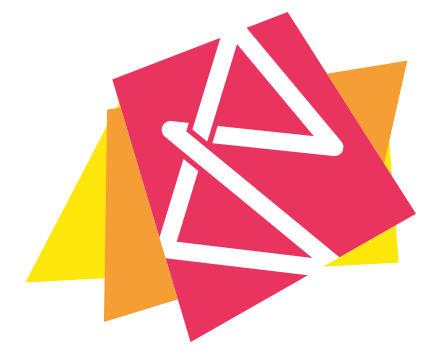


Young Leaders Module Sustainable Sport

#OurEcoEvent



Intro

Deliverer

- Welcome everyone to today's module on sustainable sport.
- Remind group they are here because they've demonstrated great leadership skills
- Plus the ability to influence positive change
- Today is about increasing knowledge to:
 - deliver more sustainable sport and activity
 - use sustainability as a way of engaging more young people into the School Games and regular activity.



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Slide 2

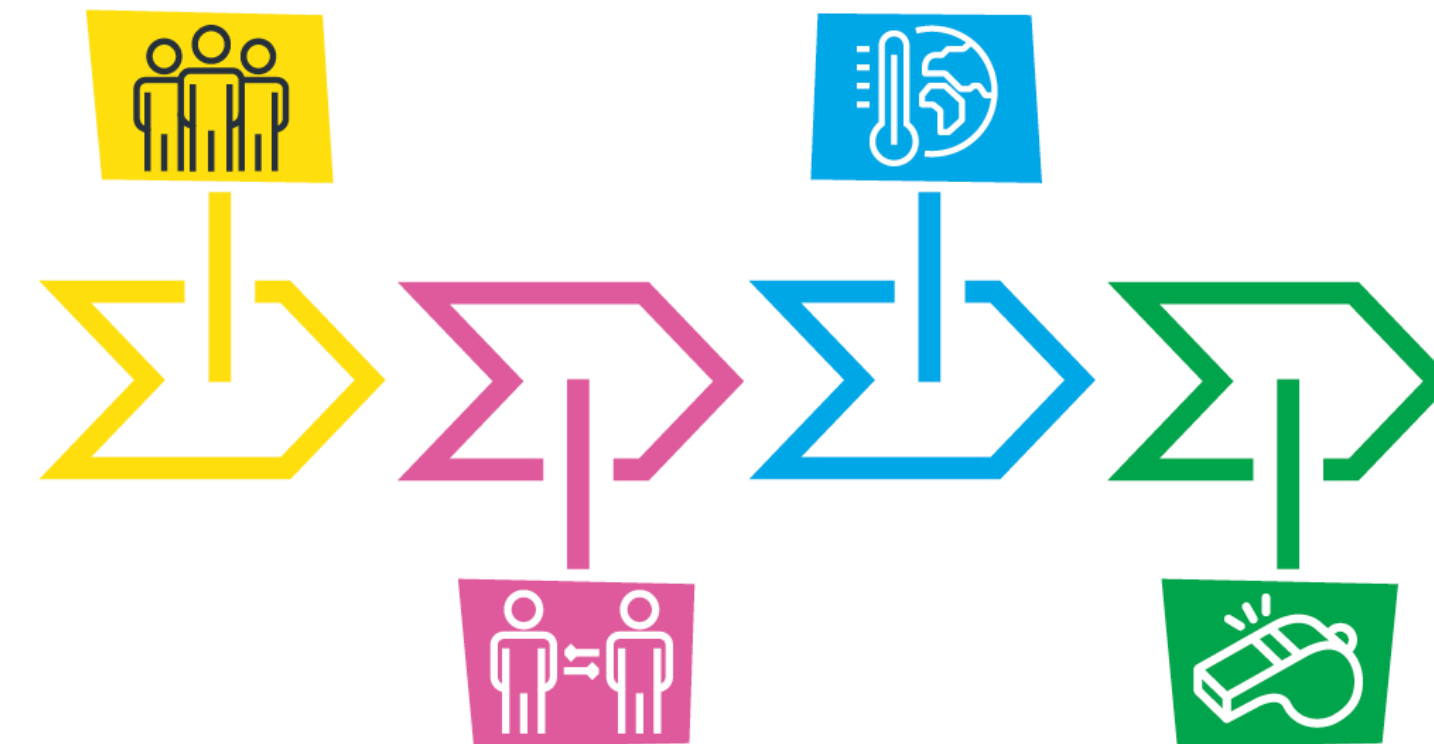
Deliverer

“This course is part of a legacy project from the Birmingham Commonwealth Games which will take/ took place in summer 2022. It will help you to

- develop leadership skills and behaviours
- to bring environmental sustainability to sport and physical activity in your school
- give you the knowledge to drive positive change in your schools and in your communities”

The Journey

By undertaking this module, you will learn to develop the leadership skills and behaviours to bring environmental sustainability to sport and physical activity in your school. As young leaders you will be given the knowledge to drive positive change in your schools and in your communities



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Slide 3 & 4

Deliverer

Read out quote from natural historian and BBC presenter David Attenborough.

When people talk about sustainability, we are talking about:

- human behaviour
- relationship with the natural environment

According to the world's scientists, climate change is taking place because of the activities of humans.

So, we need to change our behaviour to help maintain the environment, both for our own wellbeing and the rest of plants, animal and life on our planet.

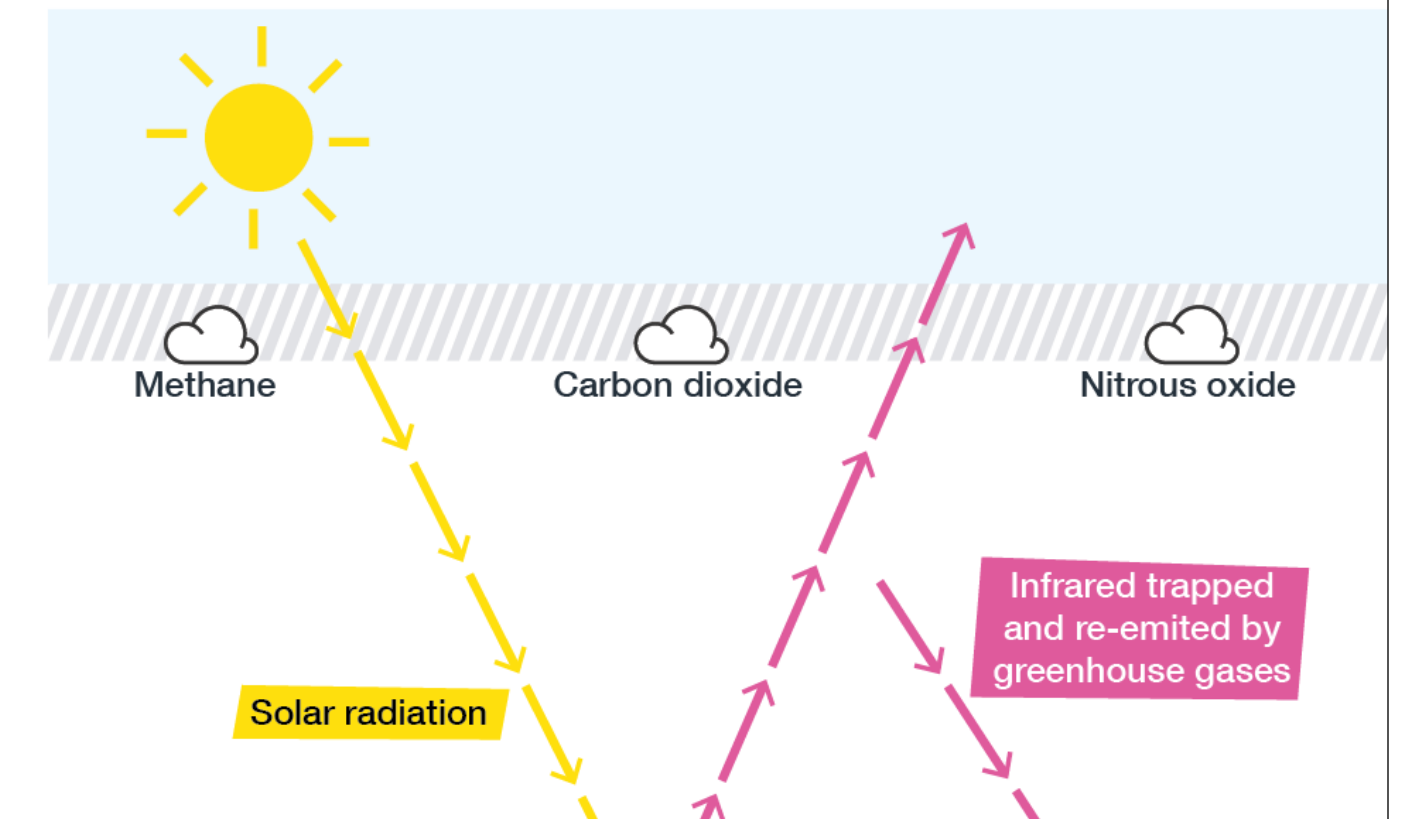
Task

Play video

Understanding sustainability

“Never before have we had such an awareness of what we are doing to the planet, and never before have we had the power to do something about that... The future of humanity and indeed, all life on earth, now depends on us.”

[David Attenborough](#)



What is climate change? Why is it happening and how does it work?

Source: Young People's Trust for the Environment

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Slide 5 & 6

Deliverer

So, has anyone heard of the term “Carbon Zero” or “Carbon Neutral”? And what do you understand by it?

Task

Seek answers and provide answer if required.

Deliverer

It means any that any greenhouse gas emissions like Carbon Dioxide are sent into the earth’s atmosphere are balanced by emissions being removed, for example by tree planting. Trees absorb carbon emissions.

Lots of big organisations are now trying to be Carbon Neutral by 2030. The UK as a whole is aiming to be Carbon Zero by 2050.

What is being done to fight climate change?

Carbon Neutral (or Carbon Zero)

- Carbon neutral was the Oxford Dictionary’s word of the year in 2006.
- It’s now a popular term across the world.
- It means any that any CO2 emissions sent into the earth’s atmosphere are balanced by CO2 emissions being removed.
- It’s a term that is used by businesses and other organisations as an environmental goal.

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Deloitte.

Google



OLIO
THE FOOD SHARING APP

MARKS & SPENCER



LEON
NATURALLY FAST FOOD



Slide 6

Deliverer

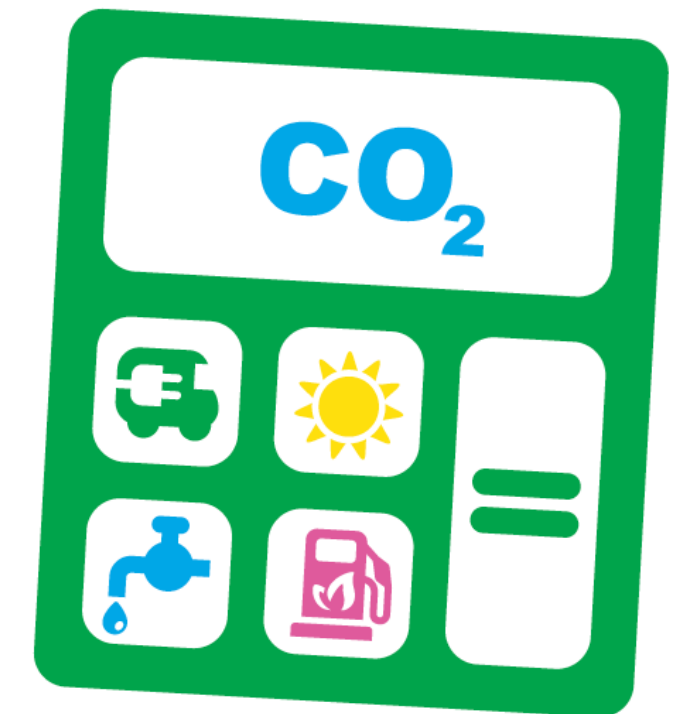
But there are many different ways in which we can reduce our carbon emissions. Here are some of the main areas of our lives that are responsible for carbon emissions...

- **Travel/transport** – *expand by using explainers on slide*
- **Energy/power** – *expand by using explainers on slide*
- **Resources** – *expand by using explainers on slide*
- **Food** – *expand by using explainers on slide*
- **Waste** – *expand by using explainers on slide*

Carbon reduction

There are different ways in which greenhouse gasses are released into the Earth's atmosphere and different ways in which we can change to reduce the impact on the climate:

- **Travel/transport** – Fuel used in cars, aeroplanes, motorbikes, boats and other forms of transport.
- **Energy/power** – Around 40% of greenhouse gas emissions come from the burning of fossil fuels to generate heat and electricity.
- **Resources** – In other words “stuff”. Any product or items required in workplaces, institutions or households uses natural resources like water and energy to be made. This reduces natural resources, and often relies upon energy generated by burning fossil fuels and creates more waste.
- **Food** – Food production contributes around 37 per cent of global greenhouse gas emissions, showing the huge impact that our diets have on climate change. Animal-based foods produce have roughly twice the emissions of plant-based ones.
- **Waste** – By creating a lot of waste, it can impact climate change and create air pollution. Plus it directly affects many ecosystems and species. Landfills release methane gasses, a very powerful greenhouse gas linked to climate change.



Slide 7

Deliverer

So thinking about these areas, can you turn to page 6 in your booklet. I would like you to discuss (in small groups) and write down...

Task

- (UP TO) Three ways in which people could reduce their carbon emissions
- (UP TO) Three examples in which you see sustainability in action at school or at home?
- (UP TO) Three things you could make changes to help the environment

Tip Leave 5/10mins, circulate and – if needed - prompt them on...

People can reduce:

- Changing diet to vegan/plant-based options
- Alternate travel options, eg, car sharing, public transport, walking, cycling
- Recycling, repurposing, reusing clothes or other household items

Sustainability in action at home or school:

- Greener energy, like electric vehicles, solar panels
- Recycling, responsible waste management
- Ride to school schemes

Can you think of three ways in which people can reduce their carbon emissions?

- 1
- 2
- 3

Now, thinking of your own lives, in school and where you live.... can you give three examples of where you see environmental sustainability in action?

- 1
- 2
- 3

Again, thinking of your own lives, can you give three examples where you could make some changes to help the environment?

- 1
- 2
- 3

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Task

Get an example from each area in class discussion, plus what changes they could make

Slide 8

Deliverer

- Now turning attention to sport and look at where it fits in sustainability.
- Political leader Nelson Mandela fought racism in South Africa and beyond
- He understood the power of sport.

What about sport's place in sustainability?

“Sport has the power to change the world. It has the power to inspire. It has the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sport can create hope where once there was only despair.”

Nelson Mandela



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Slide 9

Script

Changing people's behaviour is not easy. This chart demonstrates the process people often go through before they change behaviour...

- Denial – refusing to believe there is a problem
- Awareness – accepting a problem, but not ready to change
- Preparation – intending to change
- Action – trying out new change
- Relapse – giving up and going back to old habits
- Maintaining – keeping going and new behaviours replace old behaviours

Task

Can anyone think of any examples in their lives either from themselves, relatives or friends?

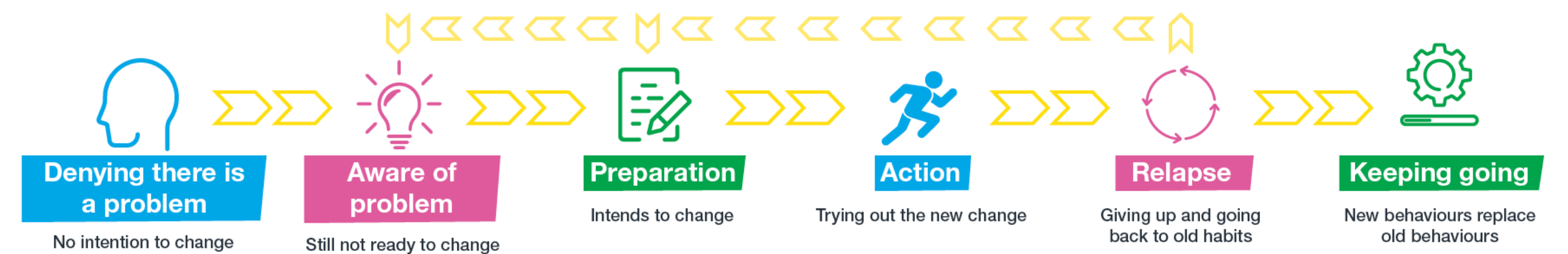
Tip If required, prompt them on eg. New exercise regime, new diet, quitting smoking, fasting, religious commitment

“Climate Change Needs Behaviour Change”

Rare.org

How do we change human behaviour?

Six stages of behaviour change by Prochaska and DiClemente:



Changing behaviour is never easy. People need to be motivated and have the tools to change.

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Slide 10

Deliverer

And here are some techniques that have been used to change behaviour for good and bad...

- Nudge theory - people's behaviour can be influenced by small suggestions and positive reinforcements, eg. McDonald's
- Activism - Groups and organisations who undertake vigorous campaigning to bring about social change, eg, Greta Thunberg
- Positive disruptors - Influential individuals who challenge and question the norm. Within a group they are people who strive for improvement and seek positive alternatives, eg. Forest Green Rovers
- Carrot and the stick - The theory that you can reward good behaviour and punish bad behaviour. It is based on an old story of a donkey, the best way to move him is to put a carrot in front of him and jab him with a stick from behind, eg. London Transport and charges for high emission vehicles in city.

Nudge theory

Nudge theory suggests people's behaviour can be influenced by small suggestions and positive reinforcements.

Example: Would you like large fries with that?



Positive disruptors

Influential individuals who challenge and question the norm. Within a group they are people who strive for improvement and seek positive alternatives.

Example: Dale Vince, owner of sustainable, vegan football club Forest Green Rovers.



Activism

Groups and organisations who undertake vigorous campaigning to bring about political or social change.

Example: Greta Thunberg inspired School Strikes.



Carrot and the stick

The theory that you can reward good behaviour and punish bad behaviour. It is based on an old story of a donkey, the best way to move him is to put a carrot in front of him and jab him with a stick from behind.

Example: In London cars pay a congestion charge, but electric vehicles are exempt.



Slide 11

Deliverer

The Birmingham Commonwealth Games is setting an example of how sport can be more sustainable:

- **Carbon Neutral**
 - Reduce carbon across all travel, transport
 - Offsetting emissions through tree planting programmes
 - Promoting low emission travel options and active travel such as cycling or walking to all visitors
- **Minimising Waste**
 - Reducing single use plastic
 - Install free drinking water refill points
 - Recycling processes for waste
 - Hire rather than buy equipment where possible.
 - Make products such as volunteer uniforms that can be repurposed and reused
- **Conservation**
 - Increasing biodiversity of flowers and creatures around swimming and athletics arenas
 - Clearing 22 miles of canals of waste to encourage nature
 - Creation of 2,022 acres of forest

Birmingham 2022 has pledged “To Make Birmingham 2022 Commonwealth Games The Most Sustainable Yet”, including:

Carbon and air quality

- The first carbon neutral Commonwealth Games.
- Wherever possible we will reduce carbon, and where that cannot be reduced, we will be offsetting this through credible and predominantly local carbon offsetting programmes, including tree planting.
- Carbon-neutral international travel and accommodation for the Queen’s Baton Relay.
- Low emission travel options and active travel such as cycling or walking.

Circular economy principles to minimise waste

- Dramatically reduce the use of single use plastic by...
 - Minimise single use plastics across the full Games footprint.
 - Install free drinking water refill points wherever possible.
 - Implement waste reduction processes across all operations.
- Hire rather than buy equipment where possible.
- Plan for the end of the Games to ensure assets can be repurposed and reused in the future.

Conservation

- Increase levels of biodiversity and bring improvements to the local environment at new Sandwell Aquatics Centre (swimming) and Alexander Stadium (athletics) developments.
- Clearing 22 miles of canals of waste in partnership with the Canals & Rivers Trust.
- Making conservation and sustainability part of the Games’ regional and international education programmes.
- Creation of 2,022 acres of forest through partnership with Severn Trent.



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Slide 12 & 13

Deliverer

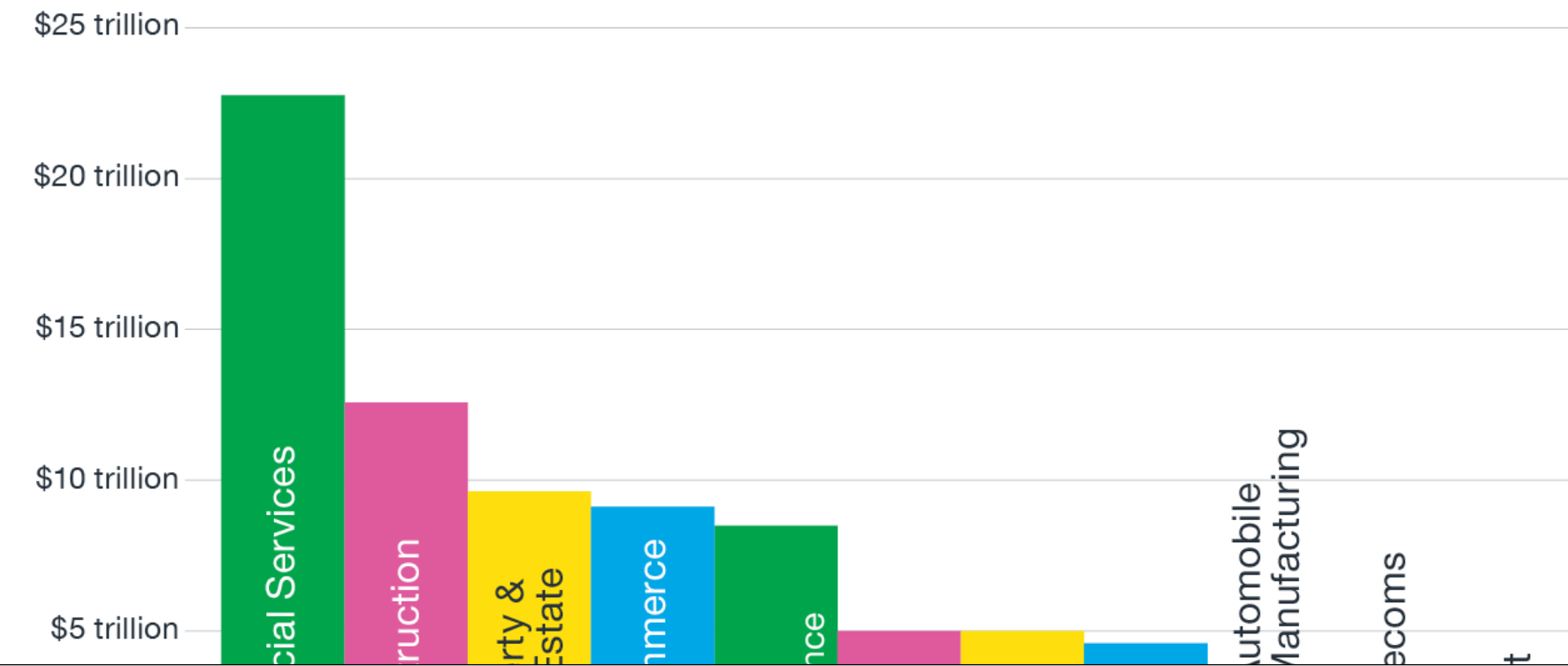
(SLIDE 12) So, this slide tells us that sport compared to other areas is actually quite a small business. This is if we look at how much money it is worth.

(SLIDE 13) But, shows how effective sport is in reaching people. Sport has the eyes of the world upon it.

- 20 most followed Instagram accounts in the world and six of them are sport-related.
- All the columns in pink are sport-related.
- We've included The Rock, as he became famous as a wrestler!

Tip Grab their interest by asking who the class follow

Sport is part of society. So, with every area of society, it has a responsibility to reduce carbon emissions. Sport is not as large as other areas of business or industry in the world. In fact, it is quite small in comparison to many others.

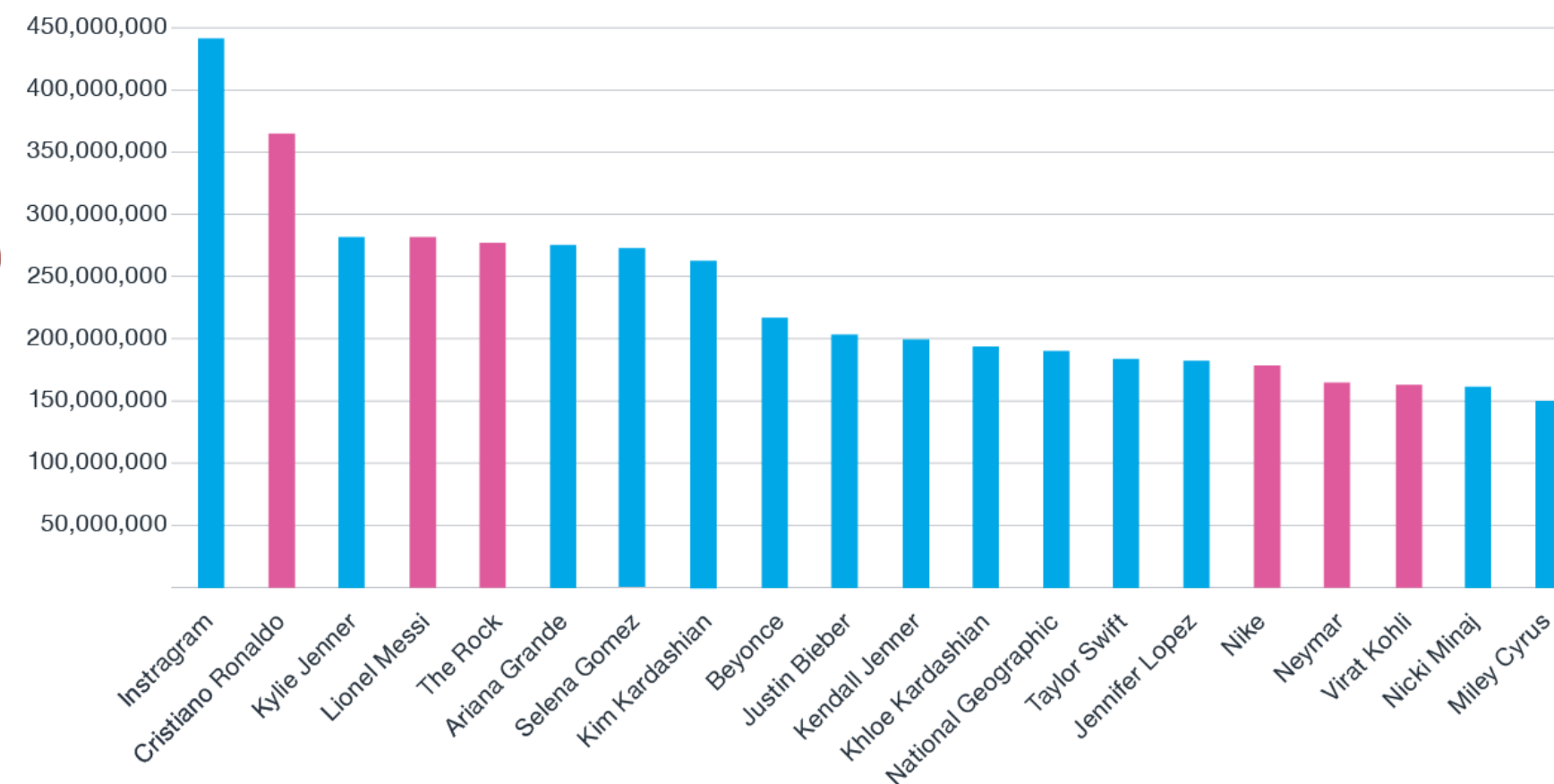


BUT, sport has enormous audiences, reach and influence. The global population is 7.9b and 3.5b consider themselves football fans...and with 18.4m viewers, the England v Denmark semi final at Euro 2020 was the UK's most watched programme in 2021.

Instagram Followers



Cristiano Ronaldo



The Rock



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Slide 14 & 15

Deliverer

(SLIDE 14) Sport is in a high profile powerful position to influence people and their behaviour...

(SLIDE 15) Again, please take 5-10 minutes with your class mates and discuss

So, sport is in a powerful position to influencing people and society as a force for good.

1 Can you think of three athletes or teams that use their profile as a force for good?

2 Can you tell us when or how a high-profile sports person, team or organisation has influenced you?

3 Can you think of a situation when someone you know in your family, school or community has taught you something and changed your behaviour in a positive way?

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Task

Turning to page 10 of your booklets:

- Please discuss three people or teams from sport who use their profile for good.
- Write down any experience where a figure or team from sport has influenced you...and
- Thinking closer to home, when someone you know has influenced you in a positive way.

Tip Leave 5/10mins, circulate and – if needed - prompt them on...

People or teams from sport that use their profile

- Muhammad Ali (boxer) – to oppose war
- Forest Green Rovers (football) – environmental sustainability, vegan, environmental club
- Colin Kaepernick (NFL) – took the knee to oppose police violence and racial injustice in USA
- England Football Teams - took knee for racial inequality
- Hannah Mills (GB Sailor) – campaigns against plastic pollution
- Lewis Hamilton (F1) – racial justice and environmentalism
- Serena Williams (tennis) – gender equality and equal pay
- Billie Jean King (tennis) – campaigned for gender equality and LGBT rights
- Daniil Medvedev (tennis) – Russian opposition to Ukraine war

Get examples from the class. Get examples where sport has directly influenced students. Get examples where their behaviour has been influenced by a relative, teacher, friend, coach and move on.

Deliverer

Please write down some of those ideas in your booklets.

Slide 16

Deliverer

The School Games is also trying to influence change. We strive to engage young people into sport and physical activity who are not currently engaged. It helps their overall wellbeing.

So, we will be asking you to deliver an event around sustainability to engage more young people into sport and physical activity.

School Games outcomes

The School Games is committed to targeting young people who need the intervention most (particularly but not exclusively those from low social economic backgrounds, minority ethnic groups, SEND, girls) to improve their physical literacy, social, emotional and physical wellbeing.

How can we target those less active into activity?

By delivering an **event** around sustainability to engage more young people into sport and physical activity.

The **Eco-Friendly** value was launched in 2022 as a new School Games value alongside Passion, Self-Belief, Respect, Honesty, Determination and Teamwork. Use it to encourage sustainable behaviours around the School Games.

Visit yourschoolgames.com to find out more about the values.



Slide 17

Deliverer

So, we need to make a plan. There are five stages to go through for any successful plan...

- The Team - create a team of people, perhaps teachers? students? parents? Discuss and decide what you want to achieve.
- Clear Goals – Aim for something that is SMART (Specific, Measurable, Achievable, Realistic and Time-bound), eg. “We are going to eat more plant-based meals,” is not SMART. “25% more school meals will be plant-based in this academic year compared to last year” is SMART
- Who – who is leading the project and what jobs is everyone doing? Does everyone understand their role? WHO are you trying to reach with your activities?
- Let’s Go! – All plans and processes are in place, everyone knows what to do, the project has been communicated and explained to everyone affected. Let’s do it!
- Reflect and Review – After the project; what was achieved, what did we learn? What did everyone involved think? Have we surveyed people? What improvements can we make for the future?

Making a plan

Here are five stages of planning...

1 Your Team

Create a team of people. Perhaps teachers, schools staff, students and parents. Discuss and decide what you want to achieve.

2 Clear Goals

WHAT are your goals? Are your goals SMART (Specific, Measurable, Achievable, Realistic and Time-bound) For example, “We are going to eat more plant-based meals,” is not SMART. “25% more school meals will be plant-based in this academic year compared to last year,” is SMART.

3 Who

WHO is going to lead the project and what jobs will everyone in the team make sure they do?
WHO are you trying to reach with your activities?

4 Let’s Go!

Make sure you have all your plans and processes in place. Is everyone informed? Does everyone understand what is expected?

5 Reflect and Review

WHAT have we learned?
WHAT did everyone involved think? Can we survey people to find out?
WHAT improvements can we make for next time?

“If you fail to plan, you are planning to fail!”

Benjamin Franklin



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Tip Urge the leaders to think carefully over the young people they wish to reach. Signpost them towards the hard-to-reach and less engaged in sport.

Slide 18

Deliverer

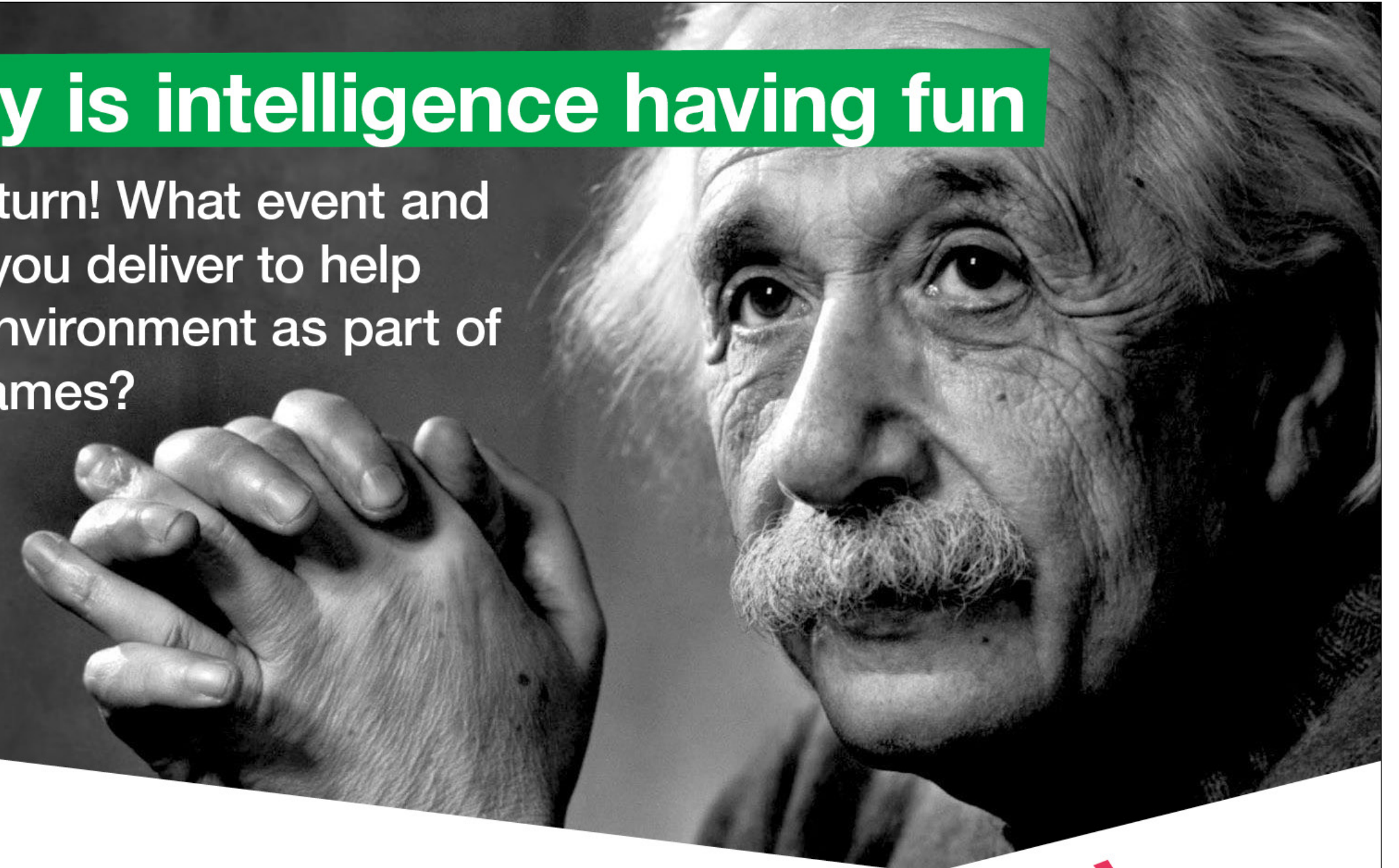
It's a chance to do something new. We have:

- Learned about sustainability
- Discussed how sport can be an influence..
- How to change people's behaviour..
- And how to make a plan..
- So let's explore some ideas for events and activities

Tip Reinforce and stress the need to organise an event in school.

Creativity is intelligence having fun

Now it's your turn! What event and activities will you deliver to help support the environment as part of the School Games?



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Slide 19

Deliverer

Here's a few ideas on what you could do to support sustainability at school...

- Carbon Free Commute - organise a week which challenges students to travel to school with the lowest amount of carbon emissions.
- Plastic Free Sports Day - Can you organise a sports day that has no single use plastic at all?
- Plogging - Plogging is a Swedish creation. It's picking up litter and jogging. Can you organise a plogging event in your local community?
- Go Wild! - Perhaps a project that reintroduce biodiversity at school, with an area that includes bug hotels, bird boxes and wildflowers?

Task

Throw open the discussion and see what ideas the group has got

A few ideas

You can inspire real change at school. Encourage other students to be part of your project, making a bigger difference locally and for the planet. How about these for some ideas:



Carbon Free Commute

Organise a week which challenges students to travel to school with the lowest amount of carbon emissions. This can be achieved by walking or cycling instead of travelling by car. Can classes compete against one another? You can find carbon calculators online to help measure emissions.



Plastic Free Sports Day

Can you organise a sports day that has no single use plastic at all? With no plastic water bottles, using mains water instead. Ordering wooden medals instead of ones using plastic material? Perhaps even some sports equipment can be made from wood rather than plastic?



Plogging

Plogging is a Swedish creation, put simply, it's picking up litter and jogging. Can you organise a plogging event in your local community. Contact your local council and see if they can lend you litter picking equipment and find an area of your village, town or city to jog to as a group and clean up!



Go Wild!

Bees are such an important part of the food chain, pollinating and supporting crop growth. Yet, their population is in decline. Can you encourage their return by rewilding an area at school? Perhaps a project that reintroduce biodiversity at school, with an area that includes bug hotels, bird boxes and wildflowers? Could you create a nature trail in school grounds?

When you are completing the challenge in three areas of sustainability, please make sure you have evidence (photos/videos). Use the hashtag [#OurEcoEvent](#) and tag Your School Games into event communications. Use the media guides on the dashboards at [yourschoolgames.com](#) Please notify your PE department and ask them to share with your School Games Organiser. Anyone who successfully completes the challenge will be awarded a bamboo badge with the "Eco Friendly" value.



Tip

- Along with above ideas – could we start meat-free Mondays?
- Could you start an energy saving programme at school?
- Could you improve the waste management at school by setting up recycling systems?
- There are also ideas on page 14 of your booklet...things Birmingham are doing and what we could try.

Slide 20

Deliverer

Here's some things to consider....

- What could you change immediately?
- What changes could you deliver this year?
- What changes do you think would have the greatest impact?
- What would be your ultimate goal?

To win a School Games Eco Friendly badge, you must deliver an event and activities at school in the areas of:

- Transport
- Energy
- Waste
- Food
- Conservation

Your teachers will be able to help and advise you.

When you complete the challenges, provide evidence to your teachers and ask them to give it to your School Games Organiser.

Use the hashtag **#OurEcoEvent** and tag Your School Games into event communications. Use the media guides on the dashboards at [yourschoolgames.com](https://www.yourschoolgames.com) If successful, you will win an Eco Friendly Value bamboo badge.

<p>What could you change immediately?</p>	<p>What changes do you think would have the greatest impact?</p>
<p>What changes could you deliver this year?</p>	<p>What would be your ultimate goal?</p>

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