Chapter 8

Sustainability
8.1 Beach Volleyball as a Sustainable Sport

For several years now, the FIVB and Global Sports Alliance (GSA) have joined forces to help raise environment awareness through sport. The Ecoflag symbolizes the commitment to the environment of sports-lovers and everyone who knows the importance and irreplacable nature of the water, air and greenery that surrounds us. The Ecoflag program is linked to the United Nations environment program (UNEP).

In today’s world it is crucial to recognize the effect of the climate change and exploit sport events to educate athletes, audiences and organizers to some basic sustainable situations.

A sustainable sports effort is a natural fit between sports’ embodied values, such as health, respect, inclusion and fair play, and the values linked to incorporating responsible environmental, social and governance practices. This chapter has been realized with the cooperation and resources of the International Academy of Sport Science and Technology (AISTS) and is an official adaptation of the Sustainable Sport and Event Toolkit (SSET) developed by the AISTS and the Vancouver Organising Committee for the 2010 Olympic and Paralympic Winter Games (VANOC). SSET is supported by the International Olympic Committee and aims to give sport organisations the knowledge and tools to incorporate sustainability into their business practices and to execute sustainable sport events.

SSET integrates the management & sustainability practices recommended by the following organisations into a realistic application for sport events:
- Olympic Movement Agenda 21
- IOC Guide on Sport, Environment, and Sustainable Development
- ISO 26000 on Social Responsibility
- BSI 8900-8901 on Sustainable Event Management (British Standards Institute)
- GRI 03 Sustainable Reporting Guidelines (GRI-Global Reporting Initiative)
- SMRS (Vancouver 2010 Sustainability Management and Reporting System)

Sustainability integrates environmental, economic, and social spheres to "meet the needs of the present without compromising the ability of future generations to meet their own needs". In 1994, the Olympic Congress made the environment the official third pillar of the Olympic Movement along with sport and culture. In 1999, the International Olympic Committee (IOC) adopted the Olympic Movement Agenda 21 to improve socio-economic conditions as well as practices on environmental conservation and their impact on natural resources.

The opportunities for Beach Volleyball event organizers embracing sustainability are vast and include: increasing sponsorship appeal, engaging stakeholders, reducing their environmental footprint, reducing costs, and implementing a thorough and accountable quality management process. High profile sport events like the SWATCH FIVB World Tour and World Championships have an opportunity to use their visibility to work with athletes, spectators, sponsors and their host region to achieve positive change.

While many large events have a responsibility to uphold sustainable practices, smaller organizations and events should not underestimate the value of increasing their sustainability plans. In conjunction with SSET, which can be referred to at www.sustainable-sport.org, the FIVB would like to provide to event stakeholders with the tools required to incorporate sustainability and to plan and execute sustainable sport events. Every Beach Volleyball event is different and will require different sustainability efforts. The goal of this chapter is to provide the information and resources needed to choose what currently works the specific event and apply it. Current best practices are also highlighted and innovative examples of sustainable sport planning to manage environmental, social, economic and legacy impacts and opportunities are given.

In 2009 some promoters showed leadership and implemented a successful sustainability programs and initiatives. Among these we would like to specifically note the promoter of the Grand Slam in Gstaad and the promoter of the Open in Brasilia. Some of the photos of this chapter portray the various efforts of the 2009 SWATCH FIVB World Tour promoters.

To comply with today’s contemporary issues and needs, The FIVB would like to emphasize the importance of the sustainable practices of the Beach Volleyball events that make a difference. The mission of the FIVB is: “to reach out to the stakeholders involved and make its contribution by creating and delivering an extraordinary and responsible Beach Volleyball experience with lasting legacies.”

The “Ecoflag” is a symbol of our Commitment to the Environment!
**SUSTAINABLE COMMITMENT, STRATEGY & MANAGEMENT**

Make an organizational commitment to sustainability and sustainable sport events. Strive to be accountable for low-footprint, low-carbon, low/waste, inclusive, accessible and ethical sport and events.

**GOAL – OBJECTIVE**

**ACTION TO BE TAKEN**

Create a commitment statement on organizing a sustainable sport event

Write a public commitment statement outlining your intention to organize a sustainable sport event and communicate it both, internally and externally.

Identify your key sustainable issues and stakeholders

Involve your key partners (e.g. sponsors, local partners, authorities) to secure collaboration. Invite these key partners to be part of the commitment statement.

Define your scope

Determine time span, location, event and key activities to be addressed

Identify and assess your risks and opportunities

Identify any risks/opportunities associated with your sustainable event and evaluate the magnitude and likelihood of these risks / opportunities occurring.

Plan to leave a positive legacy

Identify the top three things your event plans to accomplish to leave the site, venue, services, community or sport organization better off once the sport event is finished.

Commit to benchmarking key measures for the next sustainable sport event

Track progress of key measures across relevant areas of your organization. Using this information, set new targets and update the sustainability plan for the following season’s event.

**MANAGEMENT**

Top management shall implement the sustainable policies by forming and giving support to its staff – sustainability project team. Team’s performance then should be evaluated through measurable objectives and targets.

**GOAL – OBJECTIVE**

**ACTION TO BE TAKEN**

Designate a green/sustainable team leader and form a team

Designate a sustainable leader to oversee implementation of the commitment and the designated implementation team (could include a leader, a recruiter and trainer, a data person/secertary, a reporter/communicator).

Establish ‘a way to work’ together

Determine task leaders; budget (if any); method to track progress; and frequency of team’s meetings.

Set measurable sustainability objectives and targets

Address relevant (locally significant meaningful to your main stakeholders) environmental, social and economic impacts and opportunities.

E.g. Carbon responsible, low carbon or carbon neutral events. Zero waste or low waste to landfill events. Inclusive events for local and international people of visible minorities, people with disabilities, high inclusivity/community involvement goals.

Perform regular checks and reviews of objectives and targets

Check stakeholder satisfaction, whether you and your suppliers are meeting contractual obligations, achievement of objectives and implementation of previous review recommendations.

Commit to documenting and reporting on your sustainability policy

Sustainability reporting is the practice of measuring, disclosing and being accountable for organizational performance while working towards the goal of sustainable development. A sustainability report provides a balanced and reasonable representation of the sustainability performance of the reporting organization, including both positive and negative contributions. Note that documenting is a vital part of a successful knowledge transfer system.

**SITE SELECTION AND CONSTRUCTION**

In the planning phase of your Beach Volleyball event, the focus must be to minimize its ecological footprint. It is important to ensure the venue will be centrally located, that it will be barrier-free, have a clean-air policy and a restoration plan.

**GOAL – OBJECTIVE**

**ACTION TO BE TAKEN**

Select sites and venues with a minimal ecological footprint

- Choose existing sites and venues where possible
- Consider temporary or portable infrastructures
- Share your venue with other events or users if possible
- Build for a sustainable legacy by integrating the needs of the community
- Respect local culture and heritage

For example: The small alpine village of Gstaad, Switzerland hosts two international events each year, the SWATCH FIVB World Tour 1 to 1 Energy Grand Slam (Beach Volleyball) and the Allianz Suisse Open ATP (Tennis). These events joined forces to build a shared temporary venue. Since the dimensions of the playing surfaces are similar, organisers use the same seating, stands, tents, and grounds. The beach volleyball event covers the courts with sand, and an entirely different sport is accommodated.

Choose centrally located sites and venues

Athletes, officials and spectators should have short and/or convenient commuting distances from sport event sites and accommodation.

Ensure barrier-free access for everyone

Select/construct sites and venues that are barrier free (e.g. wheelchair accessible) and in locations that are accessible for all modes of transportation.

Select/build venues with efficient water technologies

Include storm water capture and re-use; low-flow toilets and no-flow urinals; use grey water; water-saver taps, etc.

Select/build energy efficient venues

Include clean and/or energy-efficient heating, cooling, air cooling and venting windows and lights.

Ensure clean air by avoiding pollution

Use environmentally sustainable construction materials which don’t off-gas pollutants or allergens.

Use ecologically friendly and certified wood

- Source certified (e.g. FSC – Forest Stewardship Council), local and low-impact wood (e.g. bamboo) and avoid old-growth timber
- Use recycled or reclaimed wood

Select/build venues which minimize soil, flora and fauna impacts

- Use toxin-free materials, avoid cutting down trees and do not build in environmentally sensitive ecosystems
- Apply green building guidelines
- Apply smart site selection principles

Include a site restoration plan

Avoid landfill waste by adding recycling and to the natural environments through replanting and clean-up

**REDUCE-REUSE-RECYCLE !!!**
COMMUNITY & SUPPLY CHAIN

The organizers of the event should strive to involve their respective community and engage in an ethical and transparent supply-chain that would help support sustainable sport event commitment.

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<tr>
<th>GOAL – OBJECTIVE</th>
<th>ACTION TO BE TAKEN</th>
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<tbody>
<tr>
<td>Establish a sustainable purchasing policy</td>
<td>Establish a policy that contains the contracting procedures and a code of conduct to source products and services that are both sustainable and ethical</td>
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<tr>
<td>Recruit from the local community, encourage diversity and follow ethical hiring practices</td>
<td>Use local organizations for applicable temporary jobs, volunteers and contractors (e.g. waste recycling services, cleanup crews, entry level job agencies and those that recruit from local enterprises and/or those that support socially-diverse people, people with disabilities). Ensure a fair wage system.</td>
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<tr>
<td>Seek sustainable sponsors</td>
<td>Seek sponsors with the commitment and capability to help achieve sustainable sport event goals. Examples of what sponsors can bring include low waste and low carbon solutions; ethical sourcing and sustainable operations; track record of community involvement.</td>
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<tr>
<td>Integrate event with local community stakeholders</td>
<td>Actively seek to get the support and involvement of the tourism office, city and regional authorities, local organizations, etc.</td>
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<tr>
<td>Lease, rent or buy local, environmentally friendly and community-inclusive</td>
<td>Use local enterprises and those that support socially-diverse people, and people with disabilities.</td>
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<td>Donate equipment to local sport and community organisations</td>
<td>Donate to local schools, public recreation centres and community sport clubs that can make good use of sporting equipment.</td>
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VENUE AND OFFICE MANAGEMENT

Aim of sustainable venue and office management is to minimize negative impacts in the environment through energy, waste, water, paper and noise management.

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<td>Implement responsible energy management practices</td>
<td>- Operate site and venue lighting, heating and cooling optimally. Use spectator signage and operational staff training and on-going inspections. - Purchase low-energy designated office equipment (i.e. EnergyStar), turn off all lights, computers, printers, coffee machines, etc., purchase green electricity - Example: 1to1 Energy, main local sponsor of the SWATCH FIVB World Tour event in Gstaad who supplies the energy for the event from renewable sources, in particular using the electricity produced from the solar panels on the roof of the nearby Stade de Suisse stadium in Bern.</td>
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<tr>
<td>Implement responsible waste management practices</td>
<td>- Keep the site and venue litter-free through efficient use and placement of garbage and recycling bins. - Train staff and volunteers. - Find ways to prevent the creation of waste.</td>
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<tr>
<td>Implement responsible noise management practices</td>
<td>- Reduce and prevent noise through signage, respect by-laws, training and inspections.</td>
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<tr>
<td>Ensure clean air</td>
<td>Implement a no-smoking policy, use biodegradable cleaning products and limit the use of vehicles on-site</td>
</tr>
<tr>
<td>Implement responsible water and snow management practices</td>
<td>Measure and reduce water usage in your venues and use water from renewable sources</td>
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<tr>
<td>Strive to be paperless</td>
<td>- Read, send and post electronic documents where possible. Print double-sided where applicable and always on recycled paper - Implement electronic systems for event registration, communications and finances where possible</td>
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MARKETING AND COMMUNICATION

The objective is to promote sustainability internally and externally while at the same time raising the profile and image of your event and with your key stakeholders.

GOAL – OBJECTIVE

Implement a clear sustainable marketing plan for a consistent branding strategy

ACTION TO BE TAKEN

Choose a few focused messages as part of your branding strategy and use them throughout the event.

– Use your leadership and position of influence on sustainability to promote the sustainable aspects of the image of your event.

– Be careful not to overuse marketing terms and images that are either not accurate or oversell an organization’s environmental practices. This can both hurt your credibility and open you up to sanctions by advertising authorities.

Communicate in an environmentally friendly way

Make sure your communication is consistent with your sustainability message by avoiding unnecessary paper, flyers, mail-outs, etc.

Integrate your sponsors and stakeholders into your sustainable marketing plans

Invite alignment and support by sponsors on your branding and marketing strategies.

Make everyone part of your cause (see also Athlete and Public Engagement in the following section)

The more volunteers, participants, officials, etc. buy into what you are doing, the more likely they can help get your message out.

TRANSPORTATION & ACCOMMODATION

Transportation and accommodation are two items that potentially leave big ecological footprints. The aim is to favor green fleets, public transportation, and accommodation thereby minimizing negative impact to air quality and climate.

GOAL – OBJECTIVE

Offer accessible public transportation services

Choose accessible transportation modes that ideally use low emission technologies

Support sustainable accommodation

Provide smart-driving guidelines and education

ACTION TO BE TAKEN

Liaise with local public transportation authorities to ensure sufficient and effective modes of public transportation.

Use low emission shuttle vehicles, bicycles, hybrid cars, etc.

Choose sustainable and socially responsible accommodation close to sport events venue which support local tourism (e.g. Hotel Association of Canada - Green Step, hotels with green and or socially responsible programs and practices).

Provide athletes and spectators with information and incentives on how to reduce their environmental impact through travel. Provide guidelines and training for all event workforce vehicle drivers on items such as a no-idling policy, maintenance of vehicles and other fuel saving measures.

CATERING, FOOD & BEVERAGE

Food and beverage is an area where events can significantly reduce their impact and at the same time improve the customer experience. By offering local and seasonal food and beverages, events can minimize transportation issues, reduce waste from packaging, and contribute to the local community.

GOAL – OBJECTIVE

Reduce ecological footprint of food

Promote healthy diets

Minimize food waste and maximize composting and recycling

Reduce food packaging waste

Contribute to local community

ACTION TO BE TAKEN

Source from fair-trade, organic, seasonal, local and regional sources where possible, high percentage of fruits and vegetables and use tap water where appropriate.

Choose healthy food products (fresh, in season where possible, non-trans fat, low sugar, fruit and vegetables, grains).

Minimize food waste by cooking to order as much as possible and link with composting waste management system. Provide recycling and composting bins in convenient locations.

Procure food with biodegradable, recyclable and/or minimum packaging.

Ask caterers to donate unused food to local shelters.

Beach Volleyball for a Changing World!

Brazilian Olympian Sandra Pires planting tree from Brasil.
ATHLETE AND PUBLIC ENGAGEMENT

To inspire, engage and recognize Beach Volleyball athletes’ and public involvement in sustainable living choices. Utilize these resources to transmit your message to the wider audience.

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| Engage athletes and the sporting community | - Identify primary target audience – high performance athletes (local and international) and the respective National Federation, Federal and Provincial/State government Ministries of Sport/Health/Environment; Corporate Sponsors; Non-government Organizations.  
- Place emphasis on organizations with resources (financial, technical and human) and similar interests. |

Define the “call to action” | Identify the areas of action for recognition  
- Reduction of carbon footprint by individual actions taken  
- Initiatives that involve others and other organizations.  
- Actions can include sport activity: reducing waste and recycling, volunteering in your community, coaching a local team, buying locally, hosting a local community event to celebrate participation. |

Define the modes of communication | Build on existing individual status and programs:  
- Identify champions, athletes, ambassadors, opinion leaders, celebrities to help tell the story and inspire action.  
- Identify the means of promoting and inviting the “call to action” (website, events, newsletter, Public Service Announcements).  
- Identify the means to recognize progress and results, stories and examples of participation (profile through media, web and event communications). |

Provide resources for engagement | Provide kits or guides for sport groups, schools, community groups with information about the issue, “call to action”, tracking, recognition and celebration activities. |

Track and report results | Identify what you want to track and report (i.e. numbers, types of commitment, and demographics of participants).  
- Select which tools you can use to calculate and report results to the “call for action”.  
- Example: carbon calculator for athletes or public on travel – what transportation means were used? |

Celebrate the results | Identify the ways and means to celebrate results through recognition, profiling, awards, certificates, stories and showcasing. Post letters, quotes, twitter. |
FRAGILE Handle with Care!