



## Promotion

How to promote the green sports event to raise awareness

This chapter will look at promotion and education. The first part on media will cover the various tools that can promote a green sport event, the second part on promotion will cover how to promote the green sport event and the third part will cover how to educate your audience on environmental issues through the promotion of the event.

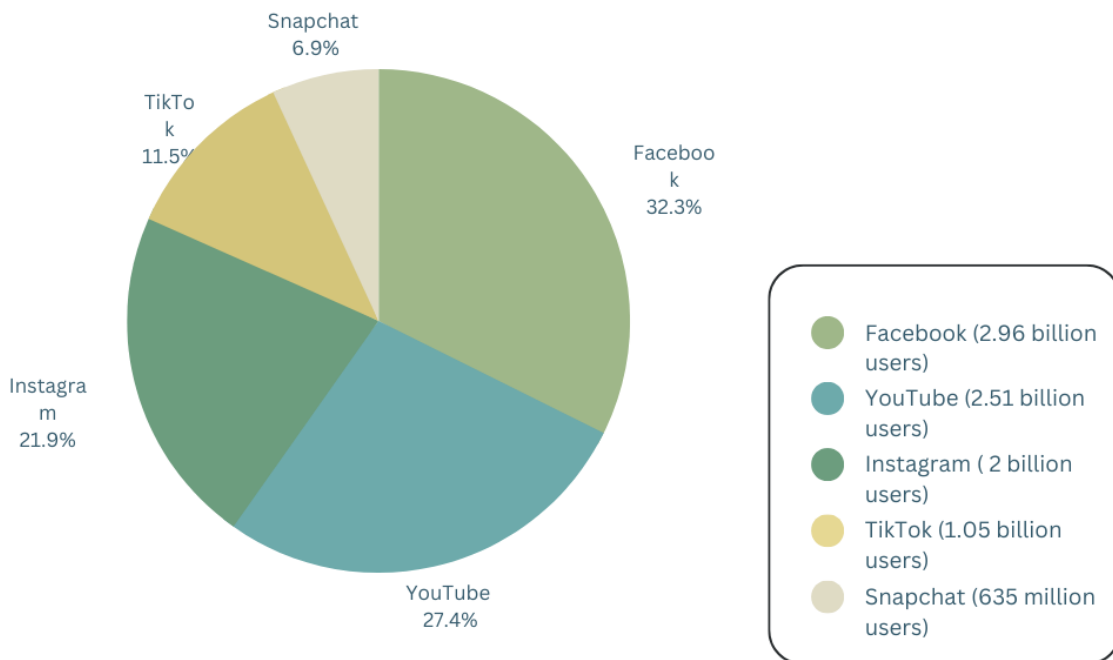
## Media

The first chapter of the promotion chapter is on media and includes the various tools that can be used to promote an event.

Media comes from the Latin word ‘medium’ and means middle ground or intermediate. The term describes newspapers, radio, and social media<sup>12</sup>. For a green event, the recommended media to use are mainly online tools. Nowadays the most popular media for promoting an event is social media. Social media has the power to share information, ideas or knowledge through a virtual network and engage a wide audience<sup>13</sup>.

Some of the most popular social media are<sup>14</sup>:

## SOCIAL MEDIA USERS



When using the above social media, some additional tools to promote an event and create posts:

<sup>12</sup>[What is the media? | Macmillan Dictionary Blog](#)

<sup>13</sup>[Social Media: Definition, Effects, and List of Top Apps \(investopedia.com\)](#)

<sup>14</sup>[Digital 2023: Global Overview Report — DataReportal – Global Digital Insights](#)

- Canva (<https://www.canva.com/>),
- Movavi Video Editor (<https://www.movavi.com/>),
- Design Stripe (<https://designstripe.com/>).

#### **Tips for pictures<sup>15</sup>:**

- Format: JPEG, TIFF,
- Size: minimum 1800 x 2400 pixels,
- Accompanying description: who/what is represented, when/where the picture was taken,
- Credits: your project + any additional copyrights,
- Add Alt text describing your photos for visually impaired people,
- Use clear and high-quality photos.

#### **Check out these videos to raise awareness of environmental issues:**

- [LIFE DEBAG - Leave plastic bags in the past, not in our seas](#)
- [IKEA – What if?](#)
- [HP Sustainability | Parallel Lives | HP](#)
- [Manufy: Fund the Future of Sustainable Fashion](#)
- [Coke Sustainability TVC](#)
- [Climate action starts at home - IKEA](#)

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<sup>15</sup> [Life Toolkit Communication tips booklet](#)

## Communication

The promotion should start with strategic planning to better organise the event or campaign and to better promote the green sport event.

**Step 1:** Determine the venue.

**Step 2:** Identify your target audience. [ Community engagement: students, neighbours, teachers, local authorities etc. Expert engagement: NGOs, research centres and private sector. Policy engagement: European institutions, international organisations, national policymakers etc. Media: Local papers, radio, websites, blog, TV channels.]

**Step 3:** Set SMART communication objectives (Specific, Measurable, Achievable, Relevant, Time-bound)

**Step 4:** Adapt the language to your messages for your target audience.

**Step 5:** Some key questions to know before the event are:

- Which stakeholders will participate or be affected by the event?
- Which of the stakeholders have responsibilities (delivery, etc.)?
- Which stakeholders can influence the public?
- What about an environmental plan? (How many greenhouse gas emissions will my event produce, what are the impacts and how will I ensure that wildlife is not disturbed?)

Based on the above answers, strategic and promotional planning can be developed, and sustainability can be shaped. Stakeholder involvement in the event is essential because the inclusion and collaboration of multiple partners can define a viable committee that will contribute to the event before, during and after. The inclusion of partners or stakeholders in the organisation of the event can increase engagement (NGOs, environmental agencies or local experts) and contribute to a greener sporting event through consultation and exchange of ideas.

In addition, working with stakeholders and NGOs can promote a more sustainable event and help monitor the environmental plan objectives set at the beginning of the event.

The promotion of the sports event can start with the online promotion of the event. Keeping the public and participants informed about what will take place during the event is a great opportunity to engage them.

### Case Studies:

The following are some examples of how cooperation with organisations/people etc, can benefit and promote an event.

- #WhoseSideAreYouOn:** The [campaign](#) was launched in 2014 and aims to stop the illegal wildlife trade. Many well-known people are ambassadors, including Lewis Hamilton (Formula 1) and David Beckham (football).
- Campaign for wildlife conservation:** Lao People's Democratic Republic, NGOs, international organisations, companies and youth volunteers to spread the message of

wildlife conservation to the thousands of visitors to the event. The event was covered by media such as TV, advertisements, radio, billboards and banners with the campaign slogan.

- C. **International mountain biking event:** Absa Cape Epic is one of the world's largest off-road mountain bike races and is held annually in the landscapes of the Western Cape of South Africa. An environmental management plan is being prepared for the event that includes clear objectives and required performance outcomes. The plan includes levels of disturbance, damage to plant life and waste control. This event is monitored to minimise environmental damage. An Environmental Control Officer (ECO) monitors the site and ensures that no waste is left behind. A fire control officer also ensures that the event is safe in terms of fire risk and carries out daily checks on water intake points.

### **Before the event**

Even before the event, raising awareness on environmental issues should be at the top of the agenda, so social media channels can be used to show the public why it is important/what they can do about it and what will happen during the event to raise awareness of the issues.

During the outreach it is also important to share ecological or environmental data with the public. This promotion can be done either on social media or in radio and TV broadcasts. Organisers can also present the entire event through social media. Transparency and sharing of information are important because the public can see the various ways that make an event greener. For example, venue preparation can be posted on social media and any recycling bins at the venue as behind-the-scenes stories.

In addition, the campaign to promote the event more broadly can have a hashtag and specific images/colours/message to make the event more attractive to the public.

### **During the event**

Promotion during the event can give more visibility to the initiative. Live broadcasting or the possibility of an online audience can help to promote environmental issues. One of the biggest challenges during sporting events is the transport of the audience and participants and CO2 emissions. Consequently, some audiences who want to watch sport but not necessarily participate can do so via an online stream that also promotes a key aspect of climate change, which is to reduce unnecessary transport.

The promotion of environmental issues will take place throughout the event. For example, if the organisers are promoting a paperless or plastic-free policy during the event, then, prior to the event, they should promote the policy through the media and encourage participants to bring their own cups. In addition, if attendees selling products at the event will not have paper receipts but only digital receipts, organisers can inform attendees that they will receive them via email.

In addition, during the event, a person can have the role of social media manager to keep posting photos or stories. In addition, the social media manager may interview attendees or participants and create a video/reel or story for social media. It is important to have the consent of each person to be interviewed.

In addition, the public can bring their own materials to recycle, such as batteries or clothing, or host various workshops during the sporting event on how to reuse plastic bottles or old jeans.

All these environmental elements that will take place during the event should be promoted in advance so that the public is fully informed about all aspects of the event, but also to help create environmental thinking about how any actions can have an impact on the environment.

### **After the event**

Promotion should continue after the end of the sporting event. Sharing videos or photos of participants afterwards can help promote the event. Also, another essential promotional activity is to inform the public about the event's impact on the environment. For example, using recycling bins during the event can also promote the event afterwards by showing people what happened to the recycled materials.

## Education

As discussed in the previous chapter, through promotion a first encounter with environmental issues is made. However, in this chapter, promotion becomes a tool to promote the event and environmental education. Education is part of the promotion of the green event and is interrelated. One cannot exist without the other. Throughout the promotion of the event, education must be a priority.

First, education about what needs to be done. For example, explaining in advance what participants need to do or if they need training to perform a sport and, through training in a sport, develop any skills and build capacity.

In addition, environmental training should be achieved. The public should be aware of how their actions can affect the natural environment or ecosystem and how they can avoid impacts on these areas. Some of this information will be provided during the event and other information will be provided in advance or afterwards.

### What can be included in the educational promotion of the green sports event?

#### Raise Awareness:

- Provide information to the sports teams about biodiversity on the venue and in the local area and how to protect it.
- Direct messages to fans and spectators about the ecosystem and wildlife at the venue. Share with participants what they should do to protect the ecosystem during the sporting event.
- Raise environmental awareness on various issues related to the sporting event. If the event will be related to waste collection, then the environmental awareness can be about waste or plastic management.
- Awareness raising for staff, volunteers or any other person involved about the biodiversity of the area.
- Contacting the environmental or forestry service (ecosystem or biodiversity of a particular area or venue) in the region or country can provide additional advice to share with the public prior to the event.
- Sports stars can be asked to share their ideas on environmental issues.
- Inform the public about local initiatives, environmental work or shops with environmentally friendly products.

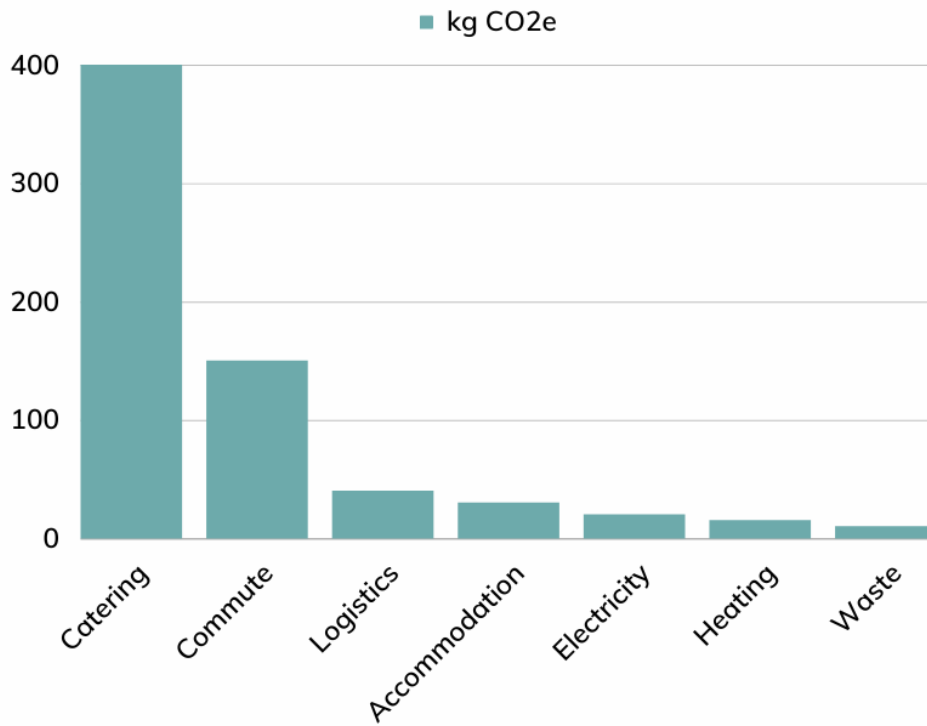
#### Monitoring and reporting:

- Greenhouse gas emissions: Share with the public how many greenhouse gas emissions will be produced from transportation and operations before and after the event.
- What energy will be used during the event? (Green energy sources, temporary power generators, low-energy appliances and lighting).
- Venue: Details of the characteristics of the venue, any habitat or trees that are susceptible to erosion.

- Environmental risks of organising the event at the site/area.
- How the organisers will protect the ecosystem or any environmental features of the area.
- How pollution will be avoided.
- Share your knowledge and achievements - throughout the journey.

This website (<https://plana.earth/product>) helps event organisers to calculate their emissions. During the event, the organisers are asking each participant to fill in a survey via a QR code. They collect data on food, energy use etc.

## Sustainability Encounter Scope 3 emissions breakdown (kg CO<sub>2</sub>e)





## Advocacy

Advocacy can be described as an activity that aims to influence actions and decisions inside the political, social or economic system addressing a particular issue. It can be initiated by an individual, organisation or a group. This education and awareness raising activity is based on facts and can include media campaigns, publishing research, fundraising and public speaking.

When planning an advocacy process, it is necessary to start with a **needs assessment** in order to know who is responsible and has jurisdiction to make the decisions on the request you will be making. In addition, research into the legal regulations on local and state level of rules for advocacy. Scan for potential allies and if possible, build and strategically use that relationship.

The most important questions to have the clear answers to are: **“What do I want to achieve?”** and **“How do I achieve this?”** While answering these questions in detail, you will have a clear vision of activities and specific objectives that you need to complete to achieve your desired goal. Determine the level of your activity (local / National / International). Research what has already been done and possibly build on that.

There are two main target groups. The primary target group are the **decision makers** (e.g., ministries, prime minister, local / regional decision makers) as they are the ones that have the authority to accept and act upon your request.

The **influencers** (e.g., individuals and organisations, experts, researchers, media etc.) are the secondary target group as they can influence the primary target group. It is good to analyse what is their motivation, interests and what information do you need to provide them to join your pursuit.

The **message** you formulate has to be clear and structured as such that it leaves no space for misunderstandings as it will reflect your goal and its purpose. Aim to present the issue, share the story you want to be heard, engage the audience and connect their values and personal interests to your goal.

When choosing the **channels of communication**, have in mind the level of your advocacy activities (local, regional, international) and create a communication plan. List the stakeholders you want to reach and how you can reach them the best. For example, if you want to advocate on a local level, aim for local influencers, local NGO and CSOs, local media and events.

**Raising funds** for your action can be done through fundraising events, individual contributions, private or public foundation grants. The important aspect to remember is that your donors understand your goal and share the same values as you. Fundraising events can be in any form you want it to be as long as it fits your action, so be creative and consider the use of digital tools, organising auction or marathon, presentations on other public events, challenges, performances, flashmobs, etc. The donation needs to be easy and transparent. Pay a public tribute to your donors and aim to maintain good relations for further collaborations and good reference.

**Tracking** the advocacy process and the result of your plan is necessary to make sure you are consistent in your implementation and in line with your resources. Considering the constant change in the environment, your plan needs to be agile, and you need to be prepared to implement adaptations. At the beginning of planning, think of all possible risks that can negatively influence your goal and think about ways to manage them to minimise it.

Now that you are acquainted with the basics of advocacy, we invite you to further explore the topic:

**Further reading:**

- [How to Create a Great Social Media Strategy Plan in 2023 and free Global Social Media Trends Report.](#)
- [How to plan a social media campaign, step by step.](#)
- [A 10 Step Guide to a Successful Fundraising Event.](#)
- [Three Best Practices for Sustaining Interest in Advocacy Efforts.](#)
- [Using Local Outreach to Engage the Online Generation.](#)

## Conclusion

In conclusion, creating a sustainable and green environment within the realm of sports is crucial for the well-being of our planet and future generations. While the transition may require effort and resources, the benefits extend beyond being environmentally friendly. By adopting sustainable practices, sports organisations can become leaders in the global green movement, attracting positive attention, fostering community engagement, and inspiring others to follow suit. The concept of a sustainable green sports environment is an opportunity to make a positive impact on local, national, and international levels, aligning with global goals and setting an example for others. It is a pathway towards a more responsible and inclusive future where sports and environmental stewardship go hand in hand.

The concept of a sustainable green sport environment is about integrating environmental responsibility into sports activities. By adopting sustainable practices, sport organisations can contribute to a healthier planet, inspire positive change, and reap financial and reputational benefits. The involvement model includes engaging at international, national, and local levels to drive mindset shifts, implement inclusive programs, collaborate with communities, and serve as role models for others.

The potential of sport lies in its ability to unite people, raise awareness, and create a lasting impact on the planet. Through collective action, we can harness the power of sports to build a more sustainable and greener future.

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