

BMU DIALOGUE FORUM 2020

Sport.Outdoor – Responsibility for Nature, Environment and Society



15. December 2020

CONFERENCE DOCUMENTATION

STAKEHOLDER REPORTING
consultants for transformation

The Dialogue Forum of the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) was held in cooperation with the Advisory Council "Environment and Sport".



Table of Contents

Introduction	3
Introductory Talk	6
Keynotes	7
Playing Field 1: Microplastics in the environment through sport	8
Playing Field 2: Outdoor activities and biodiversity – from the urban environment into nature	10
Playing Field 3: Climate change, climate protection and destination mobility	12
Playing Field 4: Sustainable sports events as a stimulus for a social transformation	14
Summary of the workshop results	16

Editorial note:

Key statements by each of the speakers are presented in this conference documentation in order to provide a brief overview of the content in the Dialogue Forum. The presentations by the speakers provide further information on the individual topics and these can be downloaded on the event website until 17th November 2021 (only in the German version - (<https://www.impulsgeber-sport2020.de/praesentationen/>)).

Framework of the event

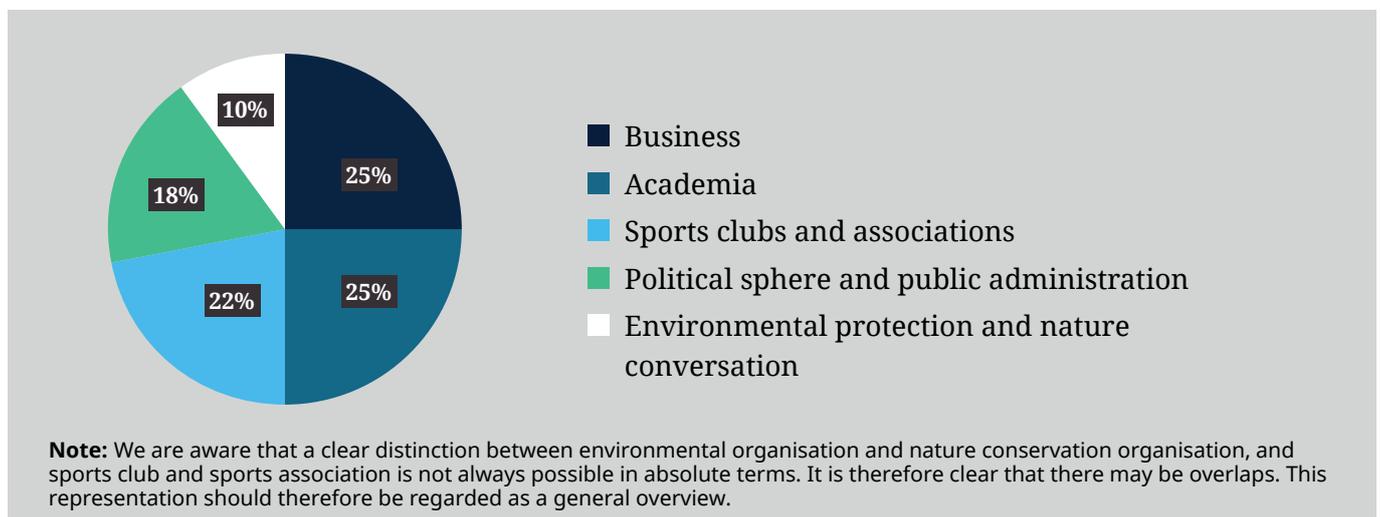
The Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) and the Advisory Council for “Environment and Sport” continued the dialogue on sustainability of active sport with the “Dialogue Forum 2020: Sport.Outdoor – Responsibility for Nature, Environment and Society” on 15 December 2020. Owing to the coronavirus pandemic, the dialogue event was held as a virtual conference. Around 240 experts from the political sphere and public administration, environmental protection and nature conservation, sports clubs and associations, business and academia participated in the conference.

In her introduction, Federal Environment Minister Svenja Schulze highlighted the central role of protecting nature and biodiversity for the resilience of our society – currently in relation to the coronavirus pandemic and to prevent future pandemics. Creative ideas and contributions from all areas of society, would be required in order to achieve the target of climate neutrality defined in Germany and Europe by 2050. Club sport with more than 27 million members is a strong partner and co-creator of this social transformation. Svenja Schulze also emphasised the importance of the exchange of ideas and cooperation between different players in the area of sport as a basis for continuous joined-up further development of sustainability efforts in sport.

Positive outcome

- Approximately 240 participants
- Average participation in the workshops 90 participants
- More than 100 ideas and proposals generated in the digital brainstorming and in chats.

Participant structure



Moderation: Philipp Köster

11.00

Welcome

Svenja Schulze, Federal Minister for the Environment, Nature Conservation and Nuclear Safety (BMU)

11.15

Introductory Talk with Moderator:

- Andreas Silbersack, Vice President of Popular Sport and Sports Development at the German Olympic Sports Confederation (DOSB)
- Eveline Breyer, Mayor of the City of Ingelheim am Rhein
- Professor Kai Niebert, President of the German Nature Conservation Ring (DNR)

11.40

Keynote “Time for a new Mindset and Action”

Professor Ralf Roth, Head of the Institute for Outdoor Sport and Environmental Research at the German Sport University Cologne; Chairman of the Advisory Council “Environment and Sport” at the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU)

11.55

Keynote “Outdoor – a social requirement”

Marcel Beauflis, Senior Project Manager at the Rheingold Institute

12.10

Break

12.40

Two parallel playing fields

Playing Field 1: Microplastics in the environment through sport

- Professor Franz Brümmer, Institute for Biomaterials and Biomolecular Systems at the University of Stuttgart, Member of the Environment Commission at the German Olympic Sports Confederation (DOSB)
- Professor Maike Rabe, Head of the Research Institute for Textiles and Clothing at the Hochschule Niederrhein, University of Applied Sciences
- Christian Lott, Managing Director of HYDRA Marine Sciences GmbH

Playing Field 2: Outdoor activities and biodiversity – from the city to nature

- Dr Barbara Eigenschenk, Research Assistant for the Chair of Sports and Health Education at the Technical University of Munich
- Dr Andreas Wilhelm Mues, Scientific Advisor in the Federal Agency for Nature Conservation (BfN), Specialist Area Nature Conservation, Society and Social Issues
- Dr Eckhard Heuer, Section Head for National Forestry Policy, Hunting, Centre of Competence for Forestry and Timber at the Federal Ministry of Food and Agriculture (BMEL)

- 13.40 **Break**
- 14.00 **Two parallel playing fields**
- Playing Field 3: Climate change, climate protection and destination mobility**
- Dr Claudia Nobis, Group Leader at the German Aerospace Centre (DLR)
 - Steffen Reich, Section Leader for Nature Conservation and Cartography at the German Alpine Association (DAV)
 - Dr Thomas Kemper, Head of Market Communication at Deutsche Bahn Fernverkehr AG
- Playing Field 4: Sustainable sports events as initiative for societal transformation**
- Phillip Michler, Project Manager at PROPROJEKT Planungsmanagement & Projektberatung GmbH
 - Nico Briskorn, Head of Corporate Social Responsibility at football club VfL Wolfsburg-Fußball GmbH
 - Jörg von Ameln, Head of Match Fixtures at the German Ice Hockey League (DEL)
- 15.00 **Summary of the workshop results by members of the Advisory Council “Environment and Sport” at the Federal Ministry for Environment, Nature Conservation and Nuclear Safety (BMU)**
- Professor Ralf Roth, Head of the Institute for Outdoor Sport and Environmental Research at the German Sport University Cologne; Chairman of the Advisory Council “Environment and Sport” at the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU)
 - Hilke Patzwall, Senior Manager for Sustainability & CSR at VAUDE Sport GmbH & Co. KG
 - Bernd Düsterdiek, Section Manager for Urban Planning Legislation, Urban Development at the German Association of Towns and Municipalities
 - Ludwig Wucherpfennig, Assessor at the Praesidium of the German Nature Conservation Ring (DNR)
- 15.30 **Thanks and Closing Remarks**
- Professor Ralf Roth, Head of the Institute for Outdoor Sport and Environmental Research at the German Sport University Cologne; Chairman of the Advisory Council “Environment and Sport” at the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU)

Introductory talk with representatives from nature conservation, sport and local authorities:

- **Andreas Silbersack**, Vice President of Popular Sport and Sports Development at the German Olympic Sports Confederation (DOSB)
- **Eveline Breyer**, Mayor of the City of Ingelheim am Rhein
- **Professor Kai Niebert**, President of the German Nature Conservation Ring

Moderation: **Philipp Köster**

The focus of the introductory talk was on the further development of the relationship between sport and nature, with a particular focus on the impacts of the coronavirus crisis.

Sport in Germany is confronted with significant existential problems of survival as a consequence of the coronavirus pandemic. The wide-ranging restrictions in club sport mean that more people are carrying on with sport individually in natural surroundings. There is now a need to communicate proven concepts and existing rules for pursuing sporting activities in a way that is compatible with natural surroundings. It is also necessary to identify new, innovative solutions to avoid conflicts of interest. The crisis therefore also presents an opportunity to enhance the relationships between sport and nature. Challenges can be approached quickly and vigorously in a joined-up dialogue and through even more intensive use of the potential for cooperation.

It's high time to combine sport and nature conservation, and the time for dithering is now past. Identifying the potential solutions is a pressing priority without banning people from nature. This is because today, we are no longer experiencing the supposed dichotomy between nature conservation and engaging in outdoor sports in the natural environment. We are no longer talking in terms of people or nature, but about people in nature.

Cross-sectoral cooperation and participation are now required. Sustainability is an interdisciplinary topic between local authorities, environmental planning and sport. Direct participation opportunities are necessary in order to serve the needs of sportspeople and city dwellers. In future, this will require even closer collaboration and cross-sectional cooperation in order to continue to enable good and sustainable experiences in the natural environment.



Andreas Silbersack



Eveline Breyer



Professor Kai Niebert

“Time for a new mindset and action”

Professor Ralf Roth, Head of the Institute for Outdoor Sport and Environmental Research at the German Sport University Cologne and Chairman of the Advisory Council “Environment and Sport” at the Federal Ministry for Environment, Nature Conservation and Nuclear Safety (BMU)

- Sport can be a driving force for a sustainable society. The Advisory Council of the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) has developed guiding principles and urgent recommendations for sustainable sport in its position paper “Sustainable Sport 2030”. We now need to work together to refine these recommendations and transform them into concrete action.
- The coronavirus pandemic has generated enormous demand for recreational spaces. Nature conservation and environmental protection have the task of defining clear rules and developing educational and communication measures.
- Large changes in urban spaces: Sports and green areas are the social playgrounds of the future. It will be exciting to see how these social spaces can be structured in the future and the role that organised sport can assume.



Professor Ralf Roth

“Outdoors – a social need”

Marcel Beauflis, Project Manager at the Rheingold Institute

- Outdoors is the new Church. Outdoor experiences in the wonder of nature create a sense of humility and put the importance of people in context. This is equivalent to the spiritual experience people look for when they go to church. The coronavirus pandemic has further strengthened the importance of the big outdoors.
- The various motives for outdoor experiences give rise to the four key outdoor mindsets: escapism within a framework, urban warrior, survival and adrenalin, along with a classic love of nature.
- Actors operating in the outdoor arena should not be thinking in terms of target groups but increasingly in terms of these mindsets and they need to situate and modify their offerings in that context.



Marcel Beauflis

Playing Field 1: Microplastics in the environment through sport

Speakers:

- **Professor Franz Brümmer**, Institute for Biomaterials and Biomolecular Systems at the University of Stuttgart; Member of the Environment Commission at the German Olympic Sports Confederation (DOSB)
- **Professor Maike Rabe**, Head of the Research Institute for Textiles and Clothing at the Hochschule Niederrhein, University of Applied Sciences
- **Christian Lott**, Managing Director of HYDRA Marine Sciences GmbH

Key question: How can we reduce microplastics that are released by sports clothing and sports facilities?

Moderation: **Robert Klauer**, VAUDE Sport GmbH & Co. KG

In rivers, lakes and the world's oceans: microplastics are everywhere, they damage the environment and living creatures in equal measure. There are numerous sources for the particles – sports and outdoor clothing represent one of the sources. They are primarily made up of synthetic fibres and microplastics are released every time these items are washed. They get into the environment through wastewater because neither washing machines nor wastewater treatment plants are completely able to filter out the fibres. Microplastics also get into the environment from sports facilities. The most important source is the rubber granulate used in artificial turf pitches that are distributed by sports use, weather conditions and care measures.

Principal statements by the experts:



Professor Franz Brümmer

Artificial turf pitches are the biggest source throughout the EU for the release of deliberately used microplastics into the environment (European Chemical Agency, ECHA). The German Olympic Sports Confederation (DOSB-AG) has drawn up practical recommendations for action, including construction measures at sports facilities, organisational measures for operational issues, more environmentally compatible alternatives and an enhanced awareness of the issues.



Professor Maike Rabe

The research project “Textile Mission” shows that microplastics discharged into wastewater through household washing are primarily caused by production residues. This means that finding solutions is not simply confined to the washing process. Textiles and items of clothing have to be optimised by strategic selection of materials, design and manufacture, and minimally abrasive processes. Biologically degradable fibre materials can be helpful if they are able to perform barrier functions with respect to water and cold.



Christian Lott

When it comes to combining functionality and degradability, a major challenge is presented by biologically degradable textiles and general items. Biological degradability only provides a solution if it complements measures that prevent the release of microplastics, avoid abrasion or fundamentally reduce consumption.

The presentations by the speakers can be downloaded [here](#) until 17th November 2021 (only in the German version).

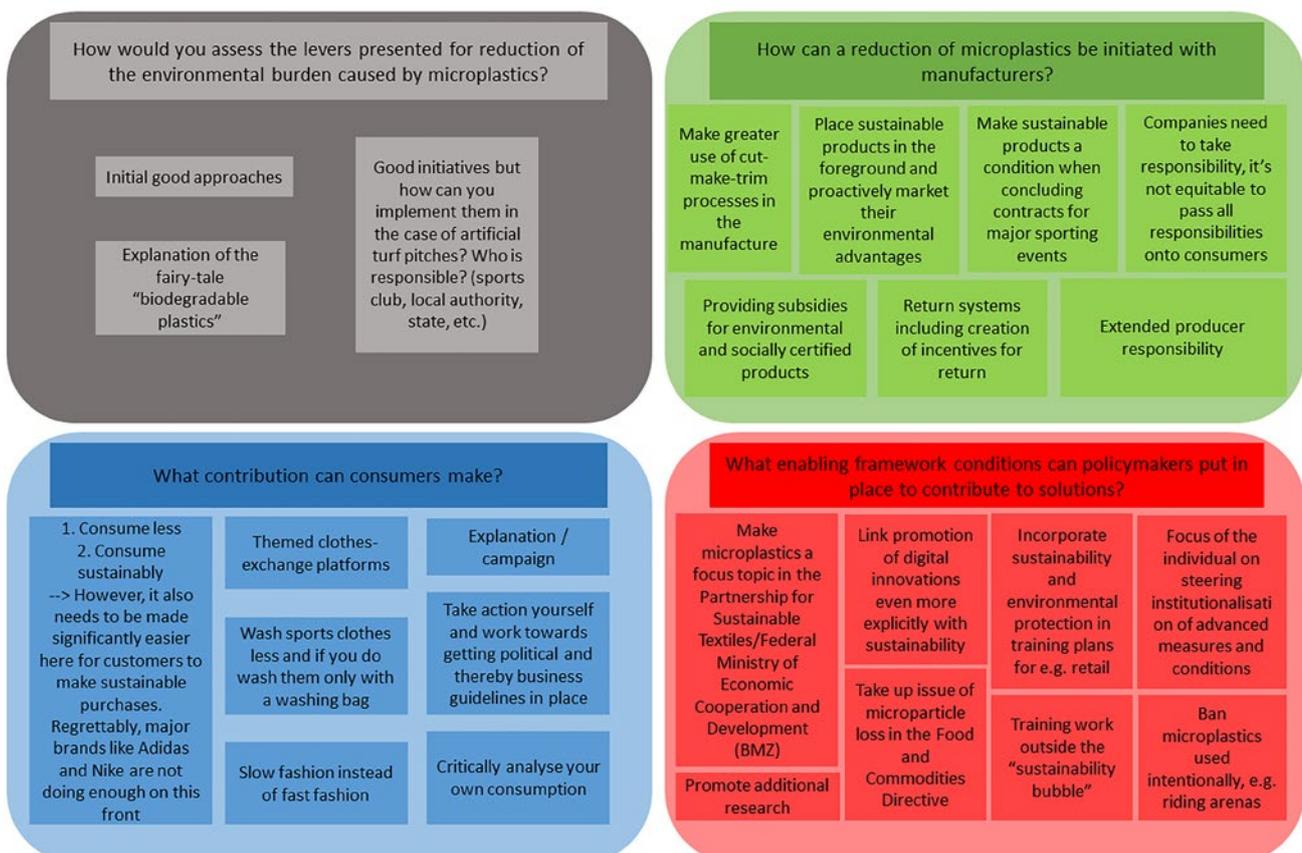
Playing Field 1: Microplastics in the environment through sport

Other key statements and topics from the Playing Field:

- Consumption needs to be critically analysed, reduced and changed in the direction of high-quality and long-life products.
- Synthetic products permit long use and could also reduce other problems such as water consumption and pesticide use in fibre cultivation.
- The greatest loss of fibre already takes place during the production of textile materials, specifically during the first industrial washing processes. At the same time, there are hardly any corresponding extraction or filtering systems (water and air) in most textile manufacturing countries. Therefore, supply chains/production companies (i.e. suppliers of the brands) must be focused on more than before.
- Plastic is not the problem, but rather how we deal with it and dispose of it.
- Proper maintenance and care along with professional disposal of plastic must be ensured.
- “Design for Recycling”: high quality raw materials and the lowest possible diversity of materials are the prerequisite for energy-saving separation- and recycling processes.
- Further research and education on the topic of biodegradability and the “myth of biodegradable plastics” are of central importance in order to not set the wrong incentives for the industry.¹

¹ Note: At EU level, there is already an obligation for the European Commission to develop uniform criteria for “genuinely” biodegradable polymers. This obligation can be found in the Fertiliser Products Regulation (EU) No. 2019/1009 (according to Art. 42 No. 6, criteria must be established by 16.07.2024). For the ongoing procedure of a REACH restriction regarding intentionally added microplastic particles, the background document published on 01.03.2021 contains a draft of criteria (Table 22 from page 110 onwards), which is recommended as the basis for the exemption for biodegradable polymers by the scientific committees in a slightly amended version (Pages 27 – 42 of the RAC-SEAC-Opinion) (<https://www.echa.europa.eu/de/web/guest/registry-of-restriction-intentions/-/dislist/details/0b0236e18244cd73>).

Results of digital brainstorming:



Playing Field 2: Outdoor activities and biodiversity – from the urban environment into nature

Speakers:

- **Dr Barbara Eigenschenk**, Research Assistant for the Chair of Sports and Health Education at the Technical University of Munich
- **Dr Andreas Wilhelm Mues**, Scientific Advisor in the Federal Agency for Nature Conservation (BfN), Specialist Area Nature Conservation, Society and Social Issues
- **Dr Eckhard Heuer**, Section Head for National Forestry Policy, Hunting, Centre of Competence for Forestry and Timber at the Federal Ministry of Food and Agriculture (BMEL)

Moderation: **Philipp Köster**

Key question: How can we harmonise the increasing desire within society for nature and sport in natural surroundings with protecting the environment?

People want to escape from the stressful everyday routine and get out into the relaxing sanctuary of the natural environment. Rising numbers of people are being attracted to green spaces – in order to unwind or undertake some form of sport. Outdoor sports like Nordic walking, jogging, climbing, canoeing or hiking are experiencing a real boom, especially in times of the pandemic. The trend is also tangible in lots of towns and villages, which are increasingly laying out hiking trails and footpaths for walking. However, this positive development also brings challenges with it. Towns and urban conurbations need more recreational areas, natural landscapes are being used more intensively and their biodiversity needs to have a higher level of protection. This means new requirements for planning and protecting areas and spaces like this.

Principal statements by the experts:

Outdoor sport is extremely challenging and often also generates an interest in nature within people who have previously had little or no access to the natural environment. The research project “BOSS – Benefits of outdoor sports for society” highlights the potential of sport for motivating an identification with nature and generating a relationship with it, and thereby creating enthusiasm for the environment and nature conservation.

Rolling nature awareness studies carried out by the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) and the Federal Agency for Nature Conservation (BfN) provide insights into the awareness of nature among the population. Socially better-off groups have a more pronounced awareness of nature but a worse environmental footprint. A way of life needs to be instituted here that is more sustainable with respect to nature. Socially less well-off groups often have no access to nature. This needs to be promoted by communication and educational initiatives.

Forests are playing an increasingly important role in sport and leisure. This creates conflicts of interest between trippers seeking relaxation, forest owners and nature conservationists. The biggest challenge is to find a balance between outdoor activities in forests and the interests of forest owners. The federal platform “Forest – Sport, Relaxation, Health (WaSEG)” has drawn up recommendations for a settlement of interests between stakeholders.

The presentations by the speakers can be downloaded [here](#) until 17th November 2021 (only in the German version).



Dr Barbara Eigenschenk



Dr Andreas W. Mues



Dr Eckhard Heuer

Playing Field 2: Outdoor activities and biodiversity – from the urban environment into nature

Other key statements and issues from the Playing Field:

- Increasing importance of outdoor sport for the general population.
- The role of social contexts is rising when it comes to an awareness of nature and targeted communication with different population groups.
- The focus of corresponding communication strategies should be firmly on the young generation, because the greatest potential for promoting an awareness of nature is concentrated here.
- Nature experiences should also be accessible and promoted for people from less privileged social contexts. However, they often have less experience and the needs of these target groups are currently not adequately addressed. Educational work and new formats regarding offers are therefore necessary.
- Complexity and discussion about the public “image” of the forest.
- Objective of getting in touch with different stakeholders and raising awareness in order to generate better understanding between forest owners, nature conservationists and users of the forest.

Results of digital brainstorming:¹



¹ Owing to technical problems, digital brainstorming was only available for a brief period of time, which impaired the generation of ideas.

Playing Field 3: Climate change, climate protection and destination mobility

Speakers:

- **Dr Claudia Nobis**, Group Leader at the German Aerospace Centre (DLR)
- **Steffen Reich**, Section Leader for Nature Conservation and Cartography at the German Alpine Association (DAV)
- **Dr Thomas Kemper**, Head of Market Communication at Deutsche Bahn Fernverkehr AG

Moderation: **Philipp Köster**

Key question: How can we be more climate friendly in our activities?

More than one third of Germans do sport – this might be individually, in a club or on holiday. However, although our society leads a very active sporting life, when travelling to a sports venue the top priorities are convenience, flexibility and time-saving. For example, around half of active sportspeople use their cars to travel to a sports venue. This is particularly the case for winter sports and hiking, which are associated with a long journey to get to the destination. Travelling on public transport, by bicycle or on foot frequently only takes place when journeys are short. As sports activities increase in popularity, the CO2 emissions rise and the impacts on the natural environment climb too.

Principal statements by experts:

The study “Mobility in Germany (MiD)” highlights the fact that mobility behaviour in the sphere of sport is not sustainable because around 41 percent of all sport-related journeys are carried out by car. Since many sportspeople use a mix of transport in their everyday lives, journeys taking people to sports activities have great potential for a shift to a different mode of transport. The necessity to promote the use of alternative forms of travel is therefore a matter of particular urgency given the increased appeal of driving to places by car as a result of the coronavirus pandemic.

As shown by the last member survey carried out by the German Alpine Association (DAV), most members travel to the mountains in their cars and this is therefore not sustainable. Past efforts to change this behaviour have not exerted any significant effect so far. The Alpine Association is therefore planning to implement universal measures, such as a climate contribution for members, additional bus routes, car-sharing portals and creation of pilot regions for sustainable mobility.

Railway company Deutsche Bahn is becoming the sustainable mobility partner of sport with the initiative “Germany needs a strong rail system”. Alongside the target of 100 percent green electricity, the timetable of the long-distance network is to be expanded and the fleet enlarged, particularly with the addition of high-speed trains. The door-to-door link is to be improved together with partners in local transport and ticketing is going to become simpler over the entire travel chain.



Dr Claudia Nobis



Steffen Reich



Dr Thomas Kemper

The presentations by the speakers can be downloaded [here](#) until 17th November 2021 (only in the German version).

Playing Field 3: Climate change, climate protection and destination mobility

Additional key statements and issues from the Playing Field:

- The transport turnaround can only be achieved through cooperation between the public sector, tourism, sport and transport providers directed towards more sustainable mobility. A key factor here is improved interlinking of offers, particularly in relation to the “last mile”.
- A key role is played by cooperation at the level of the Federal State and administrative district. In the Alps, policymakers are tasked with bringing together the transport federations of different states.
- Public transport in rural areas needs to be massively improved and expanded, e.g. by simple ticketing, end-to-end frequency and combi tickets (e.g. rail and ski).
- More information and communication relating to advantages, convenience and speed of local and long-distance public transport is required.
- The coronavirus pandemic has brought about a concentration on Germany as a travel destination (“overtourism”) and this has reinforced the existing challenges.
- A critical analysis of mobility conduct and regulation of automobile traffic must be achieved.
- A good balance must be found between enthusiasm for nature and consideration for the natural environment.

Results of digital brainstorming:

What requirements do active sportspeople have for a climate-friendly mobility offering?

Simple and accepted transport of sports equipment (skis, MTB, surfboard)	Flexible, available, adapted to the type of sport	People who use MTBs as sports equipment are also more likely to consider bicycles as a means of transport in their everyday mobility. Especially children and young people can be given a positive approach to the bicycle with the MTB.	For mountain bikers, the type of paths/trails is the goal. Such offers can also be implemented close to home in regions that do not have a spectacular natural environment.
	Flexible, simple reliable		
Encouragement of cycling should not stop at the edge of the forest. More Trails close to home			Convenience

What measures can transport providers use to promote sustainable mobility?

Sustainable means of transport (rail/local public transport) must be made much better value for money. While a rail trip across Germany costs €100, nobody's going to go by rail	Make event organisers an affordable offer, lower costs per person but commit ALL organisers to a combination ticket	Hiking bus link at hiking destinations not based on the boundaries of administrative districts
	Fixed + transparent pricing	Offer individual mobility consulting for sports clubs
		Highlight testimonials = “VIPs” as a good example
		Create a standard mobility ticket throughout Germany for members of nature-conservation organisations and sports clubs
		Discounts for sports clubs

What is the role of local authorities and operators of sports resorts (e.g. skiing areas)?

Parking-space management with significant parking charges in the target regions	Introduce local public transport for tourists coming to ski for the day – don't wait for “demand”: that will come automatically if there are dependable offers	More easily accessible information (noticeboards) in local resorts to explain the reason for parking charges
Reduction of parking spaces, at the same time creating advantages for travelling to the destination by public transport		Pass mobility laws and commit to the use of combination tickets
Block roads in valleys, provide shuttle buses	The national parks in the US provide a good example: Cars are banned from national parks there but all the amenities can be reached by shuttle bus	Local authorities must create attractive local recreation infrastructure, e.g. natural tracks for hiking and MTB riding. Each activity in the local area prevents unnecessary car trips

What opportunities are offered by cooperations between sports clubs and associations?

Regional, national and European funding pools can be acquired with innovative partnerships	Guarantee worthwhile discounts when travelling to destinations with public transport	Provide financial subsidies for car pools – also with citizens' buses, etc.
		New target groups are reached
Standardise CombiTicket and environmental subsidy in large ticket portals	Sponsorship opportunities with genuinely “meaningful factor”	Commercial providers and associations like the German Alpine Association (DAV): link minimum travel time to distance

Playing Field 4: Sustainable sports events as a stimulus for a social transformation

Speakers:

- **Phillip Michler**, Project Manager at PROPROJEKT Planungsmanagement & Projektberatung GmbH
- **Nico Briskorn**, Head of Corporate Social Responsibility at football club VfL Wolfsburg-Fußball GmbH
- **Jörg von Ameln**, Head of Match Fixtures at the German Ice Hockey League (DEL)

Moderation: **Sonja Fuss**, German Football Association (DFB)

Key question: How can sustainable sports events raise the awareness of society for the importance of nature conservation and environmental protection?

Every year, major sports events capture the imagination of millions of people. However, at the same time they also constitute a burden on nature and the environment. Arranging sports events in an environmentally benign way is therefore a top priority. This should also be communicated in a visible and engaging way because that is the only way of raising the awareness of society for the issue of sustainability. Sports events in particular have the potential to send effective messages to people and reach them on an emotional level. Organisers therefore act as role models and their measures can frequently also reduce their own costs.

Principal statements by the experts:

Sustainability has never played a key role at major sporting events up to now, as demonstrated for example at the Olympic Games in Rio 2016. However, we are on the brink of a positive change because the Agenda 2020 of the IOC and restructuring of the application process will in future give a higher priority to sustainability already at the conception phase.



Phillip Michler

Society expects professional football to engage with climate protection. However, engagement by the German League is still at a low level. The experiences of VfL Wolfsburg from 10 years of climate protection activities demonstrate that these are only successful if they are effective and visible, e.g. e-charging infrastructures, sustainable merchandising products or LED floodlights in the stadium.



Nico Briskorn

Since 2018, the German Ice Hockey League (DEL) has been making a commitment to sustainability, initially with one-off measures. We carried out an analysis of the status quo for the league and clubs in order to anchor sustainability more systematically in the league in future. Clearly defined concepts are needed for success and a good dialogue with all the clubs in order to create understanding and acceptance.



Jörg von Ameln

The presentations by the speakers can be downloaded [here](#) until 17th November 2021 (only in the German version).

Playing Field 4: Sustainable sports events as a stimulus for a social transformation

Additional key statements and topics from the Playing Field:

- The personal commitment of sportspeople should not be underestimated. Sportspeople are frequently already making a commitment in their private lives. An open exchange of ideas is needed here relating to common points of contact.
- Sportspeople can be integrated most effectively as ambassadors for sustainability, if sports clubs and associations give them independent responsibility and a role to play in shaping the agenda.
- The “Sports for Climate Action Framework” of the United Nations provides sports organisations with an opportunity for a very helpful exchange of ideas and additional value added for the external communication of clubs.
- Contributions of the events/event management to sustainability should be communicated to the public in order to encourage imitation and to show possible solutions.
- Clear standards and guidelines should be defined for catering and packaging of food at major sporting events. Later on, the organisation committees must act on the basis of these guidelines.
- The trend towards vegan nutrition in elite sport is closely associated with efforts to achieve maximum performance. The more sportspeople move over to vegan/vegetarian nutrition and convey the positive impacts derived from their form of nutrition to the outside world, the greater the number of adherents will be recruited to a vegan or vegetarian lifestyle. The advantages of vegan/vegetarian nutrition should be communicated more vigorously at major sports events.

Results of digital brainstorming:

Which targets should sports events define in relation to sustainable implementation?

Participation of all people at the event	The objective is to do whatever is possible. Sustainable products at the takeaway food stall; group buses for fans or sports clothing produced fairly and sustainably. Sportspeople must be integrated here	Make use of all areas systematically: business office/ administration/ invitation/ dispatch shop/ merchandising (Gots Standard)/ journey to the destination/ mobility at the destination (public transport, bicycle) Events themselves: conserve resources	https://unfccc.int/climate-action/race-to-zero-campaign Keyword self-commitment could be: "Race to Zero"
CO2 avoidance instead of greenhouse gas mitigation through compensation companies			
Support for regional initiatives and providers			
Delivery chain transparency across the entire product range			

Where are there limits and challenges?

Fast and frequent travel (players in the Bundesliga; air /bus/rail travel)	Main sources of income at many events are not CO ₂ friendly (takeaway food stalls, pay parking spaces, etc.), however, they are essential for the events to 'survive' at all. Initiatives for solutions need to be found here,	Conflict of interests: any existing longstanding contracts also related to sponsorship, with (previously) sustainable companies
There are always challenges, these should be discussed openly in communication		

What contribution can consumers make?

Embed sportspeople as icons	Solicit ideas from fans and integrate them authentically	Great potential in sports celebrities as testimonials
Give-aways: fewer, more useful, more high-quality, made of renewable materials	Don't regard sustainability as a one-off project but integrate it permanently, also in PR management, advertising, etc.	Generate awareness, e.g. by environmental toilets, regional and/or organic catering

Which framework conditions can policymakers create to contribute to promoting solutions?

Exchange of ideas between the different actors	Educational work carried out at and by clubs	One initiative would undoubtedly be to bring one person e.g. into each club who is responsible for proactively monitoring events for sustainability
Use the role-model function of elite sports to initiate lighthouse projects here	Share best practices openly and honestly	

Summary of the workshop results

Members of the Advisory Council “Environment and Sport” of the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety

- **Professor Ralf Roth**, Head of the Institute for Outdoor Sport and Environmental Research at the German Sport University Cologne, Chairman of the Advisory Council “Environment and Sport” at the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU)
- **Hilke Patzwall**, Senior Manager for Sustainability & CSR at VAUDE Sport GmbH & Co. KG
- **Bernd Düsterdiek**, Section Manager for Urban Planning Legislation, Urban Development at the German Association of Towns and Municipalities
- **Ludwig Wucherpfennig**, Assessor at the Praesidium of the German Nature Conservation Ring (DNR)

Moderation: **Philipp Köster**

More than ever before, it is necessary to shoulder responsibility as a community for taking sustainable action. However, this will not succeed without limitation and restrictions. Partnerships in particular are essential because sport cannot achieve the objective on its own. However, sport has the potential to make a big impact in the organisation, at the venues and indeed through every sportsperson in their own right.



Professor Ralf Roth

The sports industry has a dual responsibility. Not only the responsibility for achieving improved collaboration with environmental protection but also because consumers use the environment as their sports grounds and playing fields. There is still a great deal of homework to be done and there is a need for more positive lobbying work to initiate developments on the political front, e.g. for the Due Diligence Act (Sorgfaltspflichten-gesetz). Synergies between sport and environment can be created by networking the different actors.



Hilke Patzwall

The topic of sport and environment is an interdisciplinary task, both between the clubs, sportspeople, associations and local authorities, and indeed within the community itself. Here we need frictionless connections, within and between local communities, particularly in rural areas. Some of the upcoming changes in the local authorities relate to the planning of open spaces and green landscaping. The recurring interest for a life in the country offers opportunities to strengthen the actors on the ground.



Bernd Düsterdiek

Summary of the workshop results

It is important to recognise that all the involved stakeholders want to talk to each other, cooperate together and develop concepts for solutions. However, there are many areas requiring attention and they are well worth addressing. The Advisory Council of the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) will address the results of the Dialogue at its next meeting and decide who will take the specific issues forward in each case.



Ludwig Wucherpfennig

Advisory Council “Environment and Sport”

The Advisory Council “Environment and Sport” has been an advisory body to the Federal Government at the Federal Ministry of the Environment, Nature Conservation and Nuclear Safety (BMU) since 1994. Its task is to identify increasing conflicts, deficits and potentials in the field of “sustainable sports development”, especially in the areas of urban development, biodiversity and nature and climate protection, to pinpoint steering instruments and to advocate for sustainable sports events. The Advisory Council advises the BMU on these issues and evaluates current research results. Its members include experts on sustainable sports development active in the fields of environmental-, sports- and municipal administration, science, business, urban development, nature conservation and environmental protection, as well as organised sports in Germany. It consists of 14 honorary members.

Based on the results of the dialogue forum, the Advisory Council will revise its position paper “Sustainable Sport 2030” and publish it on the homepage of the Federal Ministry for the Environment shortly (<https://www.bmu.de/download/positionspapier-nachhaltiger-sport-2030/>).

Ordinary members:

- **Professor Ralf Roth**, German Sport University Cologne (DSHS), Chairman of the Advisory Council
 - **Dr Brigitte Adam**, Federal Institute for Research on Building, Urban Affairs and Spatial Development
 - **Detlef Berthold**, State Chancellery of North Rhine-Westphalia
 - **Ute Dicks**, German Hiking Association (DWV)
 - **Bernd Düsterdiek**, German Association of Towns and Municipalities (DStGB)
 - **Sonja Fuss**, German Football Association (DFB)
 - **Tilmann Heuser**, German Association for Environmental and Nature Conservation (BUND)
 - **Torsten Kram**, Ministry for the Environment, Energy, Food and Forestry of Rhineland-Palatinate
 - **Hilke Patzwall**, VAUDE Sport GmbH & Co. KG, Deputy Chairwoman of the Advisory Council
 - **Professor Ulrike Pröbstl-Haider**, University of Natural Resources and Life Sciences, Vienna
 - **Bianca Quardokus**, German Olympic Sports Confederation (DOSB)
 - **Professor Eike Quilling**, University of Applied Sciences – hsg Bochum
 - **Axel Welge**, German Association of Cities
 - **Ludwig Wucherpfennig**, German Nature Conservation Ring (DNR)
- The members of the Advisory Council conceived the dialogue forum and accompanied it in terms of content.

Imprint

Publisher

Stakeholder Reporting GmbH
Berlin Office, Saarbrücker Str. 24, 10405 Berlin
Email: info@stakeholder-reporting.com
Website: www.stakeholder-reporting.com

STAKEHOLDER REPORTING
consultants for transformation

Co-publisher:

Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU)
Division G III 2
11055 Berlin
Email: giii2@bmu.bund.de
Website: www.bmu.de/en/



Editorial

Stakeholder Reporting GmbH

Layout and illustration

m4p Kommunikationsagentur GmbH

Status

May 2021

