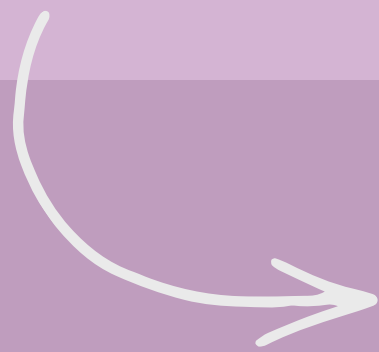


SUSTAINABILITY IN SPORTING EVENTS

1

THE POWER OF SPORT FOR GLOBAL GOALS

Sporting events serve as a unique platform to promote and model sustainable practices. Due to their accessibility and unifying nature, they are ideal for advancing the UN Sustainable Development Goals (SDGs). Under Agenda 2030, sporting organizations are encouraged to contribute to the 17 goals adopted by 193 UN member states to ensure a better future for all.



2

THE THREE PILLARS OF SUSTAINABILITY

To be truly sustainable, an event must address three interconnected areas:

Ecological Viability:

Using resources efficiently and minimizing environmental impact (e.g., waste, energy, and emissions).

Social Fairness:

Promoting equality, accessibility, and fair working conditions, while respecting local communities.

Economic Efficiency:

Adopting management practices that ensure the long-term viability of both the sport and the environment.

3

OVERCOMING MAIN CHALLENGES

Awareness:

If participants lack motivation, organizers should use the opening ceremony for social messaging and offer incentives, such as public transport discounts.

Finances:

To manage limited budgets, focus on cost-saving measures like energy efficiency and waste reduction. Partnering with local, eco-friendly suppliers or using second-hand materials can also reduce costs.

Logistics:

Strategic planning involves selecting venues with existing green infrastructure and coordinating early with public transport providers.



4

EVENT LIFECYCLE: A STEP-BY-STEP TIMELINE

BEFORE (12 to 3 months):

Define sustainability goals, appoint a coordinator, and finalize a waste management concept that prioritizes reusable or compostable tableware.

DURING:

Monitor waste stations and catering compliance while using the event program to highlight eco-friendly actions.

AFTER:

Collect data on waste and energy, evaluate outcomes against initial goals, and share a public sustainability report.

5

THE ESSENTIAL SUSTAINABILITY CHECKLIST

Venue & Transport:

Prioritize locations easily accessible by public transport and those using renewable energy.

Catering:

Eliminate single-use plastics and carefully calculate food needs to reduce food waste; donate leftovers to food banks.

Equipment & Recycling:

Use self-produced or ecologically sourced items. Provide prominent recycling options for all visitors to encourage participation.

Social Impact:

Ensure the event is accessible and consider the impact on local residents.



ACCESSIBILITY AND INCLUSION IN SPORTING EVENTS



1

WHY ACCESSIBILITY MATTERS

Inclusion & Equity:

Sport should bring people together, not reinforce barriers. It ensures everyone—athletes, spectators, and staff—can participate regardless of ability.

Legal & Safety:

Accessibility is often a legal requirement (e.g., "reasonable accommodation") and improves safety for everyone, including children and older adults.

Reputation:

Inclusive events attract larger, more diverse audiences and reflect the true values of sport: fairness and respect.

2

THE "ACCESS" FRAMEWORK (VISUAL ACRONYM)

A - Awareness: Understand disability needs and modify rules/equipment to suit different abilities.

C - Collaboration: Work with disability organizations and athletes to upskill and understand specific needs.

C - Communication: Use plain language, clear signage, and accessible digital formats before, during, and after the event.

E - Education: Train staff and volunteers on inclusive practices and Paralympic values.

S - Support Services: Provide necessary accommodations like accessible transport and adaptive equipment.

S - Site Visits: Physically assess venues (ramps, restrooms, parking) to ensure a "barrier-free" environment.

3

KEY CHALLENGES & STRATEGIES

Challenge: Venue Access. Often venues are remote or lack transport links.

- Strategy: Use a Venue Checklist to verify public transport links and provide clear arrival directions.

Challenge: Inadequate Facilities. Lack of ramps, accessible toilets, or changing rooms.

- Strategy: Conduct a Site Visit 3 months prior to check entrances, internal layouts, and spectator areas.

Challenge: Specialized Equipment. High costs and storage issues.

- Strategy: Liaise with National Paralympic Committees to borrow gear or apply for local grants.

4

ACTION TIMELINE: STEP-BY-STEP

6 Months Before: Set the budget for adaptive equipment and identify potential venues with storage capacity.

3 Months Before: Perform the venue walkthrough and train volunteers on disability awareness.

1 Month/Week Before: Confirm all facilities are working and move equipment to the site.

During the Event: Regularly check that accessible toilets remain unlocked and lifts are operational.

After the Event: Collect feedback from participants and return borrowed equipment.



NETWORKING & DONOR ENGAGEMENT IN WOMEN'S SPORT

1

WHY INVEST?

Sustainability & Impact:

Building strong networks attracts financial and in-kind support essential for long-term survival.

Professionalism:

Diverse donors allow for better infrastructure, inclusive communication, and high-quality experiences.

Resilience:

Strong partnerships help organizers navigate budget constraints or sudden changes.



2

OVERCOMING KEY CHALLENGES

Challenge: Limited Visibility. Donors often underestimate the reach of women's sports.

◦ *Strategy:* Use Data Packages (attendance, social reach) and Ambassadors to prove value.

Challenge: Budget Cuts. Political shifts can reduce public funding.

◦ *Strategy:* Diversify Funding Sources (private, EU programs, NGOs) and emphasize Social Impact.

Challenge: Lack of Networks. New organizers often lack professional contacts.

◦ *Strategy:* Use Digital Tools (LinkedIn) and ask established organizers for "Warm Introductions".

Challenge: Donor Fatigue. Sponsors often support only once.

◦ *Strategy:* Create Tiered Packages and maintain Year-Round Communication via newsletters.

3

ACTION TIMELINE: STEP-BY-STEP

6 Months Before: Strategy & Mapping. Identify partners aligned with CSR (Corporate Social Responsibility) goals. Design "Green" and inclusive sponsorship packages.

3 Months Before: Outreach & Training. Conduct accessible meetings (online/hybrid) and train staff on inclusive behavior.

1 Month Before: Final Checks. Coordinate digital toolkits with donors and ensure all sustainability measures (recycling, refill points) are ready.

During the Event: Active Networking. Create physically and sensory-accessible networking spaces to encourage interaction between donors and athletes.

After the Event: Accountability. Send digital thank-you notes within 48 hours and share an **Impact Report** within 2-4 weeks.

The "Easy Yes" Checklist (Pro Tips)

- **Start Early:** Partnerships take months to build, not weeks.
- **Align Values:** Match sponsorship opportunities with the donor's specific inclusion goals.
- **Show, Don't Just Tell:** Use storytelling and data to explain why inclusive sport matters.
- **Stay Digital:** Use accessible PDF brochures and QR codes instead of heavy printed materials.

