



Guidance Lines for Sustainability of Women Empowering Actions

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The Less4More project

The project is foreseen to address the priority “inclusion and diversity” and its goal is to engage women, in particular from migrants and disadvantaged groups, to participate in Sport and Recreational Physical Activities (SRPA), including indoor and outdoor sports and to create an inclusive network for women sport as a base for future projects and for enabling of an international focus on recreational sports for women, as a balance for the professional sports for women. Through its conception, but much more through its deployment, the project will create synergies between the different Erasmus+ fields of education, training, youth and sport, as every one of these fields has a resonance within project’s activities.

Specific objectives:

- Identification of good practices in the world of sport for women
- Deployment of specific training modules
- Actively engaging women in sport practice
- Using digital tools and apps
- Establishment of an inclusive network dedicated to enrolling and empowering women in and through sport.

Targeted groups:

- women aged 20-45 having less opportunities to practice sport.
- women from disadvantaged groups (minorities, migrants, Roma communities, physically challenged), from local companies, women sport instructors, coaches, trainers, social workers.

The Guidelines

The “Guidance Lines for Sustainability of Women Empowerment Actions” surveys the crossroads between digital progress and ecological mindfulness in the sports sector. It prepares a set of best practices for incorporating digital tools to amplify sustainability in sports, such as employing data analytics to streamline resource control, and welcoming virtual platforms to limit carbon emissions linked to travel. The document sketches out plans for advocating for earth friendly habits at sports events, comprising the establishment of green event handling systems, promoting the utilization of reusable energy, and diminishing waste via digital passes and online fan participation. It includes triumphant case examples of sports institutions that have competently amalgamated digital advances with green initiatives, providing a guidepost for peers to trace in their march towards a greener future in sports’ events.

[https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:42020Y1204\(01\)](https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:42020Y1204(01))

Good practices in using Digital Resources in Sports

Digital tools in sports are tech advancements integrated to improve everything from training athletes to managing events. They've become popular in the European Union for modernizing sports. These digital tools include wearables, keeping tabs on player performance, game insight data analytics, VR technologies for realistic practice and online platforms linking fans with their favorite teams. The of this tech means detailed data collection, custom-made training schemes and truly connected experiences for supporters.

The variety of advantages seen using digital tools in sports is vast, like shown by actions in the EU. For instance, Europe's push towards digitizing sports have brought about more eco-friendly practices; cutting event carbon footprints thanks to digital tickets and watching virtually. Plus, these cutting-edge tools have made sports more open and welcoming by creating platforms for those with disabilities or people far afield. Digital helps manage sport facilities better, leading to money saved and higher productivity. And then there's the EU promoting e-sports and initiatives that engage sports fans online. It's encouraged fresh communities and income avenues in sports, showcasing how digital has the power to truly change European sports.

1. Use of AI-driven analytics to personalize fan experiences and improve digital content delivery.

Top-flight English football teams, such as Manchester City and Liverpool, are tapping the pulse of technology to keep their fans engaged. Forget the archaic ways, these teams embraced progressive digital mediums to reach out. Picture this – a mobile app that gives you live updates and VIP content or social media platforms that allow you to mingle actively with your team. If that wasn't enough, they pump things up with a dash virtual reality tours and augmented reality experiences, all tailored to fans based on their preferences.

2. Integration of smart technologies to create sustainable, energy-efficient sports venues.

The Johan Crujff ArenA in Amsterdam stands out as a superior smart stadium in Europe. Countless digital tools - like IoT sensors, big data analysis and clever energy methods - work to streamline the workings of the stadium. From handling crowds to bettering security, all the way to curtailing power use, the array of technology contributes to a pleasing and eco-friendly time for fans.

Johan Crujff ArenA provides a never-before-seen platform for collaboration in a smart stadium inside a smart city. In a real-time playground, Johan Crujff ArenA originates, evaluate, and accelerate solutions before scaling them up internationally. With millions of visits and dozens of partners, Johan Crujff ArenA functions as a small yet intelligent society that makes talent and effect evident. Johan Crujff ArenA.

<https://www.johancrujffarenainnovation.nl/home/#>

3. Use of AI and digital platforms for personalized training and continuous development of athletes.

DFB-Akademie: Gehrig's keeper of the German Football code, German Football Association (DFB), makes way for a digital training stage. The aim? Specialized coaching is available for all players. The tools? Video analysis, performance stats, and AI-informed wisdom that distinctly guides trainers in crafting fitness regimes specific to each player. A great stockpile of exercise strategies, game plans and education bits and pieces await eager coaches and players.

FootballTech, or appropriate physical or digital football technologies, is how we support players, coaches, and experts. The DFB Academy's TechLab serves as an interdisciplinary innovation hub and shared learning environment for this. Here, we jointly discover and comprehend the situations in which FootballTech can be helpful with practical queries and those in which it cannot.

We see three main avenues for future research into the intersection of football technology and football practice: experimentation, overviewing, and synthesis of viewpoints.

<https://www.dfb-akademie.de/>

4. Organizing virtual sports competitions to maintain engagement and participation during challenging times, such as during the COVID-19 pandemic.

France Rides the Wave of Virtual Cycling: France is riding the virtual sports wave, with a keen focus on cycling. The country's Cycling Federation has taken to platforms like Zwift to host national championships, and it's all taking right in the cyclists' living rooms. Thanks to online promotion and livestreams, these events are grabbing eyeballs from every corner.

The French Cycling Federation hosts on their website the Vélo+TV. The goal of this is to compile all of the video content—competitive or not—that the Federation and its partners have created as part of their operations. In addition to replays and other summaries (French Elite Road, BMX, MTB, Track Championships; French MTB Cup), cycling enthusiasts will be able to watch a number of cycling events live, including the French BMX Cup, French Cyclo-cross Cup, and French Road Championships of the Future. This platform will also provide a variety of exclusive interviews, video reports, and interviews.

<https://veloplustv.com/>

5. Use of digital platforms to promote inclusive sports participation, ensuring accessibility for all.

Italy's Sport and Health S. p. A., the nation's athletic institute, has initiated digital efforts to advance sports participation. It has taken to online methods to give folks with disabilities access to athletic training and activities. A platform in place includes video lessons, real-time classes, and a discussion space aiming to get more faces actively involved in sports.

6. Promotion of e-sports as a digital sport, creating new opportunities for engagement and competition within the sports community.

Esports League of Cyprus: The rising pull of e-sports in Cyprus has led to the birth of the Esports League. The league hosts web-broadcasted gaming battles, offering space for Cypriots to contend in well-liked video games. These events, broadcast over the internet, contribute to forming a local e-sports group, drawing in supports and encouraging online involvement. The eSports league is especially for football teams of Cyprus, which create their digital teams, and several players can play and compete with them on internet.

<https://ceso.cy/>

Good practices in promoting Green Environment in Sports Events

In sports events, a green environment promotion infers the adoption of practices curbing environmental harm, leading to an eco-friendly approach. Essential elements include cutting down waste via recycling programs, downsizing carbon footprints by advocating communal transport or carpooling, and employing renewable energy for power supplies in venues. Likewise, leading a green revolution may require digital assistance in substituting paper tickets with e-tickets, regulating energy use via intelligent tech, and confirming the compatibility of sports complexes with sustainability norms. The aim is an eco-aware culture throughout the sports field—considering environmental impressions in event organization and management.

The merits of a green approach in sports events have multiple angles—environmental and social. From an EU outlook, programs like the European Green Sports Hub and numerous Horizon Europe projects stand in favour of incorporating eco-friendly practices in sports. These actions assist in shrinking greenhouse gas emissions, preserving resources, and provide a healthy role model for audiences and fans, influencing societal conduct toward environmental stewardship. Notably, green adoption within sports can spruce up the image of sports bodies, draw sponsors keen on environment conservation, and trim down management expense over time through energy efficiency boost. These endeavours go hand in hand with the EU's comprehensive sustainability aspirations, fuelling the fight against global warming while encouraging responsible and sustainable sports industry standards.

1. Green Sports Alliance Europe (GSAE) Initiatives

To promote sustainability in sports, sports groups from all throughout Europe collaborate on the GSAE project. The alliance's main goals are to lower carbon footprints, increase energy efficiency, and introduce waste management techniques during sporting events. It offers tools, best practices, and a forum for information sharing about environmentally friendly sporting practices. The GSAE reinforces sporting events that embrace environmentally friendly methods, notably the usage of renewable energy and environmentally friendly methods of transportation, such as the German Bundesliga and the Wimbledon Championships.

<https://www.greensportsalliance.org/greensportsday>

2. UEFA EURO Sustainability Strategy 2030

For EURO 2020, UEFA created a thorough sustainability plan with an emphasis on mitigating the event's environmental effect. Using public transportation, participating in waste reduction programs, and encouraging sustainable food sourcing at stadiums were some of these activities. During the tournament, the plan resulted in the creation of large recycling programs and the widespread use of reusable mugs in stadiums.

Circular Economy: In collaboration with partners and stadiums/event venues, UEFA promotes circular economy solutions, concentrating on product packaging, plastics, single-use products, food loss, and waste. incorporates circularity requirements into the administration of UEFA campus facilities and the UEFA Stadium Infrastructure Regulations. Additionally, the organization builds and updates a database of football-related best practices, documenting innovations and takeaways from member associations, leagues, and clubs.

Event Sustainability: The development of the UEFA Sustainable Event Management System (SEMS) will provide end-to-end traceability of UEFA's impacts across its events and facilitate the measurement and benchmarking of event sustainability in football. UEFA will work closely with member organizations, leagues, and clubs to further deploy the system. This will lead to an ongoing process of improvement in areas like waste management, sustainable sourcing, and carbon footprint measurement. In order to create a lasting legacy for events, this will also spur additional collaboration and innovation with partner cities and other football stakeholders.

→ Running carbon neutral UEFA events across the European Under-21 finals in 2021, UEFA EURO 2020, the UEFA Champions League and UEFA Europa League finals.

→ Piloting the UEFA sustainable event management system (SEMS) at Women's EURO 2022. The first full implementation will take place at EURO 2024 in Germany.

→ Ensuring that UEFA's event sustainability priorities are reflected in event bidding requirements and resulting plans laid out by local organising structures.

https://editorial.uefa.com/resources/0270-13f888ffa3e5-931c597968cb-1000/uefa_football_sustainability_strategy.pdf

3. Olympic & Paralympic Games in Paris 2024

The goal of the 2024 Summer Olympics in Paris is to be the most environmentally friendly ever. Several environmentally friendly initiatives are being carried out by the organizing committee, including as the utilization of only renewable energy, low-carbon infrastructure, and the promotion of sustainable transportation choices for competitors and spectators. In comparison to past Olympic Games, Paris 2024 hopes to cut its carbon footprint by 50%. It has also launched a push to incorporate local people in environmental conservation measures.

The methods to minimize, reduce, and control carbon emissions that were first designed and implemented in all areas of Games organization have put Paris 2024 and its ecosystem on track to accomplish this goal:

- **Construction:** the Aquatic Centre, a single competition venue constructed for the Games and given as a legacy to the residents of Seine-Saint-Denis
- **Furniture:** Renting instead of buying and expecting equipment to have a second life
- **Energy:** prioritizing the use of renewable energy sources to power the Games locations while linking them to the public electricity grid
- **Catering:** providing twice as much plant-based cuisine in meals to promote a more conscientious diet.

<https://olympics.com/en/paris-2024/our-commitments/the-environment/carbon-method>

4. Sustainable Event Toolkit by Green Sports Alliance

The Green Sports Alliance in the UK created a toolbox to assist sports events in becoming more sustainable in partnership with sports organizations. Guidelines for managing waste, sustainable sourcing, energy efficiency, and transportation are included in the toolbox. Major sporting events like the Wimbledon Tennis Championships and the London Marathon have used the toolkit to reduce their environmental effect.

<https://www.greensportsalliance.org/>

5. ECOdolomites in Italy

An annual cycling competition in the Dolomite Mountains called ECOdolomites is held to promote environmentally friendly sports travel. By supporting eco-friendly lodging options, encouraging the use of electric bikes, and raising participant knowledge of environmental issues, the event aims to have as little of an impact as possible on the environment. The occasion is now seen as a prototype for sustainable sports tourism, with a particular focus on protecting natural areas.

The Dolomites Bike Day follows the same routes used by the Maratona dles Dolomites and the Giro d'Italia. The 51 km track circles the Monte Lagazuoi, and you can get your bike computer's GPX file in advance.

<https://www.dolomitesbikeday.it/en/>

6. “Greener Events” Program

Sports events that want to lessen their environmental impact can get accreditation and support from Norway's "Greener Events" initiative. The curriculum addresses a few topics, such as transportation, waste management, energy use, and food supply. Numerous important events have embraced the idea; the Oslo Marathon, for example, has drastically decreased its carbon footprint by using public transportation and waste management techniques.

The goal of Greener Events is to promote the sustainability of the experience economy. In addition to providing environmental advice, Greener Events is an expert in event planning and management, offers guidance on certifications and CO2 reports, and develops solutions to assist the industry in reaching its sustainability objectives.

<https://greener-events.com/>

Conclusion

In conclusion, there is a revolutionary way for the sports sector to move toward a more environmentally conscious and responsible future at the nexus of sustainability and digital innovation. Sports companies can maximize performance and lessen their environmental effect by implementing best practices in the use of digital resources, such as data analytics, virtual training tools, and fan engagement platforms. Further reinforcing the dedication to sustainability are efforts that strive to promote eco-friendly practices at all sporting events, from cutting back on waste and energy use to implementing carbon-neutral techniques. In addition to improving sports' operational effectiveness, turning green and digitally enables a culture of environmental stewardship that can motivate players, supporters, and organizations globally to have a long-lasting positive influence.