



**Green
Sports
Hub**
Europe

**GREEN SPORTS HUB EUROPE
- LEGACY PLAN**

Co-funded by the
Erasmus+ Programme
of the European Union





INTRODUCTION

ABOUT THE GREEN SPORTS HUB EUROPE



The Green Sports Hub Europe (GSHE) project was launched in February 2021 with an ambition to make the sport sector more sustainable and more green. The three-year project, funded by the Erasmus+ Programme of the European Union, sets four key pillars and a clear strategy. The project aims to test the potential of the sports sector as a high-profile and news agenda-driving industry and to be a channel for the societal behavioural change needed to make the European Green Deal a reality by focusing on good governance, so that leaders have the knowledge and skills to place environmental sustainability at the heart of their strategy.

GSHE will aim to be a support system for organisations to share knowledge and best practices, so that they can learn from each other and develop. By making use of experts, listening to the needs of the sector and equipping sports organisations and their events with the necessary tools, project partners will look to translate existing standards on environmental sustainability into concrete action, while aiming for the GSHE approach and tools to become a central component of sports organisation good governance.

The project is coordinated by Surfrider Foundation Europe (France), with project partners including:

- Association of Cities and Regions for the Sustainable Management of Resources (Belgium) ;
- Sports Confederation of Portugal (Portugal) ;
- ukactive (United Kingdom) ;
- Green Cycling Norway (Norway) ;
- The Olympic Committee of Slovenia (Slovenia) ;
- European Volleyball Confederation (Luxembourg) ;
- Rugby Europe (France) ;
- European Athletics Association (Switzerland) ;
- EUSA Institute (Slovenia).



IO 7 – Transferability & Legacy Plan

PREAMBLE



The Green Sports Hub Europe (GSHE) project launched in January 2021 with the aim to make the sports sector more sustainable within its core of operation and within the organisation and execution of its activities. The three-year project funded by the Erasmus+ Programme of the European Union was built with the goal to bring synergy between sports governing bodies and their local counterparts, by illustrating sustainability best practices, existing barriers, and the necessary tools for sports organisations to bring environmental change to the forefront of their strategy.

Together, the project partnership has created the **Green Sports Hub Europe** with the long-term vision of providing a collaborative and knowledge sharing focused platform where all European stakeholders can assess their environmental impact, and further be challenged where to make changes on an institutional level and beyond.

Our transferability and legacy plan for the future of Green Sports Hub Europe is further outlined in this document hereunder:



VALUES & PRINCIPLES FOR CHANGE

The GSHE mission is to connect, inform, build the capacity of, and engage the wider sports sector to implement greener practices while sharing common social and environmental values. Currently the European Green Deal sits at the center of the European Commission's strategy 2020 – 2024, which directly reflects the values and principles of the GSHE platform and partnership to contribute to a greener future. The following values and principles are identified as key elements to the foundation of the GSHE mission to raise environmental awareness and drive change through sport:

VALUE/PRINCIPLE 1 = "THINK AND DO" TANK

Fostering and implementing concrete best practices in and/or through sport to preserve two fundamentals human rights: the right to play and the right to a healthy environment.

VALUE/PRINCIPLE 2 = COLLABORATIVE PARTNERSHIP

The GSHE role is connecting, informing, building the capacity of, and engaging the wider sports community to become greener and share common social and environmental values. Altogether, this collaborative partnership raises a common voice towards local to international decision-makers to preserve and regenerate our surrounding environment in the most respectful way.

VALUE/PRINCIPLE 3 = BRIDGE THE GAP

The GSHE project was designed to gather a set of recognised experts and activists in different fields bridging the gap between sport stakeholders, public authorities & environmental NGOs, listen to the needs of the sector and to equip sports organisations and their events with the necessary tools to translate existing standards on environmental sustainability into concrete action.

VALUE/PRINCIPLE 4 = EDUCATION TO SPORTS ORGANISATIONS

Developing and promoting a self-assessment tools and recommendations for educating sport organisations in their journey towards a greener delivery (indicators and tools introduced in an accessible manner). Providing scaling-up/capacity building workshops for a wide range of sport organisations and accessible online learning material.



ALIGNMENT OF STATUTES – RECOMMENDATIONS

Institutional recommendations for sports governing bodies to align statutes with GSHE actions – for example: sustainability requirements in Organiser agreements for events, etc...

General recommendations for how national federations should approach sustainability in their organisations and within their regulation.

RECOMMENDATION 1: Event Management

Establishment of a universal European tool used to assess environmental impacts at events...

Inspire sports organisations and sporting event audiences/participants to reduce their environmental impacts... Ex: the travel to/from events, shorter supply chains and local resource/economy emphasis, elimination of disposable and single-use materials...

RECOMMENDATION 2: Natural Environment

Consultation with sports organisations for public policy development and regulation to avoid pollution (e.g. water quality, outdoor/indoor air, climate change) through the practice of sports...

Research ways to prepare relevant national authorities with the necessary resources to analyze the impacts of climate change on sport in order to (a) advise public policy and regulation on climate change and (b) to support the sports ecosystems most impacted in the long term to create sustainability strategies that predict, adapt, and reduce/alleviate affects from climate change...

Monitor protected area conditions and promote relevant environmental preservation/protection guidelines in natural areas. Emphasize the need for healthy environments as a support for a quality lifestyle through sustainable practices in sports...

RECOMMENDATION 3: Governance

Harmonize public policies and national sports strategies together with the European Common Framework for Green Sport, UN SDGs (Sustainable Development Goals) and IOC sustainability strategy...

Consult and involve government procurement agencies and participants of the sport ecosystem to ensure that environmental criteria at sports events are followed, and so that legal consultees are appointed...

Communicate and provide incentives to national sports federations/organisations and educational institutions that include sustainability awareness and education in their development and/or training programmes...

Maintain the commitment to continue investing in sustainability and exploring modern methods that will enrich and promote the sport sector's transition to greener strategies...

Harnessing the power of communication platforms and collaboration with the sport sector to create awareness-raising content and actions that contribute towards and benefit the ecological transition of society...

RECOMMENDATION 4: Resources Management

Strengthen the integration of measurable carbon impacts and environmental factors in all sports events and sports organisations...

Push event organisers and sports organisations to understand the subject of resource consumption (primarily water and energy), in order to help them reduce and eventually eradicate food and recycling waste through the practice of reusing event infrastructure and sporting equipment...

RECOMMENDATION 5: Facilities

Seek to integrate social responsibility and sustainability criteria of organisations in the evaluation process for public funding, for all stages of sports events and activities: facility use, construction, renovation & development, and maintenance...

Produce and supply access to secure, inclusive and sustainable events and sports facilities for communities according to their needs and goals...

RECOMMENDATION 6: Host/Venue Selection

Collaborate with sports event organisers to inherit mitigation methods for the environmental impact of their events...



THE FUTURE OF GREEN SPORTS HUB EUROPE

The future of the Green Sports Hub relies upon an active collaboration between the partners, and the sports sector as a whole. The collective ambition to meet the goals set within the European Green Deal shall continue to bring more concrete actions within the sport sector, and shall continue to spread awareness of the



importance/responsibility of improving our sustainability strategies. Besides active networking and transparent discussions, there are plenty of methods and approaches to green sport which the Green Sports Hub aims to provide its members.

To remain relevant and practically useful to the European sports sector, the GSHE partnership has identified several scenarios for the future of the Hub to continue providing key recommendations and community guidance after EU funding ends:

1 KNOWLEDGE SHARING/PLAYBOOK

An inspiration hub/online community to facilitate knowledge sharing, networking opportunities, and a “library” of cases. The hub will be a platform hosting up-to-date resources and best practices to implement sustainability at the organisational/operational and institutional level. In this scenario, all content and engagement within the Hub will be offered to those who subscribe their membership to the Hub platform. Various sports organisations and individuals within the community will have a freely accessible and user-friendly digital platform where they may share best practices, participate in discussion or educational programmes, network, and collect self-assessment feedback on their sustainability performances.

The GSHE partnership has identified the founders as the main responsible for managing and maintaining the GSHE platform webpage from a technical and design/visual website layout standpoint. This will ensure the consistent maintenance and filtration of content within the Green Sports Hub. At a minimum, this will secure a backend contact point to the GSHE partnership.

2 CONSULTING (TARGETED SUPPORT)

The Green Sports Hub will direct sports organisations/sports sector to environmental experts based on their needs, for a more tailored support outside the general tools offered as an open resource – such services will be offered at a different price than standard membership. With this consultancy-type structure, it will be a way to link sustainability agencies/service providers to potential sports organisation clients within the Hub. This further strengthens the relationship to the Green Sports Hub from the European sports sector by creating a synergy in strategy and closing the gap between current sustainability obstacles and their solution counterparts. Eventually, the services provided will assist various organisations of all sizes in becoming more sustainably responsible and likely more cost-efficient in the long-term.

With a consultancy and targeted support extension of the Green Sports Hub, policy makers will as well have a transparent view on the current obstacles experienced and progressions made towards sustainability within the sport sector. Every visitor/member to the Hub will be required to register their information, including affiliated organisation (if applicable), before gaining access to the platform, and further agree to have their contact information stored in a database of users on the GSHE backend.



Therefore, the consultancy scenario for GSHE can provide opportunities to sports organisations and sustainability service providers to collaborate in an effort to reduce the environmental impact in sports.

3 JOB SHADOWING/LEARNING MOBILITY

Membership will be encouraged amongst those with less experience in sustainability for sports, such that the GSHE platform will provide them the necessary capacity-building and educational tools to improve their overall environmental footprint through sports. The more experienced partners within the GSHE consortium can guide their stakeholders to take part in some of their programmes and involve them directly in the processes/actions needed to become more sustainable in their operations and onsite running of sports events (if applicable).

The “job shadowing” system will enable those with little-to-no experience to have a firsthand and more directed assistance towards becoming more sustainable. They will receive access to capacity-building opportunities by invitation to learn from organisations with higher sustainability performances and overall experience. The learning mobility created in this scenario will facilitate more collaborative actions outside the Green Sports Hub, both nationally and internationally.

4 CAMPAIGNING

The campaigning for the cause of the GSHE can be done in various ways, one effective way of engaging with the audience should be Ambassadors programme, scenario that aims to mobilize individuals or groups to advocate, promote, and implement sustainable practices. The following steps shall be considered for creating this programme:

- Recruitment and Training
- Awareness and Education
- Implementation of Sustainable Practices
- Community Engagement
- Advocacy and Policy Influence
- Collaboration and Networking

Recruitment and Training: Ambassadors should be chosen based on having a strong, positive, and consistent presence on social media and in their general communities/public. The individuals or groups selected should be positive advocates for the missions and values of the GSHE project, and be able to clearly communicate various sustainability messages to the sports sector. If needed, the selected ambassadors will receive training.

Awareness and Education: The aim for each ambassador in the programme will be to raise awareness of and educate the general public on green sports strategies and sustainability actions through sport. Ideally, the ambassadors will have a following and/or connection to audiences within the sports sector directly (*clubs, federations,*



athletes, coaches, etc.). This will enhance the transferability of education in sustainability to the most-relevant stakeholders across all European communities.

Implementation of Sustainable Practices: Ambassadors will use their platforms and network to promote sustainable practices implemented and further references to useful tools or resources on the Green Sports Hub. No matter the scale of such practices, all concrete actions taken can be promoted to inspire other sports organisations, sports governing bodies, or individuals to pursue better sustainability. The implementation can be followed from start to finish, giving the sports community a clear view on the steps and methods required to duplicate such practices.

Community Engagement: Naturally, ambassadors must engage the community in their actions and overall purpose/message to have the most positive impact. Ambassadors can communicate about sustainability events, discussions, CSR initiatives, services, contests, giveaways, games, etc which can benefit the sports sector and wider communities across Europe. Besides gaining engagement through digital platforms, the ambassador should remain active in participation at events, trainings, meetings, conferences, etc where they may further network and directly engage with the community face-to-face.

Advocacy and Policy Influence: Some ambassadors will be selected based on having a broad knowledge and/or interest in sustainability policy, and a willingness to use their network to convey related messages. This will encourage and push positive change on an institutional level while remaining approachable to those with less knowledge on the topics. They can be used as a “middle man” between the general sports sector, and higher authority sport governing bodies/European policy makers and decision-makers. With ambassadors for green sports policies in Europe, the Hub shall clearly represent its missions and values beyond the Hub platform and further spread awareness of how different stakeholders can be challenged and contribute to a greener future in European sport.

Collaboration and Networking: Similar to Community Engagement above, the ambassador programme will extend collaboration and networking outside the Hub. Ambassadors, through their engagement with the online and public community, have the ability to further connect organisations/individuals having low sustainability experience with those at a more advanced or “expert” level. Additionally, ambassadors can be used as a liaison between GSHE partnership-approved sustainability service providers and stakeholders needing such services.

PARTNERSHIP COMMITMENTS – CONCRETE ACTIONS

In order to secure the best possible knowledge transfer and legacy of green sports practices, the GSHE project partnership have committed to some concrete actions and strategies with the aim to improve sustainability through sport activities and



governance. Each partner in the project will continue to highlight the importance of environmental awareness amongst all stakeholders, and implement sustainability initiatives after the Erasmus+ Programme of the European Union funding ends.

By pursuing these objectives, the Green Sports Hub Europe legacy will inspire further change in the sports sector and provide more capacity building opportunities to sports organisations both large and small.

1 REQUIREMENT 1: JOIN THE GSHE MOVEMENT

All outputs and resources created from the Hub will be freely accessible to any interested organisation or individual. In exchange for access to the Hub, the user will agree to sign the GSHE pledge to collect a self-assessment rating and to create a concrete action plan for at least one of the module topics: Event Management, Natural Environment, Governance, Resources Management, Facilities, or Host/Venue Selection. These users will then be expected to complete and share a report after 12 months of sustainability actions done and provide feedback on the results. This will enable a realistic oversight on which methods and strategies are the most successful and easy-to-implement for sports organisations, especially for those smaller in size.

For a more in-depth support and consultation services, users will have the option to pay a fee (*monthly/yearly subscription based*) to access the experts and/or organisations whom can offer them more tailored guidance for implementing sustainability practices. The fees accumulated can be used for further reinvestment into the Hub platform; for example, maintaining a modern and user-friendly interface with functional tools and up-to-date content.

2 REQUIREMENT 2: KNOWLEDGE SHARING

One of the largest commitments from all partners is to use the GSHE platform as a tool for knowledge sharing. Besides hosting the GSHE outputs and resources produced over the course of the Erasmus+ Programme of the European Union funding, it should be a platform which accumulates over time a library or playbook full of current best practices and advices from sustainability leaders in the sports sector. Therefore, the GSHE platform shall shed light on the strategies and methods used both in small and large scale organisations.

In a knowledge-sharing environment on the Hub, users will have free access to discussions/commentary and information on sustainability strategy and actions. The GSHE partnership will also have the ability to direct their various stakeholders to the appropriate best practices references or tools needed to achieve certain sustainability goals. By enabling a knowledge-sharing based Green Sports Hub, users can also easily identify other organisations in their region as candidates for potential collaboration outside the Hub. This will strengthen their national networks and create an open community for those seeking to improve their environmental mark.



3 REQUIREMENT 3: INITIATIVE VISIBILITY

Each organisation within the GSHE shall publish and promote their involvement in the initiative across their digital platforms to maximize visibility. Besides designating one “page” or “post” as a reference to the GSHE initiative, partners shall seek ways to engage their stakeholders and digital audiences with green sports news and up-to-date information related to the project tools and/or legacy.

The GSHE members can easily direct their individual stakeholders to the Hub community and involve them in any educational programme participation or action plan published on the platform. To monitor such opportunities, the GSHE membership or Steering Committee members can agree to meet on a needs basis to exchange up-to-date knowledge/sustainability trends and events/trainings. Every partner shall agree to keep the project’s legacy as visible as possible by tracking their green sports actions and sharing any relevant press releases on the positive progress. Branding of the GSHE project shall be included on any relevant post, article, or platform page. For that purpose, standardized kit with promotional materials should be provided to the organisations to ensure consistent branding across various platforms and facilitate easy promotion.

To further the impact of knowledge exchange and visibility of the Green Sports Hub, the partnership can organize an annual event onsite including several (*# to be defined by consortium*) webinars, panel discussions, working group sessions, etc where the participants can network and learn how to become more sustainable through sport. The event will be open to the public for participants to register, while all participants will be expected to cover the costs for themselves. An event like this would also give the opportunity to regional/local policy makers and sports governing bodies to participate and gain live insights from the sports industry.

4 REQUIREMENT 4: GOVERNANCE

The GSHE will be registered as a non-for-profit organisation pursuing the mission of connecting, informing, building the capacity of, and engaging the wider sports community to become greener and share common social and environmental values. The GSHE will work on creating alliance with other stakeholders, exploring partnerships with international sports organisations, NGOs, and sustainability-focused entities.

Here are the key Institutional bodies of the GSHE:

1. General Assembly/Membership

The GSHE highest authority will be the General Assembly formed by all members of the hub. The members will have the voting rights and may participate in key strategic decisions.

2. Board of Administration

The board is a group of individuals responsible for overseeing the organisation's activities and ensuring that it fulfills its mission. Board members are volunteers and may



include individuals with expertise in various fields, such as law, finance, and the sector relevant to the GSHE mission.

3. Committees

Committees can be established to focus on specific areas such as finance, fundraising, governance, or program development. Committees will provide a way to involve board members, staff, and sometimes external experts in more detailed discussions and decision-making processes.

Financing: In order to sustain the operations and achieve the mission, the GSHE is allowed to look for funding through the following means:

1. Grants and Foundations
2. Corporate Sponsorships and Partnerships
3. Membership Fees
4. Volunteer Contributions
5. VIK Donations
6. Fundraising Events

The GSHE project has an ambition to accompany sport structures in a more responsible and sustainable path. To be in line with its goals, the GSHE project and none of its derivatives cannot be financed by a company or a funding structure whose actions could have an environmental, climatic or social impact. Any funding opportunity must be reported to the GSHE steering committee and submitted for validation.



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