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WHY? RETHINKING THE GAME

Why does sustainability matter in sport? What are the top 3 reasons to you?

- **Climate Threat** - Climate change threatens the future of sports.
- **Social Impact** - Sport is a vehicle for positive social change and community building.
- **Interconnectedness** - Environmental, social, and economic sustainability are intertwined in sports.

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The Existential Climate Threat to Sport

The most fundamental reason why sustainability matters in sport is the undeniable **climate threat**. The increasing reality of climate change directly imperils the future of sports as we know them. Rising temperatures, extreme weather events, and changes in natural environments threaten the ability to host safe and predictable sporting events for both elite athletes and community participants across all demographics. The implications extend to how events are organized, demanding a greater duty of care from sporting organizations to ensure the safety and well-being of everyone involved.

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Sport as a Catalyst for Positive Social Change

However, the significance of sustainability in sport stretches far beyond mere survival; it positions sport as a powerful vehicle for **social impact**. Sport inherently fosters human connections, builds communities, and promotes health and well-being. In an increasingly digital world, it offers crucial opportunities for social interaction and the development of essential emotional intelligence. By embracing sustainability, the sporting world can further amplify its positive influence, raising awareness about critical social and environmental issues, advocating for human rights and diversity, and acting as a role model for responsible behavior. Sport's unique ability to transcend boundaries and connect with people from all walks of life makes it an unparalleled platform for driving positive social change and fostering a sense of collective responsibility.

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The Intertwined Nature of Environmental, Social, and Economic Sustainability in Sport

Ultimately, environmental, social, and economic sustainability in sports are deeply **interconnected**. The development and longevity of sport rely on healthy environments, thriving communities, and sound economic practices. Commercial opportunities, such as sponsorships, are increasingly tied to a commitment to sustainability. Operational considerations, from infrastructure development and resource management to supply chain choices and waste reduction, all have environmental, social, and economic dimensions. Sport's influence can even extend to demanding more sustainable practices from the infrastructure and industries that support it. While challenges and complexities exist, such as ensuring equitable access to sustainability initiatives and navigating potential conflicts between economic priorities and sustainability goals, recognizing and acting upon these interconnections is crucial for building a resilient and responsible future for sport and the wider world.