WEBINAR #14 - SUSTAINABLE TOURISM WEBINARS

CIRCULARITY IN SPORTS EVENTS

28TH OF NOVEMBER 2018 (14:00-15:00 CET)

One planet travel with care
Introduction by moderator

Ms. Carlota Estalella
Project Coordination Officer
United Nations Environment Programme
A global and diversified network involving over 150 actors with one common goal: decoupling tourism growth from the consumption of finite natural resources.
Tips for a smooth session:

• All attendees are on listen-only mode (please make sure you are muted and your webcam is off)

• Attendees can ask questions to the panelists anytime throughout the webinar by posting them in the chat box of the control panel (press « send to everybody » so that moderator can see your questions as well)

• When typing the question, please indicate to which panelist it is addressed

• At the end of the webinar, during the Q&A session, the organizers will be reading out the questions and the panelists will share their replies

• The session is being recorded and the Youtube link will be posted on the UNWTO website and One Planet platform
The objectives of the webinar are to:

• Learn about existing circular solutions applied already in large sports events

• Discuss the potential of integration of circularity in sports events (including legacy aspects for host destinations and sports communities and more broadly, awareness raising among the general public)

• Explore how large sports events may become incubators of innovative circular solutions.
Ms. Katherine Adams
Principal Consultant at BRE Group
Circular construction practices in large sports events: London Olympic Games

Katherine Adams
BRE

28th November 2018
The London 2012 Olympics

- 2.5 km² site in East London; intended to catalyse regeneration
- Only five permanent venues were constructed
- Other buildings included the Athletes Village which became a residential quarter of Stratford City and the Olympic Press and Broadcast Centres were adapted to become office spaces.
- In addition to the design and construction of the Games, there was consideration of the post-Games legacy.
- Renamed ‘The Queen Elizabeth Olympic Park’ and in 2012, the London Legacy Development Corporation was given responsibility for the redevelopment of the Park
The mission

“deliver venues, facilities and infrastructure and transport on time and in a way that maximises the delivery of a sustainable legacy within the available budget”.

Source: Greater London Authority
Objectives and targets

– 90% re-used or recycled demolition waste by weight
– 90% re-used or recycled construction waste by weight
– 20% of materials to be from a re-used or recycled source by value
– 25% recycled aggregate by weight
– Across all of the elements of the Park, care will be taken to optimise the provision of permanent elements for legacy and temporary elements for Games time.
– To minimise any waste during the conversion from Games to the legacy phase, all temporary venues and structures will be designed with re-use and recycling in mind
The process

Sustainable Development Principles

London 2012 Sustainable Policy

Sustainable Development Strategy (targets)

Delivery partner responsible for meeting targets

Design Out Waste; Demolition and Site Clearance Materials Management Plan; Construction Waste Management Plan, Temporary Materials Guidelines
Results

– 98.5% (427,531 tonnes) reuse and recycling rate
– 425,000 tonnes of waste diverted from landfill
– Over 20,000 lorry movements saved
– Over 1.5 million cubic metres of soil cleaned onsite and reused
– Approximately 170,000 tonnes, equivalent to nearly 22% of aggregates from recycled and secondary sources
– 20,000 tonnes of new materials saved
– 339,590 ‘overlay’ assets reused – 14,911 tonnes
Circularity Building Examples (1)

- The McDonalds restaurant onsite was a modular construction, enabling it to be dismantled for reuse following the games.
- The International Broadcast Centre was designed with a flexible internal layout to assist with a range of post-Games uses and bolted connections were used.
- M&E were also easily accessible.
Circularity Building Examples (2)

- The 17,500 spectator swimming facility was reduced to 2,500 capacity by the dismantling of two bolted steel wings.
- The Basketball Arena was a temporary structure, commissioned on a take-back basis and after the Games it was dismantled and returned to the contractor.
- More than 3,000 seats from the Basketball Arena have been reused at the nearby Lee Valley Hockey and Tennis Centre.
Lessons Learnt: buildings

- Design with the next use in mind (if known)
  - Expensive conversion of the Athletics stadium to a football stadium
  - Design as a football stadium and then retrofit for the Olympics
- Smaller, more flexible venues and facilities are certainly easier to repurpose.
- Cost of dismantling, transporting and rebuilding facilities is problematic
- Temporary buildings need to be temporary
- Locate venues in the heart of a big city
  - Create spaces that can be easily reused by businesses and others
Lessons learnt: waste

– During demolition phase, the pre-demolition audits could have been more extensive

– Further projects should aim to reach higher levels of reclamation and re-use of demolition and construction waste rather than focusing on diverting waste from landfill

– Targets should be defined to deliver at the highest levels of the waste hierarchy and optimise resource efficiency.

– Some of the markets, like reuse and recovery ones, need to become more established to incentivise the construction industry to expend resources on developing and implementing more waste strategies.
The legacy

• More than 16 million visits to the Park
• Covers 560 acres, 6.5km of waterways, 30 acres of woods, hedgerow and wildlife habitat and 4,300 new trees.
• There are 26 permanent artworks and 2.5km of temporary artworks on hoardings
• All eight permanent venues have a secure legacy
• More than 5,000 people worked on the transformation
• It is expected that there will be 40,000 jobs created by 2025
• Planning permission for over 4,000 homes
VISION
Creating a dynamic new metropolitan centre for London

MISSION
To use the opportunity of the London 2012 Games and the creation of Queen Elizabeth Olympic Park to change the lives of people in east London and drive growth and investment in London and the UK, by developing an inspiring and innovative place where people want – and can afford – to live, work and visit.

LIVE
Establish successful and integrated neighbourhoods, where people want – and can afford – to live, work and play

WORK
Retain, attract and grow a diverse range of high quality businesses and employers, and maximise employment opportunities for local people and underrepresented groups

VISIT
Create a diverse, unique, successful and financially sustainable visitor destination

INSPIRE
Create a global, future-ready exemplar for the promotion of cross-sector innovation in technology, sustainability, education, culture, sport, inclusion and participation

DELIVER
Deliver excellent value for money, and champion new models and standards which advance the wider cause of regeneration, in line with LLDC’s core values

OPPORTUNITY
Economic growth stimulated and life chances improved for people in and around the Park

COMMUNITY
A cluster of places on and around the Park designed with people at the heart, in a way that is seen as exceptional

By 2020

DESTINATION
The basis of a new metropolitan heart created in east London that attracts people from across London, the UK and beyond
Thank you

Katherine Adams

e: Katherine.adams@bregroup.com
Ms. Julia Pallé
Senior Sustainability Consultant
Formula E Holdings
Formula E: promoting energy efficiency and circularity through sports

One Planet - Circularity in Sports Events – 28/11/2018
• The ABB FIA Formula E Championship is the world’s first fully-electric international single-seater street racing series powered by renewable energy

• The championship became the first category in motorsports to earn the highly-acclaimed ISO20121 (sustainable events international standard – Third Party) together with renewed three-star level for FIA’s Environmental Certification Framework system.

• Formula E’s vision is to fight climate change by offering a solution to air quality in city centres by showcasing clean, electric mobility and raising awareness of electric vehicles
circular economy mindset

Environmental protection
Social inclusivity
Economic prosperity

ISO 20121

PLAN
ACT
CHECK
DO

Resource extraction and refining
Life Cycle Assessment
Packaging and distribution
End of life
Use
Manufacturing
Recycling

Resource extraction and refining
Life Cycle Assessment
Packaging and distribution
End of life
Use
Manufacturing
Recycling

ABB FORMULA-E
FIA FORMULA-E CHAMPIONSHIP
Lifecycle Assessment of cars and batteries
End of life of battery cells
Waste reduction and branding showcase
Thank you for your attention!

Please direct any questions to jpa@fiaformulae.com
CIRCULARITY AND BEYOND: THE ROLE OF SOCIAL BUSINESS IN SPORT EVENTS
WHY
CIRCULARITY VS SUSTAINABILITY

“The intentional design of a system is what separates circularity from sustainability.

Cycling materials in the technosphere needs to be part of the design, since it is not something that happens without intervention.

Circularity and the circular economy address this lack of cycling and define a clear place about how to manage the transition.”

by the US Chamber of Commerce Foundation
CONTENT

• WHAT IS SOCIAL BUSINESS?

• WHAT MEANS ORGANIZING THE GAMES?

• ARE THEY COMPATIBLE?

• NEW HORIZON: YUNUS SPORTS HUB
"Social business unites the dynamism of traditional business with the social conscience of charity" - Prof. Yunus
1. Business objective will be to overcome poverty, or one or more problems (such as education, health, technology access, environment, etc.) which threaten people and society; not profit maximization.

2. Financial and economic sustainability.

3. Investors get back the investment amount only. No dividend is given beyond investment money.

4. When investment amount is paid back, company profit stays with the company for expansion and improvement.

5. Gender sensitive and environmentally conscious.

6. Workforce gets market wage with better working conditions.

7. …do it with joy.
Social Entrepreneurship is an activity with the goal of solving a social problem using entrepreneurial principles to organize, create and manage a venture to achieve the social goal. The entity is called social enterprise.
### Spectrum: From Profit-Maximizing Business to Non-Profit

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pure Profit / dividend</strong></td>
<td>Profitable business that aims to maximize shareholder value without a direct social mission.</td>
</tr>
<tr>
<td><strong>Good Profit / dividend</strong></td>
<td>Profitable business that pays dividends to its investors, acts responsibly according to a high code of conduct and leverages profits to engage in CSR activities.</td>
</tr>
<tr>
<td><strong>Make profit / dividend and do good</strong></td>
<td>Target low-income communities at the Bottom of the Pyramid with a profitable business model and thus benefit sustainable livelihoods.</td>
</tr>
<tr>
<td><strong>Make profit but no dividend</strong></td>
<td>Profitable business with zero-dividend policy that has the sole mission of serving society’s needs.</td>
</tr>
<tr>
<td><strong>Charity. (no) profit, no dividend</strong></td>
<td>Charity organizations that follow a social objective and are financed through donations and some revenue generating activities.</td>
</tr>
<tr>
<td><strong>Charity. no profit, no dividend</strong></td>
<td>Charity organizations that follow a social objective and are mainly financed through donations.</td>
</tr>
</tbody>
</table>
A NON-LOSS NON-DIVIDEND COMPANY TO SOLVE A HUMAN PROBLEM
CONTENT

• WHAT IS SOCIAL BUSINESS?
• WHAT MEANS ORGANIZING THE GAMES?
• ARE THEY COMPATIBLE?
• NEW HORIZON: YUNUS SPORTS HUB
“THE BIGGEST AND MOST INTEGRATED LOGISTIC OPERATION IN MAINLAND BRITAIN IN OUR PEACETIME HISTORY”

DAVID CAMERON, FORMER UK PRIME MINISTER
OLYMPIC GAMES

42 world championships
19 days of competition
10,900 athletes from 206 countries
25,100 accredited professionals
7,000 NOC members
3,200 technical agents
PARALYMPIC GAMES

23 world championships
11 days of competition
4,350 athletes from 176 countries
7,200 accredited professionals
3,000 NOC members
1,300 technical agents
AND THERE IS MORE...

5 billions global audience

>30 millions items

980k pieces of sport equipment

8 pitches of football worth of warehouse (72k sqm)

5 millions pieces of furnitures

132 stores to sell 5,000 licensed products
WAIT THERE IS MORE...

45 test events

300 cities for the Torch Relay

6 cities for the football competition

Etc…

Etc…

Etc…
NEED FOR A SUSTAINABLE AND CIRCULAR SUPPLY CHAIN
CONTENT

• WHAT IS SOCIAL BUSINESS?
• WHAT MEANS ORGANIZING THE GAMES?
• ARE THEY COMPATIBLE?
• NEW HORIZON: YUNUS SPORTS HUB
“The Games has tremendous power over people. We have not recognized that this power can be used for social and environmental transformation if we put this to solve issues.

Social business is a fantastic tool to connect this power to bring social and environmental changes.

Not only they are compatible, social business is indispensable in translating the power of games into concrete positive social and environmental outcomes”

PROF MUHAMMAD YUNUS, PEACE NOBEL PRIZE LAUREATE
THE PURPOSE (WHY?)

1. CREATE LOCAL JOBS
2. FOSTER SOCIAL INCLUSION
3. FIGHT AGAINST DISCRIMINATION
4. BENEFIT TO SME & SOCIAL BUSINESSES
5. IMPLEMENT CIRCULAR ECONOMY
THE AIM

MINIMUM OF 10% OF HOURS THROUGH “SOCIAL INTEGRATION” CONTRACTS

MINIMUM OF 25% OF CONTRACTING VOLUME TO SMEs AND SBs

250K LONG TERM JOBS CREATED, IN PARTICULAR IN UNDERPRIVILEGED AREAS
THE METHOD

1. INFORMATION AND WATCH  #OPPORTUNITIES
2. INNOVATION SOURCING  #LOBBYING
3. ACCOMPANYING  #ACCELERATION
4. OBSERVATORY  #MEASUREMENT
5. INTERNATIONAL PROMOTION & BENCHMARK
• WHAT IS SOCIAL BUSINESS?
• WHAT MEANS ORGANIZING THE GAMES?
• ARE THEY COMPATIBLE?
• NEW HORIZON: YUNUS SPORTS HUB
WE FOUND THE BI-FOCAL GLASSES!
WE LOOKED AT THE SPORT WORLD
MISSION 1

IN THE SPORT WORLD, RAISING AWARENESS ABOUT SOCIAL BUSINESS
2 MONTHS FESTIVAL SHOWCASING SB SOLUTIONS FOR INCLUSIVE OLYMPICS
MISSION 2

HELPING SPORT ORGANIZATIONS TO IMPLEMENT SOCIAL BUSINESS
The new Athlete365 Business Accelerator
Let's speed up athletes' ideas!
HELPING PARIS 2024 DELIVERING THE MOST INCLUSIVE GAMES OF THE HISTORY

WITH SOCIAL BUSINESS
- IN PARTNERSHIP WITH LES CANAUX -
MISSION 3
SUPPORTING SOCIAL BUSINESSES IN LINK WITH SPORT
USING SPORT & SOCIAL BUSINESS TO FOSTER PEACE AND SOCIAL INCLUSION
INVESTING IN SOCIAL BUSINESS IN LINK WITH SPORT
SPORT & SOCIAL BUSINESS TO SOLVE PEOPLE’S PROBLEMS

1. EDUCATION & EXPERIENCE

2. CONSULTING & EXPERTISE

3. SUPPORT TO SOCIAL BUSINESS
WHY
"I always felt amazed at the limitless power of sport. It is powerful because it is basic to human nature. And where there is power, there is always a chance to make a meaningful difference to people’s lives."

Prof Yunus, Speech to IOC, Lausanne, July 2017
THANK YOU

Yoan Noguier
Yunus Sports Hub
Co-founder
Managing Director

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Please send your questions through the chat box in the control panel.
Thank you!

For more information on webinars, please contact: oneplanetstp@unwto.org

For more information on the 10YFP STP: http://sdt.unwto.org/about-10yfp-stp