

SPORT EVENT TAIWAN WORKSHOP

Making a difference - Sustainability initiatives in sport

12 APRIL 2023

WHY SHOULD SPORT CARE?

- 14 DEC 2021 -

Climate change crisis: Golf courses on borrowed time

The 30 or so golf courses in the Salt Lake County of Utah drink up around nine million gallons of water a day to stay pristine green - that's more than 13 Olympic-sized swimming pools.

Managing the turf on golf courses also means using carbon-intensive fertilizers, plenty of mowing and, in many cases, clearing forests or trees that were soaking up carbon-dioxide to make way for long tracts of fairway.

In other words, golf is a dirty sport that's wrecking the planet.



WHY SHOULD SPORT CARE?

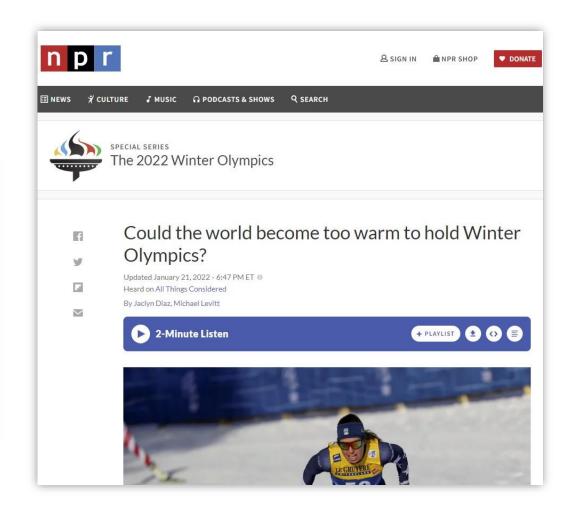
- 21 JAN 2022 -

Could the world become too warm to hold Winter Olympics

Without drastic reductions in greenhouse gas emissions, climate change threatens future Winter Olympic Games because their locations would be too warm to host the events, a new study has found.

If the world's high emissions continue on their trajectory, by the 2080s all but one of the 21 cities that previously hosted the Winter Games — Sapporo, Japan — would not be able to do so again.

Six cities would be considered "marginal," while 14 would be deemed "unreliable" — meaning the right conditions for snow and athlete safety cannot be met.



WHY SHOULD SPORT CARE?

- 4 AUG 2022 -

Is cricket sustainable among climate change?

By some measures, cricket is the world's second most popular sport, behind soccer, with two billion to three billion fans. And it is most widely embraced in countries like India, Pakistan, Sri Lanka, Bangladesh and South Africa and in the West Indies, which are also among the places most vulnerable to the intense heat, rain, flooding, drought, hurricanes, wildfires and sea level rise linked to human-caused emissions of greenhouse gases. (...)

Heat is hardly the only concern for cricket players. Like the roughly similar pitching and batting sport of baseball, cricket cannot easily be played in the rain. In July, the West Indies abandoned a match in Dominica and shortened others in Guyana and Trinidad because of rain and waterlogged fields.



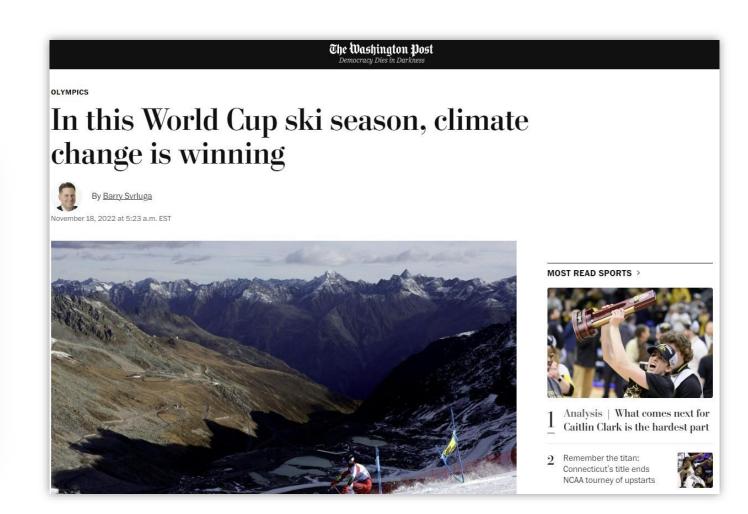
WHY SHOULD SPORT CARE?

- 18 NOV 2022 -

In this World Cup ski season, climate change is winning

The women's World Cup Alpine ski season begins this weekend in Levi, Finland, where Mikaela Shiffrin, Petra Vlhova and an international field of stars will run two slalom races (...) This event comes five weeks after the first scheduled competition of the season was wiped out because rain softened the course on a glacier in Soelden, Austria, to the point that it became unsafe to ski.

Of eight scheduled races to date, one has been held. The women's races this weekend will occur more than 100 miles north of the Arctic Circle — which is becoming one of the only fail-safe ways to stage an outdoor winter sports competition. Organizers are desperate to get the season going. Climate change is winning.



WHY SHOULD SPORT CARE?

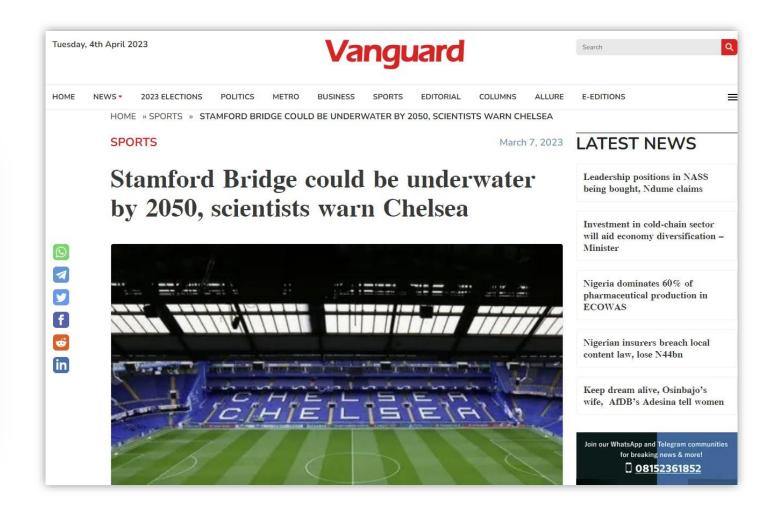
- 7 MAR 2023 -

Stamford Bridge could be underwater by 2050

English Premier League giants Chelsea's stadium, Stamford Bridge may be submerged by 2050 over persistent climate change threats in London, scientists have warned.

Climate change experts said Chelsea, and their London rivals have been warned that the increased rainfall over the following ten years will be too much for their stadiums to handle.

According to reports, by 2050, over onequarter of the stadiums in England and Wales may be completely flooded.



DRIVERS OF CHANGE







SUSTAINABLE TECHNOLOGIES

SUSTAINABLE SPONSORSHIP

DRIVERS OF CHANGE



CASE STUDY I

- In 2019, Formula 1 announced its plans to be "Net Zero Carbon" by 2030.
- According to F1, "environmental impact of the sport – and the target of Net Zero Carbon by 2030 – is now part of every decision F1 makes and every initiative F1 embarks on."
- Simple changes such as reducing singleuse plastics, promoting reusable bottle use and providing plentiful water stations were introduced at first.



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CASE STUDY II

- 18,000 "high resistance lightweight cardboard" beds were provided to Olympic athletes at the Tokyo 2020 Olympic Games.
- Beds were going to be recycled into paper products after the Games, with the mattress components recycled into new plastic products.
- The first time in Olympic and Paralympic history that all beds and bedding were made almost entirely from renewable materials.



DRIVERS OF CHANGE



CASE STUDY III

- FIFA to triple prize money at the FIFA Women's World Cup 2023. \$152 milion on offer at this year's tournament will also be 10 times more than in 2015.
- Aim is to have equality in payments for the men's and women's World Cups in 2026 and 2027 respectively.



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CASE STUDY IV

- In June 2022, global sailing series SailGP announced the launch of SailGP Technologies, a new division dedicated to sustainable innovation.
- An example of SailGP's commitment to organising green events is remote production activities for races which significantly reduces the costs and the environmental impact of transporting large crews and equipment to each event.



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CASE STUDY V

- In 2021, healthy drinks brand innocent, a sponsor of Forest Green Rovers, a UKbased side and the world's greenest football club, committed to planting 50 trees for every professional football game in the UK that 'nets zero' and finishes 0-0.
- Over 10000 trees have been planted thanks to innocent's 'Netting Zero' project.



SUSTAINABILITY IN SPORT

KEY TAKEAWAYS

TAKEAWAY 1

Ingrain sustainability in your strategy and plans

TAKEAWAY 2

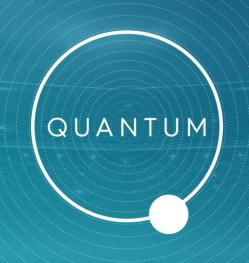
Partner up with business(es) promoting sustainability to increase efficiency

TAKEAWAY 3

Make sustainability your commercial asset

TAKEAWAY 4

Think big, but remain reliastic about what you can change and how you can make impact



THANK YOU!

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