

eco@work

Sustainable reading from the Öko-Institut

Sport v. Environment **A friendly match**

Profitable
Öko-Institut advises
South Africa on the
World Cup

Commendable
Many fans used
the train to get to
Euro 2008

Dear readers,

We are delighted to be able to tell you about the latest edition of our e-newsletter *eco@work*. This time the "big issue" is "Sport v. Environment – a friendly match". You can find out more about important plans and collaborations in an exciting year of sport spanning Euro 2008 and the Olympic Games. On top of that you can expect lots more articles about the work of the Institute for Applied Ecology (Öko-Institut) as usual.

With best wishes for a sunny and restful summer,

Christiane Rathmann



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Imprint

eco@work – August 2008, Published by: Öko-Institut e.V.
Edited by: Christiane Rathmann (cr), Katja Kukatz (kk)
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Design/Layout: Hannes Osterrieder, Technical implementation: Markus Werz
Coverphoto: ©mipan-Fotolia.com
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Account Details for Donations: Sparkasse Freiburg - Nördlicher Breisgau
Bank Code No.: 680 501 01, Account No.: 2 063 447
IBAN: DE 96 6805 0101 0002 0634 47
BIC: FRSPDE66

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"Through EURO 2008 we can make large sections of society aware of the issue of sustainability"

Austria and Switzerland, the two host countries, have developed the environmental action plan "Environment on the Ball" for the 2008 European Football Championship. The initiative of Josef Pröll, the Austrian Environment Minister, it was drawn up by the Austrian Institute for Applied Ecology and the Brainbows company, taking the German Öko-Institut's Green Goal project for the 2006 World Cup as their starting point and building on it. Christian Pladerer of the Austrian Institute made a substantial contribution to the sustainability action plan and gives eco@work his assessment.

How green was EURO 2008 really, looking back? What was it possible to achieve?

One great success was the expansion and use of public transport. The combined football ticket allowed free use of all forms of public transport, including the train, on the day of the match and until midday on the following day. I went to the match between Germany and Poland in Klagenfurt and saw for myself what a good uptake there was on the offer

and how superbly everything was organized. Perhaps a good experience like this will encourage more people onto the trains on a day-to-day basis. Another plus point was the eco-auditing of the four Austrian stadiums under EMAS (Eco-Management and Audit Scheme). The stadium in Vienna was fitted with a solar installation and water-saving devices, all of which mean it will operate in an environmentally sustainable way even now the European Cup has finished. A third positive aspect was the system for returning used drinks cups: the stadiums were really clean. We hope that stadiums using the system for the first time will continue with it in the future.

What was the biggest difficulty with "Environment on the Ball"?

The greatest environmental impact of any major sporting event is the traffic. To get people onto public transport is by far the most expensive aspect. The introduction of the reusable drinks cups system in Klagenfurt was the subject of much discussion as well, and it didn't work a

hundred percent during Euro 2008, either. The refreshment businesses outside the official fan zones sold low-price drinks in cans and disposable cups in the town. Unfortunately, that was a failure of council policy. In Innsbruck, on the other hand, it worked well, because the city council bought in re-usable cups to supply the refreshment businesses.

What did you learn from the Öko-Institut's Green Goal project?

Green Goal was an excellent starting-point for us. The final report especially helped us a great deal. The organizing committee of FIFA had already taken the first steps, but for UEFA, which stages the European Championships, this was something completely new. Green Goal looked at the environmental aspects, and we added social ones such as disabled access, fair trade, regional produce, gender issues und migrant groups. I think it is very encouraging that the environment ministries and UEFA have asked us for an evaluation.

What is your assessment of Euro 2008?

The experiences with "Environment on the Ball" can benefit other major events such as cultural and music festivals, trade fairs and conferences. At the moment we are advising the Ministries on a "Green Events" action plan. Besides this we are working on several projects to make smaller regional events like Alpine cattle drives and cheese festivals more environmentally friendly.

Thank you for talking to us.

Interview conducted by Katharina Hien.

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Austrian Environment Minister Josef Pröll (centre) uses his ticket to Euro 2008 on the train.



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So green, so good, so difficult?

Environment and sport are
inseparable / Yet there are still
problems to overcome





Euro 2008 in Vienna. Football fans make their way to the match. Public transport is an essential feature.

2008 is the year of sport. Whether it involves cheering football supporters in the stadiums and on the fan miles or the expectation of new Olympic records in Beijing, the two major sporting events have one thing in common: they get many thousands of people on the move, and by doing so risk harming the environment. The Institute's Dr. Hartmut Stahl and Christian Hochfeld are working hard to make sure that doesn't happen. Two years ago, together with other researchers and experts, they succeeded in putting together "Green Goal" – an environmental action plan for the 2006 World Cup in Germany. Since then much has been done with regard to sport and the environment. What significance the subject has gained in the meantime, what achievements are at its heart and what difficulties remain, you can read in the main feature of this issue.

Climate neutrality – a tall order

Ralph Harthan is one of the experts in energy at the Institute and has specialized among other things in projects to offset greenhouse gases. "To compensate for the greenhouse gases produced during the World Cup we recommended investing in climate protection projects in India and South Africa, both of which have Gold Standard certification," says Harthan, who works at the Berlin office. "This demonstrates that the projects meet the highest social and environmental standards." Almost 100,000 tonnes of unavoidable car-



Photovoltaic panels have been installed in the stadiums and World Cup cities.



Only renewable energies were installed.

bon dioxide were generated during the World Cup in Germany and subsequently offset. This was financed by the DFB (German Football Association), FIFA and other partners. But first the Institute's environmental action plan made sure that about 20 percent less energy was used, and that in addition appropriate renewable energies were installed. In addition 13 million kilowatt hours of certified clean electricity were fed into the national grid - from the Institute's point of view a resounding success.

Despite this the climate-neutral management of the World Cup came under fire, because the World Cup organizers had only considered the greenhouse gases arising inside Germany. "Green Goal still has options open for further development, and those concern international flights," responds Green Goal expert Dr. Hartmut Stahl. Besides, only Germany came inside the organizing committee's remit. The researcher thinks it is important that the World

Cup has a sustainable legacy; for example, photovoltaic panels with a peak output of 2800 kilowatts have been installed in the stadiums and World Cup cities. In addition rain water, surface water and groundwater continue to be used instead of valuable drinking-quality water in six stadiums today.

The action plan has achieved 13 out of a total of 16 ambitious environmental targets, and Green Goal has set an example: Euro 2008 based its planning on it, and South Africa is also setting ambitious targets. Other countries and international sporting fixtures are following suit. You can read more about this in the following articles.

There is the odd setback

So green, so good? Unfortunately not. Not all sporting fixtures that call themselves "green" adhere to the high standards of Green Goal. Many organizers of major sporting events do not set out any clearly defined targets at the planning stage, and there is considerable variation in their understanding of environmental issues and the importance they

attach to them. Popular amateur sport is also problematic, because clubs and local authorities are still building sports facilities and stadiums without giving any thought to environmental criteria. "There is still much to be done," says Stahl.

In contrast the 2010 Winter Olympics in Vancouver and the London Olympics in the summer of 2012 are shining examples of good practice, in that they are drawing up extensive plans for a green lifestyle. The Canadians, for example, want to use sport to make a difference to people's everyday lives and to engender enthusiasm for sustainable living.

The Green Champions guidelines – a successful aid to planning

Recently new guidance has been published for all organizers of major fixtures as well as for clubs and associations. "Green Champions" for sport and the environment provides relevant advice and a good overview of how to organize a sporting event in an environmentally friendly way. There are practical examples providing reference cases as well as

Rain water, surface water and ground-water are being used instead of valuable drinking-quality water in six stadiums since the 2006 World Cup.



The Green Goal environmental action plan has achieved 13 out of a total of 16 ambitious targets.

checklists and recommendations for further reading. The brochure also demonstrates that conservation in sport produces a genuine win-win situation. Cutting the use of natural resources not only saves money but also contributes to sustainability.

Included in the guidelines are the experiences of the Institute's researchers, as well as a research

project, undertaken in collaboration with the Sport University Cologne (DSHS), which evaluated major sporting events in one particular year using various criteria. The experts at the Institute believe that the good reception given to the guidelines is an indication that the will exists to get environmental performance established in sport.

Green Cop – an environmentally friendly event

Yet another positive example of responsible event organization is the UN Conference on Biological Diversity. When in May of this year around 5,000 delegates from 190 countries travelled to Bonn to debate biodiversity and the destruction of the global environment, the organizers were faced with a ecological challenge. Around 20,000 tonnes of harmful greenhouse gas emissions were generated by the international flights. There was also the potential pollution from large amounts of rubbish, energy consumption and transport in the inner city. "Green Cop", the Institute's own environmental action plan based on the "Green Champions" guidelines provided the solution. Stahl, the Institute's expert, sums things up thus: "Environmental considerations must be taken into account when organizing major events, whether they be sporting or political ones. There's no way round it."

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Plastic cups everywhere: The streets shouldn't look like this after a marathon. Guidelines give advice on preventing sport from becoming a mess.



Cup of good hope

**Soon another green goal will be scored:
Environmentally friendly World Cup in South Africa**

When Ike Ndlovu talks about his job his pride in it is evident. "South Africa is the first African country to host an event on this scale," he says. Ike Ndlovu works as coordinator of environmental issues for football. To be more precise, the African is environment adviser to the organizing committee for the forthcoming World Cup in South Africa and as such it is his job, with the Institute's support, to ensure that in 2010 another green goal will be scored. The model for this major international event? Green Goal, the German environmental action plan.

When the World Cup in Germany finished two years ago, researchers from the Institute met with the South African Environment Minister. He expressed an interest in staging the sporting event in his homeland in an environmentally friendly manner and at the same time raising awareness of global and local environmental issues. As a result the South African Ministry of Environmental Affairs and Tourism has drawn up, in close co-operation with the Local Organizing Committee (LOC) and the nine venues, an ambitious Green Goal action plan for 2010. Since the summer of 2007 the Institute has been officially advising the South Africans, passing on its

own experiences to the current World Cup organizers.

"The action plan must focus on waste management, energy and water consumption, environmentally friendly transport and climate protection," explains Dr. Hartmut Stahl, an authority on Green Goal. "The main aim is to make the forthcoming World Cup a climate neutral event. That's why we have devised a comprehensive action plan with an emphasis on energy efficiency, using renewable energy and offsetting the remaining CO2 emissions. This should ensure that the prescribed targets are met and the event leaves a positive legacy."



The new stadium in Cape Town, one of four being built.

The organizers want to leave a positive legacy

Clear guidelines are central to a successful outcome.

- **Environmentally friendly action:** New technologies and environmentally aware behaviour should minimize the amount of rubbish, the energy consumption and the pollution of air and water. There are concrete plans for waste prevention measures and improvements to the infrastructure such as the installation of waste recycling facilities and measures to make transport more environmentally friendly.

- **Promoting social and economic development:** There are specific plans to involve local communities from the outset at all levels in the development of the action plan and the decision-making process. Jobs will be also created locally and the urban economy stimulated.

- **Campaigns to promote environmental awareness:** The plans for a clean World Cup and the merits of this will be publicized with the aim of changing future behaviour. Ike Ndlovu and his fellow campaigners are also hoping for intense media interest in their project.

- **Leaving a positive legacy:** In the final analysis a World Cup organized in a sustainable manner should bring about a fundamental improvement in the natural environment of South Africa in both the

short and long term. If a reduction in the consumption of important resources like water, electricity and fuel can be achieved, and biodiversity can be conserved as well, there will also be positive long-term consequences from an economic viewpoint.

In the course of the summer the implementation of the Green Goal action plan will begin and more concrete targets will be made public. At present the organizers are confident that the results that they achieve will set an example for the 2014 World Cup in Brazil, but everyone involved knows that problems could arise along the way. The Institute for example regards the construction of the new stadiums as a possible critical point.

Four brand new arenas are to be built for the tournament: Green Point Stadium in Cape Town, the Nelson Mandela Bay Stadium in Port Elizabeth, Durban Stadium and Mbombela Stadium in Nelspruit. The 2010 World Cup final is to be held in the Soccer City Stadium in Johannesburg, a football-specific stadium currently seating 80,000. The stadium is due to undergo a major upgrade in time for the 2010 World Cup. "We are hoping that environmental criteria will be given consideration during the construction and renovation of the stadiums," says Dr. Hartmut Stahl of the Institute. "But because there is a tight schedule for

the building programme it's hard to address the environmental issues properly."

Other countries are interested in Green Goal

Meanwhile it has become clear that other major sporting events and other countries are also showing an interest in environmental performance. For example, the organizers of the 2011 Rugby World Cup to be held in New Zealand have commissioned an environmental action plan based on the Green Goal model, although whether it will be put into practice has yet to be decided. The United Nations Environment Programme (UNEP) recently sent a delegation of invited experts - among them researchers from the Institute - to Sochi on the Black Sea to look at the extent of the environmental efforts for the 2014 Winter Olympics.

Dr. Stahl, an authority on the Green Goal project, judges this development a success, albeit with slight

The results could set an example for the 2014 World Cup in Brazil.

reservations. "Fortunately the need to address conservation issues is now almost taken for granted at international sporting events, but it is by no means obligatory everywhere, and the quality of the environmental action plans can be variable," he says. What he is hoping for in future is a set of concrete and compulsory environmental standards decided at international level.

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with Friederike Stoller*

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