



In collaboration with:



Weekly #SportPositive Twitter Chat

Tuesday, 16 June

Sport and Climate Education

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: As a generalisation, do you believe sport leaders/decision-makers/figureheads are informed/educated on the ways in which climate change with impact their sport in the future? What reasons/indicators would you provide in regard to your answer?

In general, based on my own research experience and discussions with industry personnel, I have found most sport industry leaders are not informed on the impacts of #climatechange on sport. It was not a subject taught to them when they were trained in school.

My sense is there is an increased awareness that it is happening, but most sports leaders still see it as something 'happening to others' and have not yet considered what they need to be resilient

-> My conversations always include some element of "I know I need to know more" or "I have tried to learn more." But, I agree that it certainly seems to be a kick the can issue

Obviously depends on the sport but there are many great examples. We still think @NHL has done the best job with advancing the narrative of #climatechange impacting the future of ice hockey.

More work could be done to prominently highlight the specific threats to specific regions/sports/pitches/arenas to bring this home. DO agree the @NHL has been smart about recognizing threat to the sport

I've found industry leaders' #climatechange information and preparedness to be reactionary. Changes to game contracts, event cancellation insurance, & roofed stadiums were not done proactively

-> Great point! Need to convince them it's worth their while when it is not necessarily an immediate problem

Experience when working in Hit for Six that there were only a handful of people in cricket with any real understanding. Real senior level commitment to understand was largely absent. And that's a really exposed sport. Work to do

Until now priorities have been: competition; revenue generation to sustain distribution to stakeholders; operations. Now that externalities (climate crisis/pandemics / etc.) start to shake the very fact if events can take place or not, the whole game changes.

-> Completely agree. Do we think COVID will force environmental issues further up the priorities list, or take the back-burner for "more pressing" concerns?

—> Great question. We are generally hearing so far that environmental issues are mostly staying at the same level of priority, but might be more pivoted towards health and wellbeing etc, in light of #COVID

—> I hope we can get to the point where social and environmental justice blends within sports and society in general. Maybe the donut model could be adopted to sports

During @SandSI_org #Football4Climate webinar recently, David Goldblatt indicated 23/92 FA (England) pitches would experience extreme flooding/be unplayable. Don't know who was listening from FA but that was a big 'whoa' moment

One thing very few people talk about is the impact of #climatechange on youth and amateur sports. Fewer kids playing and fewer amateurs playing impacts the talent pipeline as well as overall interest in the sport. This will impact the business models for professional sports.

All the issues are interconnected. I suspect some people might think of putting environmental issues on back burner but that would be a huge mistake and it is our job to point out the connections and imperatives of a holistic sustainability approach

Needs proper analysis. Climate science, exercise science, etc. We tried to create a model with Hit for Six. Some sports are starting to do this. Analysis leads to understanding, understand to better decisions

A big charge we are undertaking now is collecting data to encourage practitioners to unlearn or move away from gut feelings that are not supported by data whether about climate change and its impacts on their sport or consumer perceptions

Q2: What resources and tools exist to address potential knowledge gaps for sport leaders/decision-makers/figureheads to learn about climate change? (They don't have to be sport-specific)

Any web browser will lead you to resources. Sports organizations already have many internal resources. Team medical staff already are dealing with these issues, whether they know it or not

Maybe the opportunity for the @wef to invite sports to the Great Reset <https://weforum.org/great-reset/> Makes sense in terms of the economic power of the sports industry but most importantly in its reach.

All sport leaders/decision makers should read this: https://stillmed.olympic.org/media/Document%20Library/OlympicOrg/IOC/What-We-Do/celebrate-olympic-games/Sustainability/sustainability-essentials/SUSTAINABILITY-ESSENTIALS-ISSUE-2.pdf#_ga=2.39293027.1770853729.1591112942-321149962.1591112942...

Lots more important material out there but this is a good starting point in context of sport

The Game Changers report is a great insight as to how #climatechange is specifically going to affect sports like football, golf, cricket in UK:

https://static1.squarespace.com/static/58b40fe1be65940cc4889d33/t/5a85c91e9140b71180ba91e0/1518717218061/The+Climate+Coalition_Game+Changer.pdf... Are any groups are working on extrapolations like this for other sports right now?

Tools like the IPCC report and national equivalents contain the req info but are a bit out of reach for sports' front offices - need a 'bridge' or interpreter to translate what's in these to implications for leagues and be specific to their regions

-> Working on a guide for this (specific to sport events in the 2020s) with @WalkerJRoss ... It's coming in a special issue of a journal, but very easy to interpret and work with. Stay tuned!

Your fellow teams/clubs within your league or country that are further along in understanding the environment

Sport-specific ones can provide cool POV too. @WSLPURE has an outstanding podcast linking surfing, environmental, and social issues together

Game Changer was a topline look at a number of sports in one country. With Hit for Six we went deeper into one sport globally. The principles were the same but the scope was different - with the right filters you can do both, and much more

-> It was a good report but as you say covered a lot of ground. Quite a bit of the focus was understandably professional initiatives. Further down some of the pyramids the options just aren't available. That's where the NGBs need to be active

—> 100% right. One of the real lessons from the whole process was how little data there actually is.

—> 'Don't know' was the most common response to questions about water, energy, fertiliser, etc use in our 2011 Cranfield study of cricket sustainability. I'd be surprised if it's changed much among hard-pushed volunteers

They could follow [@KevinClimate](#) for a start...

[@SportEcoGroup](#) has a resource page with academic research in this space for data-driven decisions, 'Reader Digest' summaries of the research & more edu materials coming soon. We will also expand our capacity in a variety of ways by year's end. Stay Tuned.

Q3: How can sports organisations go beyond top-line engagement of fans/consumers and into more core education of their fans around climate change issues? Please add good examples of resources and tools to support this, if relevant.

Great push from [@SandSI_org](#) on <https://football4climate.org> : Check out article on the launch: <https://sportanddev.org/en/article/news/launch-football4climate-fan-club...>

Edu materials and examples will be coming soon as sports emerge post-COVID. [@NHL](#) had great videos connecting climate change, increased temps, and the decline of pond hockey as it relates to the love of ice hockey and the future of the sport

Here's what we're doing: <https://lagalaxy.com/community/protectthepitch...>
<https://nhl.com/kings/community/kings-care/green...>
<http://aeggogreen.com>

Unfortunately, engagement is really wrapped up in sport's [#consumptionculture](#) - are giveaways helping or hurting? The threat of not being able to enjoy sports due to climate conditions might tip the scale [dissertation coming soon-ish]

Stop playing it safe, be brave. When sport steps up people respond (US friends, see Marcus Rashford). For so many, being a fan is an intergenerational story. So is climate change. Worse places to start

Many teams already do this well with other social issues. Just need to start discussing [#climatechange](#) and it's impact on the sport, team, and your community.

Highlight climate challenges in your area. Are you in Cali or Oz? Focus on wildfires and tell fans how your org is helping to address that threat. Are you based near the sea? Discuss coral protections, efforts to clean the ocean, plastics, and how fans can help

Q4: As an industry, how can sport work with academic institutions and schools to ensure the next generation of sport decision-makers are educated about climate change?

They work with some of you?! I think it depends on the priorities of the senior people. I've had people in sport want to work with me but they can't move the subject forward in their own organisation.

Great example from @AISTS_Sport : <https://aists.org/education/short-courses/sustainable-sport-events/...> also open to the general public.

Each sports mgmt curriculum must include sustainability.

1) Courses on sport ecology ought to be a mandatory part of the curriculum at this point. Period.

2) Industry and academia can work together to create classes that teach knowledge/skills necessary for success in this industry and with the environment.

Sport mgmt. education relies on current trends (analytics, esports, etc.). Climate/ES deserves a top spot in curriculum and can be integrated into ~any~ class if not a class on its own. Collabs with sust. and sport programs, case studies, volunteering all help

-> Actually a great point - shld be elevated to a full class (not just a one class topic)

Get in touch with @SportEcoGroup cause this is our jam! We'll likely connect you with guest lecturing opportunities to chat with students about your sustainability work, and/or create class projects around your sus work.

This can support ongoing data collection and leverage students to boost their experience

Direct partnerships/MOUs b/t academic institutions & sport orgs for specific aspects of their sustainability initiatives can enhance and better inform decision making & strategy. It offers hands-on learning for student & objective data for organizations. More direct access and richer data create more generalizable results advancing the movement to other organizations. Strong research better informs industry practice and improves education and professional preparation of future practitioners. This is a circular economy of research and practice strengthening one another - the more it happens the more momentum and the more success and betterment of the industry and natural environment. Practitioner benefit and students learn more win-win. Moreover, the hands-on opportunities for students to build resumes, learn the 'right' way of doing & conducting business in a sustainable way. Such practical experience tied + in-class learning enhances, strengthens, & solidifies what they learn

Collaboration with the industry in the wider town/city where the institution is located. Partnering with the so called smaller players, in our case, ice centres and racecourses, is beneficial for students to understand the local [#climatechange](#) impacts. Securing buy-in from senior management, linking the curriculum to industry skills which match the priorities of the institution (e.g. [#sustainability](#), [#resilience](#)) will help to develop these external partnerships. Of course, following [@KevinClimate](#) and other [#climate](#) & [#sustainability](#) pioneers, as [@AndyCarmichae1](#) rightly pointed out, as well as tapping into the [@SportEcoGroup](#) resources highlighted by [@maddyjorr](#) [@mcculloughbrian](#) helps to boost student knowledge & experiences.

Q5: What are some ways you would like to see education on climate change manifest through sport? Especially for adults/decision-makers in global professional sport.

Climate action and other sustainability metrics as part of senior management performance reviews; then they'll take notice and seek to learn more

We recognize that industry newcomers are coming in with more knowledge on [#climatechange](#) & the environment in sport. So, I want to see more sessions on the topic at industry-focused conferences (the mainstream ones; not necessarily the green-focused ones)

Having each organization measuring and managing their own carbon footprint is a good start

I would like to see fighting [#climatechange](#) be more competitive just like the match on the field, court, water, ice, etc. Make sport organizations not just compete for W's but also for the environment

Getting them to set targetted objectives could be a great start

An academic/practical sports industry designed course (online +F2F) for international/national federations.

Everytime we do a session at a mainstream sports conf we pack the room. The interest is def there. But I will say we always focus on the economic implications in the title of the session. Start w what ppl understand/are measured on

-> People only seem interested insofar as it helps their bottom line. If that is the hook that reels them in, I have no problem with it.

Climate vulnerability assessments [@maddyjorr](#) to make it make sense!

I'd like to see it become part of the whole 'how do we do sport' question, not 'how can we mitigate what we are going to do anyway'. Asking bigger questions of why organise certain things, what the price is and the alternatives.

There are a lot of ways to collaborate and advance initiatives within and across the sport sector by working with education. Professional development is necessary in all fields of work - open communications between practitioners and academics can strengthen the gaps and use resources more appropriately to solve problems. These findings, in turn, can inform pro. dev. edu. Moreover, educating fans on such issues can focus on modeled behavior, frankly removing unsustainable options, and active engagement. Those creative and social interactions have the best traction and can educate and influence. current student, whether current/future practitioners can benefit from exposure to current practices see innovations in the space that will inform their professional development to actively consider these aspects as they enter the sport industry

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 23rd at 4-5pm UTC.**

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