



In collaboration with:



Weekly #SportPositive Twitter Chat

Tuesday, 7 July

Sport and Circular Economy

Please note we have just taken salient points that were added in the discussion and have not given attribution. This document is to give a flavour of the Twitter Chat, it is not a transcription. If you wish to see who wrote points that resonate with you, to pick up a discussion, search #SportPositive on Twitter and you will be able to see the original tweets.

.....

Q1: From football kits to entire boats to winning medals - what are the possible areas that the circular economy can manifest in sport?

Continue to grow the markets for used maintenance machinery, equipment and apparel? The use of knowledge and resource sharing platforms for these can reduce user costs and maximise product value through 'smart' infrastructure connections

Circular Economy should apply to all areas of sport procurement - that would be a long list! Starting with the largest areas of wastage first, we need to look at design & construction of venues & temporary structures and all the materials used for fit out. All sourcing decisions need to assess potential after use as a matter of routine. Whatever it is – sport equipment, component of a structure, piece of Look material, packaging... don't waste it. Must be capable of being reused/repurposed.

Almost any material which has a value can be **#reused #repurposed #recycled** if put into the right hands - composites pose a unique challenge, so ideally artificial turf & decking + carbon fibre need eliminating. Start **#circular** enjoy a **#circulareconomy**

Three Qs for everyone supplying the sports sector:

1. How many of your current products or services are already regenerative?
2. How are your plans coming on to make all of them benefit humanity & nature?
3. Based on answers to 1 & 2, how relevant will your biz be in 10 years?

-> Great questions Andy. I think you probably can guess the answers! Your 3rd one is a killer

Q2: What do you think the challenges are to incorporating an approach of circularity in the sport industry more broadly?

Biggest challenge is mindset and naysayers. The best [#circulareconomy](#) solutions save cash and save resources. Those who sign the cheques need to see it's been done before, and successfully – that's the main barrier. Find the benchmark, show the results

Challenges of implementing circular economy principles are not unique to sport. All sectors face same problems of changing habits and expectations and learning new approaches.

Consumer reassurance? In terms of the value that remains in used products and that goods made from recycled materials are 1) of a high quality and 2) are mainstream and not part of a separate, often high end, market

Many current circular solutions are small batch production, so needed volumes of goods can pose the need for some creative manufacturing. ut potentially a great test bed

As with all things sustainable, applying circular economy in practice requires strong leadership commitment and a fully integrated approach across the organisation/project

Awareness & understanding is a current challenge to incorporating [#circulareconomy](#) into the [#sportsindustry](#). There are great case studies & best practices, but this discussion of [#circularity](#) must be holistically integrated, not aspirational [#sustainability](#)

Logistics? keeping things separate behind the scenes could be a challenge - can be done but needs thought, space, planning etc

Q3: In what ways can we look to overcome these challenges? What step-change is needed in sport to move to a circular economy?

It's about adding pizzazz to the CE term & creating a [#sports](#) model for [#CE](#). There's a manufacturing model, lots of fashion models – all with circular diagrams. It's the diagram that sells the circular concept. A great shareable one for sport would work wonders.

-> Agreed. Pizzazz is a great opportunity for manufacturers and suppliers to diversify and build a new dimension of brand loyalty

-> It's time to give #circulareconomy some big sports star razzmatazz @MarcusRashford @LewisHamilton We need you to help make #SustainabilityInSport the norm

Sport can often be quite an insular sector. Needs to be more sharing of best practices between sports and with other sectors outside sport. Look beyond your normal boundaries. Big step is connecting buying with next use decisions. Latter should inform former

Ensure #circulareconomy accessibility through recycling and reuse initiatives to promote creativity. Governing bodies could integrate at all scales and for all stakeholders of golf and sport more widely. Could also help those locked in linear practices?

Also needs to just be made part of the sports retail experience - part of what we are creating at @SustSports is a sports retailer where reuse is given equal footing to good brands and recycling at EOL is effortless for the user

Q4: Do entire industries need to change before sport can move fully into the circular economy? Or can the professional sport industry drive the change? (i.e. does wider industry infrastructure support the changes that need to be made to go 'circular')

(a) Parts of the golf industry are adopting #circulareconomy practices, however for full circularity there is a reliance on other industries as well as its own. Progress towards this should be celebrated at every step, and used as a platform for more innovation.(b) Precedents can be set by those who are most influential. If elite athletes wear sportswear made from recycled materials there is massive opportunity for fans to take note of #circulareconomy values through associated publicity and collective innovation.

-> agree - important for sport to push as well as for infrastructure to adapt.

Sport cannot do this in isolation. Circular economy requires joined-up approaches across sectors. Sport has profile to highlight and showcase good practice, but can only be part of the solution. Important to set an example though.

It is hard to imagine sport being able to drive very much of the circular economy due to the many outside suppliers - it can however provide valuable test-beds, pilot projects and showcase novel approaches. The 'circular fries' @NFL #seahawks @CenturyLink_Fld are a terrific example - leftovers converted to compost locally, sent to local potato farm which supplies the venue.

The advantage for sport is both its self-contained scale - we can have direct control over X amount of resource. Big sport also has greater marketing value that partners could make changes to accommodate for added PR benefit.

Sport HAS and CONTINUES to provide some of the best case histories in #sustainability globally. Now for sport to go fully #circular and give us the best case histories in #circulareconomy @MCG @Wimbledon will be the #circular superstars.

Q5: What are some great examples of circular economy projects, solutions or research that you've seen or are happening in sport?

@Tokyo2020 medals made from discarded smartphones and laptops
Helsinki Int'l Horse Show - Electricity generated from horse manure
In Pontedera, Italy - Stadium seats made using recycled plastic from town's waste
Link: [https://weforum.org/agenda/2019/11/sustainable-sport-olympics-showjumping-zero-waste-superbowl/...](https://weforum.org/agenda/2019/11/sustainable-sport-olympics-showjumping-zero-waste-superbowl/)

Used golf clubs market gives golfers more choice with access to high performing equipment stocks at lower cost; some golf clothing ranges are made of 100% recycled materials; some golf shoes are made using upcycled plastic. Too much 'some'?

@SustSports for clothing retail is really looking to set a new benchmark of partnership within small scale sustainable sports apparel companies and CE. @naecoofficial and their Reborn collection have a great case study with @jockeyclub already.

-> Good to hear. #CanopyStyle have some excellent case studies as well on their feed @Canopyplanet

There is a huge breadth and depth of materials that go into sport: events waste, energy, equipment..endless list. Just highlights the opportunities for entrepreneurship in the business case, environmental enhancement and societal benefits.

Conceptually there have been some good initiatives to repurpose temporary sport venues for other uses. The Rio2016 venue that was designed to reconfigure into 4 school buildings was great idea. Political, legal and funding issues got in way of it actually happening.

Thank You!

If you contributed to the #SportPositive Twitter Chat this week.

Claire Poole
Founder and CEO | Sport Positive Summit

T: +44 (0) 759 504 9938
E: claire.poole@sportpositivesummit.com
W: www.sportpositivesummit.com