

changeNOW



Fair Play
For Planet

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For Immediate Release

Sport for Change: Climate Pledge calls sports sponsors to strengthen their climate commitment ahead of Olympic Games

ChangeNOW and 17 Sport, joined by new partner Fair Play For Planet, elevate the Sport Sponsors Climate Pledge with enhanced targets and broader collaborations.

In a significant update to the Sport Sponsors Climate Pledge announced in May 2023, ChangeNOW, the key facilitator of the ecological and social transition, in collaboration with 17 Sport and now joined by Fair Play For Planet (FPFP), reinforces its commitment to revolutionize the sports industry's approach to climate action and calls sports sponsors to strengthen their climate commitment ahead of Olympic Games.

The Sport Sponsors Climate Pledge, a commitment to correlate sponsorship with reduced emissions for the first time, presents an urgent call to action for sponsors to actively adopt and embrace science-based targets. By aligning their support with emissions reduction, sponsors can play a pivotal role in propelling the decarbonization of the sports industry by directing capital towards leading climate-friendly organizations within the sports ecosystem.

Enhanced targets for a strengthened climate commitment

After the initial commitment from international sport sponsors EDF, Orange, Accor, and Sodexo Live! to the Sport Sponsors Climate Pledge, its implementation unfolded through comprehensive consultations with a diverse range of stakeholders. This inclusive process engaged corporate sponsors, clubs, federations, and institutions such as l'ADEME. Consultation underscored the need to integrate extra-financial performance metrics within the sports industry.

In response, the Sport Sponsors Climate Pledge updates include:

1. **Climate Transparency and Certified Environmental Policy for Partners:** Effective immediately, the pledge calls on all sports organizations, including clubs, federations, competitions, and event organizing committees, to demonstrate climate transparency. This involves implementing a certified environmental policy and committing to carbon emission reduction objectives aligned with a target of limiting global warming to below 2°C, in

accordance with the goals of the Paris Agreement. These targets must be validated over a two-year period with a mutually agreed-upon certifying third party.

2. **Introduction of Carbon & Environmental Performance Indicators:** In future contracts, signed two years or more after committing to the pledge, two key performance indicators will be mandatory:
- A Carbon Performance Indicator: For sports organizations with a turnover equal to or above €40 million/year, a substantial (10% or more) part of the total sponsorship amount will be correlated with the right holder's certification of a carbon reduction plan aligned with the Paris Agreement.
 - An Environmental Performance Indicator: Similarly, a substantial (10% or more) part of the total sponsorship amount will be correlated with the right holder's implementation of a certified environmental policy.

"Shifting gears in the sports industry is a significant and intricate process that demands time and commitment. The Sport Sponsors Climate Pledge establishes the right targets, providing a practical approach to addressing non-financial performance within sponsor-rights holder relationships." added Stuart Wareman, SVP of Sponsorship, Events and Experiences for Accor.

Expansion of ownership and collaboration with Fair Play For Planet:

In a strategic move to broaden the impact and reach of the Sport Sponsors Climate Pledge, Fair Play For Planet has joined ChangeNOW and 17 Sport as the third carrier of the initiative. Fair Play For Planet, initiated by former international rugby player Julien Pierre, introduces the first eco-responsible label for sports clubs, venues, and events. This collaboration aims to set higher standards for environmental performance in the sports industry.

"ChangeNOW is dedicated to being the platform that effectively bridges the gap between economic, ecological, and social challenges. The Sport Sponsors Climate Pledge, developed in collaboration with 17 Sport and Fair Play For Planet, and through consultation with all stakeholders, stands as a powerful tool that interconnects these dimensions. This initiative establishes a virtuous circle, empowering the most committed sports clubs and federations to secure enhanced funding." shared Kevin Tayebaly, co-founder of ChangeNOW.



Kevin Tayebaly, co-founder of ChangeNOW, Julien Pierre, CEO and founder of Fair Play For Planet, François Singer, Senior Purpose Partnerships Manager of 17 Sport

“Being Purposeful is about more than just acting responsibly but rather finding ways to leverage one's resources, influence and ecosystem to help solve important social and/or environmental challenges while also delivering positive business outcomes.

Progressive sponsors are starting to leverage their influence with sports properties to encourage them to start contributing in a more meaningful way toward building a sustainable future for the world. 17 Sport is very proud to welcome Fair Play For Planet as a partner of our impactful initiative.” added Fabien Paget, CEO and cofounder of 17 Sport.

“Fair Play For Planet is proud to join the Sport Sponsors Climate Pledge as a partner alongside ChangeNow and 17 Sport. We are convinced that the sports transition will not happen without the commitment of the sponsors that support it. The implementation of indicators in sports partnerships will enable them to direct their investments towards sports organizations committed to protecting the environment and reducing their carbon footprint.” adds Julien Pierre, Founder and CEO of Fair Play For Planet

Call for innovation for a sustainable Sports

ChangeNOW calls for solutions to be showcased at its summit, on March 25-27, 2024, at Grand Palais Ephémère in Paris: ChangeNOW encourages innovators in sports to apply for its call for solutions.

A new exhibition zone dedicated to the vision of future sustainable sports for all will be introduced at ChangeNOW, the largest event of solutions for the planet, taking place on March 25-27, 2024, at Grand Palais Ephémère in Paris.

All solutions aimed at advancing sustainable sports are encouraged to apply for the opportunity to

showcase their contributions and join the ranks of the 1000 solutions for the planet that will be presented at the summit.

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More information about the Sports Sponsors Climate Pledge here:

<https://www.changenow.world/edito-sport-sponsors-climate-pledge/>

Sport Sponsors Climate Pledge is endorsed by:

The Ministry of Sports and Olympic and Paralympic Games, Count us In, FC Lyon Football, French Golf Federation (FFGolf), Sport and Citizenship, French Sports Foundation, Game Earth, Sport Heroes, Match For Green, Football Ecology France, the Sea Cleaners and many others.

As well athletes, including Nikola Karabatic, professional handball player, three-time Olympic champion, four-time world champion ; Virginie Dedieu, synchronized swimmer, Olympic medalist & three-time world champion ; Luka Karabatic, professional handball player, two-time world champion, European champion, and Olympic champion ; Xavier Thevenard, Mont-Blanc ultra-trail winner, Laurence Fischer, three-time world champion of karate, former Ambassador for Sport at the Ministry of Europe and Foreign Affairs ; Michael Jeremias, French wheelchair tennis player, Paralympic champion in doubles at the 2008 Beijing Games ; Stan Thuret, committed sailor, co-president of the association La Vague & Benjamin Kayser, former rugby professional, XV de France, Stade Français, Lénaïg Corson former French international rugby player, Benjamin Auffret, former Olympic diver, Fulgence Ouedraogo, French international rugby union player and Montpellier HR player and many others.

About ChangeNOW

ChangeNOW's mission is to accelerate the ecological and social transition through the implementation of concrete actions that address major environmental and social urgencies.

Every year, ChangeNOW organizes the largest event for solutions for the planet. The summit brings together entrepreneurs, investors, change leaders, policymakers, and the general public from around the world in an inspiring and action-oriented format.

As a key facilitator of the ecological and social transition, ChangeNOW federates a global ecosystem of change actors.

Additionally, ChangeNOW carries out influential actions aimed at promoting systemic changes in various areas, such as impact-driven recruitment, supporting major educational institutions on ecological and social transition issues, empowering women engaged in the transition, and activating sports as a catalyst for change.

Website: https://www.changenow.world/join_changenow_2024/

Newsroom: www.changenow.world/newsroom

Media Kit: www.changenow.world/media-kit

About 17 SPORT:

17 Sport is the world's first sports impact company, and certified B Corp, operating at the intersection of sport, business and purpose.

We provide strategic, commercial, activation and measurement solutions to progressive brands, sport properties, and athletes to help them deliver positive business, social, and environmental outcomes. In short, to do well by doing good through sport

Website: <https://www.17-sport.com/>

About Fair Play for Planet:

Following the initiative of the former international rugby player Julien Pierre, Fair Play For Planet has developed the 1st eco-responsible label for sports clubs, venues and events, in collaboration with a committee of experts made up of experts in sustainable development, environmental protection and athletes from a variety of sports disciplines, and co-constructed with ADEME, the French Agency for Ecological Transition.

Sports organizations applying for the FFPF label are audited by experts in application of the FFPF reference guidelines comprising 18 themes (below) and over 350 criteria, based on the 17 SDGs and the French Charter of 15 eco-responsible commitments. This reference label in the world of sports is valid for 2 years and is divided into 3 levels. It is awarded to the candidate entity according to the level of its environmental performance and its societal commitments.

Created in November 2020, the Social and Solidarity Economy (ESUS approved) company, advised by an ethics and strategy committee made up of eminent figures, aims to make sport more sustainable and desirable

Website : <https://www.fairplayforplanet.org>

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