

# Syllabus. Sustainable strategy in sport



## SYLLABUS

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## STRUCTURE

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### SUSTAINABLE STRATEGY IN SPORT

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- ☰ Module 1. The foundations of sustainability in sport
- ☰ Module 2. How to develop a sustainability programme based upon international standards and framework
- ☰ Module 3. Measuring and reporting on impact



# Justification

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The world of sports is evolving rapidly and recovering from the devastating impact of the current health pandemic. Sport organisations at all levels and their respective sport events have to redefine their operational and business models to continue to engage players, sponsors, fans, and other stakeholders. There is a mutual dependency between climate change, health and sport, but the potential impact of sport goes much beyond the field of play. Sport organisations, fans and those working in sport—and in particular athletes—have an enormous potential to accelerate a systemic change of society to foster and encourage inclusion, healthy lifestyle, climate action, and collaboration. Furthermore, sport, from organizations to leaders, to athletes and grassroots coaches, all have a role and responsibility in rebuilding societies and economies post COVID-19.

Sustainability focuses on meeting the needs of the present without compromising the ability of future generations to meet their needs. Sustainability is a holistic concept that includes ensuring the needs of people, planet and profit, also referred to as environment, social and governance (ESG). A sustainable sport programme including a sport event needs to incorporate all three elements.

The purpose of this course is to learn how to understand and approach sustainability in sport, how to get started with your own sustainable sport action plan, whether this is by designing a programme, strategy or initiative. Additionally, you will learn how to develop new policies, strategies, and actionable plans to build resilience and develop sustainable and profitable business models for your sports organisation.

To do so, we will use the most relevant techniques and frameworks from the world of sustainability, illustrated with good practices and insider stories from the world's leading sports events and organisations such as the Olympic Games, FIFA World Cup, Athletics World Championships, Formula E races, etc. We will also listen to medium and small events to understand how to start your sustainability journey.

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# Objectives of the course

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## General objective

Participants will finalise this programme with a plan to develop and implement a sustainability programme, which adds value to their sport organisation or event, as well as to the wider society.

## Specific objectives

- 1 Specific objective 1: Recognise the business case and opportunities for sustainability, and generate ideas to seize them, either within or through your sport organisation.
  - 2 Specific objective 2: Learn how to design a sustainable sport programme, by understanding relevant international standards and frameworks, and ways to measure and report on your outcomes.
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Specific objective 3: Engage with key stakeholders on sustainability and identify new sponsorship and partnership opportunities.

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# Skills

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The skills we hope you will develop throughout this course are:

## General skills

- 1 Group and collaborative work:** the ability to work with colleagues in order to accomplish shared goals and to achieve the synergy typical of a high performance group.
- 2 The capacity of analysis/reflection:** the capacity to methodically examine the different aspects of a certain reality or situation and to carry out an assessment of that situation.
- 3 Creativity and innovative, knowledge-based solutions:** the capacity to find alternative solutions to existing problems based on formal knowledge.

## Specific skills

- 1** Knowledge of the concept and key elements of sustainability.
- 2** Capability to relate sustainability to the organisation's corporate strategy.

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Understanding of the operational aspects of sustainability programmes.

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Capacity to drive impact measurement within an organization.

5

Tools to effectively communicate about sport and sustainability.

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# Criteria for participation and approval

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## Participation criteria

During the month of course, the student is expected to:

- Browse the multimedia contents of each of the modules that make up the course.
- Solve the evaluations assigned in each module.
- Carry out the proposed activities, whether group or individual.
- Take the final exam.

## Approval criteria

For the approval of the course, the student is required to complete the (4) proposed activities in the course and pass the final exam. The student must obtain a final score of 70% or more. This grade will be the average between the activities and the final exam.

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# Module 1. The foundations of sustainability in sport

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- Unit 1.1. Definition and evolution of sustainability in sport.
- Unit 1.2. The business case for sustainability.
- Unit 1.3. Getting started with sustainability: dos and don'ts.
- Unit 1.4. Trends and key challenges.

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## Module 2. How to develop a sustainability programme based upon international standards and framework

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- Unit 2.1. The history of sustainability in sport and evolution of standards.
- Unit 2.2. Universal sustainability frameworks and standards, and its use in football.
- Unit 2.3. Sport specific frameworks and standards.
- Unit 2.4. A step-by-step approach to meet an international standard.

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## Module 3. Measuring and reporting on impact

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- Unit 3.1. Understanding the social and environmental impact of a sports (event) organizer.
- Unit 3.2. How to quantify the impact of your event.
- Unit 3.3. Capturing data and reporting on sustainability.
- Unit 3.4. Good practices and pitfalls in measuring and reporting sustainability.

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## Module 4. Sponsorship opportunities through sustainability

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- Unit 4.1. New opportunities for sponsorship through sustainability.
- Unit 4.2. The assets of your sustainability programme.
- Unit 4.3. Engaging with funding partners on sustainability.
- Unit 4.4. Case study of The Ocean Race: racing with purpose.

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