

# Practical Study of Sports Events to Solve Social Problems – A Study of Sports Garbage Pickup Tournament in Japan

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## **Aim**

The sports GOMI convention that fuses sports and environmental activities was held 552 times by the end of December 2016, with 62,989 people participating in total. Since the holding revenue at 1 tournament is over 300,000 yen, it has raised sales of about 165 million yen or more so far. Recently, IOC channel was also introduced in the competition

## **Theoretical Background**

Mori etc. (2015) investigated the environmental consciousness such as the reaction and impressions of the participants seen after the sports GOMI convention from 2011 to 2013. According to the survey results, children who experienced picking up sports GOMI had greater environmental education effect than adults and had sustainability. Participating children tend to decrease resistance to picking up rubbish and resistance to separation of garbage and to reduce the number of people littering.

## **Methodology**

We conducted a qualitative survey on semi-structured interview on April 3, 2017 at the Japan sports GOMI federation representative Kenichi Mamizuka (general corporate social sports initiative). We analyzed using marketing mix analysis method.

## **Results and Discussion \***

As a Place of Sports GOMI Competition, it can be held anywhere because it will become a competition area anywhere, such as towns, coasts, mountains and mountains. Next, as Price, the participation fee is free. However, municipalities and companies have borne more than about 300,000 yen. Promotion has only media exposure by public relations, and there are many referrals from local governments. As Product, ① It can participate by anyone from small children to small to medium and high school students, adults, elderly people, people with disabilities, so that anyone can enjoy it. In addition, ② organizations such as municipalities, enterprises, residents' associations and NPOs are administrative secretariat and are operated according to prescribed official rules. It is an activity to cooperate with each other in areas such as government, local government, schools and companies, so that you can involve the area. ③ It consists of a team by 5 peoles. As a rule of sports competition, it is a sports competition in which garbage is picked up in the designated area within the time limit, competing points by amount and quality of garbage. Points weighted according to the type of garbage are decided such that one hour is the competition time, the plastic kind is 100 grams 10 points, the smoking of the cigarette is 100 grams 100 points, etc. It is calculated from the garbage collected by the team. The rank is determined by the total points to be made. As areas are defined, strategies such as which route to absorb garbage is also important. Received prizes from sponsoring companies and others, the awards ceremony of the sports competition will be held.

The goal of the Japan sports GOMI federation is that the sports GOMI convention itself disappears from the world. The reason why sports GOMI conventions cannot be held is that garbage does not exist on Earth. In other words, it means that the social problem has really been solved.

### **Conclusion and Implications**

The sports garbage picking tournament creates gaming properties by incorporating sports competition elements into environmental activities called garbage picking. Since everyone from children to adults can participate, we are revitalizing community communication. In addition, this know-how of the sports event is used to solve social problems in the area. Focusing on cases of overseas practice in Russia and Myanmar and snow scraping in front of a solitary senior citizen, they are developing diversely.

### **References**

Mori, Y., Maeda, Y., & Asano, T. (2015) "The Effect of a Combination of Cleaning Activities and Sports on Volunteer Recruitment", *Journal of the Environmental Science*, 23 (3), pp. 230-240.