

REACHING FOR GLOBAL GOALS

How can sporting events help to achieve the UN's
Global Goals for Sustainable Development?



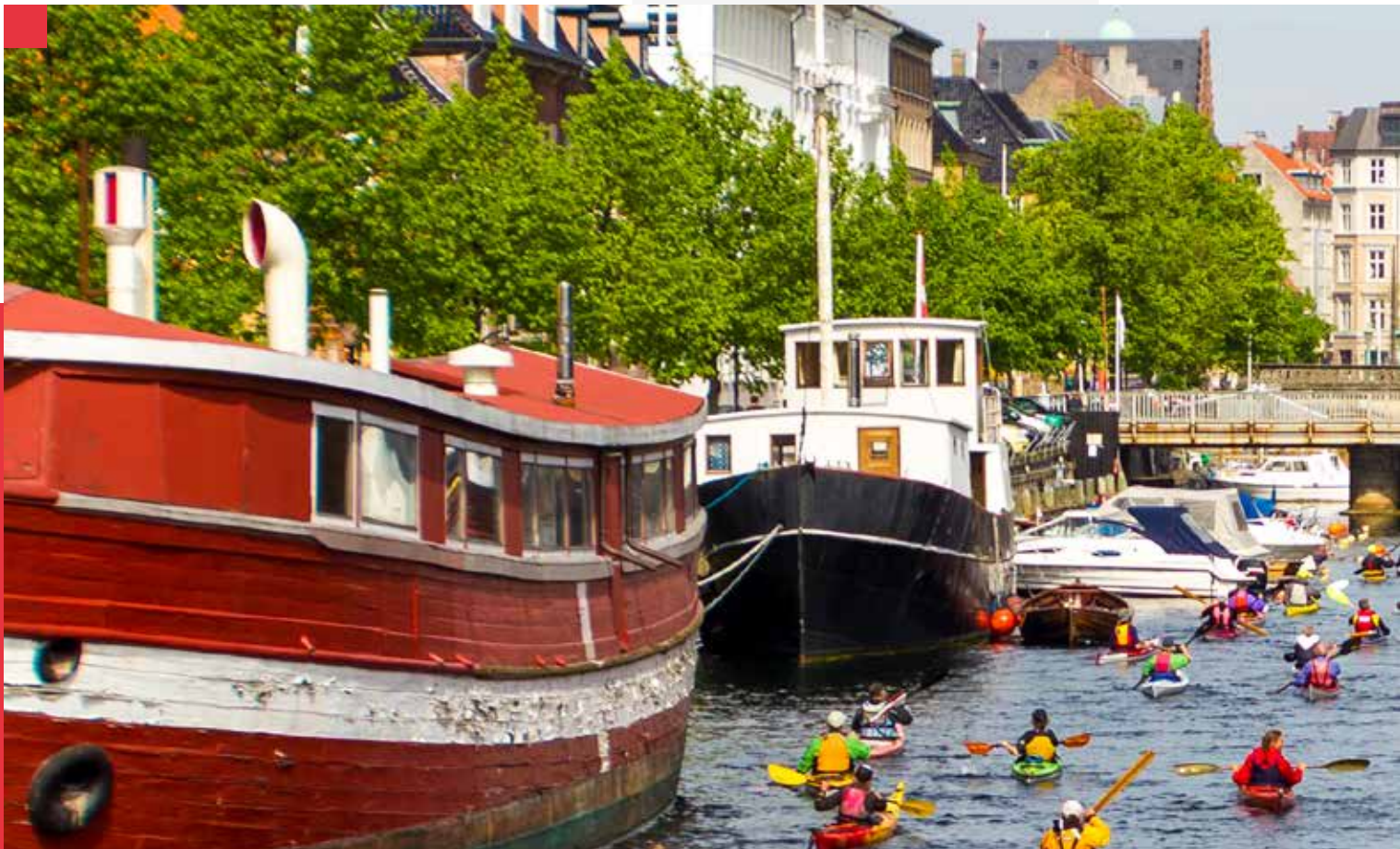
SPORT EVENT
DENMARK

WELCOMING THE GLOBAL GOALS

On September 2015 the UN's member states adopted the 17 Global Goals for Sustainable Development, aiming to contribute to a better world by 2030 by ending poverty, fighting inequality and stopping climate change.

The Nordic countries are at the top when it comes to meeting the Global Goals, and in 2017 the Danish government launched an action plan to support the UN's Goals.

Together, we can all do more, including considering how sports events can help raise the bar.





SAILING WORLD CHAMPIONSHIPS 2018

COMMUNICATION (4)

- A dedicated sustainability area was set up to educate and promote sustainability initiatives.
- Educated volunteers wearing sustainability-labelled uniforms ready to explain initiatives to spectators and participants.

AFFORDABLE & CLEAN ENERGY (7)

- An official partner of the event provided electric vehicles and charging stations with the aim of using green energy to offset the carbon footprint.
- Food waste was collected, stored and reused within one of its biogas plants to generate sustainable energy.

TRANSPORT (9, 11)

- A full electric vehicle policy was in place for all internal traffic.
- Pay-as-you-go bicycle hire was available.

FOOD (2, 7, 12)

- All food prepared for staff, athletes and guests was at least 40 per cent organic.
- Any unused food portions were packaged responsibly and donated to the Danish food bank, "FødevareBanken", in order to help the homeless and most vulnerable in society.

WATER (6, 12)

- In order to reduce plastic waste, all event participants registering on-site at the event received a reusable water bottle they could use for tap water throughout the championships - tap water is clean and safe to drink throughout Denmark.
- Water stations were installed throughout the event.

RECYCLING (12, 14)

- Use of mycoremediation - the process of using fungi to clean up the environment – with a seven-metre long tube stuffed with mushroom bacteria (mycelium) to absorb accidental spillages of any toxic substances.
- Food packaging was recycled whilst specially-developed trash bags were provided to all sailors and officials. The bags ensured that trash was secured and could be disposed of responsibly when back on land. (bags were developed in partnership with the Danish Sailing Team).





Photo: Peter Brøgger

IAAF WORLD HALF MARATHON CHAMPIONSHIPS 2014

RECYCLING (12, 14)

- Collection of used running clothes at the starting line, which was then redistributed to homeless people.

TRANSPORT (9, 11)

- Use of electric cars.

GOOD HEALTH AND WELL-BEING (3)

- A mass participation event was combined with the World Championships.
- Pre-training programs were established for recreational runners.

QUALITY EDUCATION (4)

- Completion of education programme for running coaches in local clubs.



UEFA EURO 2020

PLASTIC (11, 12,15)

- The City of Copenhagen is currently taking action to prohibit the use of disposable plastic, especially plastic cups, at all outdoor events for EURO 2020, including the Fan Zone.

FOOD WASTE (2, 11, 12)

- Minimising food waste will be a focal point at the EURO 2020 Fan Zone.

EQUAL GAME – GIRLS IN SOCCER (3, 5)

- Equal Game is part of the Outreach programme. The aim is to nurture women's football and encourage girls and women to get even more involved in football. It is the plan to establish a positive image of women's football and increase the knowledge and communication of good practice regarding girls/women in football. Specific activities to be carried out in 2020 are:

- Activities, campaigns and tournaments in the local football clubs, the city centre, and the Fan Zone to recruit girls and encourage them to join the clubs, with a special effort being made to ensure that all ethnic backgrounds are included and catered for.
- School activities and camps for girls carried out by local clubs.
- Talks and events with top-level women footballers and other female role models who operate in the world of sport. Provision of seminars and workshops for female coaches and club leaders.



ICF WORLD CUP CANOE MARATHON 2012 & WORLD CHAMPIONSHIP 2013

COMMUNICATION (4)

- “Truly Sustainable” was the slogan of the two events.
- Development of specific signage dedicated to the promotion of sustainable initiatives in the event area.
- Creation of an exhibition dedicated to life under water.

RECYCLING (12, 14)

- It was made very easy for participants and spectators to see where and how to deposit waste. A high standard for sorting waste, and for regular cleaning of the surroundings, was utilized.

TRANSPORT (9, 11)

- As much as possible, participants and teams took communal transport from their accommodation to the regatta area, helping to minimise air pollution and reduce the amount of CO₂ produced.
- Small gifts were given to cyclists at the dedicated parking area for bicycles.

FOOD (2, 7, 12)

- Organic, locally-produced food and drink, were served in the regatta area.
- Water was used from a local source.



OVERVIEW OF THE 17 SDG'S

1. End poverty in all its forms everywhere.
2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture.
3. Ensure healthy lives and promote well-being for all at all ages.
4. Ensure inclusive and quality education and promote lifelong learning opportunities for all.
5. Achieve gender equality and empower all women and girls.
6. Ensure availability and sustainable management of water and sanitation for all.
7. Ensure access to affordable, reliable, sustainable and modern energy for all.
8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.
9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.





10. Reduce inequality within and among countries.
11. Make cities and human settlements inclusive, safe, resilient and sustainable.
12. Ensure sustainable consumption and production patterns.
13. Take urgent action to combat climate change and its impacts.
14. Conserve and sustainably use the oceans, seas and marine resources for sustainable development.
15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.
16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.
17. Strengthen the means of implementation and revitalize the global partnership for sustainable development.

IIHF ICE HOCKEY WORLD CHAMPIONSHIPS 2018

FOOD (8, 10, 12)

- The IIHF Annual Congress Gala Dinner was held at Copenhagen City Hall during the IIHF World Championships. Catering for the Gala was provided by a local start-up company focusing on locally produced, ecological food. The catering company also employs refugees who have recently arrived in Denmark, and want training to become eligible for jobs in the hospitality industry.



RESPONSIBLE CONSUMPTION AND PRODUCTION (12)

- Flags from city-dressing recycled to shopping-bag.
- The city of Herning used “Rebox - Waste Sorting System” to sort the waste during the event and makes it possible to recycle the waste when it is sorted into different fractions.





ITU MULTISPORT WORLD CHAMPIONSHIPS FESTIVAL 2018

RESPONSIBLE CONSUMPTION AND PRODUCTION (12)

- Establishment of clearly-marked drop zones for participants to drop waste.



2015 IIHF WOMEN'S HANDBALL WORLD CHAMPIONSHIP

EDUCATION PROGRAMS (10, 4)

- Ran a 'Small Nations Programme' – inviting small handball nations to seminars during the championships.
- Provided clinics dedicated to knowledge-exchange for coaches.



PARTNERSHIPS

COPENHAGEN – THE CAPITAL OF SUSTAINABLE DEVELOPMENT

SUSTAINABLE CITIES AND COMMUNITIES (11)

The city embeds its work with the UN's Global Goals into the city's existing efforts and initiatives and incorporate the Goals into future policies. These include the following efforts:

- The decision by the Culture and Leisure Council of Copenhagen in 2019, that all future events and festivals that are given a subsidy by the Council, must include a focus on sustainability and the UN Global Goals in their application for the event, and when planning and conducting the event itself.
- Establishing equality within city government - one third of CEOs in the municipality are female, and two thirds of the city's other leaders are female managers.
- The plan to become the first carbon neutral capital in 2025.

PARTNERSHIP WITH GREEN HOTELS (17)

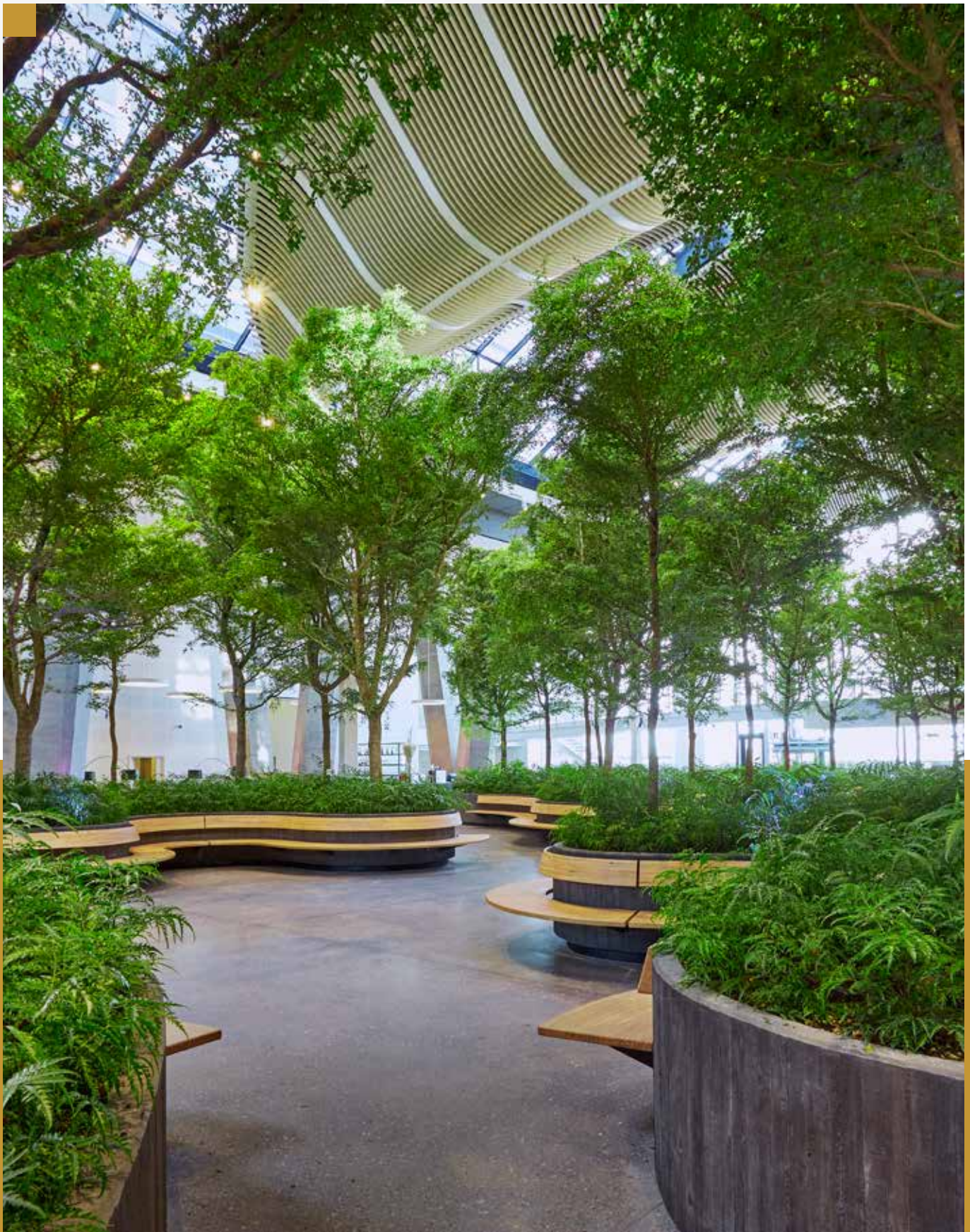
Partnerships with sustainable Green Key hotels with a focus on:

- Increasing the use of environmentally friendly and sustainable methods of operation and technology to reduce the overall use of resources.
- Raising awareness and create behavioral changes in guests, staff and suppliers of individual tourism establishments.

PARTNERSHIP WITH NOC OF DENMARK (17)

- Appointing and awarding National Green Federations.
- Green guidelines to local event organisers and national federations.
- National policy on sustainable initiatives.
- Democratic structures in the clubs and federations.
- Focus on sustainability and the UN Global Goals in the Danish NOC's sustainable policies.





UPCOMING MAJOR EVENTS

IOF WORLD MOUNTAIN BIKE ORIENTEERING CHAMPIONSHIPS 2019

Viborg

IWRF EUROPEAN WHEELCHAIR RUGBY CHAMPIONSHIP 2019

Vejle

UMB WORLD CHAMPIONSHIP THREE CUSHION BILLARD 2019

Randers

WT WORLD TAEKWONDO POOMSAE CHAMPIONSHIPS 2020

Herning

EHF WOMEN'S EUROPEAN HANDBALL CHAMPIONSHIPS 2020

Herning, Denmark & Norway

EPF EUROPEAN EQUIPPED OPEN, JUNIOR & SUB-JUNIOR POWERLIFTING CHAMPIONSHIPS 2020

Thisted

BWF THOMAS & UBER CUP FINALS 2020

Aarhus

ETBF EUROPEAN BOWLING WOMEN'S CHAMPIONSHIPS 2020

Aalborg

UEFA EURO 2020

Copenhagen

IOF WORLD ORIENTEERING CHAMPIONSHIPS 2020

Vejle - Kolding - Fredericia

UEG EUROPEAN TEAMGYM CHAMPIONSHIPS 2020

Copenhagen - Ballerup

TOUR DE FRANCE GRAND DÉPART COPENHAGEN - DENMARK 2021

Copenhagen - Roskilde - Nyborg - Vejle - Sønderborg

ICF CANOE SPRINT WORLD CHAMPIONSHIPS 2021

Copenhagen - Gladsaxe

WDF DART WORLD CUP (WORLD CHAMPIONSHIP) 2021

Esbjerg

FIG ARTISTIC GYMNASTICS WORLD CHAMPIONSHIPS 2021

Copenhagen

UCI MOUNTAIN BIKE MARATHON WORLD CHAMPIONSHIPS 2022

Haderslev

BWF WORLD BADMINTON CHAMPIONSHIPS 2023

Copenhagen

IHF WOMEN'S WORLD HANDBALL CHAMPIONSHIP 2023

Denmark, Norway & Finland

ICF 2023 CANOE MARATHON WORLD CHAMPIONSHIPS

Jels



SPORT EVENT ALLIANCE DENMARK



SPORT EVENT DENMARK



THE GLOBAL GOALS



SPORT ACCORD
WORLD SPORT & BUSINESS SUMMIT
GOLD PARTNER 2019