



GREEN LEAGUE
Sport Alliance for the Environment

Case Studies Collection

Good Practices on Sport and Environment Protection- EU



Acknowledgments

This collection has been created within Erasmus+ sport project “Green League – sport Alliance for the Environment”.

Partners:

- CESIE, Italy (coordinator)
- Vivi Sano Onlus, Italy
- Zavod APGA, Slovenia
- Kentro Merimnas Oikogeneias Kai Paidiou (KMOP), Greece
- EINURO EHF (Einurd), Iceland
- Center for the Advancement of Research & Development in Educational Technology (CARDET), Cyprus
- Out of the Box International (OTB), Belgium

Editor: APGA

Authors:

- APGA, Agencija za promocijo gibalnih aktivnosti, Slovenia,
- CARDET, Cyprus,
- CESIE, Italy,
- EINURD, Iceland,
- KMOP, Greece,
- OTB, Belgium
- VIVI SANO ETS, Italy

Edition: Electronic

Project reference no.: 101050262-Green League-ERASMUS-SPORT-2021-SCP



This work is licensed under a [Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-nc-sa/4.0/).

SPORT & ENVIRONMENT INITIATIVES AT EU LEVEL



CASE 1

ENVIRONMENTAL MANAGEMENT IN FOOTBALL EVENTS

<p>AIM</p> <p>To increase the environmental awareness and to improve the current practices in environmental management during football games.</p>	<p>TARGET GROUP</p> <p>Organisational structures within the National Football Associations (NFAs)</p>
<p>GEOGRAPHICAL AREA</p> <p>Europe. Pilot tests took place in:</p> <ul style="list-style-type: none"> • Aviva (Ireland) • Stadio Luigi Ferraris, Stadio Olimpico, S.P.A.L., and Renzo Barbera (Italy) • Stadionul Anghel Iordănescu and National Arena (Romania) • King Baudouin (Belgium) • Friends Arena and Tele2 Arena (Sweden) • Benito Villamarín (Spain) • Dragao stadium (Portugal) 	<p>SPORT or PHYSICAL ACTIVITY INVOLVED</p> <p>Football</p>

STAKEHOLDERS & PARTNERS

Organisational structures within the National Football Associations (NFAs).

Members of the consortium:

- Sant'Anna School of Advanced Studies - Lead Applicant (Italy)
- ACR+ (Belgium)
- AMIU Genova S.p.A. (Italy)
- EURACTIV.COM LTD (UK)
- Italian National Football Association (Italy)
- Romanian National Football Association (Romania)
- Lipor (Portugal)
- Swedish National Football Association (Sweden)

The Guidelines serve as a compendium of good practices and an overview of what solutions exist already out there, their complexity when it comes to implementation and potential benefits.

WEBSITE REFERENCES

https://lifetackle.eu/assets/files/B_5_3_Report_about_the_lessons_learned_replicability_from_the_pilot_tests_Ver_1.pdf

<https://lifetackle.eu/actions/action/fans-and-supporters-information-and-awareness-raising>

<https://lifetackle.eu/actions>

SHORT DESCRIPTION

Environmental issues such as waste management, mobility, energy consumption, water consumption, green procurement, lightening, fans environmental awareness and environmental

management system of football associations and clubs are today offering strong improvement margins and opportunities.

These Guidelines, gathered in 2019, contain nearly 100 existing good practices in organizing sport events, including football matches. They cover a whole range of various aspects of environmental management – from mobility to energy, water, waste management and other operational aspects to governance. Pilot tests took place in 2020.

CHALLENGES

Roi Baudouin/Koning Boudewijn Stadium, Brussels: short time for the waste collection and sorting of PMC. A solution could be adapting the shutting down of the stadium to the needs of the operators.

Dragão Stadium, Porto: one of the inhibiting factors was proven to be the economics of this pilot test (as it required investment), but since it was identified as one of the priorities of the club's sustainability agenda, the decision was positive.

IMPACT

Roi Baudouin/Koning Boudewijn Stadium, Brussels: the new collection scheme managed to redirect 120 kg of packaging and packaging material (PMC) from the residual waste.

Aviva Stadium, Dublin: the reusable cup scheme achieved a saving of above 2 tons of CO₂e (52360 reusable cups were returned to the washing facility).

Dragão Stadium, Porto: this pilot test facilitated the selective collection in the administrative area.

Luigi Ferraris, Genoa: the recycling percentage more than quadrupled rising from 7.7% in 2018 (before the pilot test), to 32.9% in 2019, after the pilot test; the stadium catering met with the charity six times and donated over 170.5 kg of food.

SUSTAINABILITY

The stakeholders could include local and regional authorities, service/good providers, fan associations, sponsors and many more to ensure the sustainability of the actions.

REPLICABILITY

Practices were gathered and arranged according to their potential replicability:

Separate waste collection and recycling and composting program (medium-high replicability): the waste generated in the stadium can easily be aggregated to that generated in households and commerce. The introduction of a system of separate waste collection has to be set up both in the common areas open to the public and in the technical areas reserved to staff and service providers in order to cover the overall stadium's perimeter. In order to set up an efficient waste management collection system during football events, it is necessary to engage different actors like event organiser, venues and stadium authorities, sites owners

Reusable cups for drinks (medium-high replicability): distribution of reusable cups with a return fee. The key factor that was proven to have driven this pilot forward was the fact that

a company which has experience in this particular practice was brought in.

LESSONS LEARNT

Taking into account all matches organised by Europe's National Football Associations, the overall waste generation is an estimated 750 000 tons per year. The project improved the overall level of awareness toward environmental issues in the football sector.

Football entities that are not aware of their environmental performance, don't have any environmental reporting in place or have a non-existing or very poor data collection system like it was the case in several stadiums should definitely look into environmental audits and baseline measurements.

In order to have a football entity working independently on environmental performance improvements, its management and governing board should look into enhancing its staff's skills and knowledge of environmental processes and management in general.

Successful replications can only be achieved if all relevant stakeholders are brought together.

CASE 2

VOLUNTEERING FOR GREENER SPORTS EVENTS

<p>AIM</p> <p>Intended to provide the basic knowledge to other sports organisations on environment and sports and examples of green activities to perform with their volunteers.</p>	<p>TARGET GROUP</p> <p>Sport organisations and their stakeholders</p>
<p>GEOGRAPHICAL AREA</p> <p>Estonian National Stadium Vilnius Stadium, Lithuania Ghent and Leuven, Belgium Malta</p>	<p>SPORT or PHYSICAL ACTIVITY INVOLVED</p> <p>Various sports</p>

STAKEHOLDERS & PARTNERS

Targeted to sport and environmental organisations:

- Asociación Ecoserveis (Spain) - coordinator
- Estonian Football Association
- European Non-governmental Sports Organisation (Sweden)
- Malta Football Association
- Masinio Football Association (Lithuania)
- Voetbal Vlaanderen (Belgium)

Engaging young people who are not practising sports into doing sports though the environmental incentive is indeed a very innovative approach to involve more people into playing sports.

WEBSITE REFERENCES

<https://www.ecoserveis.net/wp-content/uploads/2021/03/PLAYGREEN-Pedagogical-Materials-EN-1.pdf>

https://www.ecoserveis.net/wp-content/uploads/2021/03/Guideline_environmental_sport_EN.pdf

<https://www.ecoserveis.net/wp-content/uploads/2021/03/PLAYGREEN-Study-Sustainability-and-Sport.pdf>

SHORT DESCRIPTION

Generally, research has shown that females are more likely to get involved in causes that tackle climate change. On the other hand, males are more likely to take part in sports or to get involved in sport related causes. The idea is that environmental volunteers will engage in playing sports if they are driven to green sports events.

Mentoring was offered to environmental volunteers online through a series of knowledge (webinars) and practice (videos, resources and workshops), so that they could prepare the green events which were organised in each participating country between June and November 2020.

The first study on sustainability in sports was conducted. Through interviews and surveys, the partnership determined how environmentalism can be used as a tool to engage young people in sports events and how greening grassroots sports events can help to tackle climate change.

CHALLENGES

Due to the COVID-19 pandemic, the timing and conditions of the events became more difficult and there was a change in the entire football season calendar. The lesson is to meet with volunteers to adapt to their school and work schedules. Regarding motivation, the enthusiasm of volunteers is linked to activities and events. Providing rewards for their work keeps volunteers motivated.

IMPACT

Regarding the sport practice, 51.5% of the respondents reported that PlayGreen influenced them into playing sports. Those results suggest that PlayGreen managed to reach its goal of engaging sports participation through environmental volunteering. Also, 24% of volunteers answered that they did not think or were not aware of sports impact on climate change. The other respondents were aware of the influence, blaming especially the travelling waste generated (especially plastic) and the materials, water and energy used for sporting events.

SUSTAINABILITY

The actions can be financed with external sponsors who are willing and committed to environmental sustainability and tackling climate change and see sport's appeal as a means to reach a wider and more diverse audience for their corporate social responsibility efforts.

In terms of human resources, the project needs both mentors and volunteers.

REPLICABILITY

The PlayGreen implementation can be adapted in each country:

- The Flemish FA implementation adaptation is based on adapting a specific type of tournament that is already popular called VOETRIBAL.
- Since in Estonia football is one of the most practised sports, directing the Green Team of volunteers to engage into the Football community was a good motivator.
- The Lithuanian FA used the Green Tool to give specific tasks of analysis and planning to the Green Team and took advantage of the lock-down meet online to plan the green activities in more detail.

LESSONS LEARNT

By setting a specific structure and resources, any sport organisation can train a green team of volunteers and engage them in doing sports.

"In our Malta FA pilot project, we noticed that participants were more likely to engage in physical onsite events which involved a number of activities and social networking rather than facing a computer on an online event on their own" - Peter Busuttill.

It is very important to keep in touch with the volunteers, communicate with them via Skype or Teams applications. Nevertheless, personal (not online) communication is also very important.

Volunteers need a concrete goal, perspective and timeframe to keep them engaged.

Make volunteers feel part of the team, recognize their efforts in official communications, e.g., photos portraying them as part of the team, shared in the organisation's social media platforms.

Involve young people as leaders and mentors, apart from being good role models, people are more likely to trust someone that shares some similarities with or 'looks like them'.

CASE 3

EUROPEAN ENVIRONMENTAL EDUCATION TOOLS BASED ON OUTDOOR AQUATIC PRACTICES

<p>AIM</p> <p>To increase the numbers of qualified professionals in the water sport sector aware about water local issues and their connections with outdoor water sports.</p>	<p>TARGET GROUP</p> <p>Rafting and canoe-Kayak guides.</p>
<p>GEOGRAPHICAL AREA</p> <p>Trento (Italy), Slunj (Croatia), and Straža (Slovenia).</p>	<p>SPORT or PHYSICAL ACTIVITY INVOLVED</p> <p>Rafting and canoe-Kayak</p>

STAKEHOLDERS & PARTNERS

The partners are:

- Comunità della Val di Sole (Italy)
- Kajak Kanu klub "Rastocki mlinari" (Croatia)
- Rafting Club "Gimpex Straza" (Slovenia)
- Federazione Italiana Rating (Italy)

WEBSITE REFERENCES

<https://bewatertoolkit.tumblr.com/>

SHORT DESCRIPTION

Be Water, is a European (co-financed by the Erasmus + programme) project that aims to enhance and "use" aquatic outdoor sports as a means of environmental education and awareness.

The project aims at:

- Educating local stakeholders and tourists on how to practise outdoor sports in a sustainable way and at the same time sensibilize on environmental issues through outdoor sports.
- Promoting sustainable water sport activities and open-air activities among citizens, based on EU Guidelines on Physical Activity and IOC Guide to Sport, Environment and Sustainable development among citizens and tourists inside and outside the project network.

CHALLENGES

n/a

IMPACT

Three different types of "educational packages" were created and tested. One aimed at tourists and sportsmen looking for "adrenaline" (in Italy), one aimed at local residents and adolescents (in Croatia), one aimed at schools (in Slovenia). These activities have made it possible to involve residents, tourists and schools in outdoor sports activities with the aim of environmental education.

SUSTAINABILITY

REPLICABILITY



The interviews made it possible to highlight an excellent "environmental" result both in relation to the trained guides and to the participants interviewed. The feedback gives weight to the potential of the project in terms of environmental dissemination, the possibility of expanding the activities and the transferability of the results (other territories, other rivers, other guides, other centers, ...).

The possibility of using outdoor activities on the river (educational activities, rafting, canoeing or kayaking, water games, ...) as a means to address environmental issues and raise awareness among practitioners on the local and international challenges of rivers has proved to be very appreciated and useful.

LESSONS LEARNT

The toolkit is a kit with videos, infographics and texts made to bring rafting, canoeing and kayaking guides (as well as water sports enthusiasts) closer to river ecology and be more aware of local and international issues on the "use of water".

The six in-depth modules deal - in an organic way - with issues such as water as a common good, climate change, co-use of rivers and potential conflicts, biodiversity issues, habitats in and around the rivers and "storytelling for river guides"

The social impact assessment process of the project was done following two types of analysis: a qualitative analysis and a quantitative analysis.

The qualitative analysis was developed through interviews involving a total of 30 guides, stakeholders, and project partners.

The Italian Rafting Federation thinks that the implementation of its training programme with the educational material released during the project has been positive. "The Environmental issue has become a very important term as it not only implies having knowledge about the environment, but also moral values and necessary education to solve

environment related problems in our dynamic world" - Matteo Benciolini, President of Italian Rafting Federation.

CASE 4

INSPIRING YOUNG PEOPLE TO MAKE A SUSTAINABLE CHANGE USING SPORTS AS A TOOL

<p>AIM</p> <p>Share the best practices in fields of sport-based non-formal and formal education and sustainable development, provide learning and mobility opportunities, build the capacity of stakeholders and raise awareness of the educational power of sport.</p>	<p>TARGET GROUP</p> <p>Organisations who wish to use sport as a tool to teach youth, and adults, about the importance of environmental protection and climate action.</p>
<p>GEOGRAPHICAL AREA</p> <p>The project has an international and a local dimension. It includes a Training course in Tokyo, Japan; local visibility and dissemination activities (i.e. domestic activities Sport for Sustainable Development project's partners have initiated in their home countries: Japan, Senegal, France and Hungary); youth exchange in Dakar, Senegal; and a Closing seminar in Paris, France.</p>	<p>SPORT or PHYSICAL ACTIVITY INVOLVED</p> <p>Various sports</p>

STAKEHOLDERS & PARTNERS

The partners are:

- ENGSO Youth (project leader, Europe-wide youth NGO)
- Educational Foundation of Kokushikan (Japan)
- University of Physical Education (Hungary)
- Senegalese Olympic and Sports Committee (Senegal)
- Sport and Citizenship (France)

WEBSITE REFERENCES

<http://sport4sd.com/>

<http://sport4sd.com/wp-content/uploads/2020/11/Sport4SD-toolkit-draft-version-v3.pdf>

SHORT DESCRIPTION

The Sport for Sustainable Development project partners have taken action to show how sport can contribute to all 17 Sustainable Development Goals and how young sports people can make a change for a better and more sustainable future environment and Sustainable development among citizens and tourists inside and outside the project network.

The Sport for Sustainable Development project builds on the need for developing sport-based, non-formal educational programs in the topic of sustainability and capitalises on the unique opportunities provided by mega and large-scale sport events, such as the Olympic Games. As a universal language, sport not only connects people from different backgrounds, but it is utilised for reaching educational goals, also in relation to sustainable development.



The first preparatory meetings started at the end of 2019. The kick-off occurred in March 2020. It is an ongoing project whose activities had to be reorganised (most of them postponed) due to the pandemic. Hence, activities such as the Youth exchange in Senegal, and the training course and job shadowing in Japan, took place in May 2022, and September 2022, respectively.

CHALLENGES

Due to the pandemic activities had to be reorganised, most of them, postponed and/or moved online.

IMPACT

The initiative involved youth leaders, trainers, NGO staff and disadvantaged young people from three continents. The activities developed the skills and competences of the young participants to use sport as a tool for sustainable development.

So far, the project has involved: 120 youth, sport leaders, policy makers, stakeholders from the fields of education, youth and sport; 30 sports educators, youth leaders, youth workers, NGO staff trained as Sport Sustainability Ambassadors; and over 500 young people.

SUSTAINABILITY

The transcontinental cross-sector cooperation allowed involved organisations to exchange experiences, knowledge and methodology in the field of sport-based education, thus also strengthening their capacities for increased levels of action.

REPLICABILITY

The rationale behind the project could be adapted to different events. The promotion of the Sustainable Development Goals can work as a tool to empower young people through the practice of sports.

LESSONS LEARNT

Taking advantage of such large-scale global events as the Olympic Games, gave the partnership an ideal forum to engage fellow young people using sport as a medium to introduce education to their lives.

Environment related problems in our dynamic world” - Matteo Benciolini, President of Italian Rafting Federation.

The complementarity between the staff’s professional experience and academic background allowed for the effective and efficient development and management of the project within its several phases, ranging from project management, to communications, youth work, and policy advocacy.

Sport-based non-formal education and youth-led sustainable development were crucial for this specific project as they allowed young participants to be not only the recipients of this project but actually the main contributors and creators, thus assuring they effectively use the tools made available to them during the activities in order to apply them within their local realities, making sure that the project doesn't stop in the final conference, but actually is given continuity by the young participants in their communities.

This co-creation aspect allied with the multiplying effect each one of the participants has in their communities are crucial to ensure their empowerment as agents of change as well as the continuity of the project's values and objectives after its formal closing.



GREEN LEAGUE
Sport Alliance for the Environment

www.green-league.eu

The diversity of the project partners, either cultural (from several continents) and in terms of area of focus (youth organisations, sport organisations, and research and higher-educational institutions) was also crucial to ensure we had all the necessary expertise when addressing a variety of cross-sectoral topics related with the SDG's, but also that we addressed them through a variety of cultural lenses, hence ensuring its inclusivity.



**Funded by
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.
[Project Number: 101050262]



Funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. [Project Number: 101050262]