



Sport entities and their local and regional authorities: friends or foes?

Greening sports for achieving participative and contributory
circular communities: skills and know-how for getting there;

Brussels, 08/06/2023





Environmental management in football

Does it really matter?

Depending on the size of the venue, **sport events can result in attendances of as much as 20.000 to 50.000+ people.**

Given the current trends in attending sport events, with the pre-match, match and post-match periods, these visitors can spend as much as 4-5 hours within or just outside the stadium's perimeter. Adding to this the arrival of the teams, warm-ups, press conferences, accommodation etc. - it can account to a full day of operations, logistics, movements and more in and around the stadium.

This nearly equals to a **daily rhythm and functioning of a mid-size town**, with all the environmental aspects included – mobility, waste management, energy consumption, food production etc.

Tournaments, cups and similar events over a longer period can only result in higher environmental pressure.



Environmental management in sport

Who cares?

Everyone does.

Surveys and research show that both **sport and venue management** as well as **supporters** do care. To a greater or lesser extent.

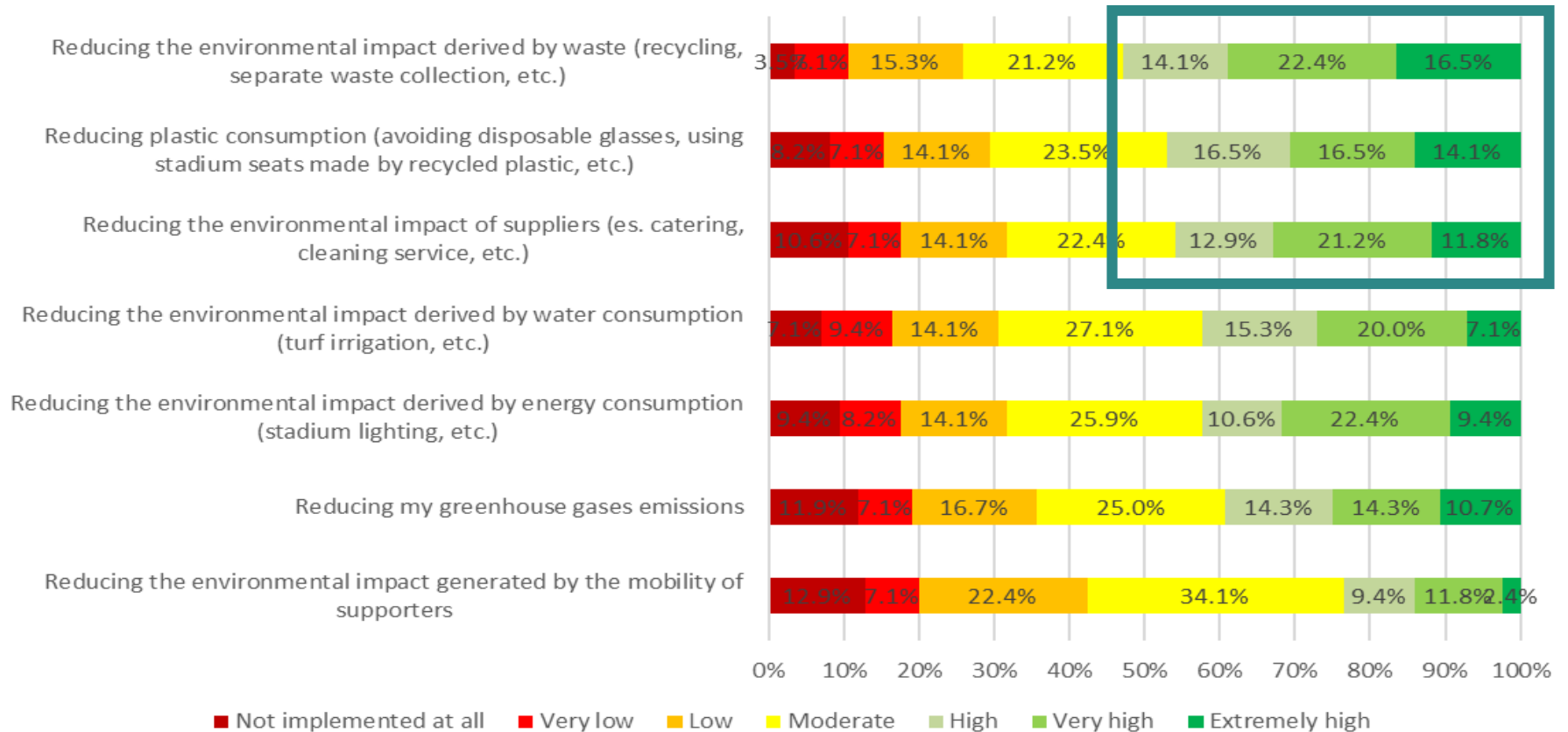
Furthermore, driven by relevant sport umbrella organisations, public authorities and European institutions, **environmental management is becoming never more present in sport organisations' environmental, social and governance and corporate social responsibility strategies.**



Environmental management in sport

Are sport entities “greening” their practices?

Is your organization implementing environmental practices?

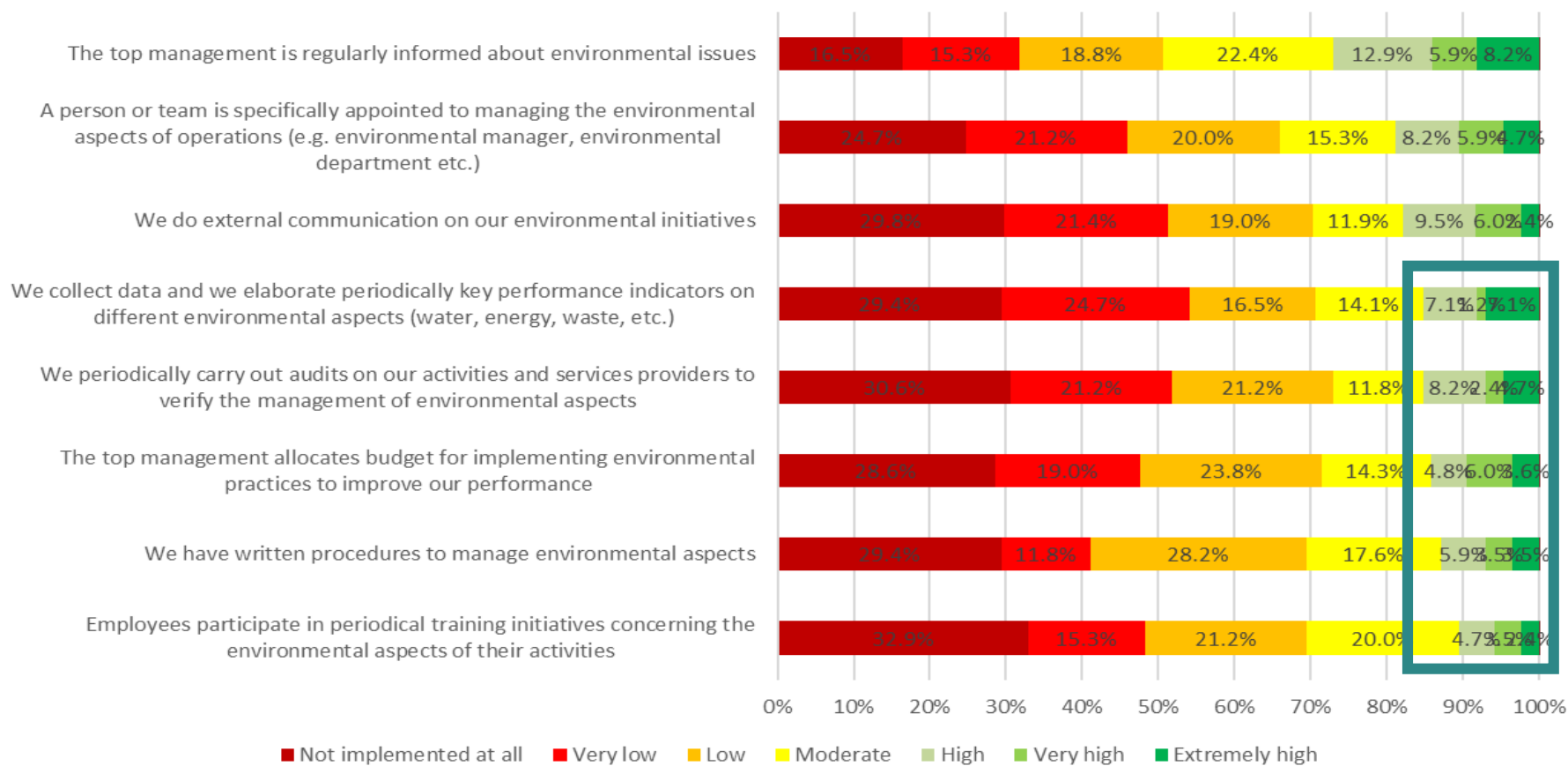




Environmental management in sport

How are sport entities “greening” their practices? Frameworks and strategies

Is your organization adopting actions aimed to improve the environmental governance?





Environmental management in sport

How are sport entities “greening” their practices? Learning and inspiration

How frequently does your organization implement the following activities to find new opportunities for improving environmental management capacity and performance?





Environmental management in sport

How are football entities “greening” their practices?

The motivation, awareness, efforts and intentions are there but not necessarily followed up and accompanied by proper actions, strategic approaches and concrete steps towards achieving them.

The efficiency and real impact of those practices???

The reason?

- ⚡ Lack of expertise (trained staff, dedicated positions)
- ⚡ Low priority (compared to other CSR activities – antiracism, inclusion, migration, international cooperation)
- ⚡ An expensive adventure (high investments, time consuming)
- ⚡ No support from local and regional authorities



Environmental management in sport

Previous observations and outlooks for the future

- ⚡ Key entities in the world of sports, such as stadiums, clubs and associations are more than **open and interested in exploring potential environmental management improvements** in their governance or operations.
- ⚡ Sport event goers, either regular or occasional, expressed **encouraging voices in terms of environmental performances** of the venues they are visiting or teams they are supporting.
- ⚡ One of the most common and recurring challenge revolved around the **complicity of identifying different stakeholders** involved in the organisation of sport events.
- ⚡ An added value this European projects brought to event organisers was the enhancement of **peer-to-peer learning**.
- ⚡ What many pilot tests showed as a crucial step towards a successful implementation of a particular improvement were **various communication activities**.
- ⚡ **Environmental monitoring**, preferably continuous is the only way forward to be able to quantify the environmental benefits a sport organisation/venue is making by introducing new practices.



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Objective

“ACCESS is looking at narrowing the gap between the current environmental performances of sports clubs and associations, their strategies and practices and strategies and targets of respective cities or regions they are located in and where their activities are taking place.”



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Project overview

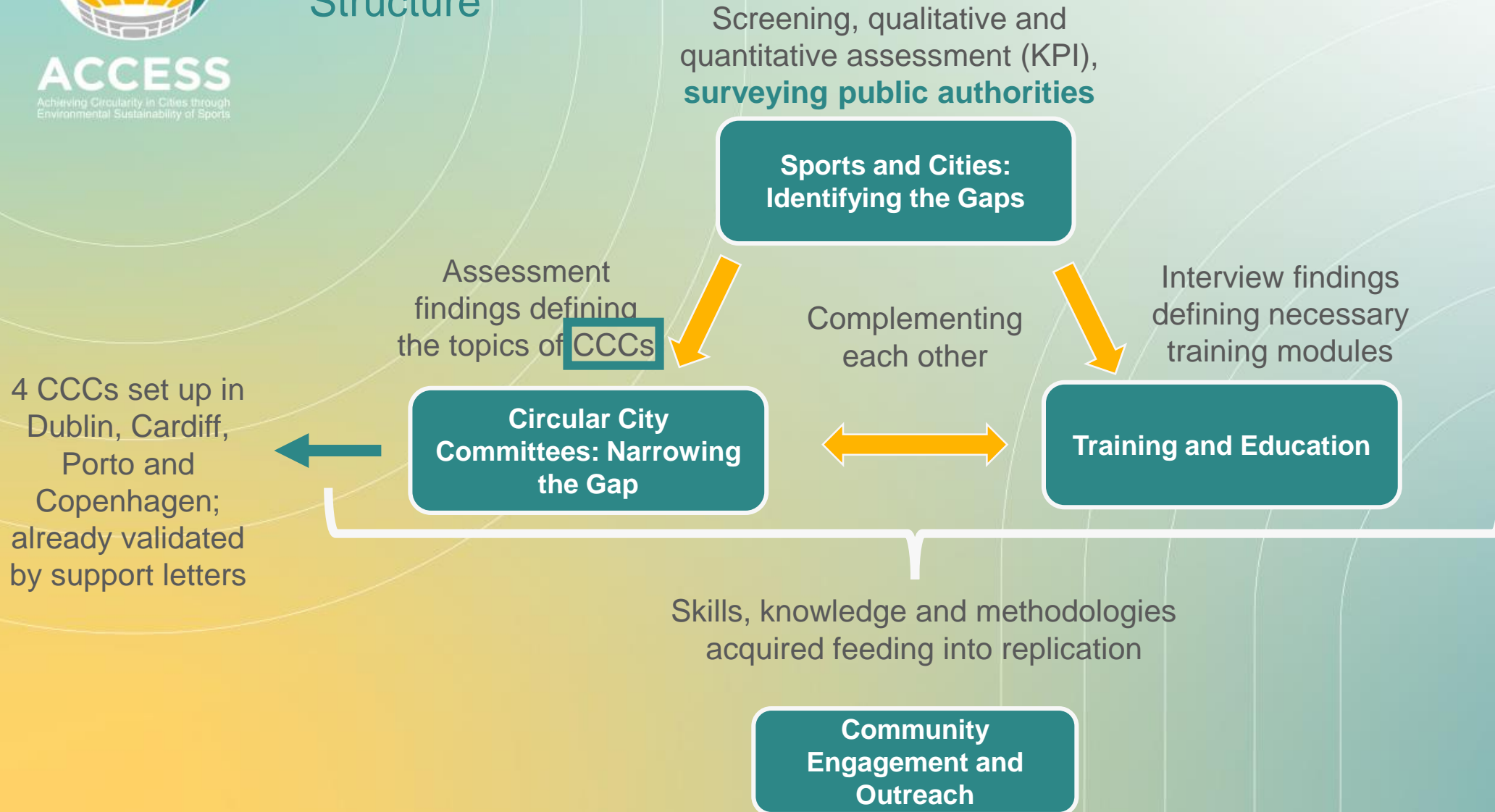
General objectives:

- ⚙️ To identify and evaluate synergies, governance and cooperation actions between participating sport organisations and their respective cities for implementing circular economy principles (i.e. water and energy efficiency, waste management, mobility ...) in order to achieve cross-sectoral cooperation
- ⚙️ To establish in each involved urban area a Circular City Committee (CCC) which would meet on a regular basis to discuss and initiate systemic and systematic activities, actions and solutions for increasing the circularity in respective urban areas



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Structure





Communities of Practice



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Communities of Practice

Communities of practice are formed by people who engage in a process of collective learning in a shared domain of human endeavour: a tribe learning to survive, a band of artists seeking new forms of expression, a group of engineers working on similar problems, a group of students defining their identity at school, a network of surgeons exploring novel techniques, a gathering of first-time managers helping each other cope ...

“Communities of practice are groups of people who share a concern or a passion for something they do and learn how to do it better as they interact regularly.”

by cognitive anthropologist Jean Lave and educational theorist Etienne Wenger, 1991



Community of Practice

The learning basis for successful CCCs

Domain

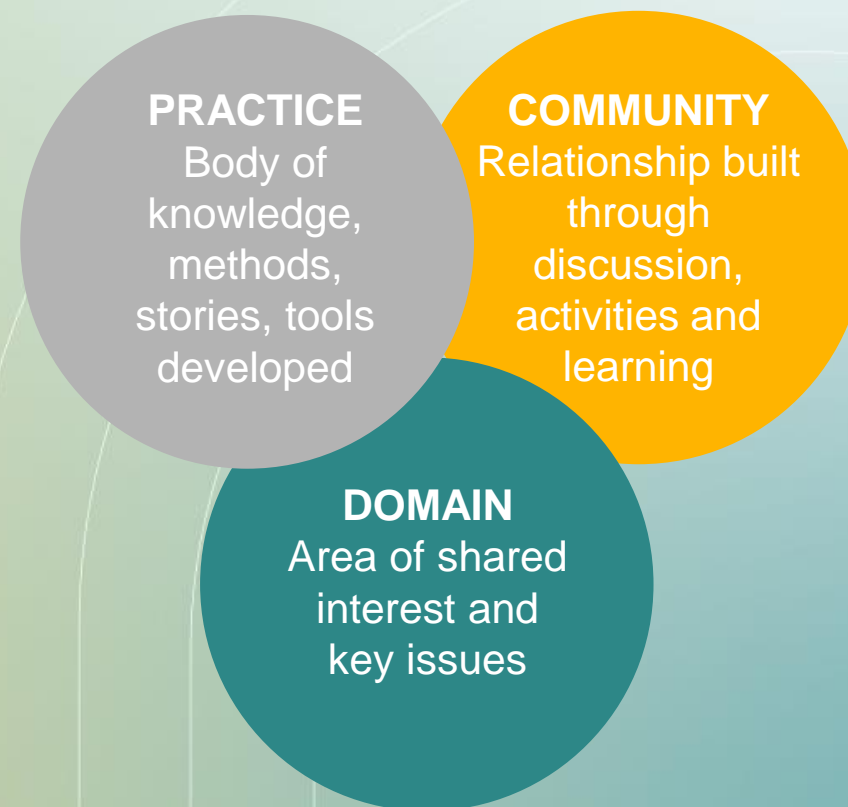
A domain of knowledge creates common ground, inspires members to participate, guides their learning and gives meaning to their actions.

Community

The notion of a community creates the social fabric for that learning. A strong community fosters interactions and encourages a willingness to share ideas.

Practice

While the domain provides the general area of interest for the community, the practice is the specific focus around which the community develops, shares and maintains its core of knowledge.





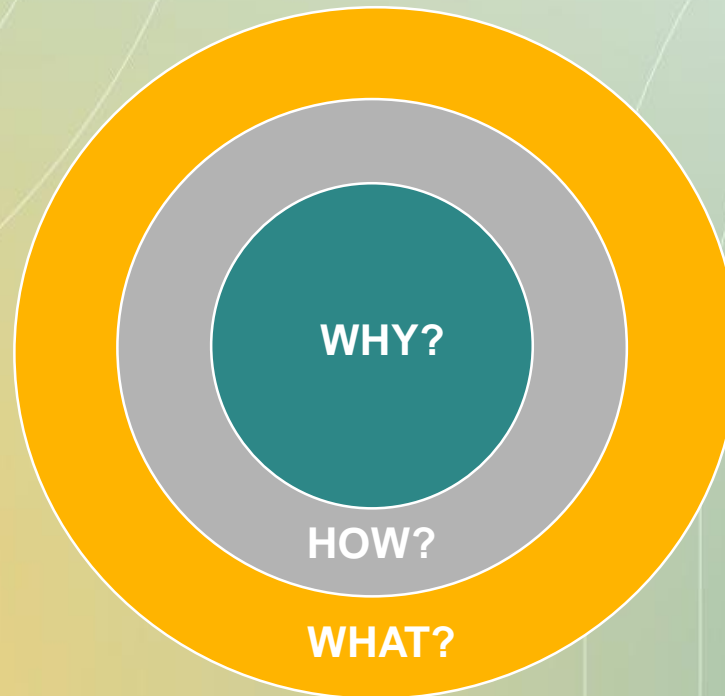
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COMMUNITIES OF PRACTICE

Community of Practice basics

The 5P Principle

PURPOSE





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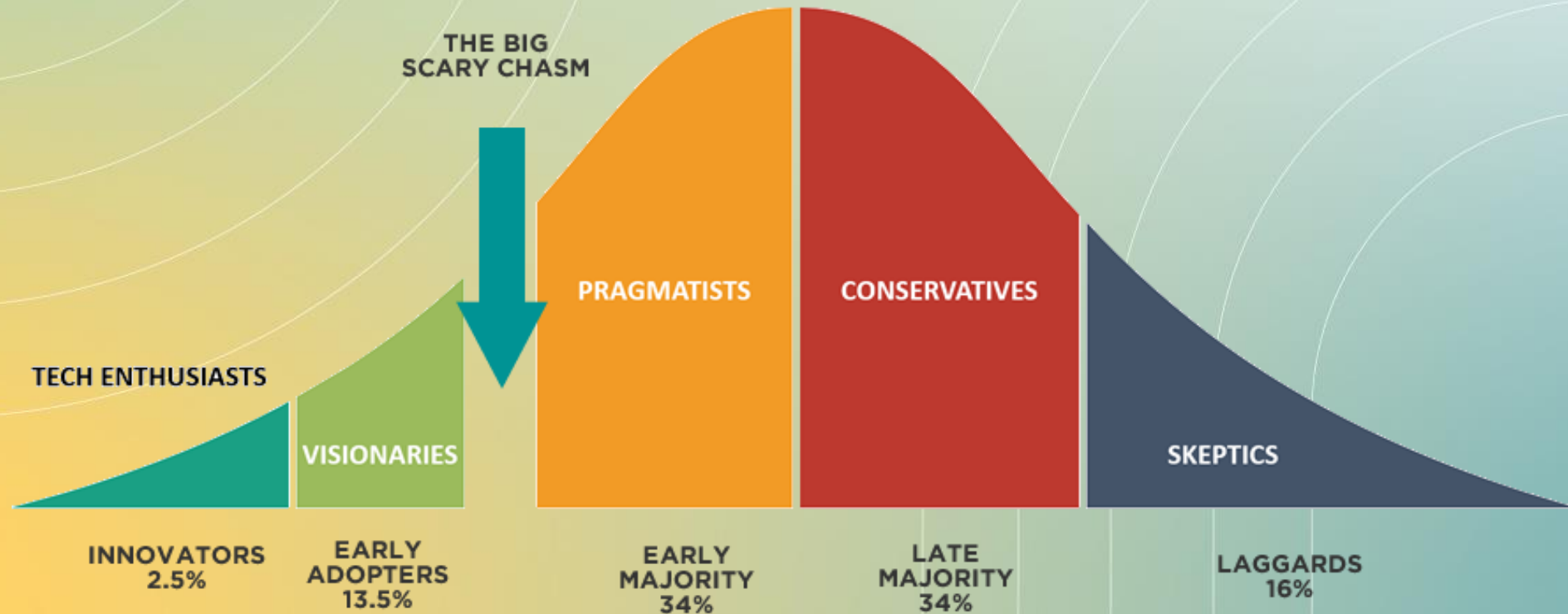
COMMUNITIES OF PRACTICE

Community of Practice basics

The 5P Principle

PURPOSE

PEOPLE





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Community of Practice basics

The 5P Principle

PURPOSE

PEOPLE

PRODUCT

**Create
&
Curate**



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COMMUNITIES OF PRACTICE

Community of Practice basics

The 5P Principle

PURPOSE

PEOPLE

PRODUCT

PLATFORM

Face2Face CoP

Online CoP

- ⚙️ Bring people together for collaboration, sharing, and learning around the same table
- ⚙️ Allows participants to set aside time, which often leads to increased engagement, commitment, and participation
- ⚙️ Require the time and budget for in-person meetings
- ⚙️ Provide virtual collaboration among practitioners/program managers
- ⚙️ Are less expensive and can be organized quickly
- ⚙️ Facilitate discussion between different time zones or people on different schedules
- ⚙️ Often leads to a lower level of trust and engagement among participants



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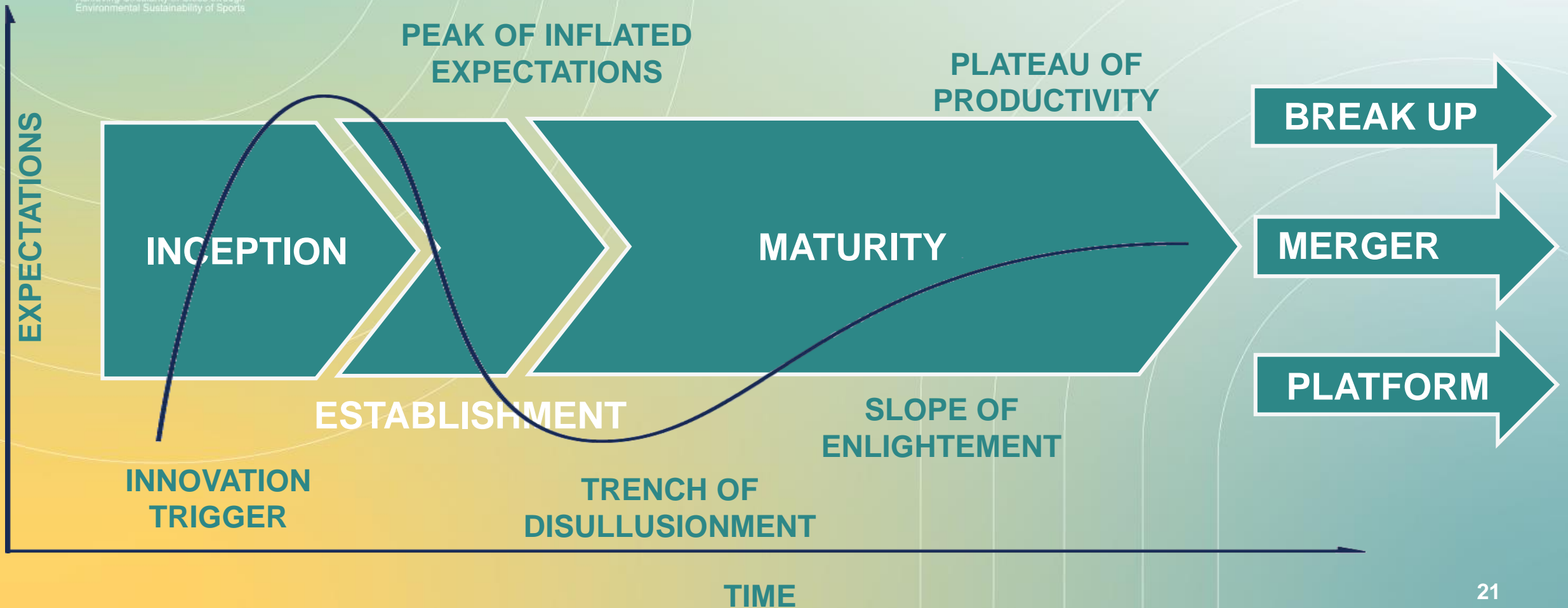
PROVOKER



ACCESS Focus Groups

Project overview

Communities of practices





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COMMUNITIES OF PRACTICE

Community of Practice basics

What is the recipe for a successful CoP?



McCommunity

VS



Paella of Practices



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ACCESS

Upcoming deliverables and public appearances – reason to follow

- ⚙️ Compendium of circular economy best practices for sport and cities
- ⚙️ Report on the circular economy assessment
- ⚙️ Circular KPIs dashboard

- ⚙️ A series of trainings and webinars on various topics in Autumn 2023
- ⚙️ Training material and modules (CoP, gender mainstreaming, community engagement)
- ⚙️ Conference: Porto (September 2023), Dublin (January/February 2024)

Follow us not to miss anything!



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