



In collaboration with:



# Weekly #SportPositive Twitter Chat

## Tuesday, April 28

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### Sport and Clean Air

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*\*\*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: How can sport lead by example when it comes to direct emissions (Scope 1) from staff/athlete travel and logistics?**

Time to encourage everyone to use public transport, or find other ways to travel to games, practice, etc using low emission vehicles. Or be like Ryan Giggs when he was at Man United and ride a bike to work.

I think the big one here is clearly flights, worrying about staff travel to venues is immaterial compared to a couple of international trips by a team. And that requires a change to tournament structure. Not to say better staff travel also important - encourage flex. working etc.

-> Agree. Reducing flights where ground transport via trains or EV's is possible.

Take proactive steps to reduce fossil fuel burn. Set internal policies, celebrate internal champions

-> What kind of internal policies? Lower emission staff travel only etc or more?

—> All of the above ... any policies that impact reduction of fuel burn. Includes both business-related travel, and personal travel by employees, e.g., commuting.

--> Agree, UEFA EURO 2016 set 4h30 travel policy for train. E.g. UEFA HQ Nyon -> Paris was done by train.

Example of Lausanne 2020 athlete travel:

<https://play.google.com/store/apps/details?id=ch.tl.guideme&hl=en...>

Guide me Yodli (mascot) app for athletes, fans and accredited:

[https://www.youtube.com/watch?v=tTMos\\_HaSz4](https://www.youtube.com/watch?v=tTMos_HaSz4)

Proactively use rail where possible. Easiest in EU, Japan where to move teams (players/staff) that way for matches. Can use time for strategy sessions. Seattle Sounders FC also ran a 'party train' for supporters to head to Vancouver match (approx. 3 hr ride)

When we talk about sport let's not forget local & amateur sport. My running club ran a relay marathon (dividing 26.2 miles between 10 of us) to raise money for charity on Sunday - zero emissions, lots of fun, sub 4 hours!

For athletes, how do we get past the rationale, especially in football (soccer) that a flight is acceptable because players can't sit in cramped trains or on coaches for hours before a match? Cracking that concern about losing competitive edge is a crucial one!

Creative carshare and EV partnerships can showcase alt options through athletes, VIP arrival zones etc. Can't just 'do' must also 'show'.

The COVID19 pandemic has catalysed organizations to question many factors of normalcy - Sports schedule and season timing is no exception. Travel efficiencies & climate adaptation are two factors that could help to guide these decisions as we replan to open

Omega EU Masters ensure golf athletes travel by train once they arrive in Switzerland

City of Seattle requires specific %s of employee carpool/take mass transit to work. Teams can sponsor the cost of transit passes, job perk if the infrastructure is there. Assess Scope 1 impact through transportation surveys on an annual basis

Interesting proposal for UK football teams to finish off season in light of C-19. To play a World's style tournament in a short amount of time (allowing teams to stay in one location) so is possible to change sport. comp structures

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**Q2: For indirect emissions (Scope 3), do you believe it is more effective for sports organisations to compensate for fan travel emissions at source, or engage fans with emissions measurement calculators and encourage them to offset independently or both? And why?**

Both - first engage to reduce, then offset. Likewise for Teams/athletes. Example of UEFA EURO 2016 Ecocalculator:  
[https://uefa.com/MultimediaFiles/Download/competitions/General/02/26/03/38/2260338\\_DOWNLOAD.pdf...](https://uefa.com/MultimediaFiles/Download/competitions/General/02/26/03/38/2260338_DOWNLOAD.pdf...)

Teams need to need develop more programs and incentives to encourage fans to use public transport. In Germany and Qatar some fans get passes with their ticket to encourage public transport use. Also need to monitor emissions at stadiums and key travel points. The reason this is needed is that fan travel is typically the biggest source of air pollution related to the hosting of sporting events. Without reduction in these emissions, we are missing out on making the biggest impact.

Bundesliga ticket price includes public transport on the day of the game:  
<https://bundesliga.com/en/news/Bundesliga/fortuna-dusseldorf-tourism-shop-tickets-stadium-jersey-watch-buy-510595.jsp...> Brighton Hove Albion FC do the same, for travel within fan zone

Both. The engagement is crucial for fans to understand and consider their actual environmental impact & how to improve. But as sport organisers, a duty to reduce emissions as far as possible, inc. indirect emissions

Always engage the fans

- Def provide calculator but gamify the info capture
- Work with transit auth to embed transit into ticket
- Rideshare promo code and track
- Build up multi-modal transit
- Surprise & delight the non-drivers

Both - it will be impossible to get 100% mass transit to most events. UEFA offsets based on their assessments of Scope 3. There's education and need to offset. Educate fans on sustainable options, sport orgs. should offset Scope 3 as a part of doing business

Option 2. Ultimately will have a greater impact as the fans will think through these options in their other travel. The fan education and messaging part is critical. People want to help out, but you have to show them the way

I agree it is important to make fans think - but getting to Dodgers Stadium doesn't have many options and car transport is unavoidable in a large number of cases in North American sport

-> Are there alternatives? EVs, carpooling?

—> Those are options that can be leveraged through various apps and services currently available like Hytch and others. Carpooling more likely than EV - Priority parking maybe an extra carrot.

—> There are alternatives but if they are implemented at the fan level it will take a while for them to come to full fruition. We're bullish on EVs but will be decades before today's fleet is fully converted.

Sports orgs. need to mitigate their fans travel and offset as needed. Their event, their cause of emissions, their profit - their responsibility.

Fans should be engaged with - sports as 'community hub' should encourage healthy & low-cost options but not asked to pay themselves

During UEFA EURO 2008, the Combi ticket was introduced between an EU Country (Austria) and non-EU(Swiss). Access to stadium and public transport during +24H. The legacy inspired major music festivals, etc.

[https://uefa.com/MultimediaFiles/Download/Competitions/EURO\\_/77/42/52/774252\\_DO WNLOAD.pdf...](https://uefa.com/MultimediaFiles/Download/Competitions/EURO_/77/42/52/774252_DO WNLOAD.pdf...)

We've seen teams and buildings provide incentives for using public transit, seems to help

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### **Q3: What models of reducing travel emissions for staff, fans, athletes or logistics do you think have the potential to be adopted/adopted at a larger scale?**

A good one being explored: Formula 1 logistics account for 45% of emissions. They are exploring introducing regional hubs to reduce logistics and allow teams to transport less kit - <https://autosport.com/f1/news/147960/net-zero-carbon-f1-plans-no-shortterm-gimmick...> Keen to see how this works and if it can be replicated

The trend toward siting new facilities in urban environments close to transit. Not to toot our own horn, but that's AEG World wide's model and it seems to be working. For legacy facilities, it's trying to minimize the impact of the legacy transit systems

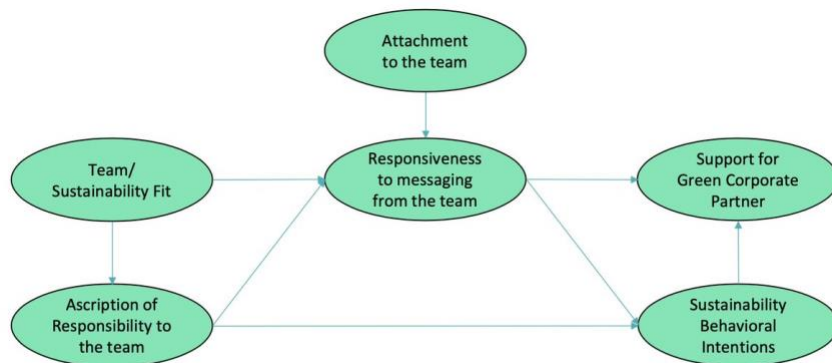
We are encouraged by the recent trend towards closing urban centers to cars. After the pandemic, hopefully that will become the new normal. "Last mile" will be a nice stroll with friends!

Beyond items mentioned in A1/A2, as sport 'campuses' and entertainment districts are built/expanded, consider staff/player accommodations in the mix. In city stadia, consider ingress/egress gameday street closures to make 'last mile' walk from transit enjoyable.

A thought - could fans be encouraged and rewarded on site or off-site for picking low carbon options? Concession discount for showing bus ticket etc?

Like AEG recommended fan education is important. We did that with Special Olympics USA Games in 2018 - pre and post tests showed a 60% decrease in intended to actual car use when in the area for the Games. Educate well before they leave their homes. The Games incorporated a messaging campaign and designed their overall strategy to be the "Walkable

Games". SO Credentials doubled as transit tickets. I'd recommend incentives are really removing internal or external constraints



Stadia like Johan Crujff and Seattle where EVs are front row, in some cases free. Though EVs reduce emissions they don't help with congestion so that may have more ICE cars idling in queues to park. Always transit - helps take a huge hassle out of gameday

-> Totally agree. EVs are like diet soda or fat-free potato chips. Probably better than the alternative, but still not the right solution. Car travel, under any means of propulsion, is just too energy intensive.

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#### Q4: Air pollution impedes athletes' performance, and it's even cited that some top athletes won't compete in places because of it. How can sport support the collection of data more widely?

Start with government data that is available for local air quality. Also, teams should put monitors at their stadiums and other facilities. Talk to [@mcculloughbrian](#) [@maddyjorr](#) [@tiffrihh](#) and myself ([@watanabe2k](#)) to help you get started

Athletes often train outside, every day, in varying conditions - could they wear clean air trackers, like those rolled out by Kings College London for amateur runners? <https://run247.com/health/clean-air-tracker-launched-by-tenzing-and-kcl...>

One example is the very recently launched <https://football4climate.org> one of its mission is to Measure, report and reduce the carbon footprint of the European football industry. Two athletes are already ambassadors.

The leagues and organizing bodies have to add air quality and other player safety protocols into their policies. There are plenty of other regs about field dimensions and quality, so this shouldn't be too much of a lift

International Federations can also push for competition standards as they do with the rest of the 'playing field' and 'event' conditions

Athletes should work with trusted third parties to monitor air quality and sound the alarm when readings exceed healthful levels.

We're at a great moment in time for athletes to demand this. Esp pros where collective bargaining in play now. NHL and NBA teams have been keen on indoor air quality optimization as a competitive edge given the scheds/confinement conditions in their sports

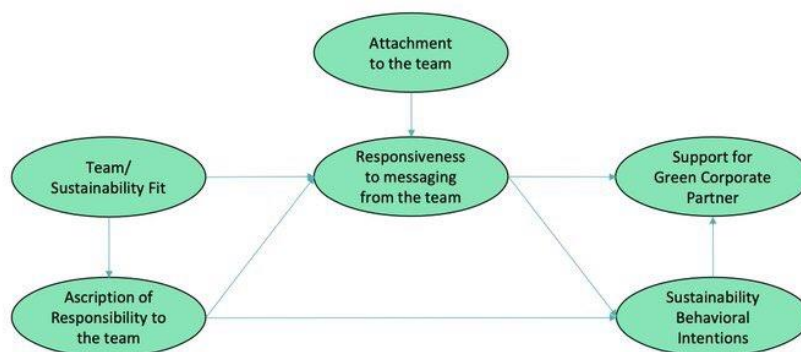
Let's not also forget about indoor air quality

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**Q5: How can we leverage sport's reach to engage and raise awareness with fans about the impact of air pollution? Especially those with children who play sports and those who exercise for health who may suffer higher adverse impacts?**

Focus on the personal health elements. Here in LA we have air quality alerts that caution against outdoor rec under poor air conditions. Similar to Gamechangers Movie approach: Help people understand their health and performance are at stake

Acknowledgement of organizational/personal impact, educate fans to find out their impact, and empower them with options to reduce and offset. Plus the model works here for such campaigns



Need more of the work in this area to be covered in the media so that the general public can be more aware of the potential harms. Credit to those journalists who have been covering these issues. At the same time, there is still need for a lot more discussion

For pro sports the NBA is the logical starting point. Many players from urban backgrounds where asthma highly prevalent. High-profile players sensitized to the issue. They know kids can't play outside even in 'safe' urban playgrounds

A great example is Global Active Cities label and movement:

<http://actiwellbeing.org/global-active-city/...>

We're starting to see air quality reports as part of the weather report, that's a start

-> I like how the weather app on the iPhone includes AQI. What disappoints me is that some countries/orgs have stopped allowing the app access to data to show AQI to citizens

Also, things like carpooling kids to practice. It might be less convenient for mums and dads, but connect their transport with poorer air quality for their kids, they might be more likely to be slightly inconvenienced...

If sports fans saw that umpires make worse calls in bad air that will definitely get their attention!

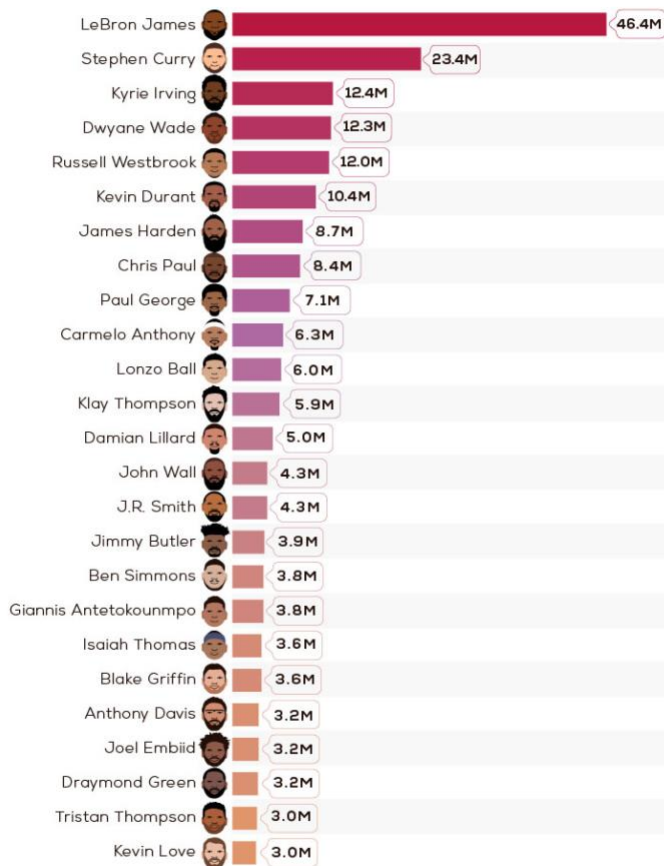
Sports fans love data and stats, air quality should be included in all city events equal to windspeed is with long jump etc. Make it a visible metric - measure it so that it can be changed

Just make it part of course data, today's race has X height gain, temperature is y, humidity is z - all they give already. Just make it a Comms requirement to add air quality too. Becomes another talking point for comparing events.

A few words on urban air qual from one of these guys can go a long way. This is just Insta:

## Top 25 Biggest NBA Stars on Instagram

By Total Number of Followers



Note: Follower count pulled from Instagram on Jan. 9, 2019

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## 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, May 5<sup>th</sup> at 4-5pm UTC.**

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