

The One Planet Vision is of events where a culture of sustainability and community has been nurtured by supporting local heritage and building a culture of sustainability in the event's own workforce and the wider community.

This is about striving to develop a thriving sense of place and building connectedness. Through working together with local communities to build networks of shared values and understanding, sustainable sports and events can facilitate co-operation and build social capital. Research has shown that this improves health and educational achievement, increases employment and cuts crime rates.

Goals:

- Promote an understanding of One Planet Living to staff, participants and spectators to help create a new culture of sustainability
- Facilitate the active involvement of local community in sports and events
- Develop a locally-specific showcase project(s) that deepens social capital
- Track the Social Return on Investment (or equivalent) for major spending.

Key activities

Promote a culture of sustainability: Actively participate in raising sustainability awareness, delivering behaviour change initiatives and sharing knowledge of best practice and lessons learned. This should be promoted among stakeholders both inside and outside the organisation.

Invest in and develop social capital: Training and skills management should be provided across the organisation to employees, volunteers and to the wider community to support lifelong learning.

Local culture and heritage: Endeavour to maintain, enhance or revive aspects of local culture relevant to the areas of operation. This can be achieved through a programme of community engagement;

contributing skills to selected community projects, and through charitable giving.

Measuring and reporting

GRI indicators:

- Environmental: EN28, EN30
- Legacies (soft/hard): EO11, EO12, EO13
- Training and education: LA10 - LA12
- Local communities: SO1, SO9, SO10
- Marketing/privacy/compliance: PR6 - PR9
- Indirect economic: EC8
- Public policy: SO5-SO7

Further information:

London 2012: Changing Places Programme
learninglegacy.independent.gov.uk

Cre8 Life Style Centre is a regeneration project committed to changing lives through training, learning, personal development and cultural experiences.
www.cre8lifestylecentre.org.uk

Equity and local economy



Image by Harry Lawford under the Creative Commons license attribution

The One Planet Vision behind equity and local economy is of sports and events that support thriving and diverse local economies with fair employment, inclusive communities and international fair trade.

Organisations can demonstrate their commitment to equity and local economy through exemplary procurement and supply chain policies; this includes policies which ensure the workforce of suppliers are treated properly and have their rights respected. Consideration should be given to ensuring equality with respect to gender, ethnic diversity, sexual orientation and disability, in terms of both physical access, employment and volunteering opportunities.

Goals:

- Have a robust process in place for assessing suppliers against ethical, social and environmental criteria by 2015. All suppliers to meet good practice for responsible sourcing by 2020.
- Be a responsible employer (through 'Investors in People' mark or equivalent)
- Have a robust policy to ensure accessible and socially inclusive employment, sports and events

Key activities

Accessibility and social inclusion: Policy and operations should ensure disability is not a barrier to accessing events or participating in sports. Measures should address the needs of different social and ethnic groups to allow broad participation across society.

Responsible employment and procurement: A code of conduct should be in place that applies to own-operations and supply chain; including issues of wages, hours of work, health and safety, equal opportunity and supply chain transparency. Relevant staff should be trained to reinforce the importance of the code of conduct.

Local economy: Sports organisations and events can be a catalyst for the local economy through:

- maximising local procurement of products, services and labour
- supporting local activities and engaging smaller local businesses.

Measuring and reporting

GRI indicators:

- Labour and decent work: LA1- LA5, LA15
- Diversity and equal opportunity: LA13, LA14
- Human rights: HR1 - HR11
- Corruption/Compliance/Sourcing: SO2-4, SO8, EO10
- Economic: EC1-EC7, EC9, EO1,
- Inclusivity: EO4 - EO6

Further information:

London 2012: Attracting historically underrepresented talent
learninglegacy.independent.gov.uk

School of Hard Knocks runs courses that use sport to tackle unemployment, antisocial behaviour, crime and health. www.schoolofhardknocks.org.uk

Health and happiness



Image by Kelly Sikkema under the Creative Commons License attribution

The One Planet Vision is to create a future where it is easy, attractive and affordable for people to lead happy and healthy lives within a fair share of the earth's resources.

The UK has the highest rate of obesity in the EU with over 60% of adults and a third of 10- 11 year olds being classified as overweight or obese¹. Sports organisations and events have a unique opportunity to encourage, inspire and support people in leading more active and healthy lifestyles, in fun and enjoyable ways.

Sporting organisations also have the responsibility to support the health and happiness of their employees, volunteers and event participants.

Goals:

- To create safe and secure sporting activities and events. Ensuring that an industry-exemplary Accident Frequency Rate (AFR) or equivalent is maintained.
- To promote physical and mental well-being within the organisation and wider society.

Key activities

Health and safety: Robust occupational health and safety training and monitoring must be put in place. There should be a significant level of workforce representation in designing and managing health and safety procedures.

Promoting sporting and active lifestyles-

Healthy lifestyles: Education, training, counselling, and risk-control programmes should be set in place to assist staff, participants, their families, spectators or community members regarding serious diseases.

Supporting participation: Organisations should initiate or support existing initiatives that support increased sports participation.

Engagement of employees and volunteers: encouraging flexible working around areas such

as childcare as well as using it to encourage employees to pursue further education or carry out voluntary work outside the work place.

Measuring and reporting

GRI indicators:

- Occupational health and safety: LA6 - LA9
- Customer health, safety and privacy: PR1, PR2, PR8, EO7
- Customer satisfaction: PR5

Further information:

London 2012: Health and Safety Risk Map learninglegacy.independent.gov.uk

The European Healthy Stadia® Network supports sports clubs, stadia operators and governing bodies to develop health promoting policies and practices. www.healthystadia.eu/case-studies.html

The London Coaching Foundation provides recreational sport, health and fitness programmes to local communities and coaching in sports and the arts to young people. www.londoncoaching.org

1. Department of Health (2012). Public Health Responsibility Deal announces new food pledge [Online]. Available at: www.dh.gov.uk/health/2012/03/food-pledge/ [Accessed 24th Apr 2013].



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