



FIBA
WOMEN'S BASKETBALL
WORLD CUP
AUSTRALIA 2022



Sustainable Event Blueprint Quick Guide

November 2022



ACKNOWLEDGEMENT OF COUNTRY

We acknowledge the Traditional Custodians of the land and recognise their continued custodianship and connection to the land, waters and community. We pay our respects to their Elders past, present and emerging.

OTHER ACKNOWLEDGEMENTS

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- Funding for the project was provided in part by the Australian Federal Government
- The author of the Blueprint is Michelle Morris, a Principal of MI Global Partners in collaboration with Ann Duffy, the principal of The Ann Duffy Group and the Chief Sustainability Officer for MI Global Partners, and Danny Cameron, Consultant at MI Global Partners. We also acknowledge our trusted advisors on this project in GHG Accounting standards and data collection – Pangolin Associates.
- The Blueprint is part of the FIBA Women's Basketball World Cup 2022 Transfer of Knowledge program under the leadership of Stephanie Lebeau, Sustainability Manager and Melissa King, Chief Executive Officer.
- Other valued contributors include the FIBA Women's Basketball World Cup Sustainability Advisory Panel.

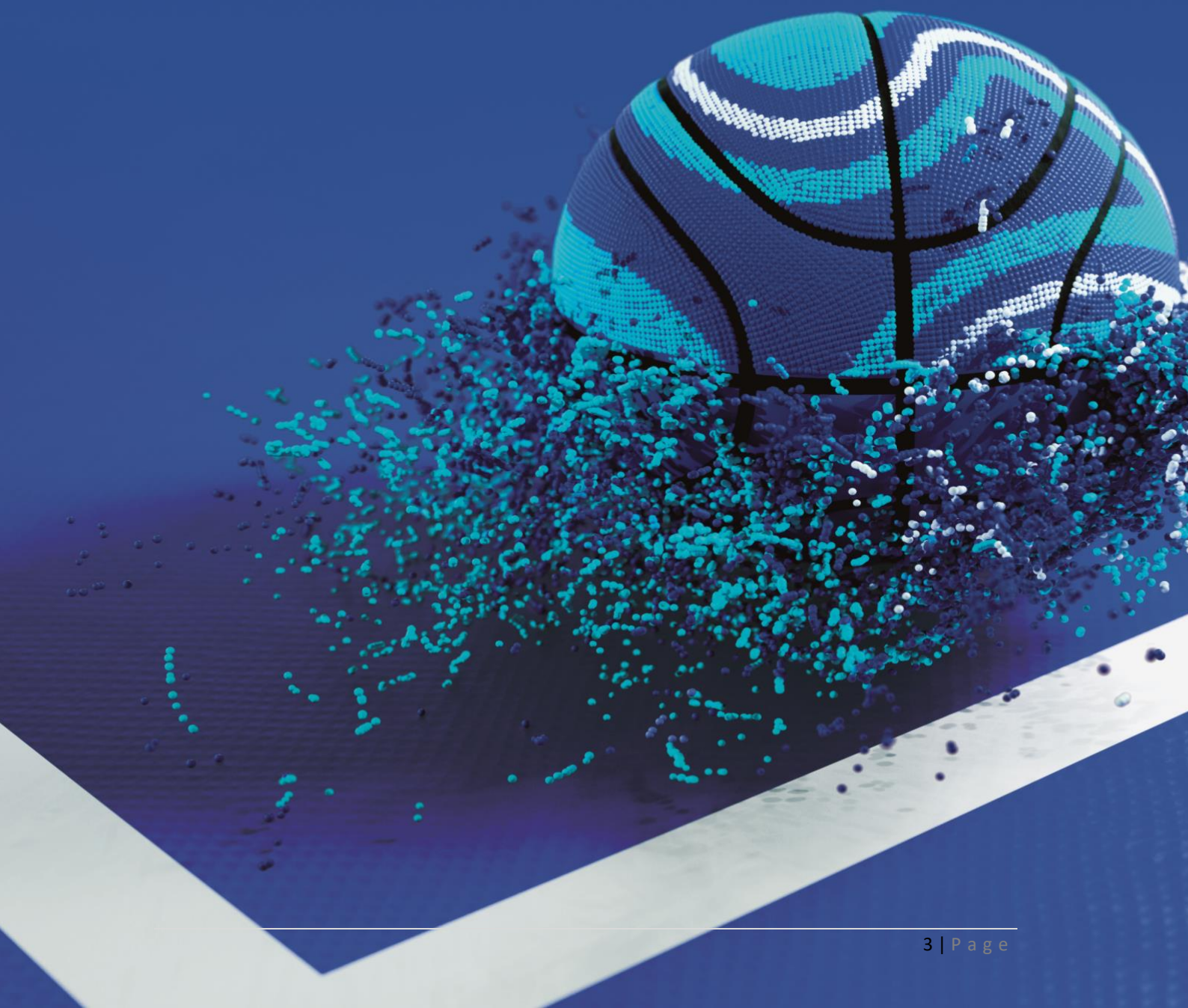
HOW TO USE THIS BLUEPRINT

The Blueprint is a resource for sport events to assist in understanding and informing the key decisions and actions within the event lifecycle required to deliver a sustainable event.

The Blueprint is designed to help you understand your impacts and consider those that can be improved over time in a series of steps that can be modified to fit the specific size, scale and needs of your sporting event. By working through the Blueprint, event organisers will be gathering information relevant to achieving best practices.

The Blueprint will be available to FIBA, sporting bodies and future major events to deliver a legacy for the sport of basketball, for major events and the planet. Like all good plans, we hold strong hope the event industry progresses so quickly that this Blueprint is outdated as soon as it is published, and subsequent events continue to build the body of knowledge for continuous improvement.

01 THE EVENT LIFECYCLE





EVENT LIFECYCLE



The Blueprint is a guide for the key decisions and actions within the event lifecycle required for you to deliver a sustainable event. The earlier you can consider how you deliver the sustainable event, the more successful you will be.

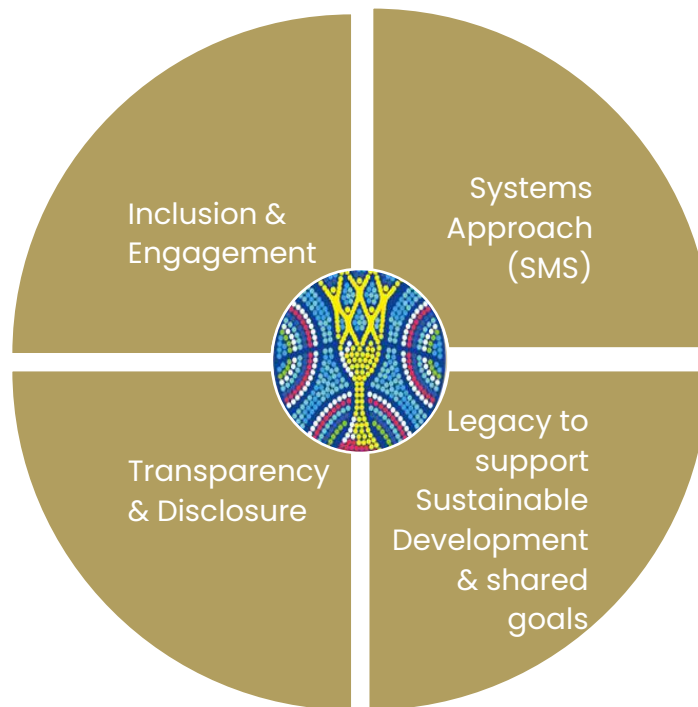
The Blueprint contains sections on sustainable event planning framed across the key areas:

1. Legacy
2. Governance
3. Climate & Greenhouse Gas Emissions
4. Transportation
5. Energy
6. Water
7. Waste
8. Circular Sourcing and Resource Management
9. Workforce
10. Community & Social Impact.

No matter where you are on your event lifecycle, these key areas are always top of mind. Their priority along the decision-making process is outlined below.

For more detail on each stage of the Event Lifecycle refer to pages 7 - 19 of the Sustainable Event Blueprint.

Sustainable event strategies have common themes around performance and impact outcomes including:



1. Establishment of a strategic vision and key focus areas, including sustainable development principles and alignment with globally accepted norms and commitments (UN SDGs, UN Sport for Climate Action Framework, ISO 20121)
2. Establishment of an ongoing stakeholder engagement process to ensure social inclusion
3. Establishment of management systems/frameworks
4. Legacy outcomes in both physical and non-physical sense that support sustainable development and sport goals (or the goals of the industry in which you operate)
5. Climate Action to address, reduce and neutralise GHG emissions associated with planning, convening and dissolving the event (life cycle)
6. Performance disclosure, assurance, certification and external assessment of event sustainability performance.
7. Finally, the Transition to Legacy is a critical function of sustainable event delivery, where the goal is to always leave the host in a better place than when you arrived.

02 SUSTAINABLE DEVELOPMENT






“The Sustainable Development Goals are the blueprint to achieve a better and more sustainable future for all.”

The 17 United Nations Sustainable Development Goals (SDGs) provide guidance on the thematic issues requiring consideration and prioritisation in developing a sustainable event. While an event may not address all issues, the UN SDGs are used to identify relevant focal areas to generate positive impact.

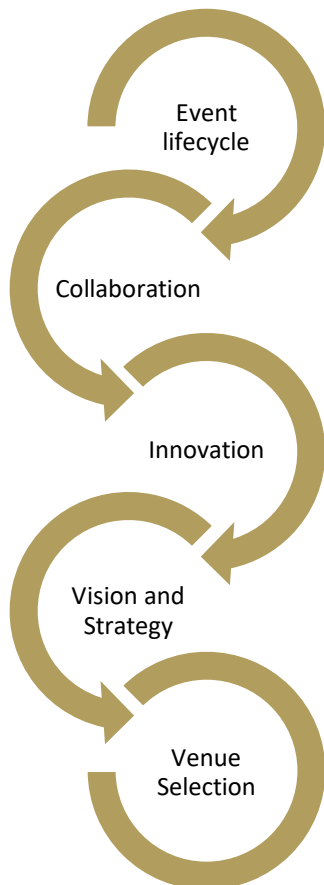
- Goal 1: End poverty in all its forms
- Goal 2: Zero Hunger
- Goal 3: Health
- Goal 4: Education
- Goal 5: Gender equality and women’s empowerment
- Goal 6: Water and Sanitation
- Goal 7: Energy
- Goal 8: Economic Growth
- Goal 9: Infrastructure, industrialisation

- Goal 10: Inequality
- Goal 11: Cities
- Goal 12: Sustainable consumption and production
- Goal 13: Climate Action
- Goal 14: Oceans
- Goal 15: Biodiversity, forests, desertification
- Goal 16: Peace, justice and strong institutions
- Goal 17: Partnerships

03 KEY FACTORS IN SUSTAINABLE EVENT DELIVERY



GETTING STARTED



So, where are you in the event lifecycle?

The point at which you find yourself in the event lifecycle will dictate what is achievable in planning for a sustainable event. Refer to page 7-19 of the Sustainable Event Blueprint for more detail.

Explore opportunities for collaboration.

- Create a collaborative working environment
- Engage early with event delivery partners
- Identify Commercial partners with aligned sustainability initiatives
- Identify athlete ambassadors who also align with your values and deliver positive messages.
- Understand what is important to your event and stakeholders through a materiality assessment.

Explore opportunities for innovation.

Seek opportunities to bring positive change and showcase sustainable innovations in the lead-up to and hosting of the event.

The event provides a platform for raising awareness, building capacity and celebrating progress.

What is the sustainable vision?

Set the Event vision and strategy to ensure sustainability is considered by everyone at every decision point.

Venue/ Host Selection

If you are at the stage of choosing a precinct, venues, accommodation and office space – consider all factors.

Critical Considerations

Embedding sustainable event considerations across the Governance structure is essential to reduce the financial burden to reach your sustainable event objectives across the event.

In this way, for example, venues can be selected with strong transport connections, waste management practices are already embedded within the venues, water and energy use is efficient, and the Sponsorship and Marketing teams can commence from the outset finding partners that align with the vision for the event.

After you have done all you can to reduce your Carbon footprint, one of the potential largest financial considerations in the current Australian climate will be whether your event seeks to offset.

Scope 3 emissions from spectators travelling by air interstate or internationally will add a Carbon footprint that your event would be responsible for under Climate Active certification.

Whilst this may be significant it should not deter you from considering purchasing offsets in line with your budget. It is better to do something than nothing

FINANCIAL CONSIDERATIONS

As a blueprint for events of various sizes, financial considerations will invariably drive the scale of your actions.

This consideration commences early in the event lifecycle where, within the bid phase, the local bidding entity is setting the sustainability vision and strategy for the event.

Financial considerations will then be required where gaps are discovered between the event objectives laid out in the bid phase, and the final supporting infrastructure for the event, considered against the alignment with the event budget available.

After being awarded the event, the local organising committee will need to develop an Implementation plan to realise the vision with the available budget, and likely, the employment of a Sustainable Event Manager or similar, to support the team to implement the program across the event.

Further financial considerations are required for any field teams through the event for messaging, education, data collection and management, as well as any post event surveying to capture measurement of success.

It is also valuable to ensure that in supplier contract negotiations the requirement to provide data relating to sustainability is embedded.

LEGACY

While a sustainable event seeks to reduce its environmental footprint, it also wishes to maximise its social impact – to leave the world a better place for future generations.

Legacy is at the heart of determining the rationale for hosting the event and the value to be derived from hosting. Event legacy is borne through integrated stakeholder engagement, planning and management throughout the event lifecycle.

Event legacy can be considered across:

Organised sport development	Social development through sport
Human skills, networks and innovation	Culture and creative development
Urban development and tourism	Economic value and brand equity
Environmental protection and enhancement	

Considerations when determining legacy outcomes for your Event

Sport and Health

- Develop programs and goals aimed to fill a need in the host country to achieve health and wellbeing outcomes and enhance the sport.

Sustainability

- Focus on the event and the organising committee being welcoming for all, increasing Diversity and Inclusion.
- Develop a range of sustainable initiatives that can continue beyond the event itself
- Deliver programs that can enhance and leave a lasting impact and legacy on the natural environment

Economic

- Leverage the event to increase awareness, participation and value of the sport.
- Identify with Government opportunities to deliver economic value to the host city and country

Social

- Create meaningful opportunities to link social and community development through sport.

GOVERNANCE

No matter where you are in your planning journey, the most important aspect is to ensure that sustainability planning has appropriate governance structures set from the beginning.

Strong governance helps event organisers guide and implement day-to-day decision-making, ensure accountability for key requirements, and transparency on plans, actions and outcomes for internal and external stakeholders.

Through a systems approach, the establishment of the right-sized management system/framework helps ensure accountability and transparency. As per *AS ISO Event sustainability management systems - Requirements with guidance for use 2012:2013*, the development of a systems approach follows the following four-step process: Plan; Do; Check; Act.

There is a clear order of actions to help build an appropriate structure considering the size of your event.

Establishing a Commitment with Wide Support

1. Establish a commitment to the vision, mission and values, goals and objectives from the highest levels of the National and International Sporting Federations and the event Organising Committee, as well as every Functional Area in the event Organising Committee.
2. wide-ranging stakeholder engagement (internal and external) will help define what is possible with the buy-in of all – establishing a strong commitment to action.
3. Develop a clear and simple vision and mission, supported by a set of underlying values the Host Organising Committee will carry through the event lifecycle.

Materiality assessment

Undertake a materiality assessment building on the commitment established in the previous phase. This will rank the range of initiatives across the key sustainable event focus areas by building a matrix of importance to stakeholders versus the impact on delivering a sustainable event and allow the identification of initiatives that have the greatest importance and the greatest impact for priority resourcing.

Establish Goals and Targets

With consideration of the materiality and the resources available, you can now set your objectives, targets and key measures for the event – goals to measure the success and impact of your sustainable event.

The output from this first phase for the FWBWC22 resulted in the following objectives for the Event:

Our Ambition

To deliver the most sustainable FIBA Women's Basketball World Cup since its inception and create a blueprint sustainability framework as a legacy for future mega and major events.

Our Mission

To create an engaging and inclusive sustainability program demonstrating a pathway that inspires and educates.

Our Strategy

FOCUS AREA 1



FOCUS AREA 2



FOCUS AREA 3



REDUCE ENVIRONMENTAL IMPACTS

- CLIMATE**
Target carbon neutrality by minimising the event emissions and offsetting where possible.
- TRANSPORT**
Incentivise climate friendly transportation options for all.
- ENERGY**
Optimise energy efficiency and use of renewables.
- WASTE**
Target a net zero waste to landfill event by encouraging best practices.
- WATER**
Minimise water use across the event footprint by adopting conservation measures.

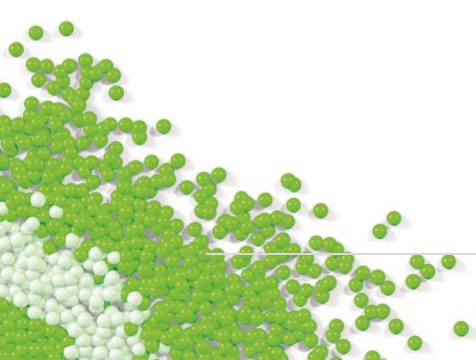
RESPONSIBLE SOURCING

- PROCUREMENT**
Target best ethical, human rights and environmental practices for the event procurement.

Promote supplier diversity to generate social and economic benefits.

INSPIRE AND EDUCATE

- WORKFORCE**
Provide a safe, inclusive, and inspiring work environment for staff and volunteers to thrive.
- COMMUNICATION**
Empower attendees to take positive action by educating and promoting the importance of sustainability and the event initiatives.
- LEGACY**
Create a blueprint sustainability framework as a lasting legacy for future major & mega events.



As part of establishing good Governance and structures consider the following.

Identify and engage interested parties

- Early stakeholder engagement with internal and external stakeholders will allow you to understand what sustainability initiatives are under your control, what you can influence, and what you will need to collaborate on.
- Be clear at the beginning that you want to achieve positive outcomes to the best of the collective ability and budget available.

Determine the scope of your sustainable event management system

- Analysing the stakeholder engagement, you will be able to establish a strategic vision for sustainable event delivery and the key focus areas that will have wide support

Develop your sustainability strategy

- Identify the goals, key stakeholders, approach and key performance indicators across the key areas you can make an impact

Provide resources and ensure awareness of strategy

- Identify the roles and responsibilities of your team and any external advisors, and check you have appropriate resources available to achieve your goals

Create and maintain documentation and procedures

- Develop the policies and procedures that will provide the structured plan for delivering on the strategy.

Maintain internal and external communications

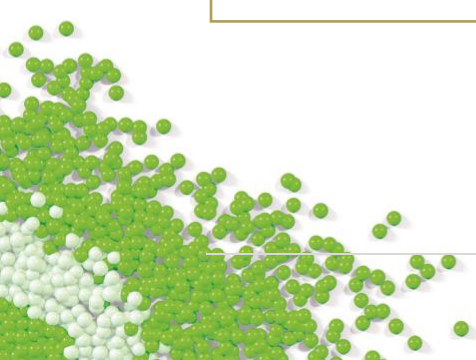
- Continually check in on progress with internal and external stakeholders as the resources are allocated to procedures

Implement procedures for monitoring and evaluation

- Achieve your goals through implementation of the procedures pre-event and during event time. Ensure the processes are in place to measure your performance

Identify opportunities for improvement and corrective action

- Evaluate how well your event achieved its vision and share knowledge with industry to ensure continuous improvement



CLIMATE AND GREENHOUSE GAS EMISSIONS

Greenhouse Gas (GHG) emissions inventory will include all activities along the event cycle timeline; from the first date of opening the OC office, all business travel and accommodation associated with organising the event (as well as pre-events), operations of the OC, the event itself, as well as post-event dissolution and office closure. Since 2010, this is the benchmark set by Olympic and FIFA OCs. In addition, the Sports For Climate Action Framework created by the United Nations and made for sports organisations to tackle climate change, provides a set of five principles:

Undertake systematic efforts to promote greater environmental responsibility

- Incorporate climate change and its impacts into business strategy for operations, events, procurement, infrastructure and communications.

Reduce overall Climate impact

- **Understand** the event's direct and indirect GHG emissions and gather information to enable you to calculate a baseline footprint. Understanding the most significant impacts is essential for guiding decision making.
- Take actions to mitigate your climate impacts through a hierarchical approach – Avoid, Reduce, substitute/ replace. **Reduce** fossil fuel energy consumption and GHG emissions where possible and in collaboration with all stakeholders
- Invest in credible domestic and international green energy solutions and include projects that also serve a social goal i.e. establish an offset sponsor category.

Educate for climate action

- Enable knowledge sharing capacities to optimise the impact of collective effort on climate action.

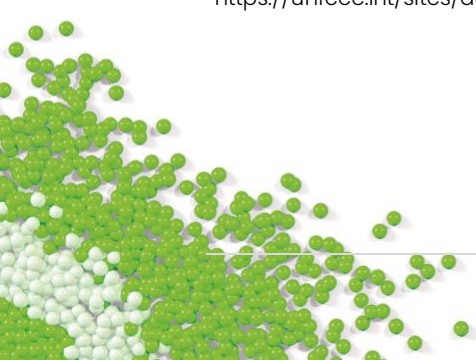
Promote sustainable and responsible consumption

- Adopt sustainable procurement policies to motivate providers to develop cleaner options. Communication campaigns toward fans and other stakeholders could promote the use of greener, sustainable options.

Advocate for climate action through communication

- Engage through shared communications platform of the event to raise awareness, engage and promote behaviour change in favour of positive climate action.

https://unfccc.int/sites/default/files/resource/Sports_for_Climate_Action_Declaration_and_Framework.pdf



Strategies for Australian major events going forward include:

Reduce the carbon footprint of the event through engagement and education.

- Incorporate into event marketing and ticket sales campaigns so early messaging is clear to spectators that the event is aiming to be Carbon Neutral / Positive, and any spectators travelling can purchase Carbon Offsets as part of their flight (through the airlines) and event ticket (through the OC ticketing partner). Make fans, teams and athletes an offset purchase partner and normalise this behaviour.

Offset through a Partner Category for Sponsorship

- Offer the Global Corporate Market the opportunity to Sponsor the Event's Carbon Footprint, and in turn provide marketing and benefits for the event partner.

Offset through International Federation Investment

- As part of the International Federation's commitment to the UN Sport for Climate Action commitment, encourage investment share with the International Federation, discuss options to cover the offset requirements of their staff, VIP's and officials and make a co-contribution towards team delegations offset thus encouraging broader engagement in ESG globally.

Offset through Increased Investment from Government and other Partners

- As part of the Economic Impact Assessment and Case for Investment to Government, include a ESG/Sustainability as a component of the Legacy Program. In addition lobby for a Spectator Offset Allocation for the International and Domestic Interstate Visitors expected to be attracted to the Host City to attend the event.

TRANSPORTATION

One of the largest areas of play where you can have an impact is across transportation. In the short term, events can influence the change and showcase the technological advances our society is making toward a better environmental outcome.

Provide efficient spectator options

- Explore Public and Active Transport e.g. bicycles options and integrated ticketing
- Ensure accessibility for people with physical disabilities and mobility challenges
- Explore whether the crowd demand is strong enough for improved public transport servicing to deliver spectators to your event.
- Offer transit solutions including last mile logistics solutions.

Explore all options during planning

- Ensure event-time Transport Planning explores improved city-wide road transport efficiency for players / officials
- Choose venues with good access to public and active transport routes
- Promote accommodation for visitors close to venue's or near transport.

Reduce emissions

- Identify efficiencies that meet service needs and reduce emissions across the event.
- Explore airline offsets through commercial negotiations or individual offset opportunities from participants and spectators
- Offer electrification in decarbonised transport where possible.
- Encourage staff, officials, teams and spectators to use zero emission transport e.g. Trains, Electric Vehicles etc

Communicate and report

- Communicate achievements with event participants, partners and spectators
- Promote climate friendly and convenient travel with a travel planning app that includes active and public transport options.
- Seek to influence transport requirements where possible e.g. State Transport modes using zero emission buses or trains, cycling or walking.
- Track & report across all transport offered, against fuel, energy, users, and successful modal shifts achieved i.e. where commuters have elected a more sustainable mode of transport.

ENERGY

The process of reducing your event footprint is to eliminate, reduce or change source. An event's energy consumption is measured across office space, accommodation, venues and precinct activations. As well as primary electricity consumption in these spaces, it also includes fuel for Uninterrupted Power Supply portable backup power systems e.g., generators, and gas use for food production and water heating. To change source and reduce your event's impact, explore sourcing renewable energy.

Venue selection

- When scoping venues, accommodation and office space, look to ensure you are choosing venues with the latest energy efficient technology, and all your energy consumption can be measured and reported easily – for example, examining the availability of smart metering and live dashboards in venues where available to effortlessly report daily/event consumption – and confirm whether 100% GreenPower is available. If these things are not available do not give up – seek to achieve the best outcome you can e.g. 20% or what is available

Procurement

- Seek guarantees from suppliers whose activities are Carbon Neutral.
- Seek to work with suppliers to encourage them to be more sustainable using ESG principles if not already employing sustainable practices.

Infrastructure upgrades

- Explore whether any of your venues require any infrastructure upgrades to improve energy efficiency ahead of the event and see whether a collaborative approach to Government can be made to financially support these projects. For example, NSW Government is actively supporting and investing in building energy efficiency measures.

Energy usage

- Explore solar / battery powered Uninterrupted Power Supplies (UPS) for emergency provision requirements. At a minimum seek to use biodiesel for your UPS.
- Event time programming to explore demand-side energy conservation.

Reporting and communication

- Develop a reporting protocol to collect daily energy consumption across your event from your venues and accommodation partners.
- If daily reporting is not available provide an outline of the metrics you need in advance to ensure third parties can deliver to requirements.

WATER

Best Practice Integrated Water Management includes minimising potable water use during event operations and using non-potable water where possible.

Venue selection

- When scoping venues, accommodation and office space, choose venues that deploy water conservation and waterway protection measures where possible.

Procurement

- Seek guarantees from suppliers and contractors to deploy water conservation and waterway protection measures, limit/prohibit the supply of single use plastic water bottles and where applicable offer water-efficient food options (plant-based versus high intensity meat) within all menus (athlete, official and spectator catering supply)
- Procure low-flow (minimum water flow / vacuum-based) water efficient temporary toilets.
- Promote the use of the bulk water solution, consider official refillable water flask merchandise or source reusable containers for staff and volunteers.

Infrastructure upgrades

- Explore whether any of your venues require any infrastructure upgrades to improve water efficiency ahead of the event seek a collaborative approach to Government to financially support these projects.

Water usage

- Understand the inventory of water use across the event footprint and identify reduction opportunities across the life of the event
- Minimise water use across the event footprint by adopting conservation measures
- Collaborate with the local water supplier to provide bulk water hydration stations for staff, volunteers and spectators.

Reporting and communication

- Promote smart water use in all venues, including limited shower time.
- Develop a reporting protocol to track and report water consumption with smart meters across all event spaces.

WASTE

Best practice is to aim to become a Zero Waste Event, adopting a Waste and Recovery Hierarchy (Avoid, Reduce, Reuse, Recycle, Recover, Dispose). To claim Zero Waste Event status, the standard is that 80% or better of waste generated by your event does not go to landfill.

Establish

- A circular waste management working group with the goal of achieving zero-waste to landfill including Zero-waste oriented protocols around waste reduction, recycling and management for Event Operations
- Integrate circular economy thinking and low waste criteria into the Responsible Resourcing and Circular Sourcing and Resource Management Program

Reduce

- Establish a food donation program to reduce food waste.
- Check suppliers are signatories to product stewardship arrangement, such as the Australian Packaging Covenant
- Review catering contracts for packaging of food and beverage, and handling of edible food and organic waste and review high-volume and high-visibility supplier contracts with associated waste and packaging types.

Reuse

- Explore merchandise or return cup potential for venue beverage supply
- Develop clauses for your contracts to eliminate any single-use plastic at the event

Recycle

- Establish and pre-plan asset resale, reuse and donation program for post-event dissolution of hard assets such as IT and sporting equipment
- Establish eco volunteer program and provide training, messaging (internal (staff, volunteers and contractors) and external (event participants, spectators))

Dispose

- Review waste streams, receptacles, type, quantity, placement and labelling with your venue partner / waste management provider
- Work with venue to understand licensed or accredited waste transporters and recycling and disposal facilities for the management of wastes and recyclables – and tracking and reporting capabilities.
- Encourage provision of a full range of waste options to encourage complete separation – including compostable, plastics, paper and general waste.

Communicate

- Ensure the tracking, collection of data and reporting are transparent to validate your event claims.
- Messaging through collaboration with organisations such as eco volunteers to demonstrate correct waste disposal around spectators during the event

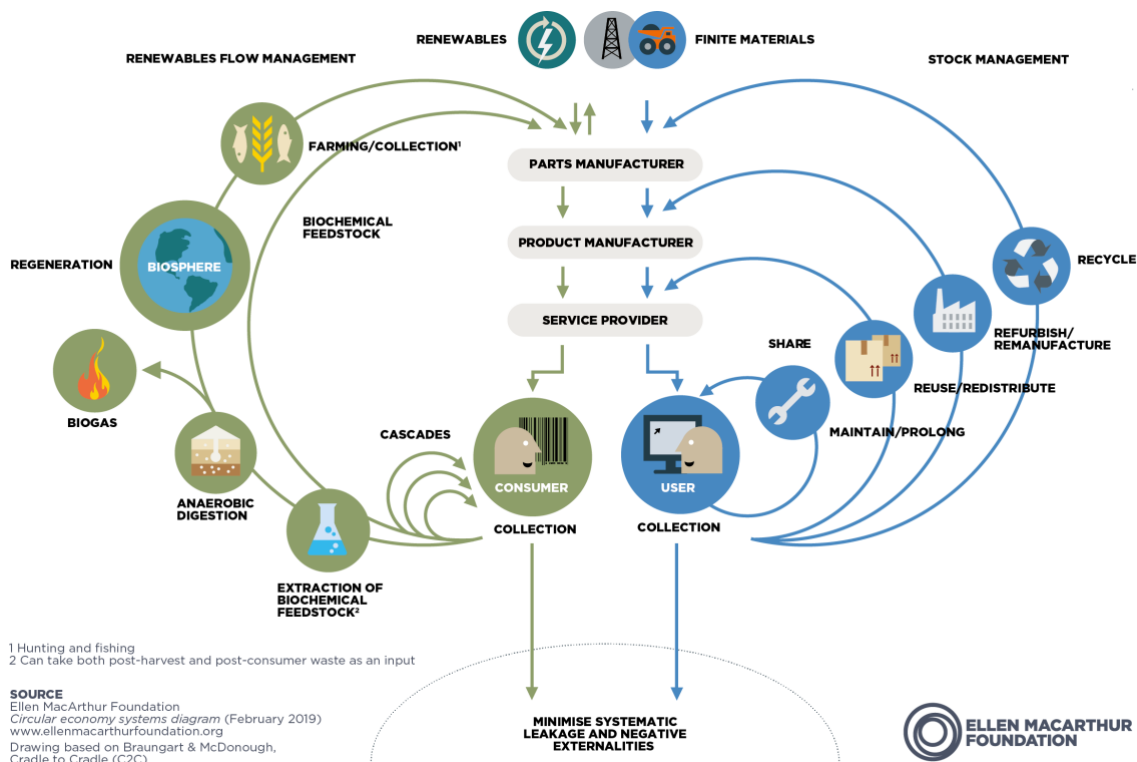
SUSTAINABLE PROCUREMENT, CIRCULAR SOURCING AND RESOURCE MANAGEMENT

Sustainable procurement is all about improving the supply chains of the Host region, with a focus on improving the sustainable nature of the goods used and consumed due to the event, as well as on Diversity, Equality and Inclusion to use your event to provide the opportunity to underrepresented workers/businesses, and to reduce the GHG emission intensity of goods procured for the event.

Gold Coast 2018 Commonwealth Games implemented a strong sustainable procurement system and developed [Supply Nation](#) – a network of First Nations suppliers – to increase sourcing from these companies. The event also included a showcase event between buyers and suppliers to improve the network connections between event providers and local industries.

Events can have a strong influence across all procurement activities to increase the impact on the host region, and the sustainability of the event – from temporary overlay to the hospitality menus.

A critical element of sustainable procurement is Circular Sourcing & Resource Management, whereby in the circular economy the entire lifecycle of the product is considered, and waste is avoided.



Establish

- Multi-party sourcing working group (purchasing, finance, sustainability, event operations, communications) with terms of reference to consider all areas of procurement early in the event planning, and get buy-in from your procurement team to embed sustainability within each and every consideration. If time has not permitted the creation of a working group then ensure that all suppliers have a requirement to outline how materials will be managed post event as part of the RFP.
- Establish a sourcing code of conduct with minimum environmental, social, ethical and human rights requirements, such as catering standards of Marine Stewardship Council for fish products, Sustainable Beef Certifications if any in Australia for beef products.

Develop

- Develop a Sustainable Procurement Policy for your event contracting to place value within tender evaluation for sustainable sourcing, placing particular weighted priority on high-impact, high-visibility goods, considering:
 - Indigenous sourcing / support / development (e.g. Supply Nation)
 - Women-owned business sourcing / support / development
 - Respect for human rights, inclusion and diversity
 - Meeting labour standards (Modern Slavery, prohibiting forced labour, child labour)
 - Ensuring freedom of association and effective recognition of the right to collective bargaining
 - Supporting a supplier culture of anti-discrimination, harassment and abuse
 - Ensuring health and safety, proper wages, benefits, and terms of employment
 - Working hours aligned with national laws
 - Environmental standards designed to reduce negative impacts including low GHG emissions, low waste, water minimisation, conservation and restoration of biodiversity, no single use plastic
 - and sustainably sourced wood (Forest Stewardship Council – FSC).
 - Optimising travel and freight associated with logistics
 - Ensuring anti-bribery and corruption
 - Placing an emphasis on front facing and materially significant purchases.

Report

- Establish a review of suppliers/providers for assurance to track against procurement objectives and agreements
- Track, report and assure performance

WORKFORCE

Events have a direct impact on the Host region, bringing best practice standards of delivery for a highly visible event that gives the region national/international media attention. They can also lift the skills of each of your employees and volunteers and provide new opportunities for all.

Any Event needs to provide sufficient sustainability awareness training and professional development support for the effective implementation of your sustainability strategy.

Diversity, Equity and Inclusion deserve ongoing attention and promotion to ensure absolute saturation through the community by providing a safe, inclusive, and inspiring work environment for staff and volunteers to thrive. Embed this within your operations.

It is important to celebrate human resources through the whole event lifecycle including indigenous sourcing and development, inclusion and diversity and supporting the culture of the organisation and associated partners and stakeholders.

Recruit & Procure

- Respect local and international labour norms and laws
- Ensure ethical conduct, respect for human rights, labour law, wellness, diversity, inclusion, health and safety and wellness in the workplace
- Recruit for aligned values, e.g. Gender quotas, Diversity, Equity and Inclusion.
- Target best ethical human rights for the event procurement and supply chain.
- Promote supplier diversity to generate social and economic benefits.

Reward

- Provide training and professional development to upskill your workforce
- Plan for an awards programme to celebrate the representation and achievements of your workforce.
- Create an awards programme to recognise the efforts of your workforce at the conclusion of your event.

COMMUNITY & SOCIAL IMPACT

The goal of a sustainable event is to build a better community through your event and leave it a better place. Your community & social impacts are largely across the areas previously mentioned – GHG emissions, water, energy, waste, sustainable procurement, and workforce development.

However, you can also have a larger impact through the display and modelling of best practice operations.

Legacy impact on the community is felt after the event has concluded. It includes increased pride in your home, improved liveability, and improved health through increased participation in sport.

Community Development

- Deliver programs that engage local communities in the build-up to an event including festivals or activities alongside sporting events.
- Explore programs that raise awareness and understanding of the First Nations people
- Implement a Volunteer program that is inclusive, develop long term skill benefits and future employment opportunities across a diverse group.
- Create intercultural awareness and training programs for the Event Workforce and include anti-discrimination guidelines

Educate

- showcase initiatives and provide a broader education program of sustainability across all Events

Health & Wellbeing

- Encourage changes in behaviour through targeted participation programs.

Human Rights

- Develop employment practices and conditions that positively impact the community including proportion of workforce from target representation groups
- Equal Opportunity and Gender Equality policy development

COMMUNICATIONS

The Event Sustainability Strategy will need to come alive through an imaginative set of integrated communications, activation, recognition, and celebration initiatives. Collectively, these initiatives can create platforms and pathways to engage domestic and international audiences.

A critical part of sustainable event delivery is the communication, education and celebration of actions and achievements.

The main objectives for sustainability communications are to support and integrate the sustainable event strategy within the event's messaging, both internally and externally, raising awareness of the commitments and outcomes, educating the workers and the community, and celebrating the improvements being achieved.

To inspire change, as much as the athlete inspires in their performance, communications are essential – and the athletes themselves are important role models in helping you communicate your success.

Where values align, event partners are also valuable communicators of your sustainable event, and the celebration of your actions and achievements can be mutually beneficial.

Develop

- Develop an internal communications strategy to integrate into the overarching Event Communications strategy noting the need for expertise in content development and delivery to augment the event communications team and ensure continual buy-in from all employees and contractors on sustainability
- Feature inclusive, accurate and responsive communications on the ongoing development and performance of the sustainability strategy.
- Develop a Communication Plan with messaging / activations across your event lifecycle.
- Develop external story-based communications to inform delivery partners, media and fans on the sustainability event actions and

Align

- Align your Roadmap to all sustainability activities include days of recognition across sustainability areas
- Identify where messaging can be aligned to promote your actions, and the event itself.

RESOURCES

Sustainable Event Management and Reporting Standards – Standards Australia / International Standards Organisation Standards

AS ISO 20121-2013 Event sustainability management systems – Requirements with guidance for use is a framework of an event sustainability management system to improve the sustainability of events. It is applicable to all types and sizes of organisations involved in the delivery of events and accommodates diverse geographical, cultural and social conditions. The standard is identical with, and has been reproduced from, *ISO 20121:2012: Event sustainability management systems – Requirements with guidance for use*.

GRI Standards

The Australian Standard AS ISO 20121:2013 is available at <https://www.standards.org.au/standards-catalogue/sa-snz/other/mb-018/as--iso--20121-2013>. Sustainability Reporting Guidelines & Event Organizers Sector Supplement, Version 3.1 GRI G3 Sustainable Reporting Guidelines (GRI-Global Reporting Initiative) 2011 is available at <https://www.globalreporting.org/reporting/sector-guidance/event-organizers>

GHG accounting

GHG accounting is key to demonstrating a commitment to the UN Sport for Climate Action Framework, which sets out the instructions to:

1. Understand efforts to promote environmental sustainability
2. Reduce Climate Impact
3. Educate for Climate Action
4. Promote sustainable and responsible consumption
5. Advocate for climate action through communication.

GHG Baseline – The baseline account of GHGs refer to the production of greenhouse gases that have occurred in the past and which are being produced prior to the introduction of any strategies to reduce emissions.

The Australian Government scheme, Climate Active Carbon Neutral Standard for Events (Event Standard) –

<https://www.industry.gov.au/data-and-publications/climate-active-carbon-neutral-standard-for-events>

Sustainable Sourcing Standard

The ISO 20400 Sustainable Procurement Standard can provide you with guidance and is located: at

<https://www.iso.org/standard/63026.html>

ASAP

A Roadmap for Creating a Sustainability Strategy and its Toolbox has been released for use and is now freely available at <https://www.asap-sport.com/results>.

Additional Resources

See Sustainable Event Blueprint

Sustainable Practices Checklist p65

Sustainability Policy p67