

CONFERENCE REPORT

Panel 2017

Sport – Impetus for a Sustainable Society

22 March 2017, Tagungswerk – Lindenstraße 85, 10249 Berlin, Germany



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AGENDA, 22 March 2017

11:00 Sport – impetus for a sustainable society

Dr Barbara Hendricks, German Federal Minister for the Environment, Nature Conservation, Building and Nuclear Safety

11:15 The future of sustainability and sport – a playing-field analysis

Prof. Dr Ralf Roth, Head of the Institute for Outdoor Sports and Ecology at the German Sport University Cologne; Spokesman of the BMUB Advisory Board for Environment and Sport

11:45 Options for increasing sustainability – an approach from different perspectives

Ingrid Müller, Head of the Directorate Z III / Research, Education, Civil Society of the German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety

Dr Karin Fehres, Chairwoman of the Executive Board for Sports Development, German Olympic Sports Confederation (DOSB)

Prof. Dr Ralf Roth, Head of the Institute for Outdoor Sports and Ecology at the German Sport University Cologne; Spokesman of the BMUB Advisory Board for Environment and Sport

Prof. Dr Kai Niebert, President of the German Nature Conservation Ring (DNR)

Peter Gaffert, Mayor (independent) of the town of Wernigerode

Hilke Patzwall, Senior Manager Corporate Social Responsibility (CSR), Sustainability and EHS of VAUDE Sport GmbH & Co. KG; Spokeswoman of the CSR Working Group in the Federal Association of the German Sports Goods Industry

12:45 Lunch

Scientific exhibition of current research results and projects

Dialogue Island 1: Sport and sporting events in cities (13:00 to 13:30)

Detlef Berthold, North Rhine-Westphalia State Ministry for Family, Children, Youth, Culture and Sport // **Axel Welge**, Association of German Cities // **Kim Jakobiak de Flores**, German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety

Dialogue Island 2: Outdoor sport and environmental protection (13:30 to 14:00)

Tilmann Heuser, Friends of the Earth Germany // **Torsten Kram**, Rhineland-Palatinate State Ministry of the Environment, Energy, Food and Forestry // **Ludwig Wucherpfennig**, German Nature Conservation Ring

14:00 Five Future Forums running in parallel, with members of the Advisory Board for Environment and Sport

[Seminar 1/2, Ground Floor]	<p>#1 – Digitalisation in sport: how can the digital transformation contribute to greater sustainability in sport?</p> <p>Panel Chairman: Prof. Dr Ralf Roth, German Sport University Cologne</p> <p>Experts: Reinhard Heil, Institute for Technology Assessment and Systems Analysis (ITAS) // Sebastian Iffert, LOBECO GmbH // Prof. Dr Ralph O. Schill, German Sports Diving Association</p>
[Seminar 4/5, 1st Floor]	<p>#2 – Environmentally friendly sports events: how can the transition from role model to normality succeed for everyone?</p> <p>Panel Chairman: Dr Hartmut Stahl, Institute for Applied Ecology</p> <p>Experts: Michaela Böhme, Swabian Gymnastics Federation // Tobias Lienemann, German Ski Federation // Stefanie Schulte, German Football Federation</p>
[Auditorium, Ground Floor]	<p>#3 – Sport needs space: how can space-related conflicts between sports and the environment be resolved?</p> <p>Panel Chairs: Ute Dicks, German Hiking Federation, and Helmut Opitz, German Nature and Biodiversity Conservation Union (NABU)</p> <p>Experts: Mirko Bastian, Black Forest Association // Dominic Cimiotti, Michael Otto Institute at NABU // Christian Raupach, Hesse Forest Owners' Association</p>
[Seminar 7, 2nd Floor]	<p>#4 – Climate protection and sport: on track for the perfect one-two?</p> <p>Panel Chairman: Andreas Klages, German Olympic Sports Confederation</p> <p>Experts: Jens-Peter Kiel, German Alpine Club // Dr Lutz Schäfer, German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety</p>
[Seminar 8, 2nd Floor]	<p>#5 – Retail, industry and customers: teaming up for sustainable sports consumption?</p> <p>Panel Chairwoman: Nicole Espey, Federal Association of the German Sports Goods Industry</p> <p>Experts: Georg Abel, The Consumer Initiative // Prof. Dr Christa Liedtke, Wuppertal Institute for Climate, Environment, Energy gGmbH // Steffen Riese, Sportsman's Delight GmbH</p>
15:45	Coffee break
16:15	<p>An athlete's perspective – helping to shape a sustainable society</p> <p>Peter Schlickenrieder, Olympic Silver Medallist, entrepreneur and Vice-President of the German Ski Federation</p>
16:45	<p>Results of the day – success factors for the role of sport as a provider of impetus</p> <p>Manuel Andrack in discussion with the BMUB and Prof. Dr Ralf Roth, Spokesman of the BMUB Advisory Board for Environment and Sport</p>
17:00	Close of the event

Facilitation: **Manuel Andrack**

BACKGROUND TO THE 2017 PANEL

The 2017 Panel 'Sport – Impetus for a Sustainable Society' took place on 22 March 2017 from 11:00 to 17:00 at the Tagungswerk in Berlin. It was organised by the German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB), the German Environment Agency (UBA) and the BMUB Advisory Board for Environment and Sport.

BMUB, UBA and the Advisory Board for Environment and Sport are pursuing the objective of integrating sustainability more powerfully across all three dimensions in sport, and using the existing potential of sport to embed the related vision of sustainability in society. Overall they are seeking a closer dovetailing of environmental policy and sports policy. Additionally, effective, broad-based communication is required regarding the commitment that already exists, including the sharing of practical examples and corresponding further sports initiatives.

For this reason BMUB, UBA and the Advisory Board for Environment and Sport extended an invitation to discuss the priority fields of action together at the Panel, in order to provide stimuli for the Advisory Board's upcoming Position Paper, make new contacts, set up new cooperations and launch projects that provide impetus.



Around 200 experts discussed at the Panel how outdoor sports, leisure activities, sports facilities and sports events – along with the consumer behaviour associated with such activities – can go hand-in-hand with protecting the environment, nature and the climate.

Given their high relevance to greater sustainability in sport, the following aspects were discussed in five Future Forums:

- › Digitalisation in sport
- › Environmentally friendly sports events
- › Overcoming conflicts in use of space
- › Climate protection and sport
- › Sustainable sports consumption



This Conference Report gives you an overview of the day's most important contents, statements and results, along with extracts and summaries. For a more detailed insight, the conference presentations can be downloaded¹ from the archives of the conference website. The posters from a scientific exhibition of the latest research results and projects as provided at the Panel are available² for download from the German Sport University Cologne website.

¹ www.impulsgebersport2017.de (German only, online until 31 October 2017. After the conference website shuts down, the presentations can still be accessed at: ziii3@bmub.bund.de.)

² Download available for the scientific posters at: www.dshs-koeln.de/institut-fuer-natursport/publikationen/sport-impulsgeber-fuer-eine-nachhaltige-gesellschaft (German only)

Sport – impetus for a sustainable society

Welcome speech

Speaker:

Dr Barbara Hendricks

German Federal Minister for the Environment (SPD)

Ladies and gentlemen,

the issue of environment, sustainability and sport already has a long tradition in my ministry. As far back as 1994, Angela Merkel – Federal Minister for the Environment at the time – set up a Sport and Environment working group. In 2000 this became the Advisory Board for Environment and Sport. The initiative for our event today comes from the members of that Advisory Board and I would like to thank them most warmly for this.

With the relaunch of its Sustainability Strategy last autumn, the German Federal Government has charted a course for this country to develop into one of the most environmentally efficient and responsible national economies in the world by 2030. This will only succeed if we shape all areas of the economy and our daily lives in a more sustainable way – and sport is one of these areas. This is why the Advisory Board for Environment and Sport also advises the Federal Government on sustainable sports development. Over the years it has become clear time and again how important communication is between the areas of environmental protection, nature conservation, and sport. Thanks to the constructive collaboration of all the actors in these fields, many conflicts have been defused and resolved in a cooperative way. The heated disputes seen in the past between climbers and conservationists is a good example of this.

As gratifying and important as such successes are, the joint work for better cooperation between sport, environmental protection and nature conservation still has a long way to go. There will always need to be discussions about differing interests, with the goal of a healthy coexistence in our society. As in other cases, achieving this goal will require greater mutual understanding of other people's interests and how we can all manage things better together.



Let us take the Olympic Games as an example. In Germany and other western countries there is significant public scepticism towards large sports events such as these. We have seen this reaction to the Olympic bids in Munich and Hamburg, but also in Boston, Rome, Stockholm and Oslo, for instance. The issue of sustainable development is given great importance in the arguments rejecting the Games; we need to take this very seriously – and the Advisory Board does. Accordingly, the emphasis of the Advisory Board's work in this legislative period was on the debate regarding how to make both larger and smaller-scale sports events as sustainable as possible.

With large events, the focus needs to be on how a host city can benefit from the event in the long term – for example, through sustainable urban development that creates better local public transport, or more attractive infrastructures and sports facilities.

Hamburg presented a very well thought-out, sustainable concept for the Olympic Games, but was still unable to convince the public. That was a great pity in my view, as with the Olympic Games in Germany we would have had the chance to show how sustainable Games could be staged in a democratic country. I see that as an important task, and one in which we do not simply leave the organisation of large-scale events to governments who exclude the population from all decision-making processes, where whole urban districts are demolished to make space for sports venues if necessary – and where little heed is paid to environmental concerns either.

The German Federal Government expressly supports the interests of sport as well as the hosting of

large-scale, international sports events as long as they are sustainable and planned in a participative way! After all, major sports events also have another important dimension: it is very important for competitive athletes, but also for younger up-and-coming athletes, to be able to perform and share in the experience of international competitions in their own country. Such competitions also motivate the public to become active in popular sports. Moreover they represent good role models for children and young people. I do not need to tell you here how important this role-model function can be for physical and mental health, and for the integration and inclusion of minorities.

For various reasons, over the last few years there has been a loss of trust in individual sports organisations. This is why – especially to support the objectives we have set out and generate new trust in sports organisations – I would like to see us bring the need for sustainability and transparency into the sphere of German and international sports even more strongly.

Sport already has plenty to offer through the diverse social contribution it makes. A further clear example could be set with a 'Sustainability Strategy for German sport'. The Federal Government has also set ambitious goals with its own Sustainability Strategy, against which this will be measured. The German Football Federation has produced an exemplary Sustainability Report, while more and more companies are also committing themselves to extensive sustainability objectives. These are just a few examples.

Of course I know it is not easy if one sometimes has to explain why the established objectives have not been achieved as quickly as planned. But recent experience shows that processes and results are more transparent, of better quality and consequently better received, if they are aligned with sustainability objectives.

I can therefore only encourage you to take this path! The 'Green Champions' Internet portal provides a sound basis for this, with content to help organisers of sports events take a sustainable approach.

Today's Panel will also be concerned with completely different issues. It will go into questions about the environmental compatibility of new forms of transport, and the use of space, for instance. If a mountain biker leaves a path to tear into an unspoiled part of the forest, then – in the truest sense of the word – that can't be the right path!

This behaviour often destroys vital refuges for plants and animals, and can also cause erosion. What was once an experience in nature is then lost – and precisely what many sportspeople are looking for in the first place is therefore also lost.

Our intention is to generate understanding of the issues that affect our countryside without taking any of the fun out of sport. This is why it is important to find sensible compromises between the various ways of using our natural spaces. This sometimes also means setting limits.

Kite-surfing is another issue that increasingly brings nature conservation and sport into conflict. Here too, it is necessary to make people aware of conservation concerns and encourage mutual understanding so that both sides can coexist peacefully in future. Another exciting area that is having an impact on sport is digitalisation. And then there is the question of what we can do together to promote sustainable consumption in sports.

You will be exchanging your views on all these topics today – so you can see what a diverse and exciting programme is in store for you!

However, I do not only want to focus on the demanding tasks that occupy us in all aspects of sport. I would like to take this opportunity to state clearly that protecting the environment is no obstacle to the fun of sport! Above all, sport is enjoyable – and even more enjoyable if it can take place in an intact natural environment. So today, sport and environmental protection already often go hand-in-hand and set a great example, which is something I would very much like to emphasise at this event.

The future of sustainability and sport – a playing-field analysis

Keynote speech

Speaker:

Prof. Dr Ralf Roth

Head of the Institute for Outdoor Sports and Ecology at the German Sport University Cologne; Spokesman of the BMUB Advisory Board for Environment and Sport

Extracts from the keynote speech by Prof. Dr Ralf Roth:

Prof. Dr Ralf Roth is Professor at the German Sport University Cologne, Head of the Institute for Outdoor Sports and Ecology, and Spokesman of the BMUB Advisory Board for Environment and Sport.

In his keynote speech on 'The future of sustainability and sport – a playing-field analysis' he provided insights and outlooks for this complex topic area. He informed the audience on the significance and development of sport as a driver of sustainable development, and highlighted corresponding challenges and fields of action.

Sport as impetus for sustainability

The relationship between sport and the environment has changed over the last 20 years from a 'volleyball match' between individual actors, in which the height of the net was decided by politics and governmental authorities, to a 'team sport'. Sustainability is also a team project precisely in the sport sector. Actors, organisations, institutions and individuals need to look together for ways to make sport fit for the future, despite highly individual perspectives and divergent interests.

Sport is fundamentally important to society. It represents everyday social inclusion, makes a major contribution to quality of life, and transmits values such as performance, tolerance, fairness and team spirit. What is more, it bears responsibility for topics such as sustainable consumption, climate protection and biodiversity. With over 50 million active sportspeople, over 230,000 sports facilities and around 27 million memberships in 90,000 sports clubs, the phenomenon of sport has a widespread influence on life in Germany.

Sport changes the structures and functions of the landscape as well as human settlements. At the

same time it creates independent functional structures and spaces for interaction. Sports activities and infrastructures place demands on nature, impact the landscape, require resources, emit greenhouse gases and can have negative impacts on sensitive biotopes as well as animal and plant species.

The amount of money spent by active sportspeople on sport in Germany is also very significant – some 77 billion euros annually, which represents around 3 to 4 per cent of German GDP. Sportspeople spend a third of this – over 20 billion euros – on mobility alone. Sport and leisure-related mobility is thus one of the sector's greatest sustainability-related challenges and is also responsible for two-thirds of sportspeople's CO₂ footprint.



In view of these data, the question arises of how sport can provide impetus for a sustainable society.

To ensure that future generations of sportspeople can enjoy an intact environment, we in the sport sector need to minimise our footprint and implement sustainable concepts. This means responsible and strategic action that must be anchored and lived out within the sport sector's own structures. Sustainability can no longer be seen as a virtue in sport either, but rather as an obvious requirement of the age in which we are living.

Within this, organised sport, with its clubs and associations, is currently the premium provider and thus a potential source of impetus for sustainable development. Furthermore, the potential benefits of organised and informal sport should be harnessed in a cross-sector way.

In sport, factors such as cost reduction, resource efficiency, overall future-proofing, competition and

marketing can currently be regarded as drivers for the implementation of sustainable concepts.

Major sporting events are unique experiences for participants and spectators alike, but also present a challenge to the concept of sustainability. The common goal for sports-event organisers, federal, state and local governments, as well as the commercial sports sector, has to be to plan and operate sporting events in such a way that they fulfil an intergenerational responsibility for an economically, environmentally and socially sustainable development in both cities and rural areas. Current sustainability concepts take all fields of action into account. The challenge is not knowledge itself, but putting this knowledge into practice.

Especially when we consider the predicted continual growth of traffic and transportation services, the environmental impacts of transport are a fundamental challenge to society and sport. For this reason, the core goal of a modern policy on sport, transportation and environmental issues has to be to structure the necessary mobility in society in the most environmentally friendly way possible. In order to achieve this, we need to come up with strategies and concepts that satisfy the mobility requirements of sports and leisure transportation – and in a way that is compatible with the requirements of long-term sustainable development.

The main challenges the whole sports sector will face is operationalising sustainable development, fixing common objectives together with all relevant participants, and defining specific measures. In light of the high number of volunteer staff it will be a challenge to mobilize the necessary personnel (with regard to their expertise and available time) to be able to tackle the topic of sustainability in sport in an appropriate way.

Sustainable sport is climate-friendly, energy and resource-efficient, adaptable, socially equitable, environmentally viable, exciting, economically efficient and healthy. Sport can therefore certainly provide impetus for a sustainable society. In order to attain this goal, the differing social groups must work together in alliances and partnerships. We urgently need to specify the relevant fields of further action and support the launch of feasible, inclusive concepts.

Sustainability needs sport

and

sport needs sustainability.



Options for increasing sustainability – an approach from different perspectives

Panel discussion

Participants:

Ingrid Müller

Head of the Directorate Z III / Research, Education, Civil Society of the German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety

Dr Karin Fehres

Chairwoman of Sports Development, German Olympic Sports Confederation (DOSB)

Prof. Dr Ralf Roth

Head of the Institute for Outdoor Sports and Ecology at the German Sport University Cologne; Spokesman of the BMUB Advisory Board for Environment and Sport

Prof. Dr Kai Niebert

President of the German Nature Conservation Ring (DNR)

Peter Gaffert

Lord Mayor of the town of Wernigerode (independent)

Hilke Patzwall

Senior Manager Corporate Social Responsibility (CSR), Sustainability, EHS of VAUDE Sport GmbH & Co. KG; Spokeswoman of the CSR Working Group in the Federal Association of the German Sports Goods Industry.

Excerpts from the panel discussion:

Manuel Andrack: How can sport that supports sustainability be integrated even better into people's everyday lives?

Ingrid Müller: Even in cities, people should be able to exercise easily in the open air, without having to travel far or do this on busy streets. In conjunction with local authorities, city planners and clubs we have to find ways for the more sustainable use of public urban space for relaxation and leisure time.

Pilot projects can provide stimuli in this area.

Dr Karin Fehres: Cooperation between sports organisations, environmental organisations, authorities, kindergartens and schools are vital elements, as is an efficient network of cycle paths – but above all it is the multifaceted engagement of sports clubs for greater sustainability.

Peter Gaffert: Kindergartens designed to promote exercise are a good first step. It is important to include the parents when devising such a concept. For instance, many parents like to drop off their children directly in front of the kindergarten, because they dislike walking or coming by bicycle – even though precisely this would provide their children with a good example of everyday physical exercise. In order to encourage children to exercise we need role models and a sound sports infrastructure. This is where urban development comes into play. Of course we have to overcome financial obstacles, but progress would be possible even with a lower budget.

Manuel Andrack: How do sports, the environment and conservation relate to each other, and what possibilities do sports offer?

Dr Karin Fehres: Sport makes nature tangible to us, helps us become one with it, and makes it worth protecting. Sustainable sporting events provide a good platform to showcase this topic. In this regard, Germany could be a trailblazer, not only thanks to the tremendous effort of its volunteers. We have to provide the expertise required for sustainable sporting events. For example, a great wealth of knowledge from the FIFA World Cup was integrated



into the interactive 'Green-Champions.de' website sponsored by the German Olympic Sports Confederation. There, organisers can obtain tailor-made information relating to their event. The website is also available in English and therefore can be used internationally.

Prof. Dr Kai Niebert: The contradictions between sport and nature conservation have almost completely vanished. However, local conflicts will remain a part of our daily work in the future. Nature conservation does not aim to banish sport: we can use protected areas in intelligent ways, for example by using a network of paths designed to discourage unorganised off-road usage. Sport offers vast potential to spread the message of conservation and sustainability. Top-athlete role models, or organised sports programmes in particular, are very effective at communicating environmental topics. But sportswear companies also bear responsibility because they can address individual sportspeople as well.

Ingrid Müller: Numerous sports clubs work with sustainability concepts. As a result, it is now possible to find compromises when conflicts occur, and create behavioural guidelines for outdoor sports. The discussion and rules regarding mountain biking are a prime example.

Peter Gaffert: Conservation requires rational regulation – otherwise it will trigger rejection. In this context we also have to consider the fact that sportspeople may leave a region due to restrictions such as route closures, and travel to another, perhaps more distant area to practice their sport – thereby causing even more environmental damage.

Manuel Andrack: The topic of mobility has already been mentioned several times today in connection with sport. Would you like to add anything on this topic?

Prof. Dr Ralf Roth: Especially in this field of action, all the facts need to be gathered and common solu-

tions need to be found. We require greater clarity on the facts, as well as clarity on an approach and specific, detailed offers for sustainable recreational and sport-related mobility in both urban and rural areas. In particular, we need to examine the considerable increase in air traffic in the broader leisure sector critically.

Prof. Dr Kai Niebert: When discussing mobility, individual sportspeople should not be the focus of too much attention. Local public transport does not offer enough concrete alternatives. More efficient means of transport are, for various reasons (such as taxation), more expensive and thus less attractive than other means. Here, political support is required.

Ingrid Müller: Creating more environmentally friendly mobility is not the responsibility of the sports sector. It is a long-term, society-wide process with a great many facets. The debate on how more environmentally friendly mobility could look will make greater progress if we talk about 'offers' rather than 'bans' whenever possible.

Manuel Andrack: How does the sports goods industry view the topic of sport and the environment?

Hilke Patzwall: For the industry, it goes without saying that it is imperative to protect your own playground, i.e. nature, even if some actors' commitment to this varies. In addition, we are seeing that equipment repair is a real boom business – not only do-it-yourself repairs, but also those requests addressed to the manufacturers. It is imperative for the industry to manufacture durable and repairable products. There is demand and awareness for this topic in sport. Also, handling chemicals in production, closed material cycles, and social aspects such as fair wages all play a vital role for us.

Manuel Andrack: Ladies and gentlemen, thank you very much for your contributions.



Digitalisation in sport: how can the digital transformation contribute to greater sustainability in sport?

Future Forum #1

Panel Chairman:

Prof. Dr Ralf Roth

German Sport University Cologne

Experts:

Reinhard Heil

Institute for Technology Assessment and Systems Analysis (ITAS)

Sebastian Iffert

LOBECO GmbH

Prof. Dr Ralph O. Schill

German Sports Diving Association

Extracts from Future Forum #1:

Introduction: The changes that go hand-in-hand with the digital transformation have a huge impact on the topic area of Environment and Sport. Among the main drivers are digital infrastructures, applications (e.g. apps and web applications) as well as areas of recycling potential that are based on digital technologies (business models). Amid this unstoppable yet controllable development, long-term perspectives and opportunities to influence the design of structures in the sphere of sport and the environment are especially important.

Potential of digitalisation

Digitalisation can trigger change processes in society. Smartphones are now commonplace as an everyday source of information, and a huge amount of data is potentially available. This data, and social media in particular, offer an opportunity to establish an exchange directly with users, as this data can be analysed deeply and target groups can be addressed specifically.

Especially in social media one can develop appropriate strategies and communicate customized content. Mr Iffert from Lobeco explained that social-media users can be turned into fans of sports clubs – a phenomenon that can also be applied to other topics. By using specifically tailored social-media strategies and good content, one can position the topic of sustainability and environmental protection very effectively among athletes and fans of competitive sports. There is a wide range of possibilities to generate opportunities (but also obligations) from this for competitive sport and the development of sport in general.



Risks of digitalisation

Large-scale data-gathering in the field of sport, whether highly focused or general, is of value if it can connect the right data with the right data types. People, corporations and institutions pay money for data. In Germany, data gathering is theoretically subject to use-for-purpose restrictions; however, there are various ways to circumvent this. The direct results of the (voluntary) transmission of data are not always apparent. Many people are not aware of this, and this entails risks.

In light of all the possibilities that digitalisation has to offer, the impact assessment of technology is important, especially within the context of 'big data'. Here, the societal effects need to be assessed and the sustainable usage and design of technological systems have to be respected, in adherence to societal norms and values. At the same time, one of the associated objectives should be to create and increase equal opportunities in society through technology.

Opportunities for digitalisation to support environmental protection in sport

In sport, digitalisation in terms of the different kinds of sport needs to be viewed from different angles. This is due to the various impacts each sport has.

When used in the right way, 'big data' represents a huge opportunity. Interrelations and current situations become visible, and as a result more steerable. For example, with the help of corresponding apps and devices, we can gather current data on the existing environmental situation as well as the intensity of use. This data can then be used for planning and the spatial development of facilities for a specific sport.

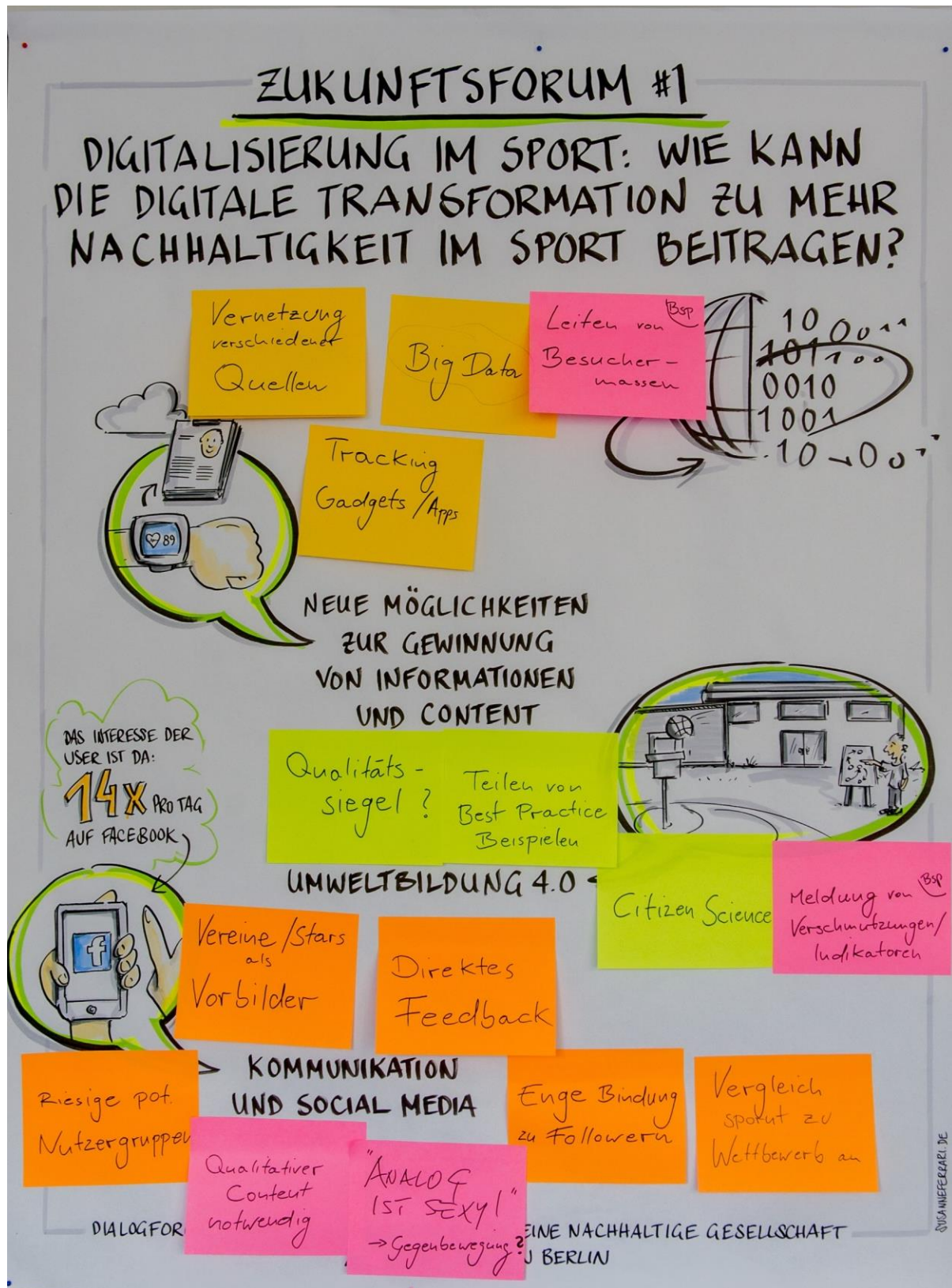
Particularly the role-model aspect of popular clubs and athletes can be a major asset when communicating this topic to them, and this potential should therefore be exploited. Adapting environmental communication to the changed digital user behaviour is unavoidable; however, this also opens up areas of huge potential for greater sustainability in sport.

Handling digital opportunities

Recommendations from Future Forum #1

- Adjust communication to changed digital user behaviour
- Huge potential of big data for target-group analysis in the topic area of sport and the environment
- Sport has the potential to position the topic of sustainability via new media among younger target groups.
- The more intensive digitalisation becomes, the more vital real sporting activities are.

Poster with outcomes of Future Forum #1:



Environmentally friendly sporting events: how can the transition from role model to normality succeed for everyone?

Future Forum #2

Panel Chairman:

Dr Hartmut Stahl
Institute for Applied Ecology

Experts:

Michaela Böhme
Swabian Gymnastics Association

Tobias Lienemann
German Ski Federation

Stefanie Schulte
German Football Federation

Extracts from Future Forum #2:

Introduction: According to the appraisal and the recommendations for action of the Advisory Board for Environment and Sport of the BMUB (German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety), entitled 'Sport Events – Catalysts for Sustainable Development', it is important to organise and stage major sporting events but also smaller ones with active environmental awareness. However, how can a broad-based, environmentally aware staging of sporting events be achieved? This Future Forum not only discussed approaches and prerequisites that can have a motivating impact when planning and conducting environmentally friendly sporting events; obstacles also became apparent that deter organisers from designing sporting events in an environmentally friendly way.

Obstacles to staging environmentally friendly sporting events

For sports clubs, athletes and fans, the environment is not usually a focus topic. This is mainly because most people are not aware of the interrelation between sport and the environment, but also because most sports clubs in Germany are organised by volunteers. These volunteers are often overwhelmed with other priority topics and tasks, and are under-equipped to deal appropriately with topics such as sustainability and the environment.

Compounding this, clubs often do not have the resources to handle the organisation and staging of sporting events in an environmentally friendly way. These resources are often not only financial but also relate to personnel competencies and capacities. Very often the volunteers do not have the time, the know-how or the access to sound knowledge-resource material that could support them in learning more about the topic.

Due to the complexity of this subject area, articulating general concepts and recommendations is not a trivial matter. Neither is it easy to establish contact with clubs and move them to participate in competitions, projects or measures. For this reason some offers do not generate the desired feedback and therefore do not have the desired effect. This is due to the personnel and financial situation at many clubs.



Due to their limited resources, lack of know-how and the difficulty in establishing contact with sports clubs, some areas of potential are neither exploited nor recognized, also with regard to conducting environmentally friendly sporting events.

Success criteria and prerequisites

One promising approach is to address existing management initiatives in sports clubs, such as efficiency, thus creating a springboard to environmental issues and ultimately to environmentally friendly sporting events. The concept of sustainability needs to be embedded in clubs as a permanent guiding principle.

Checklists distributed to the clubs (e.g. based on the 'Green Champions' German Olympic Sports Confederation – DOSB website) would help them learn more about the topic, implement even minor measures more quickly, and make their events 'greener'. In addition to checklists, knowledge transfers and cooperations between clubs would support the creation of further capacities and competencies, for instance – thus reducing time re-

quired, and lowering costs. It is also conceivable that a suitable person could provide consultancy to several clubs on the organisation of environmentally friendly sporting events.

While it is not easy to establish contact with clubs, it is conceivable, however, to sow the seed of this topic more intensively within clubs as a complement to the competitive instinct that already exists there.

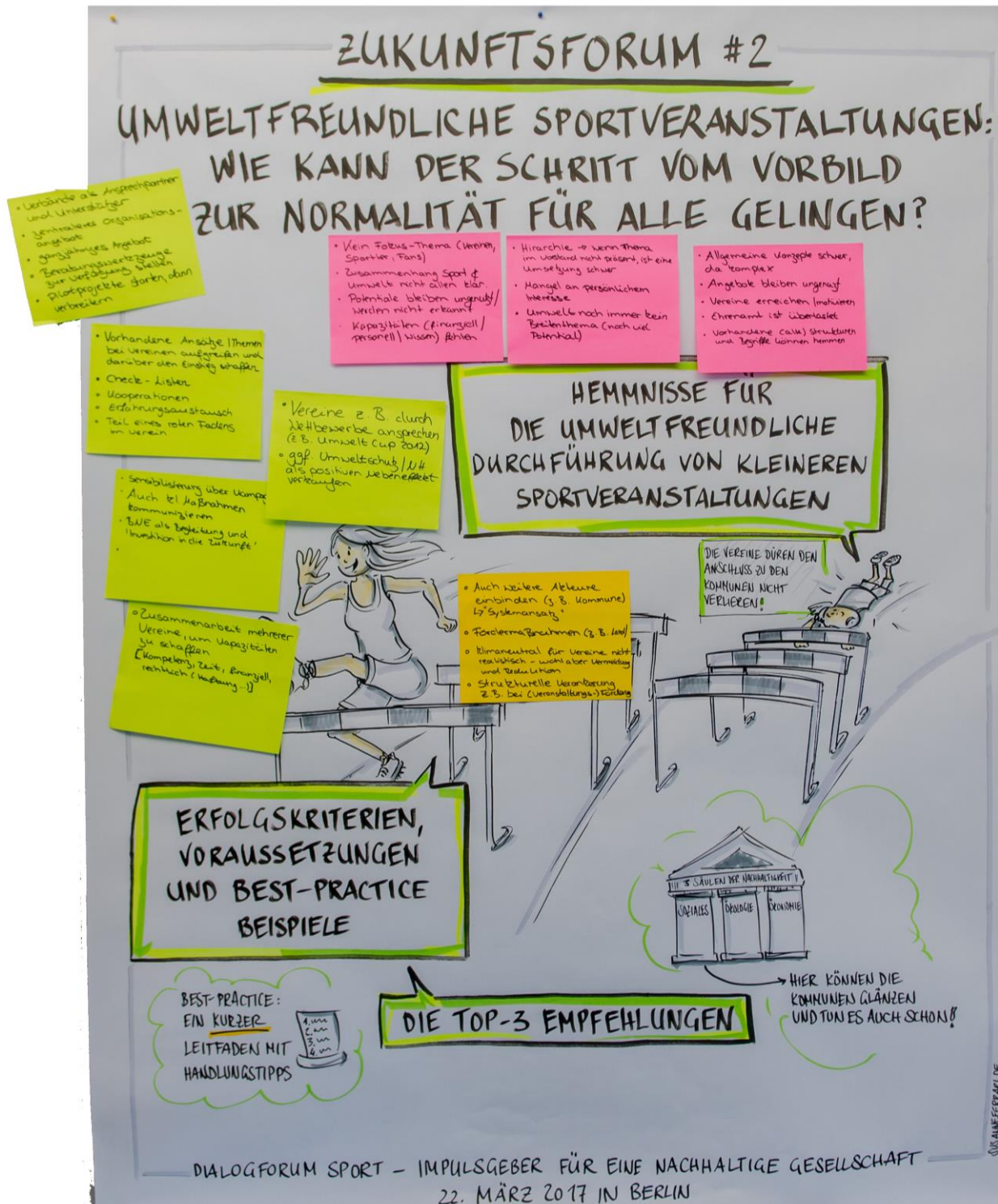
It would also be important to take an external systematic approach and possibly incorporate additional actors such as municipalities. These benefit from the very good community work the sports clubs often carry out, and in turn they can give something back. It is also crucial to provide support measures (e.g. via the respective federal state government); however, embedding this topic structurally, for instance when supporting events financially, is a very promising approach in terms of making environmentally friendly sporting events more popular amongst the broad-based collective of sportspeople.

Making sustainable sporting events more popular

Recommendations from Future Forum #2

- Develop appropriate structures in organised sport to drive the topic of sustainability in all sports
- Develop cooperations and networks between associations (also environmental ones), sports clubs and municipalities
- Making the topic of sustainability normal and permanent requires awareness-raising and stamina.

Poster with outcomes of Future Forum #2:



Sport needs space: how can space-related conflicts between sports and the environment be resolved?

Future Forum #3

Panel Chairs:

Ute Dicks

German Hiking Federation

Helmut Opitz

German Nature and Biodiversity Conservation Union (NABU)

Experts:

Mirko Bastian

Black Forest Association

Dominic Cimiotti

Michael Otto Institute at NABU

Christian Raupach

Hesse Forest Owners' Association

Excerpts from Future Forum #3:

Introduction: Wherever athletes are active outdoors, they are guests on someone else's property. At times, opposing expectations and requirements regarding the use and condition of the environment lead to conflicts concerning the use of space. Discussing differing requirements is crucial when trying to establish guidelines for the shared use of space. In Future Forum 3 the participants discussed each other's experience and proposed approaches on how conflicts relating to the use of space can be resolved through dialogue.

A good starting position for the dialogue

In the past, dialogue was more intensively sought and more successfully applied in resolving space-related conflicts. This idea is supported by the State of Hesse Associations' Agreement on Forests and Sport, the Freiburg City Forest Dialogue Process, and the efforts to revise sports regulations in the Wattenmeer National Park. The results of these efforts have been laid down as formal guidelines.

Experience has shown that in addition to proven success factors in dialogue processes such as financing, personnel resources and a genuine interest in finding a solution, other measures also play an important role, including pre-agreed and coordinated communication with the public as well as internally within the organisations concerned.

Existing regulations often do not go far enough

Many sports – especially new ones – take place outside. However, existing regulations protecting flora and fauna often do not go far enough in ensuring appropriate behaviour.

Essentially, higher-level, coordinated and formal political guidelines are required to stipulate the framework for physical exercise in nature. Whenever sensible and possible, cross-regional solutions should be sought and created (e.g. appropriate behaviour in the Wadden Sea).



Dialogue results need to be communicated consistently

Reaching an agreement does not mark the end of the dialogue; on the contrary, communicating the content to the organisations as well as to recreational sportspeople who are not members of a club is a long-term challenge which, in many cases, has not been given the amount of resources and creativity it deserves.

Simple communication instruments such as the trail-bike bell³ in particular, transfer dialogue results into real-world use and are a symbol of the commitment to mutual respect. There is potential here for new and more effective communication approaches.

Heightening awareness – developing new alliances

In addition to innovative communication formats, new alliances also appear to be a promising proposition. Beyond encouraging the organisations and associations concerned to dialogue, the goal must be to partner more closely with sports goods manufacturers in helping them meet their responsibility for customer communication and education.

³ A bell attached to the handlebar of a mountain bike announcing the arrival of the cyclist.

Resolving conflicts related to the use of space**Recommendations from Future Forum #3**

- Cross-departmental communication and coordination of positions
- Manufacturers, producers and owners should also assume responsibility for communication with sportspeople with regard to responsible conduct in the environment.
- Communication strategies for addressing individual and non-associated recreational sportspeople effectively

Poster with outcomes of Future Forum #3:

ZUKUNFTSFORUM #3

SPORT BRAUCHT RAUM: WIE LASSEN SICH RAUMNUTZUNGSKONFLIKTE ZWISCHEN SPORT UND NATUR ÜBERWINDEN?

LESSON-LEARNED UND BEST-PRACTICE BEISPIELE

ORDNUNGS-RECHT GIEHT EINSEITIG

VEREINBARUNGEN BRAUCHEN:

- ORGANISIERTE INTERESSEN
- HÖCHST EINHETL. STANDARDS
- KOMMUNIKATION

VEREINBARUNG IST WESENTL. SCHRITT ZUR VERBESSERUNG

INDIVIDUAL-SPORT UND DIGITALISIERUNG ERFORDERT NEUE ALLIANZEN UND LÖSUNGEN

RESSORT-ÜBERGREIFENDE KOMMUNIKATION

WIR BESCHÜßEN:

ERFOLGSKRITERIEN FÜR DIE ÜBERWINDUNG VON RAUMNUTZUNGSKONFLIKTEN

HANDLUNGS-OPTIONEN UND VORAUSSETZUNGEN IM (LOKALEN) DIALOG GEMEINSAM ENTWICKELN

GEHEIMSAHE ABGESTIMMTE KOMMUNIKATION IN DIE JEWEILIGEN COMMUNITIES

VERLÄSSLICHKEIT

RAHMENBEDINGUNGEN:

- STEUERUNG
- FINANZEN
- SENSIBILISIERUNG
- VERMITTLUNG
- KOMPLEXE SACHLAGE

VERANTWORTUNG DER KOMMUNIKATION AUCH VON PRODUZENTEN / HERSTELLER / BESITZER

DIE TOP-3 EMPFEHLUNGEN

STUDIE KOMMUNIKATIONS-FORMATE NICHT-ORGANISIERTE SPORTLER

DIALOGFORUM SPORT – IMPULSGEBER FÜR EINE NACHHALTIGE GESELLSCHAFT
22. MÄRZ 2017 IN BERLIN

SUSANNE FIEDERL

Climate protection and sport: on track for the perfect one-two?

Future Forum #4

Panel Chairman:

Andreas Klages

German Olympic Sports Confederation (DOSB)

Experts:

Jens-Peter Kiel

German Alpine Club

Dr Lutz Schäfer

German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB)

Excerpts from the Future Forum #4:

Introduction: Active climate protection is a core environmental and social policy challenge. The German Federal Government's Climate Protection Plan 2050 as well as international agreements set out demanding climate-protection targets and also target sport as a key partner. While sport can contribute to climate protection it also causes emissions. In the conflict between feasibility and sustainability requirements, the Future Forum discussed promising initiatives on the road towards a climate-friendly society.

Sport accepts its responsibility

Emissions can be produced on the way to the sports facility, or through their use (lighting, heating, showering). Programmes already exist to reduce CO₂ emissions from sports-related transport and the operation of sports facilities. There have also been numerous innovative climate protection projects and initiatives in sport. At a political level, sports organisations are also involved in climate-protection processes.

Leveraging action and promotion programmes

The 230,000 sports facilities in Germany offer great emissions-savings and climate-protection communication potential. Although numerous promotion programmes for clubs and associations have been in place since 2016, they are difficult to understand and too complicated, so they are rarely used. In this regard, policy-makers must consolidate existing promotion programmes, make them more practical and club-friendly, and improve the way they are communicated.



Policy-makers rely on sport as a facilitator

Climate change and climate protection often remain abstract notions. With around 27 million members in around 90,000 sports clubs in Germany, sport can be an important multiplier for anchoring climate protection in society – even though ‘sport’ is not explicitly mentioned in the Climate Protection 2020 programme for action, nor in the Climate Protection Plan 2050 of the German Federal Government. In this regard, new alliances and collaborations are possible in the sphere of environmental communication between environmental ministries and sport associations, and between environmental associations and sports clubs.

Sustainable transport remains a core issue

Sustainable transport is and remains a core field of action. For athletes, it is often difficult to reach the

starting point for their sporting activities without their own car. Compared to Switzerland or Austria, in Germany there is still untapped potential in the area of sustainable public transport.

The expansion of environmentally friendly transport schemes is seen as an important measure for sustainable transport. More direct connections to sports facilities, for instance in the Alps, or more frequent public transport services are key elements of this expansion. They offer athletes key incentives to choose public transport. Likewise, athletes are still not always aware of the possibilities of environmentally friendly transport, so informational campaigns also have an important role to play in expanding transport schemes.

Climate protection in sport**Recommendations from the Future Forum #4**

- Climate protection has established itself in sport as a topic and a political issue. Areas of potential and action approaches are apparent.
- Promotion of climate protection for sports facilities: while there have been positive initiatives by the BMUB, there is a need for a systematic review and more user-friendly implementation, as well as further development of communication/consultancy programmes.
- Sustainable transport remains a challenge: few offers so far exist, e.g. concerning public transport, and incentives are lacking. A pool of data exists, but few analyses have been performed so far. A more fundamental shift in thinking is required from sports clubs and from sportspeople.

Poster with outcomes of Future Forum #4:



Retail, industry and customers: teaming up for sustainable sports consumption?

Future Forum #5

Panel Chairwoman:

Nicole Espey

Federal Association of the German Sports Goods Industry

Experts:

Georg Abel

The Consumer Initiative

Prof. Christa Liedtke,

Wuppertal Institute for Climate, Environment, Energy gGmbH

Steffen Riese

Sportsman's Delight GmbH (PYUA)

Excerpts from the Future Forum #5:

Introduction: Anyone who practices a sport typically also uses sports goods. When looking at the full lifecycle of these goods, questions increasingly arise regarding their sustainable consumption. In addition to the production of sports goods, they offer great potential for reducing environmental pollution. At the same time, consumers' demands on manufacturers and forms of use are changing – through the 'sharing economy', for example. However, traditional product communication often reaches its limits when aiming to inform consumers about the sustainable production and use of sports goods.

Rising customer demands

Various industry surveys indicate that consumers' interest in the topic of sustainability is on the rise. While this is particularly true in the food and textiles industries, this attitude is only partly reflected in purchasing behaviour regarding sports goods.

Consumers also act primarily based on habits, which often do not include any sustainable products or their resource-friendly use. Such habits are hard to break. Furthermore, consumers have little time to grapple with the concept of the sustainable use of sports goods, or do not intend to use them with this in mind.

Communication on sustainable products and their more sustainable use must therefore not be too complex for consumers. Ideally, it should not take any additional effort whatsoever. This effort can be minimised, especially through partnerships. Certain actors, such as tourism operators and ski retailers, can jointly organise sustainable offers, for instance in the area of the 'sharing economy'.



Communication in retail and industry

Many companies strive to offer sustainable sports goods, but there still remains scope for a major expansion in communication with the end-consumer. Often, companies are rather cautious in their communications, as even companies that make great efforts in the area of sustainability are often criticised. In order not to give critics any more ground, defensive communication appears to many companies to be the best approach.

The sports retail sector and sports goods manufacturers generally use a similar visual language in their sports-focused communication. However, from the perspective of some sports goods manufacturers, sustainability needs to be integrated into

communication in such a way that it does not displace the element of sport itself.

New communication channels

International standards would be helpful with this integration and communication, as the multitude of different voluntary labels obfuscates communication for consumers. For the broad mass of consumers, communication needs to be made even simpler, easier to understand, and more effective.

In addition, sports goods manufacturers could leverage the role-model function of prominent athletes as trendsetters to integrate sustainability into their communication. Particularly in the mass market, role models and testimonials are fundamental communication tools that need to be used.

Teaming up for sustainable sports consumption

Recommendations from Future Forum #5

- Partnerships can be used to make sports goods, their procurement and use more sustainable and resource-efficient.
- Communication via labels typically has little customer impact; communication and labels should be designed to make sustainability clear, transparent and easy to understand for the end-consumer.
- Credible role models are crucial to establishing sustainability in the mass market.

Poster with outcomes of Future Forum #5:



An athlete's perspective – helping to shape a sustainable society

Talk

Peter Schlickenrieder was a Silver Medallist at the 2002 Salt Lake City Olympic Games, is an entrepreneur, film-maker and Vice-President of the German Ski Federation (DSV).

Manuel Andrack: Today we are looking at sport as a driving force for sustainability. How well do sport and the environment go together?

Peter Schlickenrieder: Outdoor and nature sports are a life philosophy – not just a race against the clock. Previously there was hardly any lobbying for environmental protection in sport, and this has now changed. After my active period as a competitive athlete I definitely wanted to promote the topic of sport in nature, as I am a firm believer that exercising in natural surroundings makes people happier, and helps develop a greater awareness of community and the natural world. In my opinion, the experiences and lifestyles of public figures such as you and I can help raise the public's awareness of such a topic. This was important to me.

Manuel Andrack: How is the topic of sport and the environment seen at the DSV?

Peter Schlickenrieder: As an example, environmental protection and nature conservation are promoted by the German Safe Skiing Foundation. For major events, the DSV is certainly a pioneer and has also received 'Green Champions' awards in recognition of its efforts. But we are constantly faced with huge new challenges – for example through digitalisation. My experience as an athlete helps me, because you learn to persevere and keep working at things. After all, we still want people to be able to enjoy sport in nature.

Manuel Andrack: How important are the new communication channels in the age of digitalisation?

Peter Schlickenrieder: The new communication channels offer great potential for associations and clubs. If we want adults and young people to understand environmental and nature conservation, we have to use these new channels for that purpose.

Manuel Andrack: Looking to the future, what's in store for us?

Peter Schlickenrieder: There's a constant stream of new ski sports, such as slopestyle⁴ and freestyle. Young people are developing new subcultures which are often value-based. They use Facebook and Instagram, and value the shared environment and resource-friendly experience. It gives me confidence, and I believe it is something we need to encourage. Regarding the discussion on 'big data', while in my view we should be open to new things, we should not simply disregard our doubts. Of course, we also need more training and education on exercise again – this needs to be encouraged.



Manuel Andrack: Dear Peter Schlickenrieder, thank you for our very entertaining and informative discussion.

⁴ Obstacle-course style and a form of competition in snowboarding and freestyle skiing.

Dialogue Islands and the 'analogue Twitter wall'

Dialogue islands

Dialogue Island 1: Sport and sporting events in cities

Detlef Berthold

North Rhine-Westphalia State Ministry for Family, Children, Youth, Culture and Sport

Axel Welge

Association of German Cities

Kim Jakobiak de Flores

Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB)

Dialogue Island 2: Outdoor sport and environmental protection

Tilman Heuser

Friends of the Earth Germany

Torsten Kram

Rhineland-Palatinate State Ministry of the Environment, Energy, Food and Forestry

Ludwig Wucherpennig

German Nature Conservation Ring

During the lunch break, representatives from BMUB, UBA and the BMUB Advisory Board for Environment and Sport were available for discussion on the two Dialogue Islands: 'Sport and sporting events in cities' and 'Outdoor sport and environmental protection'. Many participants took the opportunity to talk to them.



On one poster (the 'analogue Twitter wall') participants were also able to use Post-It notes to leave comments and proposals for greater sustainability in sport. Comments included:

Dialogue Island 1 – Sport and sporting events in cities

- Be mutually considerate
- Exercise-friendly neighbourhood development
- Joint procurement is more sustainable
- Alliances! Within and across sectors.

Dialogue Island 2 – Outdoor sport and environmental protection

- SHARING – On-site sports equipment
- TRANSPORT – Commuters with bikes on sub-urban trains and German railways; boost car-sharing
- Define/create dedicated areas within the urban area.



Scientific poster exhibition

Scientific posters were exhibited throughout the event showing current research projects and findings in the joint topic area of environment and sport. They invited participants, especially during the lunch and coffee breaks, to familiarise themselves better with the latest findings on current research issues, and also to take away further ideas for their own professional and private lives.

The exhibition's scientific posters are available for download from the homepage of the German Sport University Cologne (*German only*):

www.dshs-koeln.de/institut-fuer-natursport/publikationen/sport-impulsgeber-fuer-eine-nachhaltige-gesellschaft

The Blue Angel information stand

In addition, a Blue Angel stand was set up in the Foyer to present 'The Blue Angel goes for SPORT' initiative, among other things. This initiative includes a closer collaboration between The Blue Angel environmental label and the German Olympic Sports Confederation (DOSB), with the goal of these organisations working more closely together on environmental protection activities. The aim is for clubs to pay greater consideration to environmentally friendly products in their procurement processes, and in doing so to promote climate protection in sport.



The Contact Partners from The Blue Angel and UBA provided advice about the campaign, the topic of environmental protection in sports club management, and the cooperation with the DOSB.

Link to the 'The Blue Angel goes for SPORT' info flyer (*German only*):

www.blauer-engel.de/sites/default/files/publication/be-dosb-flyer-03-2016.pdf

Link to the The Blue Angel website (*English*):

<https://www.blauer-engel.de/en>



The following findings summary poster illustrates the key insights from the event, particularly the first three agenda items: the welcome speech, keynote speech, and the panel discussion.



LIST OF LINKS TO AVAILABLE ONLINE CONTENT

Conference website (<i>German only</i>)	www.impulsgebersport2017.de (online until 31.10.2017)
Topic page on the website of the German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (<i>German only</i> ; this Conference Report is also available for download here)	www.bmub.bund.de/P4641
Presentation download option (<i>German only</i>)	Archive section at www.impulsgebersport2017.de (available until 31.10.2017) or by e-mail to: zii3@bmub.bund.de
Scientific poster download option (<i>German only</i>)	On the German Sport University Cologne website: www.dshs-koeln.de/institut-fuer-natursport/publikationen/sport-impulsgeber-fuer-eine-nachhaltige-gesellschaft
Topic pages on the website of the German Olympic Sports Confederation (DOSB) (<i>German only</i>)	Panel discussion summaries: www.dosb.de/de/medien/dosb-blog/detailansicht/news/sport_impulsgeber_fuer_eine_nachhaltige_gesellschaft-1 and www.dosb.de/de/sportentwicklung/umwelt/news/details/news/nachhaltig_ausgerichteter_sport_kann_impulse_fuer_die_gesellschaft_geben Summary of Future Forum 4 organised by Andreas Klages on 'Climate protection and sport: on track for the perfect one-two?' www.dosb.de/de/sportentwicklung/umwelt/news/details/news/klimaschutz_und_sport_auf_dem_weg_zum_perfekten_doppelpass/

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