



## SIG 08 - SPORT - Managing Sport

We invite you to submit your research to explore the theme of *The Business of Now: the future starts here* for the EURAM 20<sup>th</sup> Conference.

We look forward to receiving your submissions.

### T01\_12 / T08\_04 - Sport and Sustainability

#### Proponents:

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#### Short description:

The relation between sport and sustainability is a topic that has raised in the recent years a lot of interest in academics as well as practitioners. Several sport organisations are committed to the management of sustainability issues and many sport events have been arranged adopting sustainability practices. However, in the academic literature, very few studies have investigated the relation between sustainability and sport.

Deepening the relationships between sport and sustainability under the social, economic or environmental point of view is thus the main aim of this track proposal.

#### Long description:

The relation between sport and sustainability is a topic that has raised in the recent years a lot of interest in academics as well as practitioners. Several sport organisations are committed to the management of sustainability issues and many sport events have been arranged adopting sustainability practices. However, in the academic literature, very few studies have investigated the relation between sustainability and sport.

The sport industry is increasingly putting efforts to become more environmentally conscientious at the collegiate, professional and international levels (Babiak & Trendafilova, 2011; Casper, Pfahl, & McSherry, 2012; Greenhalgh, LeCrom, & Dwyer, 2015; Trendafilova et al., 2013). In fact, a sport event can cause significant damages to the natural environment by consuming substantial energy and resources and generating food and drink waste (Collins et al., 2009). Therefore, environmentally friendly sport events are becoming a predominant issue in the planning and operation of sport events (Dolles and Soderman, 2010). Similarly to other industries (Testa et al. 2014, Daddi et al., 2015), international sport organizations have started making a voluntary commitment to environmental sustainability within sport events through specific agreements since 1992 in order to address the lack of identification, sharing and implementation of suitable environmental practices. The "Earth Pledge" promoted by the International Olympic Committee (Cantelon & Letters, 2000; Mallen et al. 2011) is a notable example of such coordination efforts. Similarly, a number of standards and technical guidelines has been designed and released at international level for addressing



environmental issues in the sport event management (Trendafilova et al., 2013; Iraldo et al., 2014).

Also in relation to the social dimension of sustainability, sport events and sport management can represent great opportunity for spreading and integrating the ethical principles of social inclusiveness, diversity, women empowerment, fair competitiveness and health and wellbeing. Several sport organizations and federations are developing CSR programmes and strategies to foster the adoption of these principles by the actors of the sectors and by fans and supporters.

Deepening the relationships between sport and sustainability under the social, economic or environmental point of view is thus the main aim of this track proposal.

**Keywords:**

Environmental Management  
Sport Management  
Major Sport Events  
Sport and Sustainability  
Sport and Diversity  
Sport and Inclusiveness

**UN Sustainable Development Goals (SDG):**

Goal 1: No poverty, Goal 3: Good health and well-being for people, Goal 4: Quality education, Goal 5: Gender equality, Goal 8: Decent work and economic growth, Goal 9: Industry, Innovation, and Infrastructure, Goal 10: Reducing inequalities, Goal 11: Sustainable cities and communities, Goal 12: Responsible consumption and production, Goal 13: Climate action, Goal 16: Peace, justice and strong institutions, Goal 17: Partnerships for the goals.

**Publication Outlet:**

Sport Management Review  
Journal of Sport Management  
Business Strategy and the Environment

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**AUTHORS GUIDELINES**

<http://www.euramonline.org/submissions-guidelines-2020/authors-chairs-discussants-guidelines.html>