



# ASAP FORUM

## INSPIRATIONAL ROUNDTABLES

### Notes

#### 1. Carbon footprint: travel and transport as a major challenge for sport organisations

##### Speakers

- Facilitator: Lasse Lyck, National Olympic Committee and Sports Confederation of Denmark
- Case Studies:
  - Corporate travel/transport - Karoliina Ketola, Public Affairs Specialist, Finnish Olympic Committee
  - Sport events and competitions-related travel - Marleen Wielemaker, Programme Manager Sustainability, Dutch Olympic Committee\*Dutch Sports Federation

##### Main points

- In sport, we cannot stop traveling – therefore, it is of outmost importance that we consider greener travel and logistics options. Communications to all internal and external stakeholders is very important in this regard.
- Competitions/events
  - Try to organise them in such a way that they are spatially and temporally concentrated - easily accessible location, car sharing → for some sport (football) easier than for others
  - Important role played by athletes who can motivate the public to e.g. use bike when coming to the stadium or to their football games.
- Sport organisations
  - Review the state of play in your organisation and take measure to make it more sustainable. Addressing corporate travel, commuting and logistics should be an internal part of it.
  - It is necessary to find balance between travelling to the office and home office (also from mental health perspective).

##### Project/initiatives/good practices

- Netherlands: Dutch Mobility Program + Dutch FA Initiatives/campaign
- Finland: Practical measures at the NOC office building (promoting biking, 2 hours for physical activities, money for public transport)



## 2. Leveraging the power of communications to drive sustainability in and through sport

### Speakers

- Facilitator: Matthew Campelli, Sustainability Director, Touchline
- Case studies:
  - Internal comms (staff engagement) - Julie Duffus, International Olympic Committee
  - External comms – Jana Bábiková, PR and Communications Consultant, CIRA Advisory s.r.o.

### Main points

- Internal communications
  - Involve and talk also to sceptical people; use the right person to communicate to the right people.
  - It is a long process - start communicating with colleagues step-by-step (do not overwhelm them).
  - Share responsibility with colleagues.
  - Snowball effect works – if there is enough small actions by individuals, the process will accelerate and pick up new people, new changes.
  - Institutional communications do not work very effectively when addressing/motivating employees on matters related to sustainability - rather use other communications channels, methods (e.g. social media)
- External communications
  - Do not communicate in an academic/scientific manner - use easy, simple vocabulary.
  - A problem for many organisation = fear to communicate externally because of the risk of greenwashing. Solution = start to communicate about what you are doing in your organisation (about the small steps, positive changes etc.)
  - Use experts and build your communications on facts.
  - Crisis communications – be ready to handle a worse-case scenario – prepare a list of what to do and say.

### Project/initiatives/good practices

- More vegetarian options and be-active programme provided by the employer (if canteen is available).
- Sustainability training as part of on-boarding of new employees.
- Financial aid for active (low-carbon) transportation/commuting.
- Establishment of travel/carbon budget for each department.

## 3. Advancing sustainability together with commercial partners

### Speakers

- Facilitator: Rikke Rønholt Albertsen, Board Member, National Olympic Committee and Sports Confederation of Denmark
- Case studies:
  - João Paulo Almeida, Director General, Portuguese Olympic Committee



- Zoran Bartek, Marketing Director, Czech Olympic Committee and Světlá Košková, Client Marketing Director Visa Czech Republic, Slovakia and Hungary

### Main points

- Think long-term and in terms of real partnerships and not “just” sponsorships.
- Tailor-make your partnership offers to each (prospective) partner and find a well-balanced approach between commercial and sustainability aspects.
- Sport organisations should try to help to leverage what partners want to achieve and show the way how to meet their objectives.

### Project/initiatives/good practices

- Olympic Festivals 2020 in the Czech Republic – [Visa EkoZone and other activities](#) letting people experience sustainability at the event supported by Visa.
- Mentor-mentee relationship between the NOCs of Spain and Portugal in the area of sustainability and marketing.
- Olympic Forest - cooperation between the NOCs of Portugal and Spanish and Procter & Gamble – trees planting project on the borders of the two countries.

## 4. Athletes and sport organisations: working together on reaching sustainability objectives

### Speakers

- Facilitator: Jonne Silonsaari, Universities of Jyväskylä and Amsterdam/Protect our Winters Finland
- Case studies:
  - Riikka Rakic, Head of Sustainability, International Biathlon Union
  - Ilona Burgrová, ex-professional basketball player and Chair of Equal Opportunities in Sport Commission, Czech Olympic Committee

### Main points

- First, trust needs to be established between sport organisations and athletes. Athletes need to know that their voices and time will be valued, that it is not waste of time for them, and that they will be heard.
- A basis for successful cooperation is the integration of athletes’ voices in the governance of the organisation.
- Build the knowledge and get to know your athletes. Not all will be interested, but many will. They do want to use their voices.
- One size fits all does not work. Tailor make your activities and the cooperation itself to the interests of the individual athletes. Let those, who are interested experiment and experience.
- Evaluate - going forward based on results of surveys etc.
- Inform athletes about the sustainability activities of your organisation. Go where athletes communicate. Do not assume that they just pick up the information from general communications of your organisation.
- Provide training to athletes on e.g. basics on climate change and communications - how to use one’s platform.



## Project/initiatives/good practices

- [IBU Athletes ambassadors programme](#) - currently 15 athletes focusing on integrity, environmental issues and gender equality. Ambassadors who focus on the environment then choose their topic of interest and work on it – e.g. re-use of sport equipment, snow and sustainable snow management etc.
- [IBU Athlete Sustainability Survey](#).
- [Athletes of the World](#) - training programmes on sustainability for athletes
- NOC of Denmark – a full time employee at the DIF secretariat charged with helping and assisting the athletes’ commission and the commission chair who is a member of the DIF Board.
- European Softball Federation - 2 athletes (with voting rights) sit on the Executive Board of the organisation (male and female).
- NOC of Greece – many sustainability-related activities involving Olympians (e.g. climate action/change video, school visits, Olympians as ambassadors for individual SDGs, participation in the “[Running out of time relay](#)” in the run up to COP 27).
- Czech Floorball is currently working on a sustainability ambassador programme for athletes.