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— Sport4C —

ERASMUS-SPORT-2021-  
SNCESE

Sport4Cancer  
D3.3 Sustainable  
activities report

Sport4Cancer - Project: 101050018– ERASMUS-SPORT-2021-SNCESE

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## 1. Introduction

The organisation of sport events has become a social phenomenon that has taken root in society as an everyday activity. Hundreds of sport-related events are being held around the world on a weekly basis. Sporting events, as festivals and spectacles of different types and sizes, generate negative impacts on the environment, especially those that take place in natural environments such as the beach or the sea, and on people. It is therefore important to raise people's awareness in order to try to reduce this environmental impact.

This document represents the commitment of the University of Murcia as organiser of the sporting event "Sport4Cancer" with sustainability and the environment. This document will explain the advantages of a sustainable event and some examples of the initiatives that will be carried out during the preparation and execution of the event.

First of all, it is important to analyse the meaning of "sustainable event" by defining each word individually:

**Event** - According to the dictionary of the Royal Spanish Academy, in its first meaning, an event is "*an important and programmed occurrence, of a social, academic, artistic or sporting nature*".

Thus, it can be said that any gathering of people for whatever reason, and of whatever size, becomes an event, during which one or another activity takes place and is enjoyed by the participants.

**Sustainable** - The Brundtland Report in 1987 defined sustainable development as "*development that meets the needs of present generations without compromising the ability of future generations to meet their own needs*".

## 2. What is an environmentally sustainable event?

Contemporary culture maintains constant evidence of the social and gregarious nature of society. This natural tendency of people to group together, share and generate rituals leads to the regular celebration of events and meetings of very diverse typologies.

As mentioned above, an event must be understood as an act planned in terms of time and space where an experience is created or a message is communicated and which involves a group of people.

The celebration of an event entails a series of positive and negative impacts for the community, the environment in which it is held and the public it serves.

An environmentally sustainable event is an event that, from its design, considers the environmental impact it will have in order to try to enhance the positive effects and mitigate the negative ones.

The impact of an event varies depending on characteristics such as: the type of event, the location of the event, the number of attendees, the type of practices that are carried out, etc.

"An environmentally sustainable event is one that has been designed, organised and carried out in such a way as to minimise potential negative impacts on the environment".

### 3. Why environmentalise an event?

When planning, promoting and carrying out an event, there are hundreds of decisions that condition the outcome of the process and that are adjusted to strict criteria of safety, image, budget, client requirements and attendee expectations.

The introduction of environmental criteria into this decision-making process in addition to those mentioned above offers advantages on many levels.

#### Cost saving

- Reduction of energy costs as a result of energy savings and energy efficiency.
- The purchase of local products supports the local economy and often reduces transport costs.
- Savings in water consumption.
- Reduction of costs associated with raw materials due to reuse.
- Reducing the volume of waste generated saves on waste management costs.

#### Access to funding and sponsorship

- Environmentally sustainable events can access sponsorship and funding under better conditions as organisations prioritise their visibility under positive values that allow them to reinforce and position their brand.

### Stakeholder satisfaction

- The requirements of public institutions and other stakeholders to support events are gradually increasing.
- In the future, these requirements will be reinforced and those events that anticipate and adopt measures to improve the quality of their events will be favourably positioned.

### Image enhancement and awareness raising potential

- Strengthening the image of the organisation, participating companies and sponsors.
- Environmentally sustainable events open up the possibility of a better experience for attendees who feel their values represented and participate more actively.
- Raising awareness and improving the lifestyle habits of event attendees. Events have a great potential to raise awareness and transform lifestyle habits through leisure.

In Spain, in recent years, from national sports institutions such as the Spanish Olympic Committee and the Higher Sports Council, to associations and federations at a more local level, have sought to generate a clear commitment to the environment and sport. This is endorsed by initiatives such as:

- Green Charter, developed by the Consejo Superior de Deportes.
- Guide of good environmental practices for sporting events, drawn up by the Spanish Federation of Municipalities and Provinces, the Higher Sports Council and the Spanish Olympic Committee.
- Green Sport Flag, produced by the Spanish Sports Association.



On the other hand, it is also important to be aware that, although there are currently many initiatives in this sense, at the general level of sport, from national to local events, there is still much room for improvement, both in terms of the number of events that clearly have a broad sustainability component and that also include other aspects such as gender vision and inclusion. Aspects will be taken into account in the major sporting event Sport4Cancer.

## 4. Benefits of a sustainable sporting event:

### Image

- **Do not be tempted to use the concept of sustainability as a marketing element that helps to sell more and better the sport event.**
- **The involvement of the entire organisation with sustainability and the event must be real and transparent.**
- **Communication at all levels must be very careful and very clear.**
- **A good external image is not achieved in the short term.**
- **The good work of the organisation will be reflected in the months or years to come.**

### Social

- **On a social level, a sustainable sporting event can help to raise awareness of respect for the environment and environmental practices.**
- **The organiser will frame the event as a need for Stakeholders, such as people who suffer or have suffered from cancer, people with disabilities, and society in general.**

### Environmental

- **The environmental effects associated with the sustainable event will also be undeniable.**
- **The reduction of the environmental footprint is therefore of vital importance.**
- **The close connection between sport and environment comes, whether the sporting practice depends on the conditions and resources generated by the environment for its realisation, or the impact that other sporting practices have on the natural environment.**

### Economic

- **Economic benefit is not sought for its own sake, but as a consequence of doing things well and over time.**
- **Economic sustainability must be seen as a benefit for others, for the organic growth of the locality.**

The design, planning, organisation and development of a more sustainable event has many advantages and benefits:

- 1) **COMMON GOOD:** It reduces, in a real way, its negative social and environmental impact.
- 2) **ATTRACT:** It adds human and environmental value to the event.
- 3) **ECONOMISES:** Saves money, both for the organisation and the participants.
- 4) **ENGAGES:** Supports the local economy and employment.
- 5) **SENSITIZES AND EDUCATES:** It changes our relationship with the Planet, both for participants, suppliers and sponsors.
- 6) **DIFFERENTIATES:** Positions and bring a good image to the event/brand/company.
- 7) **TRUST:** Strengthens the relationship with clients, sponsors and participants.
- 8) **PRIDE:** Creates emotional links event-environment-organisation.
- 9) **ECO-SOLUTIONS:** Inspires innovation and technological and management creativity.
- 10) **RESPONSIBILITY:** Demonstrates that another way "of doing" is possible.



## 5. Stakeholders

To ensure that an event is as environmentally sustainable as possible, it is essential that all the stakeholders involved are aware of the objectives set and the behaviours to be followed, with the aim of maximising the positive impacts and minimising the negative ones that the event in question may produce.

For this reason, the involvement of all stakeholders is a fundamental part of achieving the objectives set.

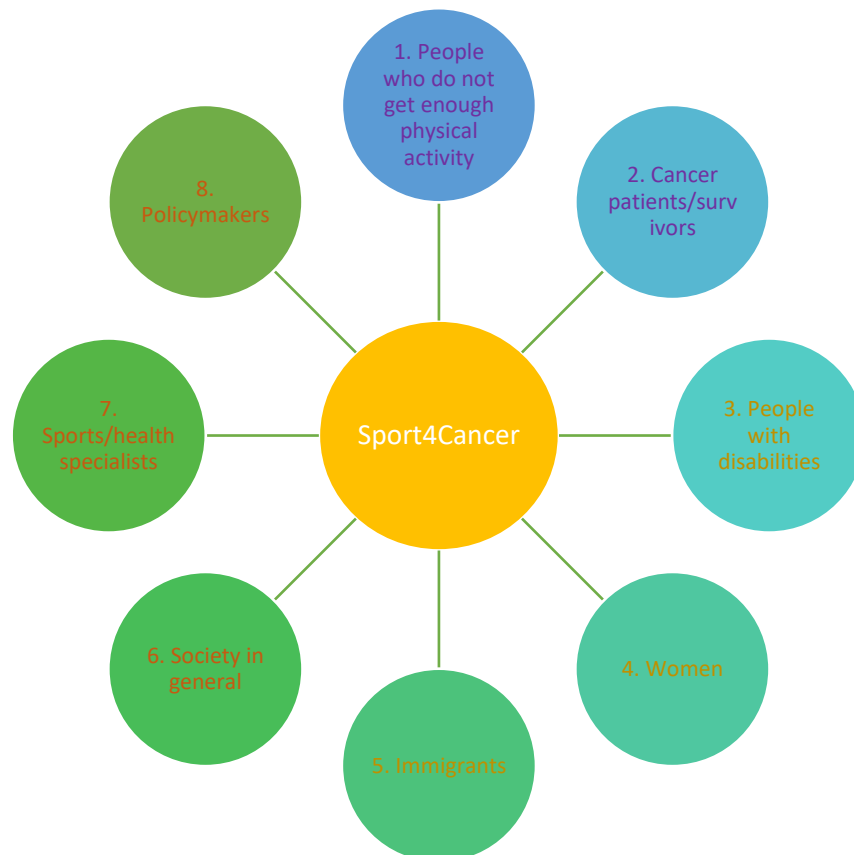
The most common stakeholders in a sport event will be:



Among the event attendees 3 different types of participation can be identified:



In the case of the big Sport5Cancer event it is important to keep in mind that this event focuses on different groups of people as it is a multi-sport event with more than 60 different activities.



## 6. Reducing environmental impacts

Human activity and, in this case, sporting events, generate large amounts of waste, mainly: plastic, glass, paper, organic matter and/or cooking oils. The essence of a sustainable event is to save resources and money, hence waste is a key element to start and/or improve our event management. Key to this is the 3R rule "**Reduce, Reuse, Recycle**".

### 6.1. Reduce

Reducing the consumption of materials means consuming less raw materials and saving energy in the treatment of the waste generated. Reducing waste also saves money and makes us cleaner.

### 6.2. Reuse

Reusing waste is a matter of will and ingenuity. What is no longer useful may be useful for another event, entity or person. It also transforms the functions of objects; for example, empty plastic bottles can be converted into practical and economical ashtrays for storing cigarette butts.

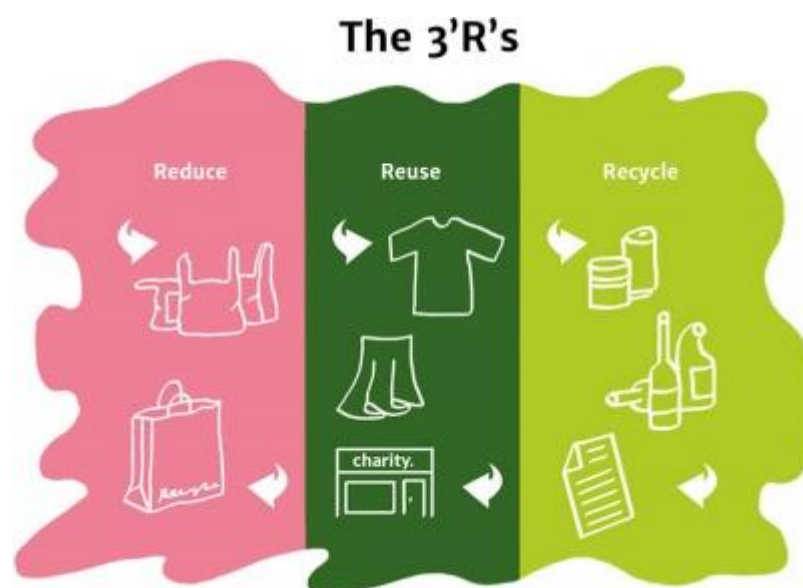
In order to reuse, it is necessary to take these aspects into account:

1. Make a list of materials that are no longer useful once used (tarpaulins with event data, ropes, large plastic sheeting, decorations, cables, badges, etc.). They can be kept for another event or offered to groups that can reuse them.
2. Donate bulky objects that are no longer useful (shelves, tables, chairs, sound equipment, etc.) to charities or to the nearest recycling centre, where they can be collected, recycled and used by others.
3. Compost organic waste and biodegradable materials by placing special bins at the food stalls. The bin can then be taken to the recycling, composting and solid waste transfer plant, nearby farms, etc.
4. Decorate the site with decorations from previous events, or made from recycled materials and if possible by groups at risk of exclusion.
5. Depending on the type of event, during or at the end of the event, a second-hand market can be organised with the materials that are no longer useful, thus giving a second life to these materials and recovering some of the economic investment made.

### 6.3. Recycle

Separate and recycle. Waste should be disposed of in an efficient manner, so this aspect should be considered when planning the event.

1. Containers and bins should be placed at strategic points to facilitate their use.
2. We can also decide the number and type of bins that will be needed depending on the products to be dispensed and the number of participants expected.
3. Separate waste collection must be efficient and quick, especially in the case of festive events that last several days, otherwise it is impossible for cleaning staff and participants to meet the objective of making the event sustainable.
4. Plan the number, size and type of bins and litter bins required according to the characteristics of the event and the number of attendees.
5. Place recycling islands with all the containers (organic, paper, glass, plastics and metals, etc.), avoiding the dispersion of isolated containers.
6. Study the strategic places where to place the selective collection points and litter bins (areas where food is dispensed, tables, picnic areas, etc.), ensuring that they are highly visible and accessible to users and cleaning teams.
7. In open areas, provide ashtrays for the disposal of cigarette butts.
8. Negotiate with waste management companies and local authorities for the collection of containers as often as necessary.



## 7. Sustainability in Spor4Cancer wide-sport event

### 7.1. Contribution to environmental and climate change

Sport4cancer wants to contribute to the horizontal priority "Environment and fight against climate change" which is also closely linked to this project since, as specified below, sustainability is an aspect to be developed during the different stages of the event. The University of Murcia (UMU) has specialists in Sustainable Development Goals who will be responsible for monitoring that the whole process of organisation and implementation of the project contributes to the SDGs, as well as developing different activities during the event itself

Also, this plan marks the key topics among which is the "Sport and Education" (Page nº 4) with the study theme of "Sport as a framework ... promoting tolerance, solidarity, inclusiveness as well as other sport values and EU values". Also 'Gender equality' (page nº5) indicated that EU seeks to increase the share of women and their media coverage, or equal conditions. Specifically, with the topic of the event, on page 7 of the EU Work Plan for Sport 2021-2024, the key topic "Green Sport" is highlighted, which underlines the importance of sustainable education in sport, sustainable healthy practice and combating climate change through the evolution of sport in wide sport events.

### . 7.1. Sustainable tasks in Sport4Cancer

WP3 IMPLEMENTATION PHASE: SPORT4C Scientific workshop and SPORT EVENT

#### 7.1.1. Objective

Developing different activities and initiatives focused on sustainability and contribution to the Sustainable Development Goals

#### 7.1.2. Task 3.2. Sustainable outdoor sport event

"Sport4Cancer" is a multi-sport event that brings together competitions, exhibitions and sporting activities to encourage the participation of citizens visiting the Mar Menor area. This event will be held in the Mar Menor Sea. It is located in an idyllic setting and for a weekend all those attending will have the opportunity to enjoy more than 40 sports, activities, competitions and exhibitions.

It is a recreational and popular sporting event that will be open to the whole family. Most of the activities will be free to participate, i.e. you will be able to do them at any time once you arrive at the event and without prior registration. The activities will be adapted to the level of all participants, regardless of age and gender, especially for people with disabilities and those who suffer or have suffered from cancer.

During two days, more than 50 activities will be held, aimed at children, adults and seniors, in a citizen training project, which pursues educational, recreational, leisure and social purposes, through specific and general sports practice. Special attention will be paid to people with disabilities and cancer patients, seeking to make the activities suitable for these groups.

Different mixed teams will be created among the participants of the associated members, mixing in an equitable and inclusive way (considering the gender balance) in different teams the members of the delegations. Each team will have to participate in adapted competitive activities, creating a small participation competition through gamification. The team with the highest score will be awarded a prize. In "Sport4Cancer" we can find activities for all ages, tastes and physical condition. There are mainly 4 different types of activities:

- **Participative**: All attendees can practice these sports and leisure activities if they meet the age range.
- **Exhibition**: All the public is invited to watch this activity and enjoy the sport in a spectacular way.
- **Competition**: Competitions of our federated sportsmen and women in the different sports modalities, disciplines and categories established in this activity, you can also participate in popular competitions.
- **Recreational**: To make it a real party, the event has recreational activities such as shows, live music, workshops, concerts, parades, inflatables, games, etc.
- **Sustainable**: Committed to the environment, a programme will be developed to raise awareness, disseminate and actively conserve the environment, especially our Mar Menor, through sport and aimed at citizens and participants in the sporting event.



Different types of sporting activities will be carried out:

- **Water/Nautical activities**: This phase represents the heart of the project. This task in question is related to activities in the aquatic environment, such as sailing, swimming, aeronautics, canoeing.
- **Beach sports**: This task in question is related to activities in beach places, such as handball, rugby, football, Olympic wrestling, etc.
- **Land sport**: This task is related to activities in the terrestrial environment such as Archery, basketball, hockey, golf, bowling, automobile, domino, etc.
- **Other activities**: Other activities such as zumba, E-Sports, jagger, fitness activities, traditional games, etc.






### 7.1.3. Task3.3. Sustainability activities

As the event will take place in environmental areas such as beaches or parks, the organization will also propose sustainable activities such as a hiking route through natural areas of the Mar Menor, collection of cans and other waste on the beaches of the event and adjacent, workshops for children and adults on recycling, ecological products, etc.











## 8. Proposal for sustainable initiatives

Activity description	Organisation/Graphical Representation
<p><b>1. Sustainable street market:</b></p> <p>An attempt will be made to hold a sustainable street market with the participation of local businesses, in order to promote shopping in these businesses.</p>	
<p><b>2. Recycling</b></p> <p>Agreement with Ecoembes to provide containers for this day to promote recycling. The importance of separating well: this is the key to everything working: separate each container in its container. That is why, on this day, we will give you recommendations and warn you of the most common mistakes so that you can learn to do it correctly.</p>	
<p><b>3. Environmental volunteering:</b></p> <p>Sustainable university volunteering will be promoted for waste collection after the event.</p>	
<p><b>4. Sustainable mobility:</b></p> <p>We will promote the use of public transport, cycling or car sharing to commute. Priority parking for large vehicles such as buses.</p>	

Activity description	Organisation/Graphical Representation
<p><b>5. Workshops and sustainable activities:</b></p> <p>There will be some activities and workshops to promote sustainability in the natural environment, for example:</p> <ul style="list-style-type: none"> <li>- Recycling race: Teams will be formed and each team will be given an empty bag. In it they must put all the waste they find in the area. The winning team is the one that manages to collect the most rubbish from the beach.</li> <li>- 3 in a row: The traditional game, but with large recycled plastic caps.</li> <li>- Bowling: bowling will be played, the bowls will be recycled bottles and to give them some weight they will be filled with sand from the beach, this sand will be returned to the beach when the day is over.</li> <li>- Workshop: Learning to purify water</li> </ul> <p>An ingenious exercise in which you will purify a sample of water.</p> <ul style="list-style-type: none"> <li>- Sustainable Gymkhana: 10 tests to find, in which there will be questions about the 2030 agenda and its objectives.</li> </ul>	   
<p><b>6. Green routes of the San Pedro del Pinatar salt flats park.</b></p>	



Activity description	Organisation/Graphical Representation
<p><b>7. Anthropometric study</b></p> <p>Should you go on a diet, Do you exercise more or less, Know your values: weight, height, height, BMI % muscle, % fat, etc.</p>	 <p>The infographic 'ANÁLISIS DE MASA CORPORAL' includes several sections: '% MASA MUSCULAR' and '% MASA GRASA' with a pie chart; 'AGUA CORPORAL' with a bar chart for 'AGUA INTRACELULAR' and 'AGUA EXTRACELULAR'; 'GRASA VISCERAL' with a heart icon; 'ÍNDICE DE MASA MUSCULAR' with a person icon; 'ANÁLISIS DE MASA SEGMENTAL' with icons for 'TRONCO', 'BRAZOS', and 'PIERNAS'; and 'MASA OSEA' with a bone icon. It also mentions 'GRÁFICOS EVOLUTIVOS PERSONALIZADOS'.</p>
<p><b>8. Water dispensers</b></p> <p>No single-use plastic bottles will be used for water consumption at this event. There will be waste-free dispensers that do not generate waste on this day, for a more sustainable version of the event.</p>	 <p>A photograph of a white water dispenser with a large blue water bottle on top. A smaller blue water bottle is placed next to the dispenser.</p>
<p><b>9. Reusable jerry cans</b></p> <p>We will hand out jerry cans to be filled in the water dispenser during the day and then take them home as they are reusable and can be used on other occasions.</p>	 <p>A photograph showing several reusable jerry cans in various colors (blue, black, white) and sizes, some with red or blue caps.</p>
<p><b>10. UMU Sustainable Campus:</b></p> <p>Industrial agriculture is wreaking real havoc on the soil: total exploitation or the abusive use of pesticides and chemical products are some of the factors that damage the soil the most. Opting for organic farming is an excellent way to protect it, because you will be choosing products that have been grown in an environmentally friendly and environmentally friendly way. Start on your terrace or balcony!</p> <p>Demonstrate the viability of organic farming through a series of management techniques and practices that solve specific crop problems (fertilisation, pest management, associations, rotations, etc.).</p>	 <p>A photograph of a balcony garden with various plants growing in containers. The plants are in different stages of growth, and the garden is set up on a balcony with a railing.</p>

Activity description	Organisation/Graphical Representation																								
<p><b>10. We learn about the SDGs:</b></p> <p>Using a roulette wheel with all the sustainable development goals, we will learn about each one and how to contribute to them through sport. Activity promoted by the ISOS and ISOSII project of the UMUSport group of the University of Murcia.</p>																									
<p><b>11. We calculate our carbon footprint</b></p> <p>Participants will fill in a form indicating data about activities in their daily life to estimate the number of hectares their daily activity is supposed to affect.</p>	<table border="1"> <thead> <tr> <th data-bbox="742 896 949 952">CUESTIONARIO</th> <th data-bbox="949 896 1045 952"></th> <th data-bbox="1045 896 1141 952"></th> <th data-bbox="1141 896 1236 952"></th> </tr> </thead> <tbody> <tr> <td data-bbox="742 952 949 996">1. ¿Como vienes al colegio?</td> <td data-bbox="949 952 1045 996">En coche</td> <td data-bbox="1045 952 1141 996">En transporte público</td> <td data-bbox="1141 952 1236 996">Caminando o en bici</td> </tr> <tr> <td data-bbox="742 996 949 1030">2. ¿Cuántos coches hay en tu familia?</td> <td data-bbox="949 996 1045 1030">2 ó más</td> <td data-bbox="1045 996 1141 1030">1</td> <td data-bbox="1141 996 1236 1030">0</td> </tr> <tr> <td data-bbox="742 1030 949 1064">3. ¿Cuántos viajes has realizado este año en avión?</td> <td data-bbox="949 1030 1045 1064">2 ó más</td> <td data-bbox="1045 1030 1141 1064">1</td> <td data-bbox="1141 1030 1236 1064">0</td> </tr> <tr> <td data-bbox="742 1064 949 1120">4. ¿Intentas apagar las luces de las habitaciones vacías en tu casa?</td> <td data-bbox="949 1064 1045 1120">No, normalmente dejas las luces encendidas.</td> <td data-bbox="1045 1064 1141 1120">A veces</td> <td data-bbox="1141 1064 1236 1120">Si, siempre</td> </tr> <tr> <td data-bbox="742 1120 949 1146">5. ¿Cuándo apagas la tele, el DVD, orde-</td> <td data-bbox="949 1120 1045 1146">No, normalmente</td> <td data-bbox="1045 1120 1141 1146"></td> <td data-bbox="1141 1120 1236 1146"></td> </tr> </tbody> </table>	CUESTIONARIO				1. ¿Como vienes al colegio?	En coche	En transporte público	Caminando o en bici	2. ¿Cuántos coches hay en tu familia?	2 ó más	1	0	3. ¿Cuántos viajes has realizado este año en avión?	2 ó más	1	0	4. ¿Intentas apagar las luces de las habitaciones vacías en tu casa?	No, normalmente dejas las luces encendidas.	A veces	Si, siempre	5. ¿Cuándo apagas la tele, el DVD, orde-	No, normalmente		
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