



In collaboration with:



Weekly #SportPositive Twitter Chat

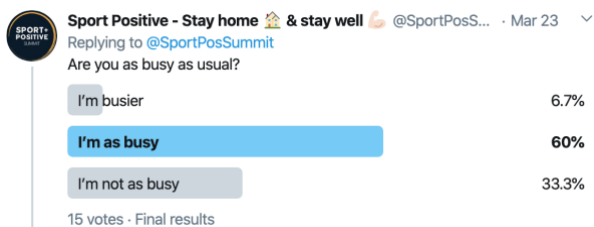
Tuesday, March 24th

Topic: How can sports prioritise sustainability planning during the coronavirus events hiatus, to come out stronger when (the new) normal resumes?

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.

Polls

We set up a poll a couple of days before the Twitter chat, and you might be interested in the results.



Q1 - In our Twitter poll, 80% of respondents said they are in a position to keep sustainability a priority and 82% said they want to use freed-up time to fast-track sustainability efforts. In what ways are you/can we do this?

This is an opportunity to communicate environmental sustainability by linking those positive benefits to human health and wellness, which prioritizes holistic positive change.

Depends on where you are in your sustainability journey. In our case, we have an established program. We're taking the opportunity to catch up on some projects that are important but have fallen by the wayside in the normal hustle and bustle.

This time in particular affords the calm that strategic thinking usually doesn't get. Suspended operations require lots of scenario planning but being freed up from many operational, day-to-day tasks brings both clarity and opens up perspectives.

To fast-track sustainability efforts in sports, I would encourage the sports business to consider ways to leverage sponsorship as a way to combat the climate crisis. Consumers care about it, and brands want to find creative ways to talk to consumers.

1) teams should value environmental sustainability first before developing new strategy to ensure its longevity 2) start small and build out 3) involve more people in organization so programs are not dependent on one person -if they leave programs are threatened

Reach out to people you need to work with (from facilities managers to athletes, sustainability execs to marketing folks), acknowledge coronavirus, then say can we use this period to make this green advance or that. Now is the time.

We need to anticipate and develop new resilient models, systemic approaches as a norm. There is a high chance that society could go back to extremes once 'unleashed'. We've got to make sure history won't forget and rather move forward.

Use this time to focus on building resilience into the sustainability plans. Use COVID experiences as starting point. How ready is your org to respond to crises? What climate challenges is your org (or your community) facing? Are you ready? Will you lead?

We're using this time to double down on our sustainability planning efforts so we can be in a better place when our sailing team is back on the water again in France!

Deferred maintenance with focus on sustainability. Develop new policies for future contracts to incorporate sustainable practices. New inventory & sponsors can be approached to support these efforts diversify sponsor portfolio. Organize sustainability data & report.

Q2: Can sport continue to communicate with stakeholders and fans on sustainability/climate change during the hiatus of live events happening without sounding 'tone deaf' in light of the crisis we are facing globally? If yes, how?

Tying communications to human health, operations resilience and other keys that underpin how sustainability strengthens continuity, success is the key.

Slow roll outs can happen and preparation for comms after the storm. Again, collect current data and produce reports. Perfect time to device robust campaigns and objectives to achieve once the show is back on.

GreenSportsBlog is taking 3 approaches: 1. Creating an intersection of Green, Sports & Coronavirus and writing stories about it as long as they're legit, not forced, not glib. Post stories that have no reference to coronavirus but acknowledge upfront - at least for now - that we're thinking about it but climate change won't wait for coronavirus. Also invite readers to comment about our tone, approach.

Carrot & Stick - the orgs that don't gravitate to the positive can be shown the stick side of it which is Risk Management. No healthy people, no fans. No confidence in their safety outside/at venue, no ticket sales.

Really have been impressed with the athletes and other celebrities who have used their platforms to support health and other essential messaging.

Positively we do not see the "stick to sports" counter-narrative. We see how corona ties into sport - the same is true about climate change and sport - the messages need to be focused on what is directly related to the athlete's health, sport, and life.

Q3 - What do think the biggest challenge is going to be for sustainability efforts when the (new) normal resumes?

Likely to be a push to get things back to "normal" once we get the green light. With this push, we may skip sustainability corners by going too quickly. Challenges around certain type of mass transit modes may stay around for a bit.

Things are crazy during normal business, and will be even crazier when things resume. So getting people's attention will be tough for a while. Also have to consider impacts of the slowdown on budgets. But still optimistic about keeping present course

Biggest challenge will be 'framing' sustainability issues as integral to 'business survival' going forward. I see a heavy swing to social aspects of sustainability, key to keep environmental issues v closely tied to the social so they are not left to the side

Overcoming an attitude of "Thank G-d we made it to 'new normal'; we just want to have games, not causes for now" Of course what needs to win is "We pulled together on COVID19, now let's pull together on climate, ocean waste, etc.

Teams/Leagues that we work with are trying to anticipate the revenue loss in operations and sales... That's resulted in a re-think of kicking off new initiatives or even rethinking if they need someone on the team to prioritize sustainability

Sport media & others should be ready with data/facts about how such climate vulnerabilities impact sport - this can help educate fans/spectators on the impact on athletes & performance esp. for those that are not there in person to see direct impacts on the area

Q4 - How do you think we can plan to mitigate against these challenges right now?

Public-Private partnerships to leverage sport's platform to edu public on personal/public safety, hygiene, boost public confidence of 'old systems' in our 'new reality'. Translate collective energy for action from corona to climate action

Just keep doing what we're doing. The challenges when things resume are going to be the same prior to the slowdown

For one of my consulting clients, I'm hoping that the down time at venues might give our product/green solution some much-needed oxygen. Thing is, many seem not to be working now but that may change. My approach, gently keep in touch

Q5 - Sport may continue to be disrupted because of periodic social distancing over the coming year(s): What resilience measures can we put in place to plan for this, that are sustainable and work for all stakeholders?

To use the period of isolation to build strength and resilience. For athletes, that means continuing training albeit in an isolated form. For sustainability professionals that means honing skills and knowledge

This is where we must be innovative, utilizing the power of technology/innovation to continue to engage spectators - and promote the power of sport. Excited to see what ideas emerge with and how topics like climate, waste, and wellness can be incorporated

Now THAT is a tough question. It's possible we will simply see periodic disruptions. Hard to imagine how to adjust live sport to accommodate social distancing. Easier to imagine continuity of sport with remote viewership and protective measures for athletes

Payroll protections, better insurance policies that cover these types of disruptions, shut down procedures, crisis comms strategy, etc

For the moment, teams/venues can communicate - now - that they are working on it. I believe a great deal of assurance messaging will be necessary and shld be overemphasized on the return to 'opening'

This is an opportunity for ALL resilience, whether vs. pandemics or climate change, 2 be part of discussion - at summits like Sport Positive, GSA, but also engaging big sports media - i.e. ESPN, SI, Sky - they need content!

Thank You!

If you contributed to the #SportPositive Twitter Chat on March 24th, 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, April 1 at 4-5pm UTC.**

Claire

Claire Poole
Founder and CEO | Sport Positive Summit

T: +44 (0) 759 504 9938

E: claire.poole@sportpositivesummit.com

W: www.sportpositivesummit.com

Keep in touch, stay home and stay well!

**Get in touch any time if you want to chat on Twitter - @SportPosSummit and @claireypoole
Email - Claire.poole@sportpositivesummit.com**



IN COLLABORATION WITH

Global Climate Action



ORGANIZED BY THE IAAF