

BMZ



Federal Ministry
for Economic Cooperation
and Development

Implemented by:

giz

Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH



Instituto Cultural
Brasil-Alemanha



Mega Sporting Events and Sustainability

“Moving the Goal Posts” conference | 15 June 2014 | Salvador da Bahia, Brazil

How mega sporting events can act as catalysts for sustainable development

Sporting events like the World Cup as well as the Olympic and Paralympic Games generate excitement around the world. In addition to having appeal as competitions, they usually attract interest in the countries and people taking part. They also draw vast amounts of investment to the host countries in order to meet the comprehensive demands of governing bodies such as the Fédération Internationale de Football Association (FIFA), International Olympic Committee (IOC) and International Paralympic Committee (IPC). Stadiums are built, airports modernised and roads resurfaced. With the whole world watching, host nations have the chance to present a positive image of themselves to an international audience. A huge opportunity then?

Not everyone thinks so, as was made clear by the protests in the context of mega sporting events worldwide. Critics claim that the billions invested in infrastructure projects are sorely needed in other areas, such as the education system. Consequently, developing countries and emerging economies in particular are quickly faced with the question of whether these investments are truly worthwhile in the end. There is also the question of what needs to be done to ensure that mega sporting events leave a legacy that benefits all population groups in the host country, and how this can be achieved in such a short space of time?

Sustainable development is made up of the components of social, economic and environmental sustainability, while the political dimension is also becoming increasingly important. The focus is on generating employment effects and impetus for urban and rural development, as well as, for example, ensuring the efficient use of energy resources. But what exactly does sustainability mean when it comes to major sporting events? How can the population benefit from the vast amounts of investment? How can social, economic and environmental sustainability feed into the planning and implementation of major sporting events from the outset? What are realistic economic goals and how can they be achieved? How can an appropriate level of civic involvement be achieved, and how does this fit in with the communications goals of the government in question?

These were the questions tackled by guests at the “Moving the Goal Posts – Mega Sporting Events and Sustainability” conference, which the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH hosted jointly with the Goethe-Institut Salvador da Bahía on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) in the Brazilian city of Salvador da Bahía on 15 June 2014. This publication provides an overview of the conference’s key propositions.

“Sport brings people together, creates values, and strengthens a feeling of community and team spirit. This is why BMZ is integrating the Sport for Development approach into its development cooperation work around the world. Major sporting events provide a platform for harnessing the potential of sport for sustainable development and showcasing this potential to the general public. At the same time, the sustainability of sports events is becoming an increasingly important discussion topic, as there is a need to justify the enormous amounts invested in these events by host countries. Infrastructure projects should therefore only account for some of the spending, as hosts need to do much more to fulfil their social responsibilities towards their own citizens, for example by setting up social programmes. Projects between German development cooperation actors and partners such as the German Football Association and a number of Brazilian organisations show how sport can also be used to benefit children and young people here in Brazil.”



“Using sport to benefit sustainable development across the board”

Kerstin Sieverdingbeck, German Federal Ministry for Economic Cooperation and Development (BMZ), Division Education and the Digital World



“The theme of this conference is of great importance and ties in fully with the goals of the UN Environment Programme. More thought is being given nowadays to the relationship between sporting events and sustainability, showing a clear change in attitudes. Sports competitions and sustainability are no longer mutually exclusive; instead they go together. It is not just athletes that these mega events can set in motion. They are able to illustrate clearly how intelligent planning and effective cooperation can minimise carbon footprints, setting a valuable example to others in the process. The sportsmen and women also have an important part to act as role models on this issue, which affects the way we all live together now and in future.”

“Sporting events and sustainability are not diametrically opposed”

Achim Steiner, Executive Director of the United Nations Environment Programme (UNEP)
VIDEO GREETING

“Sport boosts personal development”

Nia Künzer, 2003 Women's World Cup Winner with Germany and advisor at the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

“Sport offers a major opportunity to reach young people in particular, to teach them the fundamentals of social interaction and equip them to face challenges and deal with conflicts on and off the pitch. By taking part in sports activities, they learn to respect others, show tolerance and practise fair play. These activities also boost their self-confidence, develop their stamina and teach them discipline. Through regular training schedules, sport provides young people with structure in their day-to-day lives and also opens up prospects for planning other aspects of their lives, helping many of them into school education and vocational training, something they might not otherwise have achieved. In short, sport is a good training camp for life.”



“The World Cup as a driver of development”

Ney Campello, Bahia State Secretary of the 2014 FIFA World Cup

“The World Cup represents the beginning of a new era for Brazil in general and for the state of Bahia in particular. Obviously, the event cannot solve all problems in one go, but it can get the ball rolling and push things forward. Considerable progress has been made in Bahia over the last few years, not only in terms of new sports facilities being built, but also in terms of new infrastructure, including hotels, the metropolitan train, the expanded passenger airport, the city’s revitalised historical centre and much more. While we would have probably planned, renewed and built these things sooner or later anyway, the World Cup accelerated the process enormously.”



“Rather than simply fizzling out, major sporting events need to initiate lasting change in countries, regions and municipalities. Both corresponding sustainability strategies and involvement of citizens at an early stage are vital in this regard. Hamburg used the 2006 World Cup to develop its sports policy and has approved a sports strategy for a full ten years in the meantime. Entitled “HAMBURGMachtSPORT” (Hamburg does sport), the current strategy is focused on competitive and amateur sport, attractive sporting events and long-term investment in sports facilities. This strategy was devised with the input of all actors from the sports scene, who remain involved in its further development.”



“From sports events to a long-term sports strategy”

Marianne Hoffmann, Head of Department for sporting events at the Sports Office of the city state of Hamburg and former coordinator of the City of Hamburg's World Cup 2006 office

“We need new forms of participation in sporting events”

Dr Wolfgang Maennig, Professor of Economics at Hamburg University

“Looking at most of the major sporting events of the last few years, it has not been systematically proven that they have generated any long-term economic growth in the countries that hosted them, whether in terms of tourism or in employment figures. That being said, positive effects have been identified in individual areas, for example in the wake of the 2010 World Cup in South Africa, the 2006 World Cup in Germany and the 1992 Olympic Games in Barcelona. Future infrastructural investments need to be significantly reduced and geared towards the long-term needs of host countries. The Olympic and Paralympic maxim ‘faster, higher, further’ must not be applied to the construction of (sports) infrastructure. For this reason alone we need new forms of participation in major sporting events, based on a bottom-up approach. Ensuring equal stake-holding by the population and securing its broad approval are essential to the delivery of sustainable mega sporting events.”



“The organisers of the 2016 Olympic and Paralympic Games are seeking to learn from the past, incorporating the topic of sustainability into all planning processes from the outset. As such, we are maximizing the use of existing venues. Pre-existing venues accounts for around 70 percent of the required area (in m²) of sports facilities, allowing us to minimize construction of new sport facilities. As an example of sustainability, the handball arena will be rebuilt after the Games in such a way that 80 percent or so of the material can be reused to build four schools. Public spending is being kept to a minimum. It is the declared aim of the organisers that the 2016 Olympics and Paralympics serve as a catalyst for change. For example, over 14 million meals need to be served during the event, which presents a major business opportunity for local Brazilian producers. Pressing issues such as waste disposal in Rio de Janeiro are also being addressed already.”



“The Olympic Games as a catalyst for change”

Tania Braga, Head of Sustainability, Accessibility and Legacy for the
Rio 2016 Organising Committee of the Olympic and Paralympic Games

“Children and young people need access to football”

Stefanie Schulte, Head of Sustainability and Social Responsibility at the German Football Association (DFB)

“The German Football Association used the 2006 World Cup and the 2011 Women’s World Cup in Germany to further its sustainability agenda. We grouped together all our different activities and presented them in a structured format for the first time in our 2013 Sustainability Report. For us at the DFB, sustainability means first and foremost organising football to make it sustainable and successful in the long run. With a unique range of low-cost sports activities, which football clubs offer to all sports and football fans in almost every local community throughout Germany, organised football makes a major contribution to society. Consequently, the primary objective of our sustainability work is to secure the long-term future of these football activities at both amateur and professional level. At the same time, we are using the exceptional potential of football to teach values and to help overcome challenges within society. We consider both of these things to be our duty and responsibility.”





“In 2012, London delivered the most sustainable modern Games the world has seen to date. The focus of our sustainability programme was on five interrelated themes: climate change, biodiversity, waste management, social inclusion and healthy living. At the heart of this sustainable approach was the comprehensive regeneration of an underdeveloped, polluted and run-down district of East London. The Games brought to this area the attention, resources and transformation that it had long needed. In order to achieve these long-term improvements, we viewed everything through a legacy lens from a very early stage. This meant imagining how London, and East London in particular, might look like in 2030 and then integrating these future scenarios into all of our planning processes. Consequently, I recommend bringing legacy considerations into all planning processes at an early stage when making decisions about mega events like the Olympic Games.”

**“Looking through a legacy lens
from the beginning”**

David Stubbs, Independent Sustainability Expert and former Head of Sustainability for the London 2012 Organising Committee of the Olympic and Paralympic Games

Seeing mega sporting events as opportunities

At the end of the day, the speakers and delegates at the Moving the Goal Posts conference were all in agreement that mega sporting events have an almost unparalleled ability to excite and mobilise people all around the world and offer huge opportunities to the host country and its population, not least in terms of social, economic and environmental sustainability. Sport is not an end in and of itself, but rather can be a great catalyst for progress and development in the host country.

If a strategy is to be successfully implemented by all the relevant actors, the aspect of sustainability must be effectively incorporated into all planning processes well in advance of any mega event. These actors include not only the international associations, but also the national, regional and municipal executive bodies in the host countries as well as representatives from civil society organisations and sponsors. Mass investment in infrastructure for sporting venues can only be justified if there is a sustainable concept for how these facilities will be used in future, a principle that is increasingly being taken on board by the relevant associations, governments and decision-makers.

One very likely reason for this is that people all around the world are taking a critical look behind the scenes of major sporting events and asking tough questions about the long-term benefits of major infrastructure projects associated with these events, the added social value for the population of the countries hosting them and the growing desire for equal participation in their planning. A similar debate is currently taking place in Germany, where the active involvement of German citizens in a potential application for the 2024 Olympic and Paralympic Games is currently under consideration.

United Nations Environment Programme (UNEP) Executive Director Achim Steiner even goes so far to predict that only cities and countries that are explicitly committed to principles of sustainability, thereby acting as role models for the rest of the world, will be considered as hosts in future. According to Steiner, the impact that a major sporting event has on the host country will be more decisive than the few weeks of sporting competition that it provides. If he is right, then major sporting events could truly become agents of change, as envisaged by former UN Secretary-General Kofi Annan a number of years back.

Most host countries lack experience of delivering mega sporting events and are under enormous time pressure to meet the requirements. This is where German development cooperation actors can provide support and advice, as they have already done at the 2010 World Cup in South Africa and the 2012 UEFA European Championship in Ukraine.



We would like to express particular thanks to those involved in the conference:

Achim Steiner, Executive Director of the United Nations Environment Programme (UNEP)

Carl von Hauenschild, Forum Representative of “A Cidade Também É Nossa”

Christiane Sampaio, Instituto Ethos

David Stubbs, Independent Sustainability Expert and former Head of Sustainability for the London 2012 Organising Committee of the Olympic and Paralympic Games

Dr Erich Vogt, University of Toronto/School of the Environment

Kerstin Sieverdingbeck, German Federal Ministry for Economic Cooperation and Development (BMZ), Division Education and the Digital World

Leila Sterenberg, TV GloboNews

Marianne Hoffmann, Head of Department for sporting events at the Sports Office of the city state of Hamburg and former coordinator of the City of Hamburg’s World Cup 2006 office

Ney Campello, Bahía State Secretary of the 2014 FIFA World Cup



Nia Künzer, 2003 Women's World Cup Winner with Germany and advisor at the Deutschen Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Padre Rosalvino Moran Viñayo, director of the Don Bosco social project in Itaquera

Piero Carapia, representative of the Observatório da Copa, Salvador da Bahia

Sergio Godoy, project coordinator with BWint

Stefanie Schulte, Head of Sustainability and Social Responsibility at the German Football Association (DFB)

Tania Braga, Head of Sustainability, Accessibility and Legacy for the Rio 2016 Organising Committee of the Olympic and Paralympic Games

Thomas Fischermann, DIE ZEIT newspaper

Dr Ulrich Gmünder, Director of the Goethe-Institut in Salvador da Bahia

Dr Wolfgang Maennig, Professor of Economics at Hamburg University



Video recording of the conference

Conference live-stream in English and Portuguese. The audio is provided in stereo. Please use either the left or right headphone depending on your preferred language.

www.youtube.com/watch?v=7cfjxezqSfM



Published by

Deutsche Gesellschaft für
Internationale Zusammenarbeit (GIZ) GmbH

Registered offices

Bonn and Eschborn, Germany

Sector Programme “Sport for Development”
Godesberger Allee 119 | 53175 Bonn, Germany
Tel. +49 (0) 228 24934 - 320

sport-for-development@giz.de
www.giz.de/sport-for-development

Edited by

Anja Arnemann, Friederike Bauer,
Caroline Kraas, Nia Künzer, Jörn Leonhardt

Design and layout

Eva Hofmann, Katrin Straßburger
www.w4gestaltung.de

Printed by

Metzger-Druck GmbH
www.metzgerdruck.de

Printed on FSC-certified paper

Photo credits

Page 6: UN Photo / Maria Elisa Franco
All other pages: © GIZ / Léo de Azevedo

As at

September 2014

GIZ is responsible for the content of this
publication.

On behalf of

Federal Ministry for Economic Cooperation
and Development (BMZ),
Education and the digital world

Addresses of the BMZ offices

BMZ Bonn
Dahlmannstraße 4 | 53113 Bonn, Germany
Tel. +49 (0) 228 99 535 - 0
Fax +49 (0) 228 99 535 - 3500

BMZ Berlin

Stresemannstraße 94 | 10963 Berlin, Germany
Tel. +49 (0) 30 18 535 - 0
Fax +49 (0) 30 18 535 - 2501

poststelle@bmz.bund.de | www.bmz.de

