



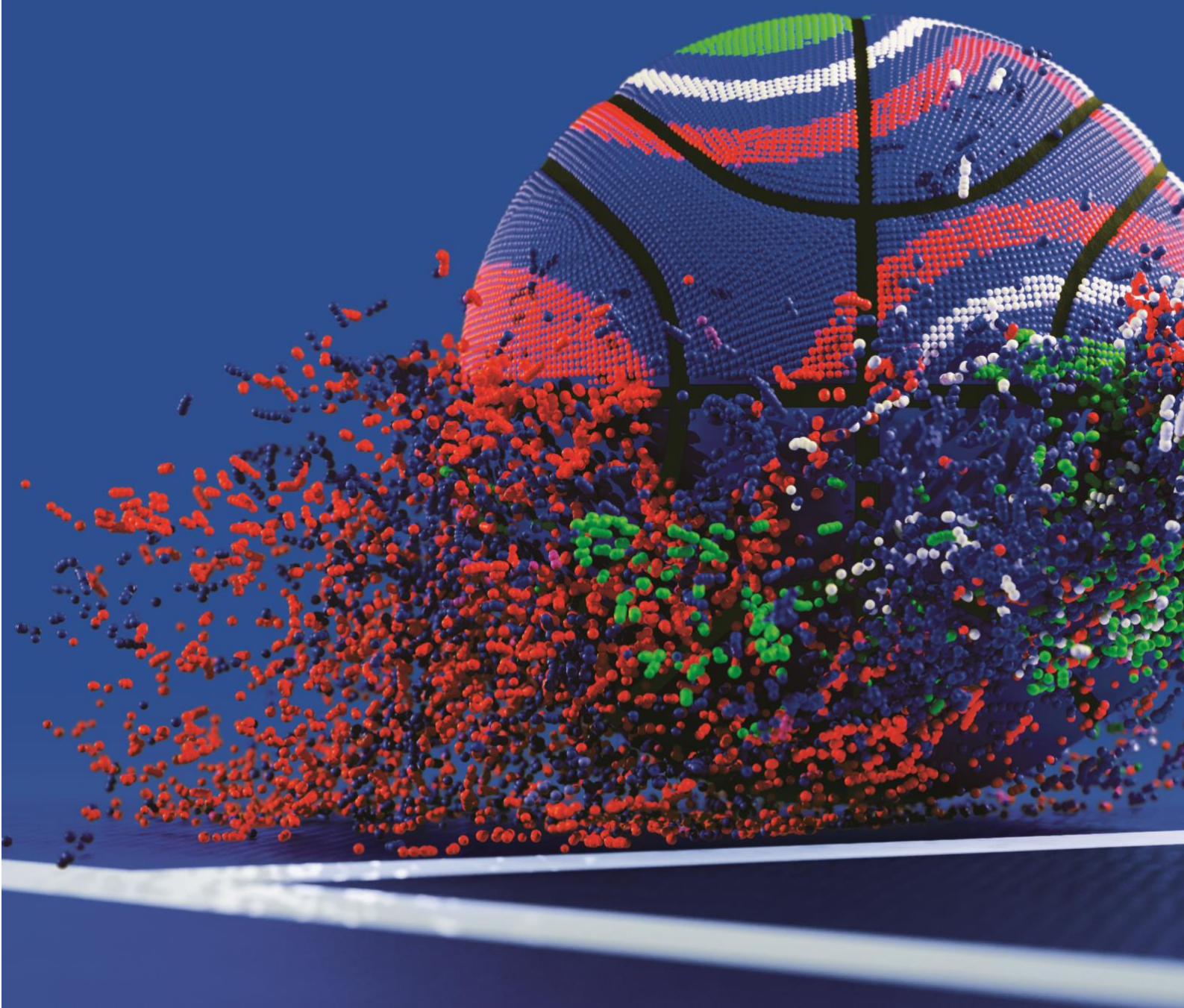
FIBA  
WOMEN'S BASKETBALL  
**WORLD CUP**  
AUSTRALIA 2022

MI

GLOBAL  
PARTNERS

# Sustainable Event Blueprint

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

MI Global Partners gratefully acknowledges the contribution of the following agencies and individuals in the creation of this template:

- 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 Group.





## 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 practice.

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 for 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 Like all good plans, we hold strong hope the event industry progresses so quickly that this blueprint is outdated as soon as it is published, and subsequent events continue to build the body of knowledge for continuous improvement.

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## BACKGROUND

The Sustainable Sport Event Blueprint has been developed collaboratively with the FIBA Women's Basketball World Cup 2022 (FWBWC22) Organising Committee and its stakeholders. FWBWC22 is committed to the delivery of sustainable events throughout its program of activities.

FWBWC22 acknowledges FIBA as a signatory to the UN Sports for Climate Action Framework and is proud to support FIBA and the Australian Federal Government in creating a Sustainability Blueprint/framework as part of the FWBWC22 Transfer of Knowledge Legacy. In keeping with global norms and best practice, the Blueprint framework aligns with the International Organization for Standardization (ISO) 20121 Event Sustainability Management Standard.

In general, sustainable events plan and manage for the following elements throughout the event lifecycle (Bid Phase, Strategic Planning, Operational Planning, Event Build Out, Event, Event Dissolution, Transition to Legacy):

- Accountability/Governance, leadership, engagement & reporting
- Accessibility & inclusivity
- Safety & security
- Minimising material negative impacts
- Maximising material positive benefits
- Responsible & circular sourcing & resource management
- Excellent customer/client experience
- Inspiring awareness and positive behaviour & action
- Leaving a positive legacy.

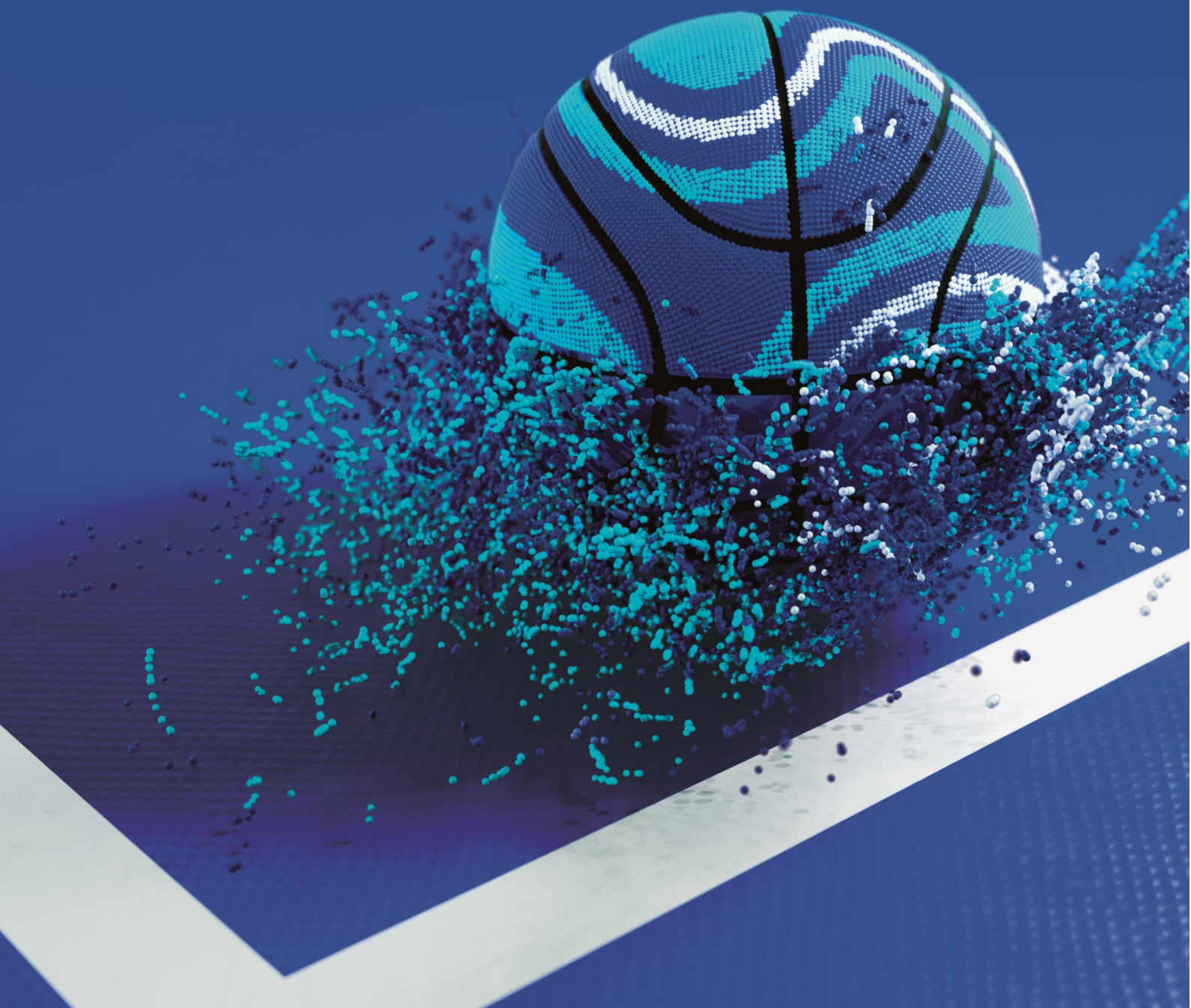
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*The blueprint will be a visual tool with guidance to help and inform sports events in navigating best practice in delivering sustainable events within their scope of control.*

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# 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 of:

1. Legacy
2. Governance
3. Climate & Greenhouse Gas Emissions – including weather, air quality and environmental considerations
4. Transportation
5. Energy
6. Water – Water quality and conservation
7. Waste
8. Circular Sourcing and Resource Management – Financial, technical and human resources, Partnership opportunities
9. Workforce – including job, skills training, recruitment and retention strategies. Jobs, skills, training, Recruitment and retention strategies; Human Rights; Ethical Conduct and Health and Safety; and
10. Community & Social Impact.

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

## BID PHASE

The Bid phase is a critical moment to consider the impact you want to make. Here key sustainability considerations can be implanted from the very start:

	Legacy	Governance	Circular Sourcing & Resource Mgt.	Climate and GHG	Transportation	Energy	Water	Waste	Workforce	Community and Social Impact
KEY CONSIDERATIONS										
What is your sustainability budget? Is it sufficient achieve your goals?	●	●	●	●	●	●	●	●	●	●
Are there budget estimates across all sustainability areas?										
Have you identified investment options – how will you source budget?	●	●	●	●	●	●	●	●	●	●
Do you have an understanding of the event footprint and potential costs to deliver sustainability?	●	●	●	●	●	●	●	●	●	●
Where is the event to be located? Is there flexibility in the selection?	●			●	●	●	●	●	●	●
When is the event to take place and what are the typical weather conditions at this time?				●	●	●	●			●



	Legacy	Governance	Circular Sourcing & Resource Mgt.	Climate and GHG	Transportation	Energy	Water	Waste	Workforce	Community and Social Impact
KEY CONSIDERATIONS										
Will you use existing venue(s), or will you need to construct new venue(s)?	●	●	●	●	●	●	●	●	●	●
What supporting infrastructure is or will be required?	●	●	●	●	●	●	●	●	●	●
What transport infrastructure is or will be required for Teams / Officials, and Spectators?	●	●	●	●	●	●	●	●	●	●
What workforce (paid and volunteer) availability and education & training is or will be required for the local people?	●	●							●	●
What are the human and social conditions within your chosen location?	●	●							●	●
What key resources are required and what policies and processes can be implemented early to achieve your goals?	●	●	●	●	●	●	●	●	●	●
What legacy can you leave?	●	●	●	●	●	●	●	●	●	●

## FOUNDATION PLANNING PHASE

Once your bid has been successful, you can now progress into the Foundational Planning phase.

This phase is critical for ensuring the organisation is established with the resources required to deliver a successful and sustainable event with consideration of:

1. International Standards
2. International Goals and Agreements
3. Government Regulation and Controls i.e., Planning
4. Commercial Rights i.e., to establish a Carbon Offset Partner
5. Funding Agreements – Host Agreement, government etc.
6. Event Ownership level i.e. (International Governing Body; National Federation; State Federation)
7. Governance Structure – demonstrating leadership and commitment to sustainability by embedding regenerative sustainability and positive legacies into an integrated governance structure as the organization transitions from the bid process into the LOC so shall governance for the Event Sustainability and Legacy Strategies
8. Budget – Resources required for Sustainable Event leadership and Legacy/Impact leadership
9. Key Stakeholders – consider: Governing Body; National Federation; Host Country; Host City(s); Government Organisations and Agencies
10. Venue Owners and Managers
11. Vision and Mission

During the foundation phase the Event Sustainability and Legacy Strategies will be further developed.

The principles of good governance need to align with the foundational values set during the bid phase with a particular focus on systems of good governance.

The governance structure is the key element to align with the vision and mission of the Event and with global norms and standards for good governance including conformance with ISO 20121 – 2012 Event Sustainability Management Systems and the Global Reporting Initiative (GRI) reporting standards.

Commencing this process early provides organisers with a strong starting position to plan, implement and improve its regenerative sustainability approach with enhanced levels of transparency and accountability.

A key element of this phase is gaining an understanding of your carbon footprint. Early estimates can be calculated online with calculators.

To calculate (and offset) your carbon footprint you will need to:

1. Identify the material sources of emissions i.e. office costs, transport, flights etc. spectators.
2. Collect data on quantities
3. Calculate the footprint
4. Look for potential reduction opportunities
5. Understand the cost of offsets for carbon emissions that cannot be reduced or eliminated.
6. Consider what is in your control (or influence) to deliver a Sustainable Event and to what level you can, or will, offset the events carbon footprint
7. Track and Report

Key sustainable event considerations in this phase include:

Key Questions	International Standards	International Goals &	Government Reg's and	Commercial Disrupt	Funding Arrangements	Event Ownership Level	Governance Structure	Budget	Key Stakeholders	Vision and mission
	KEY CONSIDERATIONS									
What governance structures are already in place to support the Event's sustainability approach?	●	●	●		●		●	●	●	●
What legal imperatives are in place across the event, considering both the Governing Body and the Host Government(s), to deliver a sustainable event?	●	●	●							
Are there budget estimates across all sustainability areas?	●	●	●							
Are commercial / partnership arrangements with the Governing Body, Host Government or future Sponsor / Partner opportunities available to		●		●	●	●	●		●	



Key Questions	International Standards	International Goals &	Government Regulations and	Commercial Dispute	Funding Arrangements	Event Ownership Level	Governance Structure	Budget	Key Stakeholders	Vision and mission
	KEY CONSIDERATIONS									
deliver a Carbon Neutral / Climate Positive event, where Scope 3 emissions from Spectators will likely be the largest contributor to the Carbon accounting for the event?										
What are the focus areas and commitments the organisation is prepared to make (e.g., UN SDGs, UN Sport for Climate Action Framework, ISO 20121)?	●	●								
Does the size of the event warrant the inclusion of individual roles accountable for Sustainable Event Delivery and Legacy Delivery, or do these need to be embedded in other key Executive responsibilities?						●				
Who are the key stakeholders to ensure social inclusion, materiality and impact?			●	●	●	●	●		●	
What is the right size of management system to ensure accountability and framework?					●	●	●			
Is there an appropriate budget available for operational management and team expansion to deliver sustainable event and legacy outcomes?				●				●	●	

## STRATEGIC PLANNING PHASE

With the organisation governance in place, the organisation will progress into the Strategic Planning phase. This phase establishes the strategy for the organisation to deliver a sustainable event across all the key focus areas.

Strategic planning commences with engagement of key stakeholders about the event's **vision and mission**, as well as any bid and foundational planning commitments. The information gained from this process will be used to identify key issues, challenges and opportunities associated with planning and staging the Event and establish key foundations for the Sustainability and Legacy plans.

Importantly, the engagement is a chance to listen and better understand the impact of the event's vision and commitments on each stakeholder.

Stakeholder consultation can take many forms including one-on-one meetings, online and in-person group briefings and discussions and circulating draft strategies for comment. It is important to identify all the stakeholders who may be able to provide input, collaboration and resources on specific themes of Sustainability. These could include worker welfare, responsible and circular sourcing and resource management, climate action, diversity and inclusion, food security, sustainable operations, water, biodiversity, clean air, internal and external regenerative sustainability training, education and capacity building, communications, activations and celebration.

From this feedback, each key focus area can be further extrapolated with a range of potential initiatives across three levels of impact the Host Organising Committee can impart: 1. Control; 2. Influence; 3. Collaborate. Importantly any initial stakeholder input will expand through the event planning process and a core group is recommended to remain as a foundational and critical source of input, advice and ideation for programme development, progress and performance reviews.

Importantly, the stakeholder consultation will inform a **Materiality Assessment** ranking the range of initiatives in the key sustainable event focus areas across importance to stakeholders versus the impact on delivering a sustainable event.

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*It is also critical at this junction to understand the level of investment required to deliver a sustainable event. Refer to Section on GHG Offsets for examples.*

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The materiality assessment assists to:

- Determine what is important to achieving shared sporting and organisational goals.
- Identify particular sustainability risks for the organising committee; and
- Further identify views from stakeholders.

Addressing the principle of materiality involves the process of filtering several topics that come under the sustainability umbrella and that the LOC through the consultation process view as most critical to the LOC's ability to achieve its sustainability goals. In the case of the FWBWC22 the following list of sustainability topics was developed and tested through the consultation process as part of the initial preparation of the FWBWC22 sustainability strategy:

- Climate & GHG Emissions, Energy, Waste, Water, Transport, Sourcing and Resource Management, Workforce, Social / Human Impact, \*Athlete Engagement, \*Value-Based Partnerships, Other Legacies, and Governance.

NB. \* Athlete Engagement and Value Based Partnerships were added to the list of topics to support positive outcomes.

The engagement focused on understanding issues of importance to the LOC, International body and the stakeholder. They also identified further details to help inform decisions that were within the LOC and delivery partners' control (i.e. direct decision-making) or influence (i.e. indirect and collaborative decision-making).



The final priorities which emerged from the FWBWC2022 Materiality Assessment include:

#### FOCUS AREA 1



##### 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.

#### FOCUS AREA 2



##### RESPONSIBLE SOURCING

###### PROCUREMENT

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

Promote supplier diversity to generate social and economic benefits.

#### FOCUS AREA 3



##### 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.

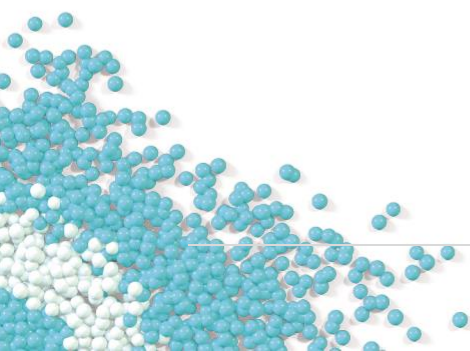
A number of tools are available for organisations to undertake a materiality assessment, no special certification is required to undertake this assessment, however, you do need an understanding of sustainable development and the concept of materiality i.e. identifying and rating what is material or important to your organisation and stakeholders – it is an essential part of the Global Reporting Initiative (GRI) Standards for sustainability reporting.

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. Those with the greatest importance to stakeholders and the greatest impact on delivering a sustainable event are given priority resourcing.

*Are targets defined by measurable performance, is there an established baseline, and is there a responsible person allocated to this measurement?*

*Consider*

- Legacy – Ongoing participation; Community impact
- Climate & Greenhouse Gas Emissions (Use data from key focus areas)
- Transportation: Officials and Teams Flights (+ flights offset), vehicles, trips, fuel; Spectator flights (+ flights offset), vehicles, trips, fuel, public and active transport use



## EVENT BUILD OUT AND EVENT DELIVERY PHASE

Through operational management, the event build-out phase is where you now assert your level of impact (Control; Influence; Collaborate) across:

1. Legacy
2. Governance
3. Climate & Greenhouse Gas Emissions including Air Quality and Natural Environment
4. Transportation
5. Energy
6. Water
7. Waste
8. Circular Sourcing and Resource Management (Overlay, Merchandise, Food and Beverage)
9. Workforce
10. Community & Social Impact.

This is where the strategy is converted into an Implementation Plan with actions and key dates for all key stakeholders. It is also the time to run through the Check and Act processes in the event management system to refine any set targets prior to moving into the event delivery phase.

This phase is to look for continual improvement for sustainability planning, reporting, communications and celebrating results.

*Do key stakeholders have the resources and commitment to supply key information across key focus areas?*

*Consider*

- Legacy
- Transportation
- Energy
- Water
- Waste
- Food and Beverage operations
- Circular Sourcing & Resource Management
- Workforce
- Community and Social Impact.



## EVENT DISSOLUTION PHASE

Implementing controls and processes for effective dissolution and transition to asset management, reuse, return, resale and donation.

Mitigation measures required for site recovery and restoration.

Measurement and reporting against the set targets of the key focus areas will help to determine performance, outcomes and allow knowledge transfer to future events aiming to improve on sustainable event best practice.

Collection of the key metrics will allow this knowledge transfer to be well informed. Some key considerations and decisions for this phase may be:

*As well as the data collection highlighted above in the roles and responsibilities within the Event Delivery phase, what key information is required from the Post Event Economic Impact Evaluation for measurement and reporting across the key focus areas?*

*Consider*

*Is there an Authorised body for any Carbon Offset reconciliation if the Host Organising Committee has been closed?*

*Are there appropriate resources available for ongoing legacy delivery?*

- Spectator numbers
- Spectator origin
- Method of travel to event
- Number of nights
- Economic contribution
- Supplier impact
- Community impact
- Legacy

## TRANSITION TO LEGACY

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.

With the appropriate resources allocated, you need to ensure ongoing governance, accountability and transparency is applied to your legacy goals – with a 1yr and 5yr evaluation of your impact.

This too, needs to be handed over to an appropriate Authorised body if you are a Host Organising Committee that has been disbanded.

Consider:

- Transference of operating/stewarding budgets, governance from event entity to permanent legacy entity
- Legacy reporting, frequency and duration
- Knowledge management and transfer.

# 02 SUSTAINABLE DEVELOPMENT





# **SUSTAINABLE DEVELOPMENT GOALS**



“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

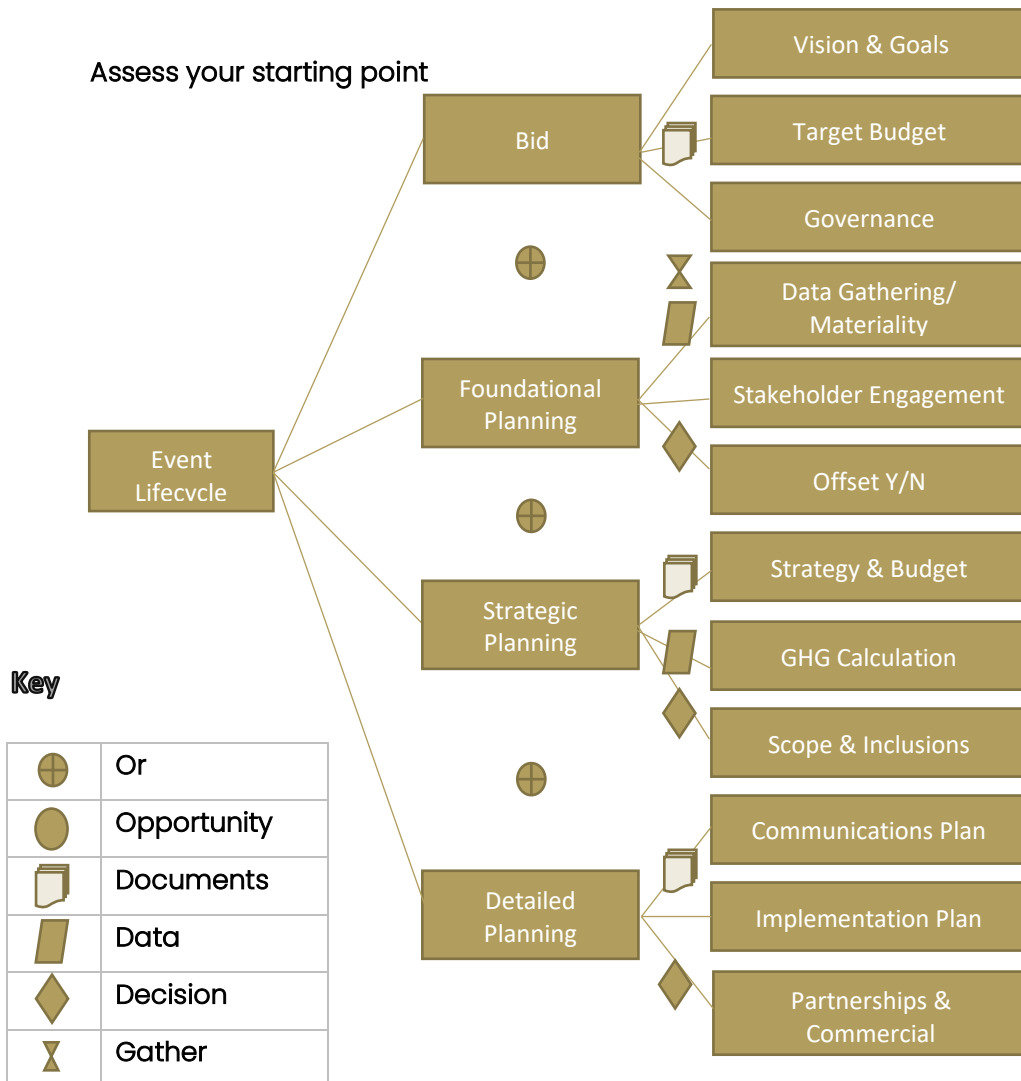
In December 2018, the UN Sport for Climate Action Framework was established at the COP24 in Poland. FIBA has joined the IOC, FIFA and many sport federations as a signatory to the Climate Action Framework. Signatories to this initiative commit to the following five key principles:

1. Undertake systematic efforts to promote greater environmental responsibility
2. Reduce overall climate impact
3. Educate for climate action
4. Promote sustainable and responsible consumption
5. Advocate for climate action through communication.

These five principles are a guide to the development and delivery of a sustainable event and should be considered at every decision-making opportunity.

The International Olympic Committee's (IOC) *Sustainability Essentials -Introduction to Sustainability* outlines the 10 Key Steps to Building a Sustainability Programme:

1. Assess Your Starting Point – Take stock of what you have been doing on sustainability and assess opportunities and challenges of getting started.
2. Define Your Vision and Strategy – Map out the ideal sustainable future for your organisation.
3. Demonstrate Leadership – Set the direction for achieving your vision.
4. Establish Effective Governance – Make sure sustainability fits into your organisational structures and decision-making processes.
5. Engage Stakeholders – Talk to everyone who is affected or influenced by your activities.
6. Identify Key Issues and Scope – Decide what matters and is relevant.
7. Set Objectives and Targets – Define what you are going to do and by when.
8. Assess Progress – Measure and evaluate performance.
9. Report – Provide a credible account of what you have done.
10. Communicate – Spread the word and talk about what you have achieved, what was challenging and what you have learned.





### 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.

As outlined earlier, the journey toward developing a sustainable event begins as early as the initial bidding and early financing stage – understanding potential for sustainable event delivery across key factors such as stakeholder interests, sites, climate, venue selection, and transportation can have all a positive impact.

If you are further down the path of planning the event, you can still make a difference.

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*Whilst the ultimate goal for sustainable sporting events is to reduce our impact, it is also to inspire change in the industry and across the general community.*

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### What is the vision for your sustainable event?

Set the vision and strategy for delivering a sustainable event and show leadership to ensure sustainability is considered by everyone in your team, at every decision point.

### What are the opportunities for collaboration?

Internally:

Creating a collaborative working environment attracts partnerships and opportunities to share resources and achieve shared goals.

Externally:

Engaging early with event delivery partners helps to identify shared goals, shared requirements and opportunities to bring value to the event, sport and host region.

#### ***Focus on the broader role that venues and other event delivery bodies can play***

Commercial partners with aligned sustainability initiatives can find complementary marketing opportunities in the event activations and help achieve the financial sustainability of the event.

Community engagement and broader education of sustainable practices. The concept of regenerative thinking aligning with Event goals.

Athlete ambassadors who align to your values are a fantastic resource to celebrate progress and deliver positive messages. Ambassadors to your sustainable event program can leverage the platform offered to sportspeople by the media in the lead up to and during the event.

### What are the opportunities for innovation?

Many times, event delivery partners see 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.

Scanning the most current policy, new business developments including new technology, new ways of work early in the event life cycle, allows for integration of innovative solutions.

In this way, sustainable event delivery will continue to evolve and improve in its capacity to deliver strong outcomes for our host communities and host nations.

### Choose your location

If you are at the stage of choosing a precinct, venues, accommodation and office space – then looking for 6 Star Green Star rating from Green Building Council of Australia will be your best guarantee of choosing the most sustainable space. Green Star is an internationally recognised rating system setting the standard for healthy, resilient, positive buildings and places.

#### Case Study

In 2020, [Sydney Olympic Park](#) was awarded a 6 Star Green Star Communities rating by the [Green Building Council of Australia](#) in recognition of Sydney Olympic Park Authority's efforts to embed sustainability as a core priority within the precinct. This rating set a goal for Sydney Olympic Park Authority to achieve net zero emissions by 2030, and the precinct as a whole by 2030.

The strategy for further development of the precinct includes a potential installation of 55 MW onsite solar on to deliver a 16% reduction in onsite emissions, and offsite renewable energy purchasing of a minimum 140GWh to deliver a reduction of up to 38% of emissions.

Sydney Olympic Park Authority is now embarking on a new Master Plan 2050 to plan a deeper commitment to sustainability, regeneration and climate positive action.

## 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 and / or education, data collection and management, as well as any post event surveying to capture measurement of success.

### Explore

***The largest financial consideration in the current Australian climate will be whether the event seeks to offset.***

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

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

Consider where venues can be selected with strong transport connections, waste management practices are already embedded within the venues and water and energy use is efficient.

Engage early through Sponsorship and Marketing teams to seek partners that align with the vision for the event and reduce the financial obligations of the Organising Committee.

### Carbon Offsets

FIBA Women's Basketball World Cup 2022 estimated a 40,000 tonnes of CO<sub>2</sub> equivalent footprint – at \$18 per tonne equated to offsets of over \$720,000. (12 teams, 3 venues, 4 hotels, 140,000 local and international travellers and LOC operating factors).

It was found in the planning stages that to become a certified Carbon Neutral event through Climate Active would require the purchase of approximately \$720,000 of offsets to cover its Scope 1-3 emissions. This considerable outlay was beyond the Local Organising Committee budget and alternatives were explored. An alternate solution was to encourage spectators to contribute to offsetting their own emissions through:

1. purchase of offsets as part of their ticket purchase price; and
2. purchase of flight offset at the point of booking air travel to and from the event (domestic and international)

Pangolin Associates found that the total GHG footprint for the FIBA WBWC 2022 was 14,062.27 tCO<sub>2</sub>eq. The largest emissions source was 'Flights', which accounts for 10,251.84 tCO<sub>2</sub>eq and 72.9% of the overall footprint. Spectator flights account for 7,241.17 tCO<sub>2</sub>eq. Accommodation is the next largest emissions source at 2,267.75 tCO<sub>2</sub>eq and 16.13%.

The post-event emissions are less than what was calculated for the pre-event estimate. This was largely due to a reduction in overall spectators for the event, but particularly attributed to lower numbers of international and interstate spectators.

### Examples of Major Event Footprint and Offsetting estimates

**Manchester United:** Manchester United FC was amongst the first football clubs in the world to launch a carbon reduction program in 2008 and has reduced annual emissions from its operations by 2,700 tonnes of CO<sub>2</sub>eq (tCO<sub>2</sub>eq).

**2022 Commonwealth Event, Birmingham:** The initial baseline carbon footprint was estimated at 220,000 tCO<sub>2</sub>eq<sup>3</sup>. Spectator transport contributed over 55% of the Event forecasted footprint. This was offset through development of 2,022 acres of new forest planted in the Midlands region a project estimated to take 38 years to leave a carbon neutral legacy.<sup>1</sup>

**2022 Winter Olympic Games, Beijing:** In 2018 the total GHG baseline emissions for the Beijing 2022 Event were calculated at 1.637 million tCO<sub>2</sub>eq which in June 2021 was revised to 1.306 million tCO<sub>2</sub>eq. 100% of the Games' venues were powered by renewable energy.<sup>ii</sup> At current market prices (Feb '22), 1.7 million of carbon credits would cost around \$26 million, based on the S&P Global Platts Nature-Based Carbon Credits price of \$15.30/per tCO<sub>2</sub>eq.



**2021 Summer Olympic Games, Tokyo:** The calculated total carbon footprint of 1.96 million tCO<sub>2</sub>eq was offset through the Tokyo cap-and-trade programme and Saitama Target Emissions Trading system – 2017 businesses provided certified Excess Reduction Credits to offset the Games.

When analysing benchmarking data, the following points should be noted:

- Climate Active 2021 events are not considered to be comparable to the FWBWC as international travel and accommodation were not required for these events.

Many events exclude (or do not quantify) all emissions sources that should be included in best practice sustainability reporting. You need to ensure you are comparing like information across events.

## LEGACY

Sporting events are more than entertainment. They exist to inspire people to greatness – through participation, through living better and healthier lives, and through improving the world around us. All this is legacy, and legacy is an early consideration for any event.

While a sustainable event seeks to reduce its environmental footprint, it also wishes to maximise its social impact – to truly 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. An integrated and collaborative culture with sustainability planning and management processes will help provide the foundation for legacy planning and delivery.

Event legacy can be considered across:

- Organised sport development – Direct investment and increased resources for sport development
- Social development through sport – Creating an opportunity in a community for new jobs, skills, education, health and increased accessibility
- Human skills, networks and innovation – Direct introduction of intellectual know-how such as new ways of work, new protocols and standards, new knowledge and experience through work on the event
- Culture and creative development – A united purpose to deliver the event that offers cultural identity to be recognised thereby bringing greater community cohesion, raised levels of national identity, sense of pride and personal well-being
- Urban development and tourism – Physical improvements such as new venues, infrastructure, public amenities and green space, as well as direct investment for local business development and innovation, and increased tourism
- Economic value and brand equity – Presenting the sport at its pinnacle of competition, to increase awareness, participation, and value of the sport
- Environmental protection and enhancement – Delivering an event that enhances the natural environment around the event precinct.

## Explore

- Goals and Objectives particularly around what legacy to leave that aligns to the event's vision and mission **and** between the event and the National Sporting Federation.
- Explore how the event, and the organising committee, can offer new pathways and opportunities
- Explore how the event, and all event activation and promotion activities can deliver an increase in participation and improvement on health outcomes
- Explore available Government grants and funding opportunities to ensure there are resources available after the event to continue the legacy work that was started through the event lifecycle.

## Act

### 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.

### Case Study

The FIBA Women's Basketball World Cup 2022 has a strong program of legacy being delivered and managed by Basketball NSW. The pillars include:

- Pathways and opportunities for women, underrepresented communities and minority groups including:
  - Female Leadership Scholarship Program
  - Education and participation programs delivered in partnership with Indigenous Basketball Australia and Savannah Pride
  - Delivery of culturally specific 'Daughters and Dads' program delivered in partnership with Savannah Pride
- Opportunities to grow basketball in NSW and nationally through:
  - Delivery of basketball-specific 'Daughters and Dads' program
  - School Holiday programs delivered state-wide in NSW
  - 3x3 Basketball tournaments delivered state-wide in NSW



## GOVERNANCE

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

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, establishment of a right-sized management system/framework helps ensure accountability and transparency. As per [AS ISO Event sustainability management systems – Requirements with guidance for use 20121:2013](#), 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 the event.

## Explore

### Establishing a Commitment with Wide Support

Critical to the successful delivery of a sustainable event is 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. During the FWBWC22, a Sustainability Policy was established and endorsed by the Board, demonstrating the commitment to sustainability (see Appendices – page 67).

Whether building on the concepts proposed in the bidding process, or starting from scratch anywhere on the event journey, wide-ranging stakeholder engagement will help define what is possible with the buy-in of all – establishing a strong commitment to action.

This will be driven by 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

A materiality assessment builds on the commitment established in the stakeholder engagement with internal and external parties. It ranks 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. This matrix allows you to identify those initiatives that have the greatest importance and the greatest impact for priority resourcing.

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.

Materiality outcomes from Stakeholder Engagement, the Materiality Assessment and GHG estimates resulted in the goals set for the FWBWC Event Sustainability Program as previously outlined on page 15.

## GHG emissions estimates from FWBWC22

Source of emissions	Emissions (tCO <sub>2</sub> eq) (estimate*)
Flights	29,946 (75%)
Accommodation	5,500 (13%)
Ground Transport	1,375 (3-4%)
Food and catering	1,462 (3-4%)
Equipment and 3rd party services	1,218 (3-4%)
Venues	343 (<1%)
<b>TOTAL</b>	<b>39,842</b>

*\*Note: estimate based on 88,000 expected spectators (including 4,300+ international), 12 teams of 25, 400 volunteers, 100+ officials, media and staff.*

## 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.

## Act

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 LOC office, all business travel and accommodation associated with organising the event (as well as pre-events), operations of the LOC, the event itself, as well as post-event dissolution and office closure. Since 2010, this is the benchmark set by Olympic and FIFA Organising Committees.

### Developing your Carbon Footprint

When developing an understanding of your carbon footprint for certification, GHG accounting specialists such as Pangolin Associates develop an inventory of expected GHG contributions from running the event.

The inventory can then be divided into three considerations to define the event emissions boundary:

- 1. Quantified** – Emissions sources that can be measured and included in the emissions boundary
- 2. Non-quantified** – Emissions sources that can be included in the emissions boundary but are unable to be measured. An uplift or estimate may be applied for these sources.
- 3. Excluded** – Emissions sources that are considered outside the event boundary using Climate Active's relevance test.

Using pre-event assumptions, an estimate can then be developed to define the baseline.

With this baseline known, you now have the understanding to implement change and reduce your expected footprint.

### Explore

For your Scope 1 and 2 emissions, you need to consider how you can reduce your GHG emissions from:

#### Transportation

Transportation is one of the largest areas within your control, with official and event participant flights and fleet selection the largest levers.

While production of sustainable aviation fuel is rapidly on the rise in USA and Europe, air travel GHG emissions remain a significant portion of the event's carbon footprint. A collaborative response with sport organisations, athletes and fans is needed.

Strategies are required for major events to manage this to reach Carbon Neutral or Climate Positive status in the next decade. Given you cannot reduce



these emissions without reducing the positive economic and tourism impacts of the event on the host region, Best Practice guidance directs you to either Offset or Engage.

## Venues

Depending where you are in the event lifecycle, and how much control you have on venue operations, this can range from design and build (or priority choice) of Six Star Green Star rated venues to minor capital works – energy efficiency – in existing venues such as LED replacement, or HVAC systems improvements. Levers at your utmost control will be most likely arrive in portable power solutions, and whether battery or biodiesel can be deployed, or event programming can be used to maximise daylight hours.

## Accommodation

Consider the choice of an accommodation partner with sustainability embedded in operations, continuously improving its facilities across energy, water, sourcing, transportation and waste. There are a range of eco-rating and certification schemes for hotels including LEED and Green Key Global amongst others.

### Case Study

For FIBA Women's Basketball World Cup 2022, the proposed boundary was set as:

Quantified	Non-Quantified	Excluded
<ul style="list-style-type: none"> <li>Electricity</li> <li>Stationary Fuel (Diesel)</li> <li>Travel – Ground</li> <li>Travel – Flights</li> <li>Accommodation</li> <li>Food and drink</li> <li>Water</li> <li>Waste</li> <li>Event administration</li> <li>Telecommunications</li> <li>IT Equipment</li> <li>Venue Staging</li> <li>Security</li> <li>Advertising and sponsorship</li> <li>Security</li> <li>Freight</li> </ul>	<ul style="list-style-type: none"> <li>Merchandising (<i>managed by FIBA</i>)</li> </ul>	<ul style="list-style-type: none"> <li>Website (hosted by FIBA)</li> </ul>

One of the major lessons from FIBA Women's Basketball World Cup 2022 was the impact of spectator travel on the Carbon footprint of the event. Scope 3 emissions for major events include spectator air travel and often represent the majority of the total GHG emissions. FIBA Women's Basketball World Cup 2022 had modest expectations for International and Domestic Interstate spectators, yet this still resulted in 70–80% of the expected carbon footprint of the event.

## Strategies for 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.

## Explore

For an Australian event of any size, your sustainability strategy may have defined an early ambition to achieve Carbon Neutral or Climate Positive status.

To receive official Carbon Neutral status with a certified trademark scheme, the principal option in Australia would be through the Australian Government program [Climate Active](#). This is the official Australian Government initiative for purchasing Carbon Offsets, is considered Gold Standard and used by numerous GHG accounting firms.

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*Internationally, other organizations may exist that are carbon certifiers –we recommend you investigate options in the territory or nation in which your event is being undertaken.*

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The Climate Active [Carbon Neutral Standard](#) certification process allows you to use the official Climate Active Carbon Neutral trademark and the term “Carbon Neutral certified” by going through an audit of the event, reducing where possible, and then purchasing Climate Active approved Carbon credits.

Climate Active sets out mandatory relevant emissions to consider including accommodation and air transport for teams, officials and spectators, and event footprint emissions such as stationary, energy and fuels, electricity, ICT services & equipment.

Certified Carbon Neutral status provides the proof towards a claim that the event has achieved net zero emissions. If the event is receiving Federal Government investment, Climate Active may be a reasonable choice, however, depending on your timeline, event budget and investment source, your alternative may be to

1. Seek certification from another agency.
2. Take reasonable steps to understand, reduce and offset within a boundary you define; or
3. Elect to not target any certification at all and allocate any investment that would otherwise have been spent on offsets into reduction strategies and communicating this choice to inspire change.

Other Carbon Neutral certifiers to consider include the Carbon Reduction Institute [NoCO2 Certification](#); and [Toitu](#), a New Zealand certifying entity. These agencies look to certify you against the proof you are taking action on climate change.

If you are choosing a company to conduct your GHG emission estimations, ask up front which scheme(s) they support.

## CASE STUDY

As part of its Australian tour in 2022, Manchester United offset the carbon emissions generated by air travel during its pre-season tour through investment in the Carbon Neutral (<https://carbonneutral.com.au/>) reforestation project in Western Australia.

The club purchased more than 1,800 tonnes of carbon offsets to cover all flights by the players and club staff during the tour of Thailand and Australia. Manchester United said it recognised the impact of international travel on climate change and worked with Carbon Neutral to offset emission from all its tour flights.

Carbon offsets purchased by the club were drawn from the Yarra Yarra Biodiversity Corridor, which is situated in the northern wheat-belt of Western Australia and is one of only 36 global biodiversity hotspots. The trees and shrubs planted in the Yarra Yarra Biodiversity Corridor are part of the first project in Australia to be certified by the internationally recognised Gold Standard Organisation – a global best practice benchmark for emission reduction projects.

The carbon offset commitment adds to a range of measures taken by Manchester United to limit its environmental impact. The club has achieved 13 consecutive years of reduction in its carbon emissions and is ranked in the top five most sustainable football clubs in the Premier League. The club was also the first UK sports organisation to achieve the Carbon Trust Standard certification for commitment to carbon reduction.



## Act

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:<sup>1</sup>

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.

This model could be used for any major event.

<sup>1</sup> [https://unfccc.int/sites/default/files/resource/Sports\\_for\\_Climate\\_Action\\_Declaration\\_and\\_Framework.pdf](https://unfccc.int/sites/default/files/resource/Sports_for_Climate_Action_Declaration_and_Framework.pdf)

## TRANSPORTATION

One of the largest areas of play where you can have an impact is across transportation.

Australia is still in early stages of adoption of Electric Vehicles (EVs) for passenger, mass transit and freight movement. This is likely to rapidly change in the decade ahead – with increasing opportunities to electrify the ground transport options across the event operations, and then ensure the electrified energy source is renewable for net zero travel.

In the short term, the events can influence the change and showcase the technological advances our society is making toward a better environmental outcome. It also presents a strong opportunity to partner with the auto industry for aligned purposes, corporate sponsorship and value-in-kind mutually beneficial promotion.

For air transport, your options for operators using less GHG intensive fuel are currently limited. However, this too may change quickly, and you may wish to look for airline partners who are actively researching Sustainable Aviation Fuel – aiming to produce up to 80% less GHG emissions – and encourage officials, VIPs, participating teams and spectators to all use this partner.

### Explore

Transportation will affect every part of the event organisation. When setting the event vision and getting buy-in from your team, it is important that each manager understand the opportunities for change, particularly in transportation.

In an age where Australian EV take up is increasing, yet charging infrastructure is lagging and requires investment to move with the market – there are opportunities to influence the charging infrastructure surrounding venues and infrastructure improvements.

This will give many operators and event owners the opportunity to promote the use of EVs for operations and event attendees.

## Act

To drive the event sustainability credentials across all areas consider how you can:

### 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.

### Case Study

In 2021 the NSW Government became the first in Australia to transition to 100% net zero emissions by switching the heavy rail network of Sydney Trains to a 100% renewable electricity supply contract with Red Energy. Additionally in 2022 the Government also announced significant investment to ensure the NSW public transport bus fleet moves completely to zero emissions technology over the next 7 years.

NSW Government offers some major event organisers Integrated ticketing to encourage spectator use of public transport. An integrated ticket provides free public transport in the cost of the event ticket.

### Case Study

[FIBA Women's World Cup 2022 partnered with SIXT](#) for the supply of fleet event vehicles to transport teams, staff and officials. To support the LOC's goal of hosting the most sustainable Women's Basketball World Cup since the event's inception, 30% of the vehicles provided were electric – a fantastic outcome showcasing leadership toward sustainable futures when market penetration of EVs in Australia is still at a low 2%.



## ENERGY

With planning underway for a new technology roadmap, powering Australia with 100% renewable energy by 2030 would deliver a 44.5% cut in carbon emissions on 2005 levels. Decarbonising the electricity sector is seen as an efficient pathway to net-zero by 2050.

There is a clear pathway for Events to look at ways to reduce carbon emissions and embrace the clean energy transition.

An event's energy consumption is measured across office space, accommodation, venues and precinct activations. To achieve efficiencies in energy consumption the process of reducing the event footprint is to eliminate, reduce or change source.

As well as primary electricity consumption in these spaces, it also includes fuel for Uninterrupted Power Supply (UPS) portable back-up power systems, and gas use for food production and water heating.

Critical to accurate reporting will be choosing spaces with smart energy consumption metering, for example a Building Management System with inbuilt energy consumption tracking software for live/daily reporting.

### Explore:

1. Demand-side energy conservation measures the event can take to eliminate or reduce consumption of electricity – this could include
  - a. Timing the event in Spring and Autumn which can eliminate or reduce the use of air conditioning in Summer and heating in Winter in all your occupied spaces.
  - b. Scheduling events or practice in daytime hours in venues – for FWBWC22 the use of Netball Central at Sydney Olympic Park maximised the passive lighting design of the venue and eliminated lighting requirements.
2. Sourcing renewable energy where possible by changing source to reduce the event's impact.
  - a. The Australian Government's GreenPower label is the industry recognised label for renewable electricity that meets stringent environmental standards <https://www.greenpower.gov.au/>. The electricity supply market in Australia allows you to purchase 100% GreenPower where you are in control of your supplier.
  - b. If you are using a venue with an existing supplier, and the venue is yet to move to 100% GreenPower, then you may wish to explore if the venue can purchase 100% GreenPower for the duration of the event.

*In the movement to move to electricity, and then commit to Net Zero, Sydney Trains has already guaranteed 100% GreenPower, and NSW Government is actively investing to electrify the entire Transport for NSW bus fleet.*

## Act

Each event can influence the reduction of energy consumption across the event footprint to achieve optimal energy efficiency.

### 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.

#### CASE STUDY

During the Great Britain Sail Grand Prix in Plymouth, UK in 2022, [SailGP in partnership with Aggreko](#) deployed the largest solar array SailGP has ever used and displayed bio-methanol fuel as an energy source at its. This combination enabled the entire race village to be 100 per cent powered by clean energy. Aggreko utilised Hydrotreated Vegetable Oil (HVO) to power the Trinity Pier and Clyde Quays where SailGP's Technical Area was located. The 2022 Sail Grand Prix was the most sustainable on-water event ever with the largest number of electric solutions integrated across the race weekend through agreements with RS Electric, Evoy and Vita, as part of SailGP's target to power its entire on-water fleet by clean energy by 2025. The Inspire Program – SailGP's community, education and outreach initiative – showcased races run 100 per cent on clean energy for the first time ever, providing a glimpse into the racecourse of the future for the hydro-foiling F50s. This includes MarkSetBot, the world's first robotic sailing marks, and support boats fitted with electric Epropulsion engines.

## WATER

With an increased focus internationally on desalination technology and related infrastructure to combat increased water shortages it is important to understand the inventory of water use across the event footprint and identify reduction opportunities across the life of the event.

Professional athletes may have demands for trusted water sources to ensure no medical contamination and may continue to demand single-use bottle supply. However, there are other ways events can manage water consumption.

There are many activities that can be considered through this process including the establishment of terms of reference for a water management group, including water conservation criteria in the local area activities associated with the Events sourcing program, water-efficient protocols for Event operations, awareness raising, education and training for the Event workforce and participants.

### Explore

During office, venues, accommodation and precinct scoping, look for venues and precincts that can easily measure and report water consumption across the event period and whether any of the venues feature active recycled water programs / use, waterwise fixtures and use of non-potable water provision for amenities and irrigation. and

Explore any natural elements around the event precinct, including whether water pollution prevention measures are in place to protect surrounding waterways during the event.

Consider

- Development of a Water Programme that can be applied to Event activities throughout the event lifecycle and the water conservation and/or efficiency legacy that could be developed as part of the formalization of the Event Sustainability Strategy.
- Delivery of an Integrated Water Management program including minimising potable water use during event operations and using non-potable water where possible.
- A behaviour change programme with Event delivery partners on water conservation measures focused on event consumers



## Act

### 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

Waste is typically one of the most significant sources of negative environmental impacts associated with hosting Events. There are opportunities to integrate circular economic (CE) practices into the strategic outlook of Event Planning. CE disrupts traditional linear processes of production and consumption and inserts the principles of cradle-to-cradle design, reuse, or recycle.

Best practice is to aim to become a Zero Waste Event which adopts this 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 the event does not go to landfill.

Ensure Integrated waste management is applied across the functional areas of the event planning and delivery. This process seeks to:

- avoid waste at the source by minimising packaging coming into the event precinct.
- consider the full lifecycle of event materials like signage and ensures end-of-life recycling/disposal is embedded within procurement / supply contracts.
- minimise waste generation onsite such as reusable containers for F&B, and food waste by right-sized meal provision and donation of excess food waste to organisations such as [OzHarvest](#) and [Second Bite](#).

Plastic use continues to be targeted for reduction by State Governments around Australia. Currently Western Australia and Queensland lead the country, according to WWF Australia, in the phasing out of all single-use plastics such as disposable cups. Queensland released its 5-year roadmap in July 2022.

This will continue to evolve, and it is important that event procurement and event precinct partners meet growing expectations in this area.

## Explore

Identify ways you can influence including:

- Examine where you are in the event life cycle, target supplier contracts, and contractors coming onto site i.e., suppliers using reusable flask solutions for beverages, such as alcohol and hot drinks.
- Specify low-waste criteria in management of packaging of merchandise, equipment and freight the event is responsible for to eliminate single-use plastic.
- Use of reusable cups through suppliers who offer strong solutions to event organisers, venues and hospitality programs, e.g. use event branded cups through companies like [Better Cup](#) and [Ruzi](#).
- Venues, accommodation, offices and the event precinct offering full range of separated bins.

## Act

### 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 the event to provide opportunity to underrepresented workers / businesses, and to reduce the GHG emission intensity of goods procured for the event.

Gold Coast 2018 Commonwealth Games for example 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. For the FWBWC22, a list of guidelines was developed to help the LOC team apply sustainable practices during the planning phase (see Appendices – page 65) and engage the conversation with the venues, sponsors and partners to help achieve the sustainability goals.

To support responsible and sustainable consumption of resources, materials and supplies, the LOC's sourcing program could look to conform with the ISO – 20400 Sustainable Procurement Standard (2017) as part of the overall Event' Sustainability Management System.

A programme of this type can integrate the work associated with planning and tendering suppliers for essential works, goods and services. It can also include elements such as the granting of domestic sponsorships and licensee agreements for branded products, in-kind goods and services like Workforce uniforms, transportation fleets, cleaning and security firms, catering, marketing and advertising agencies, PR firms and legal services into the planning.

The Program could also look to incorporate UN Guiding Principles on Business and Human Rights and best practices developed by recent Major events including Olympic Games and FIFA2022.

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.

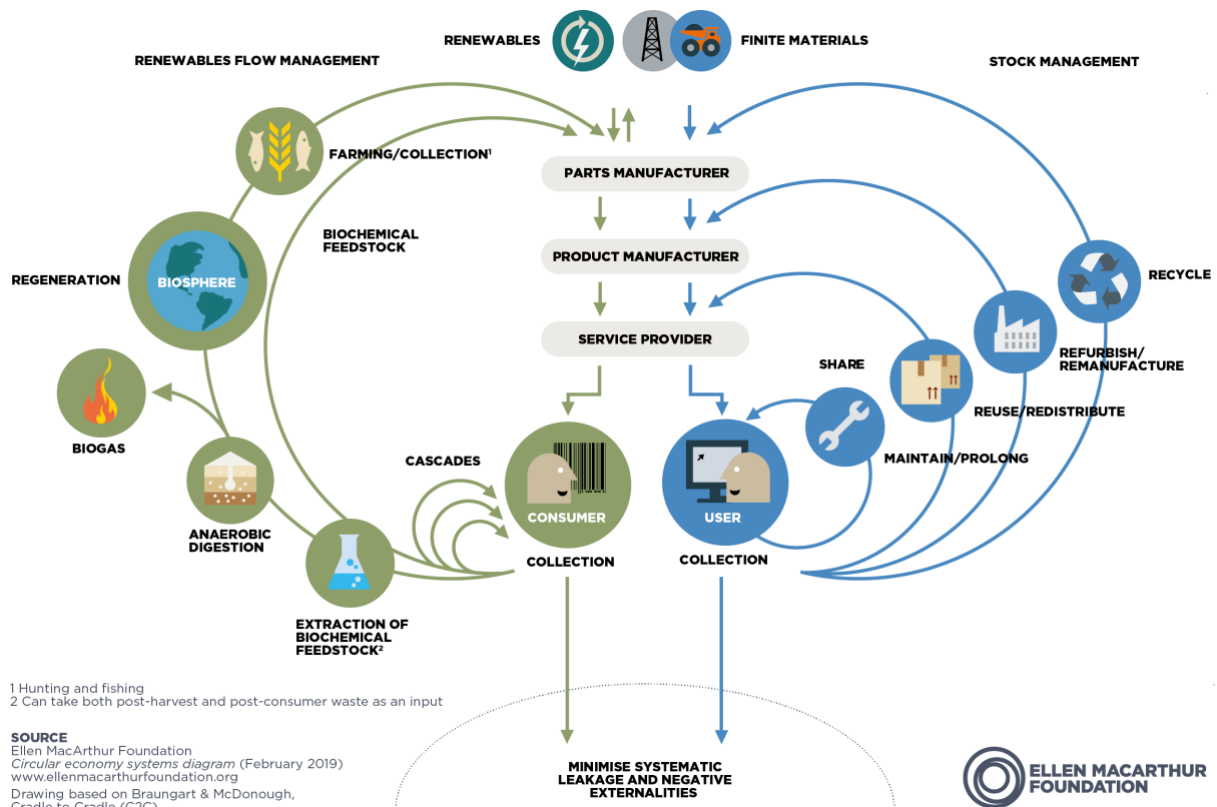


Diagram 1 Circular Economy Diagram

## Explore

Explore whether your sourcing programme can align with the *ISO – 20400 Sustainable Procurement Standard (2017)* as part of the overall Sustainable Event Management System (SMS).

Best practice is to develop a comprehensive sourcing program. This work would include an integrated internal working group comprised of Sustainability, Procurement, Finance, Logistics, Legacy and Asset Management - related Functions.

The Working Group should establish terms of reference, sourcing and resource management goals, a regenerative sustainability sourcing policy, engagement program, codes of conduct, LCA analysis assessments, specifications support, as well as, measurement, monitoring and reporting protocols. Key areas of focus will integrate:



- respect for human rights,
- meet labour standards (prohibiting forced labour, child labour)
- ensuring freedom of association and effective recognition of the right to collective bargaining,
- support a supplier culture of anti-discrimination, harassment and abuse
- ensure health and safety, ensure 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 minimization, conservation and restoration of biodiversity, no single use plastic and sustainably sourced wood (Forest Stewardship Council – FSC).
- optimize travel and freight associated with logistics, and
- ensure anti-bribery and corruption.

A Program of this type would then guide implementation of compliance with the Supplier Code, integrate sustainability into the LOCs business practices, ensure transparency – including transparency declared by suppliers for eco labelling (i.e., recyclability, carbon neutral, FairTrade etc) and ensure a mechanism for workplace complaints, as well as ongoing monitoring, evaluation and independent audits.

The collective impact of these program elements will help Events to not only reduce negative environmental impacts but create socio-economic benefits within the host nation's economy and – by extension – regional and global supply chains across a range of sectors.

Materials and Supply for Event Operations and Delivery – It is important with the support of the LOC and collaborating partners to explore and assess non-construction related materials such as food, fittings, merchandise, licensed goods, and domestic sponsor's supplies including value-in-kind.

Regardless of the products and materials being sourced, the Programme should integrate the relevant components of the ISO 20400 standard and UN Guiding Principles on Business and Human rights encompassing Worker Welfare Standards and update elements over time to continue to ensure respect for human rights, decent work conditions for workers – including labour standards

Finally, there are opportunities for Events to adopt a sustainable approach to Food management.

Events should consider focusing their efforts toward optimizing and sourcing food and beverage options for Event-time catering through development of policies to

- identify and engage with sponsors and delivery partners to ensure alignment with the Event regenerative food strategy and programme
- explore opportunities to influence Hospitality and public catering priority toward low impact, local, seasonal, vegetarian and organic diets and an overall change in food consumption.
- Support local development and environment goals associated with low waste, low carbon and sustainable agriculture practices
- Educate and increase awareness of regenerative food strategies.

#### CASE STUDY

Birmingham 2022 Commonwealth Event implemented a strong sustainable procurement system and developed a [Sustainable Sourcing Code](#) where minimum requirements were set out and applied to procured Suppliers. The Code was set out within two main principles 1. Social Principles and Environmental Principals. Individual suppliers were required to meet all requirements and be able to provide evidence at any time during their contract.

#### CASE STUDY

FIBA Women's World Cup 2022 partnered with [DHL Supply Chain](#) to provide the official warehousing and logistics for the event. As part of the delivery of the most sustainable basketball world cup since inception, DHL Supply Chain celebrated and promoted diversity in logistics and provided carbon-neutral warehousing.

## Act

### 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.
- 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 audit of supplier providers for assurance.
- Track, report and assure performance

## WORKFORCE

Through the event, you are having a direct impact on your Host region, bringing best practice standards of delivery for a highly visible event that gives the region national / international media attention. The event will lift the skills of each of your employee and volunteer.

It is important to provide knowledge, skills and experience to uplift the workforce, and provide new opportunities for all.

This starts from board level, it is critical to define sustainability roles, responsibilities and authority for your workforce early – from the board, management and department leads, to the volunteers and contractors.

For a successful sustainable event, every functional area needs to consider sustainable impacts of their actions and procurement.

One critical area of upskilling in Australia continues to be the normalised acceptance of this in every role. It is important for every organisation to provide sufficient sustainability awareness training and professional development support for effective implementation of your sustainability strategy.

Diversity, Equity and Inclusion deserves ongoing attention and promotion to ensure absolute saturation through the community. Make sure, from the top of your organisation down, you are providing a safe, inclusive, and inspiring work environment for staff and volunteers to thrive. Embed this within your operations and the culture from the start.

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.

If the event is large enough, or your mission warrants, then alignment to the Modern Slavery Act (2018) also places responsibility to examine the risk of modern slavery within the operations and workforce of all your suppliers.

## Explore

Culturally and Linguistically Diverse (CALD) groups to volunteer at the event

Opportunities within your organisation for internships with students from local universities.

## Act

### 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..
- Can you create an awards programme to recognise the efforts of your workforce at the conclusion of your event?

### CASE STUDY

FIBA Women's World Cup 2022 sought 350 volunteers, with a strong focus on delivering Athlete-centric delivery. The volunteer program aimed to source youth volunteers to provide impact to the event and display a strong sense of opportunity. Volunteer targets included 60% of volunteers sourced from the basketball community, 60% female representation and a high level of diversity. Australian basketball treasure and member of the Basketball Australia Hall of Fame, Lorraine Landon spoke about the volunteer program on Shooting the Breeze podcast:

<https://podcasts.apple.com/au/podcast/shooting-the-breeze/id1512656639?i=1000559064719>

### CASE STUDY

T20 World Cup 2022 (Australia) held a Transition Assistance Careers Fair held for event staff to identify future opportunities with local companies looking for skills sets, or on other domestic and international events. This provided the real opportunity to identify the skills gained through the event and how those skills were transferrable.



## COMMUNITY & SOCIAL IMPACT

The goal of a sustainable event is to build a better community through the 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.

Social Development focuses on the development of a just and caring society based on high moral standards, and capable of playing a significant role in the global partnership for development.

Australia's ethnic and cultural diversity continues to expand as a result of its economic development it participates globally on initiatives that support international cooperation and development. There are numerous initiatives that an LOC can implement and leverage to maximize the country's positive impact regionally and globally and in ways that directly serve the UN SDGs.

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.

### Explore

Strategies which align with Event Sustainability and have a large impact through the display and modelling of best practice operations could explore Infrastructure and Natural Sites; and Mobility including:

- The delivery of a Sustainable Event Precinct with Healthy Greenspace
- Accessibility for All
- Safe, Inclusive and Integrated Mobility, and
- Cultural Awareness and Understanding

Explore delivery of Cultural awareness initiatives and create engaging intercultural awareness and training programs for the Games Workforce: some considerations include:

- First Nations awareness and understanding
- anti-discrimination guidelines and training
- Faith-based practices of visiting athletes and spectators and whether any facilities can be provided to support religious practice free from discrimination.
- increasing participation and/or leadership from underrepresented communities?
- Showcase heritage and culture through art and design

Explore the event's long term legacy ambition and the ultimate impacts on the community.

## Act

### 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 communication are to support and integrate the sustainable event strategy within the event's messaging, both internally and externally, raising awareness on the commitments and outcomes, educating the workers and the community, and celebrating the improvements being achieved.

### Embedded Sustainability Communications

Regular communications will support growing awareness of the Events sustainability initiatives and progress among a wide range stakeholder – domestically and internationally.

Regular reporting will provide accountability and support credibility. Multimedia and interactive digital platforms will provide opportunities for the Event to share Sustainability plans, progress, stories, behaviour change initiatives and collective results.

### Aligned Sustainability Activations

Activations with domestic and international sponsors and delivery partners will provide engaging demonstration and showcasing opportunities on the myriad of Event aligned sustainability innovations.

Spectators, viewers and other key stakeholder groups will have the opportunity to witness and experience solutions that will help the Host nation and the world meet the UN SDGs. Building on the precedent set by previous Events, there is no doubt, future events will continue to establish new benchmarks in hosting net-positive and sustainable events.

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.

Athletes are increasingly active in sustainability. The International Olympic Committee recently released: How to be a Sustainability Champion <https://olympics.com/ioc/news/how-to-be-a-sustainable-champion-ideas-and-inspiration-for-protecting-our-planet> to provide athletes with guidance on communicating.

In Australia, [FrontRunners](#) is aiming to provide athletes with the resources to engage with the community, while globally, [Eco-Athletes](#) is a platform for athlete ambassadors to publicly engage on topics beyond sport including climate action.

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

## Explore

Once you have set your sustainability strategy, with vision and objectives, identify athletes and corporate partners who align to your values.

- Explore participating athletes, government and corporate partners with aligned values to your sustainable event strategy.
- Explore the partners you could collaborate with to increase this visibility further. Commence communication with these partners for potential activation opportunities.

## Act

### 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.

### CASE STUDY

IPCC Working Group III Co-Chair Priyadarshi Shukla recently noted enabling “changes to our lifestyles and behaviour can result in a 40–70% reduction in greenhouse gas emissions by 2050”.

The ability for a sporting event to reach beyond the event itself into the general populous builds an important platform to inspire and initiate change throughout the community. This reach means emissions savings of an event can be far exceeded by those generated by engaging and inspiring fans toward ongoing lifestyle changes.

FIBA Women’s Basketball World Cup 2022 employed Athlete Engagement to spread the message of the most sustainable basketball event since inception using current Australian Opals squad member and Cool Down athlete, Marianna Tolo.

Tolo was deployed for press conferences and videos to relay the message that it is everyone’s responsibility to contribute to a more sustainable future.

“As an athlete it can be easy to get caught in a bubble that centers around your performance on a court or field, but whether you’re an athlete, builder, doctor, teacher, parent, or from any walk of life, we all have a collective responsibility for the environment,” Tolo said.

### CASE STUDY

Sky Sports News is trialling approaches to delivering net-zero-certified sporting events. The first net-zero-certified football match took place in September 2021, when Tottenham Hotspur faced Chelsea.

As Broadcast partner to the English Premier League in the UK, Sky Sports has been increasing its sustainable event messaging to urge fans “there’s always a place to play” during the 2022 season.

Sky Sports “Count Us In” campaign promotes the fans to focus on the most impactful actions, take them collectively, and communicate to let policymakers and businesses know they will be voting at the polls and voting with their wallets with climate as a key priority.

The campaign is driven by the view that fans as individuals, but working in a coordinated way, can drive at least 25% of the emission reductions required to deliver Net Zero by 2050.

This campaign aligns with both Sky Sports and the English Premier League ambitions.



# 04 APPENDICES



## FWBWC22 Sustainable Practices Checklist

*Guidelines to help drive discussions with competition venues, accommodation, suppliers, sponsors and partners*

### Waste

- ☐ Bin liners are transparent & compostable or made of recycled plastic
- ☐ Products end of life exclude landfill. E.g. If coffee is offered, check the recyclability of the cups.
- ☐ Bins are emptied before they are full
- ☐ Appropriate signage in place around the bins to clearly identify what items go in which bin
- ☐ Communicate with suppliers/contractors to limit the amount of waste they bring into the event
- ☐ Organise for food waste to be segregated to ensure its recovered and not going to landfill
- ☐ Explore close loop systems for unavoidable single-use items (i.e.. Ganten plastic bottles collected on court for recycling through Return & Earn)
- ☐ Request a post event waste report from the venues

### Energy and water

- ☐ Explore the purchase of 100% green power for the event by the venues
- ☐ Alternative fuels to diesel for generators
- ☐ Review LED upgrade/water efficiency plans of venues and encourage roll out by the event
- ☐ Provide reusable water bottles to volunteers and officials
- ☐ Bulk water: Sydney Water filling stations to explore
- ☐ Request a post event energy and water report from venues

### Food and catering

- ☐ Serve sustainable food in menus and promote through signage: local, seasonal, organic etc.
- ☐ If possible, feature NSW products
- ☐ Meat-based meals should be maintained to a minimum. Vegan meals available.
- ☐ Give preference to certified sustainable sources (i.e.. seafood, fair trade chocolate/coffee)
- ☐ Animal products are sourced from recognised animal welfare standards (ie. free-range eggs)
- ☐ Avoid single-use plastic items to serve food. Give preference to reusable then compostable.
- ☐ Explore sourcing food from Yume with Accor Hotels\* (rescued food).
- ☐ Order the right quantities to reduce over production of food
- ☐ Donate leftovers – food donation program (i.e.. OzHarvest) to pick up any uneaten food that will otherwise go to waste. Think of donating leftovers to volunteers and local farmers too.
- ☐ In-kitchen waste streams should allow for food scrap recovery (ie. composting or other) and recyclable items segregation
- ☐ Request a post event food report from the venues

\* Yume is a platform which gives access to edible commercial food and beverage directly from brands at a cheaper price that would otherwise go to landfill due to for example, packaging default.

## Freight

- ☐ Give preference to local production and distribution when sourcing goods (if possible).
- ☐ Optimised freight related to LOC deliveries (bulk vs multiple) to minimise overuse of vehicles
- ☐ Minimised packaging
- ☐ Low emissions vehicles or modes of transport
- ☐ Deliveries should be planned in advance to avoid traffic congestion

## Transport

- ☐ Explore low-emissions vehicles availability – EV, hybrid
- ☐ Give preference to smaller and fuel-efficient vehicles
- ☐ Public transport should be first choice

## Reporting

- ☐ Inform suppliers and venues that data may be requested for reporting purposes pre/post event
- ☐ Request and collect the data using an agreed template

## Merchandise, promotional items, event dressing, printing

- ☐ Materials sourced contain a level of recycled content and /or are recyclable (ie. lanyards made of recycled PET bottles)
- ☐ avoid unnecessary packaging. If unavoidable, packaging should be reusable or recyclable.
- ☐ Seek alternatives to single-use items (i.e. reusable bags for give-aways, no single use plastic bags)
- ☐ Paper is sourced from a sustainable source (i.e.. certified FSC) or contains recycled content
- ☐ Timber installation should be made from sustainable sources.
- ☐ Components can easily be dismantled after use
- ☐ Go paperless if possible. All digital. i.e.. event program?
- ☐ Repurposing: note down a list of items that can be repurposed or donated post event (i.e. furniture, pens, water bottles, pull up banner, electrical cables, signage.
- ☐ Avoid PVC (harmful for the environment)
- ☐ Ensure the recyclability of items is not affected by the printing method (ie. harmful substances) – ask supplier if the material is compatible with recycling process, use of water-based inks preferable.

## Procurement

- ☐ Communicate the Sustainability Policy with suppliers
- ☐ Include a clause in contracts to communicate our expectations/requirements in RFPs
- ☐ Work with suppliers to find sustainable solutions collectively
- ☐ Create the opportunity for local suppliers, indigenous (Supply Nation), women owned, SME, social enterprise to enter a contract with FWBWC22.
- ☐ If products are sourced from overseas, consider asking the supplier/sponsor to offset the Emissions
- ☐ Hire instead of buying (e.g. Furniture)

## FWBWC22 Sustainability Policy

Policy Name	Sustainability Policy
<b>Purpose</b>	To ensure that the FWBWC2022 LOC understand the sustainability goals in the planning and delivery of the FWBWC22 outlined in this policy and act in a way that contributes positively to achieve them.
<b>Values</b>	Unity, Integrity, Authentic, Inclusive, Progressive
<b>Scope</b>	The FWBWC22 Board, Workforce (paid staff and volunteers), suppliers & contractors and Sustainability Advisory committee, FIBA, Stakeholders
<b>Date Effective</b>	24 March 2022
<b>Associated Policies</b>	Procurement Policy Risk Management Policy

### 1. Objective

This policy has been developed to give the FWBWC22 LOC the opportunity to articulate its commitments in delivering a sustainable event by managing every single phase of its event, from planning to realisation, through the lens of sustainability. It outlines the approach to its implementation.

### 2. Scope

This policy applies to anyone who is involved in FWBWC22 event, from design, planning and delivery. Partners, sponsors, suppliers, and contractors are required to review the terms of this policy.

### 3. Definitions

#### Sustainable event

A sustainable event takes into consideration the negative and positive impacts of the event operations on the environment and society. This is done through initiatives that reduce the use of natural resources (ie. water, energy, fuels, food, materials), minimise waste generation while at the same time preventing an increase of greenhouse gas emissions produced by, for example, transport, accommodation, venues or food catering. A sustainable event has also the ability to leave positive social benefits for the community. FWBWC22 is taking the opportunity to showcase how the sport industry is adapting to a world increasingly affected by climate change and social inequalities.



### Carbon neutrality

In an event, carbon neutrality is achieved when the carbon dioxide emissions released into the atmosphere as a result of the event activities and operations are balanced with the amount that is absorbed or removed from the atmosphere. This is done through funding of projects that reduce emissions elsewhere (ie. tree planting).

## 4. Policy

### 4.1 Our commitments

The FIBA Women's World Cup 2022 (FWBWC22) will be hosted by Australia 22 September – 1 October 2022, in the iconic precinct of Sydney Olympic Park. The FWBWC22 aims to ignite the passion for women's basketball globally, with a mission to create a bold, engaging and inclusive World Cup celebrating the power and excitement of women's basketball.

This edition will be unique in many aspects and sustainability is no exception. We acknowledge the potential positive and negative impacts this event can have on the environment, society and the economy. As a result, the LOC is committed to *"delivering the most sustainable women's basketball world cup since inception and create a blueprint sustainability framework as a lasting legacy for future mega and major events."*, **that's our vision.**

We will do so by *"creating an engaging and inclusive sustainability program, demonstrating a pathway that inspires and educates."*, **that's our mission.**

#### 4.1.1 United Nations Sports for Climate Action Framework

FIBA is a signatory to the United Nations Sports for Climate Action Framework, a worldwide movement to help sport organisations reduce greenhouse gas emissions caused by their operations and to take the opportunity to engage with millions of fans in this effort. Organisations are united together behind a set of 5 principles:

1. Undertake systemic efforts to promote greater environmental responsibility
2. Reduce overall climate impact
3. Educate for climate action
4. Promote sustainable and responsible consumption
5. Advocate for climate action through communication

The FWBWC22 is committed to adhere to these principles by embedding them into our sustainability program.

#### 4.1.2 United Nations Sustainable Development Goals

In developing the FWBWC22 sustainability strategy, we recognised the importance of aligning our activities and their contribution to the United Nations Sustainable Development Goals (UN SDGs), a set of 17 global goals defined by the United Nations in 2015 to end poverty, protect the planet and enjoy peace and prosperity for all. The implementation of this Policy will contribute to the achievement of many of the UN SDGs which are indicated below.



## 4.2 Our approach

The FWBWC22 LOC's commitments to sustainability will be encapsulated into three focus areas:






- **Reduce environmental impacts**
- **Responsible sourcing**
- **Inspire and educate**

Each of these areas has associated goals and categories of actions as indicated below. The categories have been identified through a materiality assessment, are strongly inter-connected and should be considered as a whole: **climate, waste, transport, energy, water, procurement, workforce, communication, and legacy.**

### 4.2.1 Reduce environmental impacts

In collaboration with our partners and suppliers, we are aiming to reduce negative environmental impacts and achieve a certified carbon neutral Women's Basketball World Cup event. We will focus on reducing the environmental impacts associated with the event operations and the resulting carbon emissions as much as we can. To compensate the remaining emissions which can't be reduced, we will invest in carbon offsetting projects.

#### FOCUS AREA: REDUCE ENVIRONMENTAL IMPACT

Goal		Area of action	KEY UN SDG
1	Target carbon neutrality by minimising the event emissions and offsetting where possible.	<b>CLIMATE</b> Measuring, reducing, reporting, offsetting	
2	Incentivise climate friendly transportation options for all.	<b>TRANSPORT</b> Cleaner fuels, public transport, active modes	 
3	Optimise energy efficiency and use of renewables.	<b>ENERGY</b> Green power, efficiency	
4	Target a net zero waste to landfill event by encouraging best practices.	<b>WASTE</b> Recycling, prevention	
5	Minimise water use across the event footprint by adopting conservation measures.	<b>WATER</b> Conservation	


The actions resulting from this section will contribute to **Principle 1, 2 and 4** of the UN Sports for Climate Action framework through our aim to achieve carbon neutrality and taking the steps to reduce climate impact.

### 4.2.2 Responsible sourcing

FWBWC22 values the opportunity procurement activities can provide in making better choices when procuring goods and services. We will aim to ensure that the goods and services we buy,

apply socially responsible, ethical and environmentally aware criteria to our purchasing decisions. We will also be looking to link the FWBWC22 with local businesses, SMEs, social enterprises, indigenous organisations and women-owned businesses, to generate collaborative opportunities and social and economic development.

#### FOCUS AREA: RESPONSIBLE SOURCING

GOAL		Area of action	KEY UN SDG
6	Target best ethical, human rights and environmental practices for the event procurement	<b>PROCUREMENT</b> supply chains sustainable practices	
7	Promote supplier diversity to generate social and economic benefits	<b>PROCUREMENT</b> Inclusion and diversity, local and regional development	

The actions resulting from this section will contribute to Principle 4 of the UN Sports for Climate Action framework, through the promotion of sustainable practices within the procurement needs.

#### 4.2.3 Inspire & Educate

We aim to use the arena of sport to send powerful messages to help increase the understanding of sustainability. We also value the importance of providing a safe and inclusive work environment that inspires our workforce. By creating a blueprint of sustainability framework as a long-lasting legacy, we hope to open the door to a world of exciting experiences, for future major and mega events.

#### FOCUS AREA: INSPIRE & EDUCATE

GOAL		Area of action	KEY UN SDG
8	Provide a safe, inclusive and inspiring work environment for staff and volunteers to thrive.	<b>WORKFORCE</b> Training, inclusion & diversity	
9	Empower attendees to take positive action by educating and promoting the importance of sustainability and the event initiatives.	<b>COMMUNICATION</b> Advocacy, awareness	
10	Create a blueprint sustainability framework as a lasting legacy for future mega and major events.	<b>LEGACY</b> Blueprint, transfer of knowledge	

The actions resulting from this section will contribute to Principle 3 and 5 of the UN Sports for Climate Action Framework, through education and advocacy initiatives.

#### 4.3 Sustainable event management (Governance)

To ensure accountability, transparency and continual improvement associated with our actions and decisions made, FWBWC22 will follow the international standard ISO 20121: *Event Sustainability Management Systems*, in setting up a sustainable event management system. The elements of the standard will guide decision making and support the delivery of a sustainable event. These elements include a strategy, this policy, governance processes, implementation plan, stakeholder engagement and measurement and reporting.

### 5 Contacts

<b>Drafted</b>	Sustainability Manager	Stephanie Lebeau	10/03/2022
<b>Approved</b>	CEO	Melissa King	11/03/2022
<b>Approved</b>	Finance & Risk Advisory Committee	Rod Balding	14/03/2022
<b>Approved</b>	LOC Board	David Reid	24/03/2022

## RESOURCES

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

Standards Australia has published the [\*AS ISO 20121-2013 Event sustainability management systems – Requirements with guidance for use\*](#) as 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* – bringing the International Standard into the Australian standards system.

#### GRI Standards

The GRI Standards represent global best practice for reporting publicly on a range of economic, environmental and social impacts. Sustainability reporting based on the Standards provides information about an organization's positive or negative contributions to sustainable development.

The GRI Standards is a modular system of interconnected standards. Three series of Standards support the reporting process: the GRI Universal Standards, which apply to all organizations; the GRI Sector Standards, applicable to specific sectors; and the GRI Topic Standards, each listing disclosures relevant to a particular topic. Using these Standards to determine what topics are material (relevant) helps organizations to achieve sustainable development.

The following recent standards can be downloaded from the following sites:

- A complete version of 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> and has a cost associated per web reader license.
- A complete version of the 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> for free.

#### Sustainable Sourcing Standard

One effective way to achieve an event sustainability is through procurement, sourcing, licensing and merchandising. The ISO 20400 Sustainable Procurement Standard can provide you with guidance here.

## 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.

Here it is incumbent on the organisation to conduct an inventory of emissions and set an appropriate boundary for the event around its Scope 1, Scope 2 and Scope 3 emissions. There are various programs available for an organisation to seek Carbon Neutrality.

The Australian Government scheme, Climate Active, is considered best practice in Australia. Climate Active Carbon Neutral Standard for Events (Event Standard) – <https://www.industry.gov.au/data-and-publications/climate-active-carbon-neutral-standard-for-events> is a voluntary standard to manage greenhouse gas emissions and to achieve carbon neutrality. It provides best-practice guidance on how to measure, reduce, offset, validate and report emissions that occur as a result of an event's activities.

## ASAP

The ASAP project has a vision to move from words to action, from guidelines and recommendation to their strategic implementation, and, ultimately, from ad-hoc activities to integrated sustainability across the operation of National Olympic Committees (NOCs).

*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>. The roadmap presents a process-based framework for the creation of a Sustainability Strategy.

While primarily drawing on the expertise and experiences of Olympic movement actors, the Roadmap can be used by any sports organisation wishing to embark on a journey towards sustainability. It provides enough flexibility for each organisation to adapt the process to its own environment and to the circumstances in which it operates.



## Glossary of Terms

Language can often be confusing in this landscape. The below outlines some key and frequently used terms within this document. The terms, and the associated definitions, are provided to offer clarity in the language used around the approach taken for this blueprint.

<i>Sustainability Strategy</i>	Details of the Organising Committee's (OC) strategic and operational response to climate change and the aim of the event to creating a legacy.
<i>Carbon Neutral</i>	This refers to the Event taking steps to reduce the carbon footprint of the event as a priority, alongside having a robust and credible offsetting strategy in place to balance out the final carbon footprint (remaining emissions) for the event.
<i>Implementation Plan</i>	The development of a target and plan to achieve reductions in emissions and overall initiatives to deliver sustainable outcomes.
<i>Carbon management</i>	Carbon management: This relates to measuring the carbon footprint of the event, understanding the key sources of emissions and developing a target and plan to achieve reductions in emissions. In this context, as most events carbon footprints include the accounting of, not just carbon dioxide, but other greenhouse gases too (see carbon footprint definition). Therefore, when we're speaking about carbon management, this also covers the inclusion of other greenhouse gases too
<i>Carbon Footprint</i>	Carbon Footprint: The carbon footprint relates to the total direct and indirect greenhouse gas emissions caused by the Event within a defined carbon footprint boundary. The carbon footprint is measured in carbon dioxide equivalent (CO <sub>2</sub> eq), this measure includes and standardises the impact of various greenhouse gases (GHG), in light of their different global warming potential (GWP).
<i>Scope 1 – 3 Emissions</i>	Scope 1 and 2 emissions are those emissions that are owned or controlled by an event, whereas scope 3 emissions are a consequence of the activities of the event but occur from sources not owned or controlled by it.

### End Notes

<sup>i</sup> [B2022-Carbon-Management-Plan-.pdf \(pulselive.com\)](#)

<sup>ii</sup> [The 2022 Beijing Winter Olympics Could Be The Most Sustainable Games Ever - TOMORROW'S WORLD TODAY® \(tomorrowstoday.com\)](#)