

# HOW TO ADDRESS THE CHALLENGES OF SPORT?

## Empowering Change Through Sport.

Major sporting events often leave a significant carbon footprint due to stadium construction, fan transportation, and material usage. However, both inside and beyond arenas, sports organizations and athletes wield a powerful voice to address climate change issues and influence society's most pressing concerns.

## REDUCING THE ENVIRONMENTAL IMPACT OF SPORTS EVENTS

Redefining sporting legacies involves embracing low-carbon practices such as renewable energy supply, minimizing material usage and waste generation, supporting local economies, and influencing spectators' behavior.

### Did you know?

Launched in 2023, the Sports Sponsors Climate Pledge initiative, spearheaded by ChangeNOW, 17 Sports, and Fair Play for the Planet, aims to align sponsorships with the commitments of sports events to reduce their carbon footprint. In 2022, the market size was \$73.8 billion, and it is projected to grow to \$151.4 billion by 2032.

## AMPLIFYING VOICES

The sports industry requires all stakeholders, from manufacturers to stadium owners, to embrace circular economy principles, adopt low-carbon transportation, and implement other eco-friendly practices. Athletes, serving as role models for millions, wield significant influence through their environmental and social leadership.

## DEVELOPING BONDS AND FOSTERING INCLUSION

By nurturing a sense of unity through shared team objectives, sports also serve as a tool to combat discrimination related to disabilities, to improve women's participation and recognition, challenging gender norms and improving gender equality.

Sports also contribute to reducing tensions, particularly in post-conflict regions.

## PROMOTING PHYSICAL ACTIVITY

Sports promote physical activity, reducing disease risks. Engaging in 150 minutes of moderate activity weekly lowers the risk of heart disease and nerve damage.

Over 1.4 billion adults are facing inadequate physical activity - more than 1 in 4 adults worldwide -, due to inactive leisure time, sedentary work and home routines, or reliance on 'passive' transportation.

Do you know which sports are **the most polluting**?

**SKIING**  
WITH  
**800,000 TONNES**  
OF CO<sup>2</sup>e PER YEAR  
equivalent to the production of 22 million smartphones.

**FORMULA 1**  
WITH ALMOST  
**260,000 TONNES**  
OF CO<sup>2</sup>e EMITTED EACH YEAR  
BY FORMULA 1 RACING.

**GOLF**  
IS THE MOST POLLUTING  
SPORT IN TERMS OF  
**WATER**  
AND PESTICIDES.

**SOCCER**  
IS THE MOST POLLUTING  
SPORT IN TERMS OF  
**TRAVEL AND**  
**INFRASTRUCTURE**  
DURING WORLD CUPS.

Main sources of information: ANMSM, ADEME, L'Infodurable, OHCHR - United Nations, Sports Sponsorship Market Research, WHO

This board has been created with the insights of **Deloitte.**

FOR FURTHER INFORMATION  
AND TRANSLATION

