



In collaboration with:



United Nations Climate Change



INTERNATIONAL OLYMPIC COMMITTEE

Weekly #SportPositive Twitter Chat

Tuesday, May 26th

Partnerships for Climate and Sport

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.

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Q1: With the climate crisis and now coronavirus, do sports have an obligation not to accept sponsorship from/enable advertising for organisations that pollute our planet and adversely affect our health?

Many teams in difficult \$\$ positions to swat away partners. Working smarter, not harder wld be pursuing partnerships w longer term prospects, values alignment. Bad actor co's will likely spend little on 'activation' as swaying consumer opinion not in the cards

Tobacco sponsorships continued until legislation prevented it, other sponsor categories are avoided because of possible or actual social pressures from fans & other stakeholders. Any org's values are expressed where and who they receive money from - good or bad

Difficult one, who does not pollute? First step would maybe be to reflect at exclusion industries which would include biodiversity disturbance as a criteria for discussion. To look at how financial mechanisms work, ESGs could be a starting point.

Several yrs ago in N.America, Wells Fargo suspended a good deal of its activation spending due to poor dealings with consumers (so no sense in trying to gloss over w flashy campaign) and were directed to spend ad money on apologies in trad media

Every organisation has a footprint, but the question being around organisations that are heavy polluters - fossil fuels, chemicals, orgs that generate a lot of plastics or food/drink waste that ends up in our oceans etc

->This raises the question of exclusion criteria's, and then scope/performance of industries, e.g. F&B which could be at the same time best/last in class, hence ESGs/ratings/due diligence applied to sponsorship. See B Corp as example too

—> I've always wondered about ocean waste. Visual pollution is bad - seeing specific items in the ocean or ground from a particular brand - but how does this waste get there and who is responsible?

—> The same could be said for fossil fuel air pollution (it's just not visible) there has to be a consumer who uses the product for some/all the waste to be produced. With plastics, what prevents consumers from trying to recycle?

—> Loaded question. Various external constraints and internal constraints mixed in with engagement and motivation of orgs and individuals to act appropriately. Moreover brands should be held more responsible in this instance - buying power can only go so far. Social pressure can lead to change among brands, but to turn the table there's a company that gives the waste that the consumer ultimately throws away (correctly or not).

It's been encouraging to see fossil-fuel polluters being prevented from sponsoring high profile arts organisations

Yes. In terms of health, whilst many sports organisations support various health agendas with their CSR activities, being in receipt of money from #gambling, #junkfood, #softdrinks and/or #alcohol industries fundamentally undermines these messages.

-> We wonder if post-COVID19, and heightened awareness of health and wellness, will aligning with fast food and sugary drinks fall out of favour? Is it counter-intuitive to have these brands sponsor pro-sports in the first place...?

Catching up on the #sportpositive chat and wanted to mention that Q1 could be turned on its head slightly... What if organizations were explicate in prioritizing partnerships with proactive, impactful responses, instead of turning down ones that aren't?

Q2: The best suppliers are often cited as partners due to great relationships and alignment of interests. How can sports organisations ensure they choose suppliers that feel like partners when it comes to environmental issues?

Such partnerships need to be conceptualized from the get go. However not all brands will want such involvement, so an ongoing relation is necessary to bridge to this type of relationship to reach mutual goals

Responsible sourcing strategies, inclusion of sustainability criteria within tendering, contractual, purchasing clauses, tracability. Then further alignment on materiality issues, and with major suppliers, ISO 2012 1 commitment.

Identify your orgs core priorities (health/wellness? community? kids' education?) - focus on bringing these forward with a like-minded partner. Deliver and communicate--good outcomes w fans will follow.

Identify mechanisms that fan engagement strategies that have been historically impactful in resonating with fans, whether specific assets or innovative activations and leverage that model to communicate on

We have advocated for a set of "sustainable supplier criteria" to be met and signed off BEFORE procurement can engage with any supplier. We feel this will shift the needle and get all supplier to "up their game".

Q3: In what ways can sports organisations come together/partner (by discipline, geography or focus) to tackle environmental challenges more systemically?

Sports organisations can partner effectively with national and state govts. Sports have a huge power to engage citizens and make change happen. But they need to work with all arms of govt

Initiatives like UNFCCC Sports for Climate Action, all Sport & Sustainability NGOs work done throughout various continents. Interesting initiative is French Charter lead by its Sports Ministry. <https://gouvernement.fr/en/charter-of-eco-responsible-commitments-for-major-sporting-events-in-france...> Should be replicated at higher level.

-> All Government's should follow the French Charter model. It makes perfect sense and the onus is still on the sports organisations, but with a great mandate from Government to prioritise the work!

[@thewavenw](#) is doing such programs. Uniformed messaging across multiple outlets can create a geographical norm and value system to tackle specific environmental issues and push change.

In the post-COVID world, an individual's location may matter less, yet an organization's location within a community may matter more... It feels more important that sports organizations collaborate to tackle challenges that are most relevant to their community

League-wide initiatives that allow for team-level activations can be quite strong. The [@NBA](#) would be good to take on clean air issues across the board - has done w Trees for Threes. This brings 'weight' to an issue and opens door for collab at scale

-> You raise a great point. There isn't nearly enough league-wide efforts where impacts would be massively enhanced. Is this due to lack of impetus or leagues not wanting to be too prescriptive towards teams on these issues, do you think?

—> Some leagues have front office infrastructure to do this, most don't though. Not enough thoughtful design in how something works at the league-level (franchisor) and at the team-level (franchisee). Much room for improvement

Q4: In what ways can sports partner with charities and NGOs to further climate and environmental goals? What are some good examples of success?

Examples of [@sustainablegolf](#) with [@omegaEUmasters](#), [@WWFFrance](#), [@MaelBesson_SDD](#) in France.

We know that [@HelenTaylor_eco](#) is working on how [@ChangeTheRules](#) can support the industry more broadly too!

CLE [@Indians @bikeVeloSano](#), support of local cycling paths & bike repairs gets all ages/abilities in cycling. Velosano a 2 day cancer ride many use as big fitness challenge, other initiatives promote wellness. All partnered w [@ClevelandClinic](#) clear theme, valuable

Q5: In what other ways can sport leverage partnerships to tackle climate change and environmental challenges?

Partnering with outside organizations can increase legitimacy and transparency of efforts. [@SportEcoGroup](#) or academics in general can help a lot in this regard to advance your efforts or validate what you are doing

Covid-19 has accelerated the transition towards new organisational paradigms which will include new partnership models. Hopefully sustainability will be included in both restructurations, this work must requires our impulse and input

Sport can aim big. Partner up with [@UNEP](#) [@EU_Commission](#) [@un](#) Pretty sure that [@TimmermansEU](#) and [@VSinkevicius](#) will have lots of ideas!

Next frontier is transportation partnerships to my mind. Expanded thinking around the 'door-to-door' experience, putting forward multi-modal fun ways to get to the game. Embed challenges/contests & camaraderie. Opening up multiple partnerships in active transport

Tying climate/environmental challenges to human health/wellbeing, especially post-COVID, seems critical. Sport can leverage partners that have already mastered the challenge of making it personal - topics like cleaning practices, transportation access, etc

COVID19 has opened our eyes to many ways that sport may positively impact the community, if approached proactively. How do we identify new value in 'doing good' so that it's better quantified and there is more demand for integration into partnerships?

Thank You!

If you contributed to the #SportPositive Twitter Chat this week, thank you for being a part of it! If you didn't, I hope you find this document useful, and mark your diaries now to join us next week, **Tuesday, June 2nd at 4-5pm UTC.**

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