

GSI Event Study

Hempel Sailing World Championships Aarhus 2018

Aarhus, Denmark

30 July – 12 August 2018



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Image credits

World Sailing
Aarhus 2018 Organising Authority





Sustainability

Sustainability

Overview

World Sailing

A comprehensive sustainability programme was delivered at the Hempel Sailing World Championships Aarhus 2018. The Aarhus 2018 Organising Authority partnered with foundations and commercial organisations in order to establish a sustainability plan for the championships that was in line with World Sailing's sustainability policy entitled Sustainability Agenda 2030. World Sailing, the governing body of the sport, had aimed to use the event to set a baseline for some of its sustainability initiatives.

In November 2017, World Sailing launched its Sustainability Agenda 2030, which sets out the world governing body's ambitious commitment to help create a better world through the sport of sailing.

The agenda was presented at World Sailing's Annual Conference which featured a dedicated Sustainability Forum.

Sustainability 2030 includes comprehensive programme of targets for the sport across various aspects such as gender equality, accessible sustainability training, elimination of single use plastics, reduction in carbon emissions, research and participation.

In February 2018, World Sailing became the first international sport federation to be awarded the international sustainability standard ISO 20121.

ISO 20121 specifies the requirements for an event sustainability management system to improve the sustainability of events. The standard provides building blocks that enable organisations to continue to be financially successful, become more socially responsible and reduce their environmental footprint.

The United Nations recognises sport as being a "key enabler of sustainable development" and World Sailing can influence numerous events which it owns and sanctions to be more sustainable on a global scale.

A four-month consultation process ended in spring 2018, providing the sailing community the opportunity to contribute towards the agenda. The consultation reached sailors, officials, clubs, sponsors and suppliers involved in the sport.

Additionally, Sustainability Agenda 2030 supports both IOC's Sustainability Strategy and highlights World Sailing's contribution to the United Nations 2030 Agenda for Sustainable Development.

World Sailing's official technology partner, SAP and automotive partner, Volvo and official timepiece, Rolex, have all pledged their support to working with World Sailing on its sustainability programmes.

Sustainability Agenda 2030 has identified the following objectives:

- Establish a robust approach to sustainability across the sport, sharing best practice and setting standards and targets, focusing on World Sailing operations, events and venues.
- Reduce World Sailing's carbon footprint and promote resource efficiency across the sport.
- Respect and contribute to ecosystem health and biodiversity.
- Promote diversity and accessibility across the sport, drive gender equity at World Sailing events in line with IOC 2020 targets.
- Ensure sustainability is embedded into teaching of sailing through teaching and coaching frameworks.
- Promote a culture of sustainability by sharing best practice and increasing sustainability awareness across MNAs, events, venues and affiliated industries.
- Set technical standards by 2030 to reduce environmental impact of sailing industry focusing on end of life of composites and engine and energy technology.
- Take a science-based approach underpinned by research to understand our impact and identify solutions.
- Ensure credibility and transparency through robust monitoring and reporting.

Sustainability

Overview

Aarhus 2018 Organising Authority Sustainability Programme

The Aarhus 2018 Organising Authority partnered with WorldPerfect, a sustainability consultancy firm based in Aarhus. The consultancy offers solutions for sustainable and green business transitions, product and concept development, implementation strategy and communication.

WorldPerfect previously worked with the City of Aarhus through 2017 as part of a city-wide programme which ran alongside its European City of Culture title. Sustainability was one of three core values adopted by the city – together with diversity and democracy – and the project involved all 18 municipalities within the region of Midtjylland.

The City of Aarhus took the decision to set an ambitious goal to reduce CO2 emissions in order to do its part in tackling one of the biggest issues facing the world community: climate change. The ambitious goal of a CO2-neutral Aarhus in 2030 required radical changes. In 2017, the city’s entire energy supply was switched from coal to biomass, whilst buildings throughout the city were renovated with energy saving initiatives in mind, making reductions in the amount of energy the city consumed on a daily basis. Measures such as these have been integrated within the city development plan. <http://www.gogreenwithaarhus.dk> was set up by the city in order to communicate the climate strategy and to educate people as to the ways in which they can help to reduce their carbon footprint.

The project was adapted, learnings utilised, and knowledge shared amongst spectators and event participants attending the championships.

The collaborative approach taken by the Organising Authority and World Sailing was widely-praised and set a benchmark for future world championships according to senior officials.

“I think it’s remarkable that World Sailing, Aarhus and Denmark have built programmes with regard to sustainability. This is a benchmark project for these kind of World Championships.”

Thomas Bach
IOC president



Sustainability

Sustainability Programme

The sustainability programme implemented at the Hempel Sailing World Championships Aarhus 2018 took inspiration from the UN’s Sustainable Development Goals (SDG) and aimed to deliver a comprehensive programme that both deals with visitors on the water and on land.

“Verdens Bedste Nyheder,” or “World’s Best News” in English, is an independent news organisation for constructive journalism reporting on solutions and progress in global development.

The organisation is a key supporter of sustainability initiatives and promoted the “World’s Largest Lesson” initiative at Aarhus 2018. The “Lesson” is part of the 2030 Agenda for Sustainable Development and the 17 Sustainable Development Goals (SDG’s) which aim to tackle the world’s most serious challenges, such as poverty, climate change and equality. There are 169 sub-goals which outline what is required in order to achieve a more sustainable future.

Global Goal 14, “Conserve and sustainably use the oceans, seas and marine resources for sustainable development” was a specific focus for Aarhus 2018 and the Maritime Festival. A number of educational workshops, stalls and activities were organised for visitors to the championships.

The “World’s Largest Lesson” provides a number of free lesson plans, teaching materials and activity ideas to help better educate children on the issues mankind faces. For more information: <http://worldslargestlesson.globalgoals.org>

2030 Agenda for Sustainable Development – 17 SDG’s:

- 1: No Poverty
- 2: Zero Hunger
- 3: Good Health and Well-being
- 4: Quality Education
- 5: Gender Equality
- 6: Clean Water and Sanitation
- 7: Affordable and Clean Energy
- 8: Decent Work and Economic Growth
- 9: Industry, Innovation and Infrastructure
- 10: Reduced Inequality
- 11: Sustainable Cities and Communities
- 12: Responsible Consumption and Production
- 13: Climate Action
- 14: Life Below Water
- 15: Life on Land
- 16: Peace and Justice Strong Institutions
- 17: Partnerships to achieve the Goal



Sustainability

Sustainability Programme

The following section outlines the Aarhus 2018 Organising Authority’s Sustainability Programme in relation to the UN’s 2030 Agenda for Sustainable Development and the 17 Sustainable Development Goals.

COMMUNICATION (SDG4)

A dedicated sustainability area was set up for the world championships with the aim of educating and promoting sustainability initiatives.



The area was located in front of Aarhus’s new heat and power plant, an advanced feat in engineering which has been testing the generation of heat from seawater.

The communication of the sustainability plan was further enhanced via the deployment of dedicated volunteers wearing sustainability labelled uniforms. They engaged with the general public and visitors to the championships in order to promote the initiatives Aarhus has been testing, developing and benefitting from.



AFFORDABLE & CLEAN ENERGY (SDG 7)

EON, an official partner of the event, provided electric vehicles and charging stations for the championships with the aim of using green energy to offset the carbon footprint of the event.



Food waste was collected, stored and reused by EON within one of its biogas plants in order to generate sustainable energy.



TRANSPORT (SDG 9, 11)

There was a full electric vehicle policy for all internal traffic.



EON provided electric vehicles and charging points at event sites to assist in reducing the carbon footprint of the event.



Pay-as-you-go bicycle hire was also readily available throughout the city thanks to its partnership with Donkey Republic, the Danish bike-share start-up and official bike-share provider to the city.

Many spectators and event participants opted to hire bicycles throughout their stay in Aarhus to get to and from their accommodation, boat parks and the National Sailing Centre. The bike parks in Aarhus are all conveniently located within close proximity to points of interest and businesses, making it a preferable mode of commuting.



Sustainability

Sustainability Programme

FOOD (SDG 2, 7, 12)

During the event, all food prepared for staff, athletes and guests was at least 40 per cent organic.



Any unused food portions were packaged responsibly and donated to the Danish food bank, "FødevareBanken", in order to help the homeless and most vulnerable in society.

Residents of Aarhus have benefitted from projects such as Ø-Haven, a community garden which after expansion in 2015, became Denmark's largest urban kitchen garden. The garden has received interest from residents and press and completed its fifth season in 2018 with 200 garden lots in use. Ø-Haven has become a social meeting point and residents now enjoy a number of spin-off benefits such as gardening lessons, group gardening and various other sociable activities.



WATER (SDG 6, 12)

In order to reduce plastic waste, all event participants registering on-site at the event received a reusable water bottle they could use throughout the championships. The need for bottled water was significantly reduced as a result.



Tap water is clean and safe to drink throughout Denmark and so water stations were installed throughout the event venues and Maritime Festival in order to promote the use of reusable bottles amongst spectators and participants.



RECYCLING (SDG 12, 14)

Food packaging was recycled whilst specially-developed trash bags were provided to all sailors and officials at the championships. The bags ensured that trash was secured and could be disposed of responsibly when back on land.



These bags were developed in partnership with the Danish Sailing Team.

Another innovative initiative included the use of a seven-metre long tube stuffed with mushroom bacteria (mycelium) through mycoremediation - the process of using fungi to clean up the environment. Accidental spills were then absorbed by the tube and broken down by the mushroom mycelium as the enzymes of the mycelium can consume oil and other toxic substances.



MARITIME GARDEN (A18-specific)

A maritime garden was showcased to visitors to the championships. The garden included water-purifying mussels which help to produce clean water. Alternatively, they also provide a food source.

Sustainability

Sustainability Programme

In order to assess the sustainability initiatives implemented in Aarhus, spectators were surveyed based upon their awareness of initiatives and their attitudes towards them.

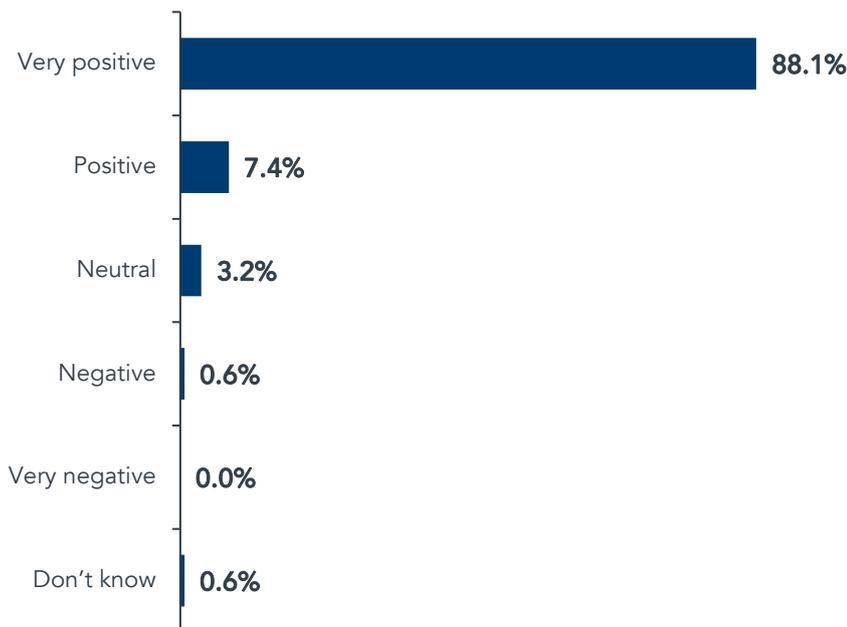
The majority of spectators had a 'very positive' attitude towards waste management at the championships. In total, 88.1 per cent believed this was a very positive initiative, with a further 7.4 per cent stating it was positive.

However, the responses show that 38 per cent of respondents had not heard of any of the initiatives being implemented.

This highlights an opportunity for future organisers to implement and communicate effectively an event-specific sustainability programme.

Of the measures recognised by spectators, the sorting of waste was the most commonly cited. One third of all respondents were aware of this. The provision of organic food stalls and bicycle parking were the next most cited initiatives, with 16 and 13 per cent of spectators identifying them, respectively. Awareness of the learning areas and sustainability volunteers was low, with one in 10 spectators aware of this. Spectators were also less aware of measures to clean up the sea and of the use of green energy such as wind power at the championships.

Are you positive or negative about the fact that the championships offers sailors and guests the opportunity to sort their waste?



Methodology

The sustainability questionnaire was conducted in July-August 2018 by Epinion in collaboration with the City of Aarhus.

A survey was conducted with 311 respondents. The data was collected during the 14 days the event was held. Data was collected at different time periods of the day, ensuring a representative sample.

Percentage of spectators aware of the initiative being implemented at the event





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