

Sport Event Sustainability In The Future-Analyse Of Systemic Model

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Aim of the project

Sustainability is nowadays a "must-have" in the planning process of a sport event. This demand is one next to other issues in the event management and it's a question of human and financial resources how good he gets covered. "Today a sport organizer does not only enable sport performance but also act economic efficient, social compatible and ecological" (Leitfaden, 2013, p. 2). This quote confirms the complexity with which an organizer is faced today from different stakeholders and a look at the quality of the sustainable realization is considered. How is the discrepancy between theoretical desire and reality? The aim is to illustrate the complex construct of event sustainability concerning the different interests as well as the public structures and which approach of systemic role model should be considered for the future.

Theoretical background and literature review

Since years the science emphasise the importance of sustainability at sport events (Preuss, 2007; Smith, 2009). Stakeholder like the public authorities are focussed at sustainability because of their public responsibility (e.g. Federal constitution, Art. 73). In every budget of a big sport event the government gives a relative financial support in return of sustainable actions. The Model of the three pillar of sustainability sets the fundament and need to be extended for sport events by the dimensions sport and economics. The most popular approach to monitor sustainability is by tools for organizers. On the international level exists the GRI (Global reporting initiative) which is specified in the EOSS (Event organizers sector supplement). The AISTS (Académie internationale des sciences et techniques) developed the Sustainable Sport & Events Toolkit for the Olympic Games in Vancouver 2010. European Athletics offers a brand called "green inspiration" for sustainable initiatives. The study of the "effects of the UEFA EURO 2008 on the sustainable development" (cf. Müller, Rütter & Stettler, 2010) indicated in Switzerland the creation of tools such as sustainable reporting and the EVENTProfil.

Method research design, and data analysis

The described complex cluster system is illustrated exemplary on a case study with descriptive character. A convergent mixed research design (Creswell & Clark, 2011) was used. The data collection was compounded by qualitative and quantitative instruments such as expert's interviews and document analysis and was proceeding over three months.

The research group was a criteria based selected event pool of six international sport events in Zurich in the event cycle 2014/15. A heterogeneous event pool illustrated a qualitative overview and cross section through the different types of events. The case study was limited on three groups: the organizer, the NOC and the government. The data were collected in five subtopics: General sustainability, formal sustainability, operational actions, laws, actions in the system. The interview was based on open, nominal and scaled questions and listing parts. A quantitative analyse of public regulations in the same five subtopics completed the data. The results were displayed separately after each party (external influenced actions were marked).

Results discussion and implications

The organizer were very content with their practical realization. In the society dimension the public authority claimed the most actions from an organizer. The organizer on their side realised the most actions in the ecological dimension. 82% of the organizers mentioned internal reasons to do sustainable actions. The cooperation between the parties was described as pragmatic, good and tight. Several processes in the federal system were described as not well coordinated. The organizers role in the system was described as subsidiary executing, initiating, activating and mainly responsible for the sustainability. The role of the sponsor was connected with economical intentions and for their image. Regarding optimizing and supporting potential all organizers see improvement possibilities in their own power. The biggest ask for support for optimizing is required to the government and the sport federation.

This evident request towards the government and federation initialize further discussions. What are the approaches to improve the system between these three main parties and the federation? Are obligated tools for the organizers the right way? Which systemic approaches are useful to emphasise a constructive development in this area? This results will be illustrated at the conference for sport events classified as M

or L events (Classification after the analyse of the public sport support (Stettler, 2011): Budget min. CHF 50,000, min. Participants 1,000, min. Audience 5,000 and Media activities).

References

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