

SUPPORTED BY



HOSTED BY



WHAT? PLAYING FOR THE FUTURE

What are the 3 most significant actions that organisations in the sports sector can implement to enhance sustainability and promote social well-being?

- **Establish Clear Measurement & Governance**
Define ESG language, set objectives, and implement governance.
- **Drive Intentional & Impactful Initiatives**
Design measurable actions, promote long-term sustainability, and use technology for broader reach.
- **Foster Collaboration & Equitable Access**
Collaborate across sports, build capacity, and provide equal access to sports.

SUPPORTED BY



HOSTED BY



WHAT? PLAYING FOR THE FUTURE

Establish Clear Measurement & Governance

A foundational step towards meaningful change involves establishing **clear measurement and robust governance**. This necessitates defining a common language around ESG (Environmental, Social, and Governance) principles and sustainability within the sports context. Organizations must move beyond ambiguous terminology and collaboratively set specific, measurable, achievable, relevant, and time-bound (SMART) objectives. Crucially, effective governance structures are essential to oversee the implementation of sustainability strategies, ensure accountability, and guide investment in building the necessary capabilities within the sector. Recognizing the strain on public funding, advocating for government support through policy and potential financial incentives, such as tax rebates for sustainable sporting initiatives, becomes a vital aspect of establishing a supportive governance framework.

SUPPORTED BY



HOSTED BY



WHAT? PLAYING FOR THE FUTURE

Drive Intentional & Impactful Initiatives

With clear goals and governance in place, the next critical step is to **drive intentional and impactful initiatives**. Actions undertaken by sports organizations must be deliberately designed with clearly defined outputs and outcomes that are also measurable. This requires a shift towards a long-term perspective, recognizing that meaningful change extends beyond short investment cycles and the lifespan of individual athletes. Initiatives should focus on generating sustainability beyond athletic careers, creating pathways for continued participation and engagement that promote social well-being. Furthermore, the strategic use of technology, including AI and gamification, can broaden the reach and impact of these initiatives, fostering wider community engagement and incentivizing positive behavioral changes. Sharing success stories that highlight the broader benefits of sport beyond winning, focusing on health, longevity, and community impact through targeted role modeling, will also be instrumental in driving meaningful change.

SUPPORTED BY



HOSTED BY



WHAT? PLAYING FOR THE FUTURE

Foster Collaboration & Equitable Access

The final, yet equally vital, pillar involves **fostering collaboration and ensuring equitable access** to sports. The sports sector must move towards greater collaboration across different sports, levels of competition, and stakeholder groups. Building capacity within National Sports Associations (NSAs) regarding the benefits of sport and providing them with the tools and knowledge to implement sustainable practices is essential. Moreover, a strong emphasis must be placed on creating equitable access to sports for all members of the community, particularly underprivileged groups. This includes introducing diverse sporting activities that lower barriers to entry and tailoring initiatives to resonate with the specific needs and demographics of Hong Kong. By working together and ensuring that everyone has the opportunity to participate and benefit from sport, the sector can maximize its positive impact on both sustainability and social well-being.