

UTILIZING THE UNIQUE POWER OF SPORT TO BOOST THE FIGHT AGAINST CLIMATE CHANGE



EVENT REPORT

COP20 SIDE EVENT

to further develop global concept ideas
and

to explore how Lima2019 Pan American Games could offer
a model case for implementation

Project to build a common platform for encouraging sport fans
to adopt environmentally responsible behavior in the support of fighting climate change;
across sports and countries, inside and outside the stadium

through

the development and dissemination of
common guidelines for sport event organizers

with a particular focus on

developing mechanisms for enlisting sport celebrities
and professional athletes to take prominent advocacy roles

1. Conclusions and brief outline of the event



Conclusions and further work

Participants at the COP20 side event encouraged the Lima2019 Pan American Games Organizing Committee and the co-authors of the project proposal to continue their efforts. Suggestions included organizing events and seminars to promote and further develop concepts and methodologies of the project proposal as well as ideas expressed at the COP20 side event, including securing appropriate funding for activities.

Speakers

- Ms Samantha Smith, Leader, Global Climate and Energy Initiative, WWF
- Mr Gustavo Fernando Salazar Delgado, President, Badminton PanAm Confederation and Deputy President, Badminton World Federation
- Mr José Quiñones, President, Peruvian Olympic Committee and President, Lima2019 Pan American Games Organizing Committee

Facilitation

- Mr Michael Pedersen, Founder, M INC. > change the game and Co-Author of the project proposal to utilize the unique power of sport to boost the fight against climate change

Venue and participation

Date and time: Tuesday, 2 December 2014, 11am-1pm

Venue: The event was kindly hosted by the Peruvian Olympic Committee at its office at Av. Del Aire, Crda. 9 s/n La Videna, San Luis, Lima, Peru.

Participation: Invited participants comprised a mix of COP20 participants from government, business and civil society along with selected professional Peruvian athletes and members of Lima2019 Pan American Games Organizing Committee. See appendix 1 for a complete list of persons registered for the event.

Language: The event was conducted in English.

Useful background information

Project to utilize the unique power of sport to boost the fight against climate change

- The proposed project is to build a common platform for encouraging sport fans to adopt environmentally responsible behavior in the support of fighting climate change; across sports and countries, inside and outside the stadium, *through* the development and dissemination of common guide-

lines for sport event organizers, *with a particular focus on* developing mechanisms for enlisting sport celebrities and professional athletes to take prominent advocacy roles.

Mr Michael Pedersen and Mr Tapio Kanninen are Co-Authors of the project proposal. Michael Pedersen, Founder of M INC. > change the game, is an internationally recognized expert and leader in good governance, transparency, ethics and integrity. Tapio Kanninen, PhD, is Chairman of the Board at Global Crisis Information Network Inc and Senior Fellow and Co-Director of Global Sustainability Project, Graduate School, City University of New York.

- For further information about the project proposal, see the documents in the following Dropbox folder online:

<https://www.dropbox.com/sh/vkzwe4y7sdpct3/ABinUr6mtKP639U1TYeQkKda?dl=0>

Lima2019 Pan American Games

- Only surpassed by the International Olympic Summer Games and the Asian Games, the Pan American Games comprise the world's 3rd largest international multi-sport event. The Lima2019 Pan American Games are going to bring together more than 6,000 top athletes from 42 countries in the Americas to compete in 36 disciplines.
- The sport infrastructure budget for the Lima2019 Pan American Games is set at approx. USD 712 million.
- For further information about Lima2019 Pan American Games, see <http://www.lima2019.org>

COP20

- The United Nations Climate Change Conferences are yearly conferences held in the framework of the United Nations Framework Convention on Climate Change (UNFCCC). They serve as the formal meeting of the UNFCCC Parties (Conferences of the Parties) (COP) to assess progress in dealing with climate change and, beginning in the mid-1990s, to negotiate the Kyoto Protocol to establish legally binding obligations for developed countries to reduce their greenhouse gas emissions. From 2005 the Conferences have also served as the "Conference of the Parties Serving as the Meeting of Parties to the Kyoto Protocol" (CMP).
- COP1 was held in Berlin, Germany in 1995. COP20 took place in Lima, Peru from 1-12 December 2014.
- For further information about COP20, see <http://www.cop20.pe>

Contact

- For any queries about the project or the COP20 side event, please do not hesitate to contact Mr Michael Pedersen at changethegame@minc.ch

2. Perspectives offered by speakers



During the event, three invited speakers shared their perspectives and ideas. A non-exhaustive account for these perspectives and ideas is as follows:

Ms Samantha Smith



Ms Samantha Smith, Leader, Global Climate and Energy Initiative, WWF, expressed great support of convening carbon neutral sport events, especially as far as buildings and transportation infrastructure are concerned. Smith highlighted

that WWF had advised London2012 Olympic Games on sustainability and particularly advocated the use of existing facilities and carrying out audits of carbon contents of buildings. Despite of an early start in 2005, she stressed that the collaboration started too late to effectively bring renewable energy to the Games. Consequently, Smith advised Lima2019 Pan American Games to start such efforts right away, for instance by exploring the potential use of solar power. She also highlighted that professional athletes are much better carriers of effective climate change messaging to young sport fans, families and friends, than climate change experts and governments. Along those lines, Smith expressed the view that professional athletes have a huge role to play in creating awareness among the persons who have to live the longest with climate change, including encouraging them to face hard choices in areas such as sustainable consumption and clean energy. Last but not least, Smith advised the Games to start programs right away to educate and engage professional athletes in advocating behavioral change as a response to climate change. Such efforts could include taking professional athletes to see different places in Peru, where climate change is already happening, as a way for them to see and grasp why action is important and urgent. She emphasized that engaging the professional athletes before and after the Games could be as important as engaging them during the Games.

Mr Gustavo Fernando Salazar Delgado



Mr Gustavo Fernando Salazar Delgado, President, Badminton PanAm Confederation and Deputy President, Badminton World Federation, expressed great appreciation of the opportunity to deal with an important topic, which often many

persons believe they are too busy to engage in, including the world of sport. As a former professional badminton player himself, Salazar Delgado highlighted that sport is uniquely placed to change people's thinking about societal issues such as climate change, inasmuch as the many persons engaging in and following sport do so regardless of traditional polarizing lines in society such as politics, religion, race and class. He also referred to Sochi2014 Winter Olympic Games as a case to reflect on from a sustainability point of view. On one hand, the motto of the Games was positioned along the lines of 'changing today for a better tomorrow' and messaging such as 'every positive change, no matter how small, will directly profit people of tomorrow'. On the other hand, a lot of new buildings and transport infrastructure were built for the event, which have little or no use beyond the Games. Specifically, Salazar Delgado encouraged Lima2019 Pan American Games to establish a communications plan for sustainability messaging, to be implemented immediately. Such as plan should target the Peruvian population, especially in the rural areas, and include the use of social media platforms too. An instrumental part of it should comprise clear goals, the achievement of which should be monitored on a regular based. The plan should also go beyond the Games in seeking to maintain public interest in sustainability. Finally, Salazar Delgado considered it a great opportunity to engage all professional athletes coming to the Games as carriers of sustainability messaging.

Mr José Quiñones



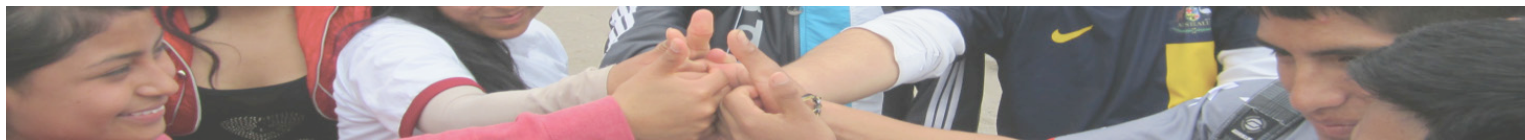
Mr José Quiñones, President, Peruvian Olympic Committee and President, Lima2019 Pan American Games Organizing Committee, outlined the nature of what is already a strong sustainability commitment to preparing and executing

the 2019 Pan American Games. Among other things, this commitment is reflected in the choice of the Amancaes flower as the logo of the Games. The Amancaes flower is a fragile desert flower, which is only found at the coast of Lima during the winter. It is seen as a symbol for the many sustainability challenges faced by Lima because of the city's location in the middle of the desert. Quiñones emphasized that the Amancaes flower will be showcased on a special uni-

form, which all athletes participating in the Games will be wearing in support of a sustainability campaign. He also mentioned that already from 2016 and onwards, scholarships will be given to 8,000 high-performance athletes from across the Americas to come to Lima every year to train. As part of their training, these athletes will be encouraged to become environmental role models and messengers. Last but not least, Quiñones highlighted that the land to be used for high-performance venues in the context of the Games is selected based on detailed planning. Among other things, this planning is to ensure that existing sport facilities are upgraded and modernized rather than new facilities built on what is or could be green areas of the city. Along the same lines, he stressed that priority is given to choosing venues with easy access to the new metro transportation system being built to preempt increased traffic congestion. Quiñones also pointed out that there is an emphasis on using recycled materials in the construction phase.



3. Perspectives offered by participants



During the event, participants shared perspectives and generated many ideas among themselves too. A non-exhaustive account for the perspectives and ideas, which were subsequently shared in plenary, is as follows:

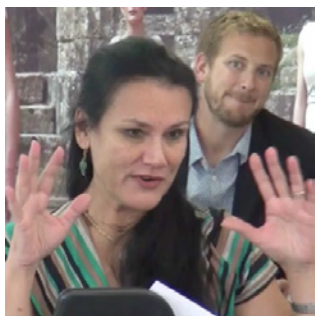


Mr Henri Le Bienvenu, CEO, Peru 2021, highlighted the importance of sending the right messages in the organization of the Lima2019 Pan American Games too. Le Bienvenu added that ways of doing so could be to sell recycled products at competition venues, introduce green clothing for professional athletes and put in place measures to reduce and recycle waste. He suggested measuring national teams of professional athletes at the Games along the lines of their sustainability performance too.



Mr Nicholas McCaffrey, Ambassador of Australia to Peru, highlighted some practices from Australia, which might serve as useful inspiration for the Lima2019 Pan American Games too. The Ambassador referred to the fact that Australia has very effective public education

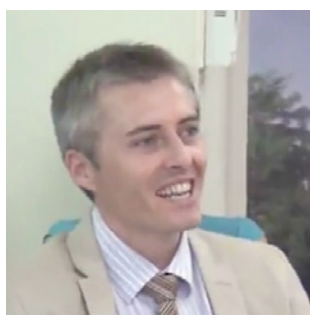
programs in place, focusing on societal issues such as water usage, recycling, healthy living and public transportation. He also said that educational programs aimed at children have been particularly effective. Some of these programs have engaged sport celebrities as messengers and were even designed to engage children as effective carriers of the messages in their families and among their friends too. Finally, the Ambassador mentioned that some of the Australian programs have utilized the power of sport by showing pre-filmed statements by sport celebrities during sport event breaks.



Ms Esther Freiberg, Past President of Lima Pentathlon Club, suggested to organize a so-called ECOTHON in the context of the Lima2019 Pan American Games. According to Freiberg, the ECOTHON would be a different kind of competition during the Games, aimed

at motivating children and youth to take a responsible approach to waste disposal and recycling. Building on assumed support by media, business and government,

the essence of the ECOTHON idea is to offer public and private schools and small communities the opportunity to collect waste during the period of the Games. Supermarkets and schools would distribute packs of waste bags, colored according to different types of waste, to be filled and put in assigned containers. The total waste would be measured, and the school or community, which collects the most waste, would be awarded a special prize, i.e. in the form of a new local sport facility, sport scholarships etc.



Mr Alejandro Laguna, Regional Information Officer, Latin America and the Caribbean, United Nations Environment Programme (UNEP), mentioned that UNEP has been engaged in sport since 1994. Laguna specifically highlighted that UNEP's Green Passport

campaign (www.passaporteverde.org.br/en/) has been widely viewed as a useful tool in support of sustainability commitments at sport events. The Green Passport aims at raising consumers' awareness of their potential contribution to sustainable development through responsible choices while travelling for leisure or business. It includes UNEP's goodwill ambassadors. The Green Passport was very well received at the 2014 FIFA World Cup in Brazil and will be applied at the 2016 Rio Olympic Games too. Building on the Green Passport methodology, Laguna stressed that an initiative could be established to engage all fans, local and international, travelling to Lima for the 2019 Pan American Games. Systems and processes to encourage and motivate behavioral change among fans could be at the core of the initiative, designed to support a competition to become part of the greenest national team of fans coming to Lima. It would specifically build upon the existing online platform, accessible via an app. Fans would register before travelling to Lima and the same would be the case for participating bars, restaurants, hotels and public transportation systems in Lima. Based on their choices during their stay in Lima, fans would then get green scores assigned to their profiles, whenever making decisions with sustainability implications. These scores would be accumulated real-time, allowing other users to follow progress and send messages of encouragement and support to their national teams of fans. Taking into account the different sizes of the national teams of fans travelling to Lima for the Games, medals would eventually be given to the national team of fans that proved to be the one with the most sustainable behaviors.



Mr Manpreet Vohra, Ambassador of India to Peru, kindly offered to facilitate best practice sharing between Peru and India; either government to government and/or Olympic Committee to Olympic Committee. The Ambassador suggested that climate change can only be

tackled by involving all people, as opposed to leaving it for governments to address only. He highlighted that India is perhaps the largest recycler in the world. Indians hardly waste anything, reuse most things, naturally turn off light and fans when not using them and do not throw out food. For climate change to be tackled, the Ambassador added, such behaviors must be cultivated in all societies in the world. Last but not least, he emphasized that sportsmen are extremely important means of spreading the message and of motivating behavioral change. Finally, the Ambassador highlighted that there is already a tradition in India for engaging sportsmen in messaging around societal issues. Whereas Peruvians are crazy about football, Indians are crazy about cricket. However, effective means of messaging ought to be similar across sports.



Ms Mariana Quintanilla, Professional Athlete, Shooting, Peru and member of WADA's Athlete Committee, highlighted that professional athletes are in need of more knowledge about climate change. Beyond suggesting to teach professional athletes about climate

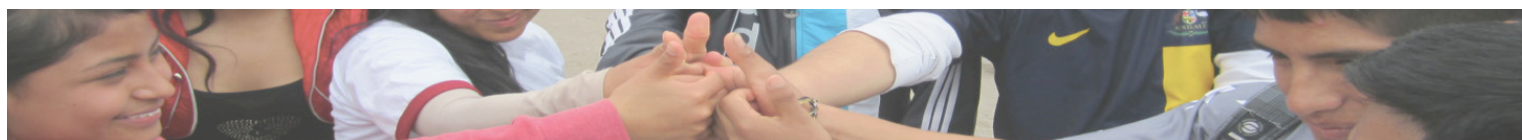
change, she asked for specific tools to properly showcase that professional athletes are worthy role models, including tools to effectively engage fans around the issue on social media platforms. At the same time, Quintanilla also stressed the importance of acknowledging that professional athletes need flexible engagement forms to be able to maintain focus on their competitions at sport events.

Other perspectives and ideas shared by participants included:

- Powerful channels to consider for messages by professional athletes include TV, radio, social media and newspapers. Direct contact between professional athletes and fans can be very powerful too, for instance at schools.
- Start public advocacy programs now and keep them running until 2019.
- Ensure that venue design and event management tenders all include sustainability criteria. The effect could be scaled by also requiring all contractors to demonstrate and account for how they are being conscious about sustainability too.



Appendix 1: List of persons registered for the event



Organization	Name and title	Country
Australian Embassy	Mr. Nicholas McCaffrey, Ambassador of Australia to Peru	Australia
Australian Trade Commission	Mr. Daniel Havas, Trade Commissioner, Peru	Australia
Badminton World Federation	Mr. Gustavo Salazar Delgado, Deputy President	Peru
BICICULTURA	Mr. Eduardo D. Guislain	Peru
Brazilian Embassy	Mr. Carlos Alfredo Lazary Teixeira, Ambassador of Brazil to Peru	Brazil
British Embassy	Carlos Chau, Deputy Director, UK Trade & Investment Peru	United Kingdom
Camino Sostenible	Mr. Carlos Bernuy Romero, President	Peru
Canadian Embassy		Canada
Climate Action Network	Mr. Wael Hmaidan, International Director	Lebanon
Climate Action Network	Ms. Sarah Strack, Network Development Manager	Lebanon
Colectivo Ecociudades	Mr. Mario Allison Martijena, Manager	Peru
Ecolución	Mr. José Carlos Silva Macher	Peru
Environmental Quality Protection Foundation	Dr. Ying-shih Hsieh	Taiwan
Environmental Quality Protection Foundation	Mr. I-Chan Cheng	Taiwan
Environmental Quality Protection Foundation	Ms. Hung-ju Chiu	Taiwan
Environmental Quality Protection Foundation	Ms. Mei-hen Chiu	Taiwan
Indian Embassy	Mr. Manpreet Vohra, Ambassador of India to Peru	India
Indian Government	Mr. Mr. Santosh Vaidya, Director in Prime Minister's Office	India
Laos, Aguilar, Limas & Asociados SCRL	Ms. Nancy Laos, General Manager	Peru
M INC. > change the game	Mr. Michael Pedersen, Founder and Co-Author of the project proposal to utilize the unique power of sport to boost the fight against climate change	Denmark
Mexican Embassy	Mr. David Díaz Barrionuevo, Third Secretary	Mexico
National Council for Climate Change, Sustainable Development and Public Leadership	Mr. Shri Gosalia	India
National Wildlife Federation	Mr. David Burns, Manager, Tropical Forest and Agriculture Project	USA
National Wildlife Federation	Mr. Simon Hall, Project Coordinator, Tropical Forests and Agriculture	USA
Pan Am Badminton Confederation	Ms. Pilar Carrillo, Chief Operating Officer	Peru
Panathlon Club of Lima	Ms. Esther Freiberg, Past President	Peru
Peru 2021	Mr. Henri Le Bienvenu, CEO	Peru
Peru 2021	Ms. Rossanna Arbocco, Corporate Affairs Manager	Peru
Peruvian Baseball Federation	Mr. Juan Palomino Yamamoto, Secretary General	Peru
Peruvian Olympic Committee	Mr. José Quiñones, President	Peru
Peruvian Olympic Committee	Mr. Patrick Espejo, CEO, Lima2019 Pan American Games	Peru
Peruvian Wrestling Federation	Mr. Juan	Peru
PETER HENNINGSEN S.A.C.	Mr. Peter Henningsen Viale, Founder	Peru
Renewable Energy Association of Turkey	Mr. Tanay Sidki Uyar, President	Turkey
Stockholm University	Mr. Jonathan Kuyper, Postdoctoral Researcher, Political Science	Sweden
SUPERA S.A.	Mr. Jose Luis Aliaga Reyna, Executive Director	Peru
The Verb and SustainUS	Mr. Malcolm Johnson, Writer	Canada
United Nations Environmental Programme	Mr. Alejandro Laguna, Regional Information Officer, Latin America and the Caribbean	Panama
University of East Anglia	Ms. Annela Anger-Kraavi, Lecturer in Macroeconomics of Ecosystems and Director of MSc Environmental Sciences	Scotland
WWF	Mr. Lang Banks, Director	Scotland
WWF	Ms. Samantha Smith, Leader, Global Climate and Energy Initiative	Norway
	Mr. Adam Budgen	United Kingdom
	Mr. Francisco Hervas	Peru
	Mr. Gino Vegas	Peru
	Mr. Víctor Segundo Chávez Garcia, Professional Athlete, Snowboard	Peru
	Mr. Walter Oyarce	Peru
	Ms. Luz María Bermúdez Narváez, Professional Athlete, Handball	Peru
	Ms. Mariana Quintanilla, Professional Athlete, Shooting and member of WADA's Athlete Committee	Peru
	Ms. Paloma Schmidt, Professional Athlete, Sailing	Peru