Hi everyone,

My name is Jo Little and I work for Planet Mark – we’re a business sustainability certification measuring companies environmental impact but most importantly it’s about enabling and encouraging year on year reduction.

We’re really pleased to be asked by House of Sport to present today on how the Sports and Leisure sector has a fantastic opportunity to address climate change and create a more sustainable future.

**SLIDE**

Within this video we’ll look at what we mean by sustainability.

How climate change is impacting sport.

Explore how sport can leverage their position to engage communities.

Identify key areas to cut carbon.

Hopefully by the end of this you’ll feel motivated, confident and ready to kick-start your sustainability journey.

**SLIDE**

Let’s begin with asking ‘What is Sustainability?’.

You may or may not be familiar with these Sustainability Development Goals. Established back in 2015 by the United Nation. These 17 goals represent a global target for all nations to work towards in order to achieve a more sustainable planet by 2030.

And 2030, is also a critical date for mitigating the effects of global warming. In line with the Paris Agreement, 195 countries agreed to minimize the average global temperature increase by 1.5 degrees since industrial levels, therefore this decade has been coined the decade of action by UN and with less than 9 years to go we have a lot to do to mitigate global warming, climate change and the devastating effects which comes with it.

But sustainability encompasses all areas of society of which sport is an integral part of. So, let’s explore these 17 goals, firstly we know ‘Good Health and Well-being’ is a great benefit to sport, climate action will inevitably be affected, gender equality and reducing inequalities have always be an essential topic too. And as we delve deeper we realise all 17 goals have some connection to the sporting world so it’s essential when we’re addressing sustainability we take into account all areas.

**SLIDE**

So today I’m going to focus on climate action.

This graph shows that from the past 400,000 years levels of carbon dioxide have always fluctuated on our planet. But it wasn’t until we started burning fossil fuels in serious quantities since the 1950 that this shot up to the levels we see today.

This graph really shows the dramatic change in levels of CO2, and as a planet we need to drastically reduce this.

**SLIDE**

So let’s focus on sport and how it’s been impacted by climate change. With rising temperatures, events are starting to have to move to cooler temperate locations to avoid potential health risks to both the players and spectators, this is already happening with the Tokyo Olympics this year.

High temperatures also result in a lack of snowfall threatening the future of all winter sports.

The unprecedented wild fires we’ve witnessed over the last year are causing poor health and damaging infrastructure for both cricket players in Australia as well as baseball players in California.

Rising sea levels could significantly damage a predicted 1 in 3 British Open golf courses.

By 2050, an estimated 1 in 4 English football league grounds will face partial if not total flooding each year due to climate change.

**SLIDE**

We are already seen a huge commitment from the large organisations in doing their part in reducing their impact; the 2024 Paris Olympics will be the first ever carbon neutral games so too will the 2022 Birmingham Commonwealth Games. New sports are also emerging like Formula E pushing for a more environmentally friendly approach.

Similarly the commercial sport fashion brands such as Adidas and Nike who know they have to make changes in these highly impacting sectors are investing heavily in reusable materials, waste and creating a circular economy.

**SLIDE**

Sport England too have pledged their #planetarypromise this April, embedding sustainability within their strategy and encouraging those within their community. We know the invaluable reach Sport has within both our local and global communities and there are some fantastic advocates who are helping to spread this important message. Hannah Mills, the Olympic Sailing Athlete saw first-hand the impact plastic has on the ocean and therefore set up the Big Plastic Pledge with a mission to eradicate single use plastic in sport.

Similarly, Australian surfer Sally Fitzgibbons uses her platform to inspire the next generation to protect and preserve our waters.

Rubgy player Cheslin Kolbe here photographed recently picking up litter and plastic at the end of a match.

And of course, we owe a lot to the huge impact Marcus Rashford had on his successful social campaign for free school meals during the pandemic and again using his platform to really make an impactful change.

**SLIDE**

Sport is also intrinsically connected to nature, and how we use and link nature in the future will be crucial to a more sustainable environment. The only way we can win the race against climate change is by collaborating and coming together as a team within our communities. And that’s an incredible power sport has in leveraging change.

Collectively we can work together to empower change for a brighter future.

And now here is where you and your oganisation can get begin to make a difference.

**SLIDE**

Because business as usual is just no longer viable, and it isn’t a case of if you’ll do something but when. It just makes business sense, and here listed is a number of business benefits you can enable when creating a sustainable strategy within your organisation.

We often say here at Planet Mark, where there is carbon there is cost, so if you’re wanting to save money you can by quick wins such as switching to renewable energy or replacing all your lights to LEDs.

And 2025- 75% of the working populations will be millennials and research shows that this generation and younger are wanting to not only work with but buy from businesses who care about their effect on society, therefore attracting and retaining talent. Your sustainability story will enable you to set your business apart from competitors and gain that advantage to help grow your profits.

Most importantly, after the year we’ve had future proofing has never been more relevant. Understanding the value of your contribution to society will help navigate the uncertainties over the coming years, by embedding sustainability now as a core pillar to your business you’ll be ahead of curve prior to the inevitable policies which will undoubtedly come into place as we work towards a Net Zero Carbon Society.

**SLIDE**

At Planet Mark, we believe the base of a successful Sustainability Strategy begins with these 3 simple steps.

Firstly, Measure – you can’t manage what you don’t measure, so understanding what your current impact is will help set tangible targets to enable year on year reduction.

Secondly, Engage – by engaging all your employees, department, stakeholders and customers can help spread not only awareness but encourage greater success across your organisation and can unlock your team’s passion to help drive bigger change.

And finally, Communicate – by communicating your commitments you are far more likely to meet your goals. But also celebrating your achievements and sharing your solutions or ideas will help the community in spreading this knowledge to influence others to do the same.

**SLIDE**

But what are we actually measuring? What is a carbon footprint?

A carbon footprint is broken down into 3 scopes. Scope 1; are your organisation’s direct emissions create, such as the emissions from vehicles or fleets, gas used to heat our buildings, generators

Scope 2; are your indirect emissions of the production of purchased energy such as electricity, or steam.

Then your Scope 3; is essentially everything else. From your waste, your water, business travel and manufacturing or freight. But most importantly your supply chain. In fact, an organisation’s scope 3 is often far larger than their 1 or 2.

And this is a tricky one to reduce as you’re not in control with your supply chain’s emissions however you do have control with whom you buy from or work with and perhaps your voice of influence could help them too.

It’s also important to remember if you are in someone’s scope 3, and they have pledged a net zero target then you will be asked very soon what you’re doing within your scope 1 and 2.

So at Planet Mark we measure all these 6 key impacting areas to create an annual report and carbon footprint total.

I have here a few examples of sporting events and their carbon footprint, unsurprisingly the Olympics have one of the biggest carbon footprint at 3.4 million tons of CO2 and includes the infrastructure of building the Olympics as well as athlete and spectator travel and operational carbon. And to put that into a more relatable context – that’s the equivalent of 3 million return flights from London to NY.

So these are the key areas in your organisation that you should focus on to help reduce your impact.

All these large events as well as the small local events all add up and are having significant implications to climate change.

**SLIDE**

The time is now, we all have an impact that we’re all responsible for. Join us this decade of action to make a difference and help empower change for a brighter future.

If you’re interested in learning more in how we can support you on your sustainability journey, please feel free to contact.

Thank you so much.