

UTILIZING THE UNIQUE POWER OF SPORT TO BOOST THE FIGHT AGAINST CATASTROPHIC CLIMATE CHANGE



EVENT REPORT

FINNISH SPORT COMMUNITY EVENT ON SPORT, SOCIETY & SUSTAINABLE DEVELOPMENT

with a particular focus on raising awareness about the impact of
catastrophic climate change and on exploring
how Finland could offer a model case for project implementation

Project to build a common platform for encouraging sport fans
to adopt environmentally responsible behavior in the support of fighting catastrophic climate change;
across sports and countries, inside and outside the stadium

through

the development and dissemination of
common guidelines for sport event organizers

with a particular focus on

developing mechanisms for enlisting sport celebrities
and professional athletes to take prominent advocacy roles



The event was kindly supported by
the Finnish Olympic Committee and
the Finnish Sports Confederation (VALO)



1. Conclusions and brief outline of the event



Event conclusions and suggested next steps

Participants at the Finnish sport community event indicated strong interest in further exploring how Finland could potentially offer a model case of implementing the project to utilize the unique power of sport to boost the fight against catastrophic climate change. Suggestions included selecting a particular and prominent sport event to take place in Finland in the not too distant future. The event would then be used as a focal point for developing and testing what would eventually be proven methods to be scaled and replicated across events, sports, countries and regions as a substantial contribution to the project. Key aspects to be addressed would be effective ways of 1) attracting professional athletes as messengers and 2) getting the professional athletes' messaging to fans right in terms of motivating individual behavioral change in support of the fight against catastrophic climate change. A particularly important aspect of the credible engagement of professional athletes, which gained quite some traction, was finding ways for athletes to actually showcase the change they would advocate. One idea in that regard was to have selected athletes showcase what a life with zero-waste looks like.

Speakers at the event

- Ms Susanna Rahkamo, Vice President, Finnish Olympic Committee; Chair, Olympic Culture and Legacy Commission, The European Olympic Committees; former Professional Ice Dancer
- Mr Mika Aaltonen, Ph.D.; CEO, Helsinki Sustainability Center; former Professional Football Player
- Mr Tapio Kanninen, Ph.D.; Chairman of the Board at Global Crisis Information Network Inc; Senior Fellow and Co-Director of Global Sustainability Project, Graduate School, City University of New York; former Chief of Policy Planning Unit, United Nations; Author of "Crisis of Global Sustainability"; Co-Author of the project proposal to utilize the unique power of sport to boost the fight against climate change
- Mr Michael Pedersen, Founder, M INC. > change the game; former Head of World Economic Forum Partnering Against Corruption Initiative; Co-Author of the project proposal to utilize the unique power of sport to boost the fight against catastrophic climate change

Event venue and participation

- Date/time:** Wednesday, 10 June 2015, 9am-11am
- Venue:** The event was kindly hosted by the Finnish Olympic Committee and the Finnish Sports Confederation at their office at 20 Radiokatu, Helsinki, Finland.
- Participation:** Approx. 30 persons attended the event. They comprised a mix of perspectives from sport, government and civil society. See appendix 1 for a complete list of persons attending the event.

Information about the project

- The project is to build a common platform for encouraging sport fans to adopt environmentally responsible behavior in the support of fighting catastrophic climate change; across sports and countries, inside and outside the stadium, *through* the development and dissemination of common guidelines for sport event organizers, *with a particular focus on* developing mechanisms for enlisting sport celebrities and professional athletes to take prominent advocacy roles.
- Mr Michael Pedersen and Mr Tapio Kanninen are Co-Authors of the project proposal.
- For further information about the project, see project documents available online: <http://www.minc.ch/docs/cop-report-docs.zip>

Side event at COP20

- In the context of the project to utilize the unique power to boost the fight against catastrophic climate change, a side event was convened at COP20 in Lima, Peru on 2 December 2014. Hosted by the Peruvian Olympic Committee, the event brought together a mix of leaders from business, government and civil society from across the world. The focus of the event was to further develop global concept ideas and explore how Lima2019 Pan American Games could offer a model case for project implementation.
- The United Nations Climate Change Conferences are yearly conferences held in the framework of the United Nations Framework Convention on Climate Change (UNFCCC). They serve as the formal meeting of the UNFCCC Parties (Conferences of the Parties) (COP) to assess progress in dealing with climate change and, beginning in the mid-1990s, to negotiate the Kyoto Protocol to establish legally binding obligations for developed countries to reduce their greenhouse gas emissions. COP20 took place in Lima, Peru from 1-12 December 2014.
- Only surpassed by the International Olympic Summer Games and the Asian Games, the Pan American Games comprise the world's 3rd largest international multi-sport event. The Lima2019 Pan American Games are going to bring together more than 6,000 top athletes from 42 countries in the Americas to compete in 36 disciplines. The sport infrastructure budget for the Lima2019 Pan American Games is set at approx. USD 712 million.
- To read or download the COP20 side event report, see <http://minc.ch/docs/cop20-report.pdf>

Contact

- For any queries about the project to utilize the unique power of sport to boost the fight against catastrophic climate change, please do not hesitate to contact Mr Michael Pedersen at: changethegame@minc.ch

2. Perspectives offered by speakers



During the event, four invited speakers shared their perspectives and ideas. A non-exhaustive account for these perspectives and ideas is as follows:

Ms Susanna Rahkamo



Ms Susanna Rahkamo, Vice President, Finnish Olympic Committee, stressed that the Olympic movement cares about the environment and already has taken various sustainability related initiatives. She emphasized that caring about the en-

vironment is very much in line with the spirit of olympism, which has peace, friendship, respect and excellence and other positive values at its core. Ms Rahkamo made specific reference to the ongoing Agenda 2020 reform process of the International Olympic Committee, which also includes specific environmental commitments. Such commitments include integration of sustainability into the Olympic Movement's daily operations and into all aspects of the Olympic Games. She specifically pointed out that future risk and opportunity assessments of cities bidding to host the Olympic Games are required to have a substantial emphasis on sustainability. Susanna Rahkamo also highlighted that the Finnish sport community already shows environmental stewardship in various ways, appreciating the unique power of sport in reaching out to the masses and motivating environmentally friendly behaviors. She mentioned that the Finnish Olympic Committee has an environmentally focused partnership with the Finnish Cleantech Cluster and the Finnish Ministry for Employment and Economy. The Finnish Cleantech Cluster brings Finnish companies together in finding solutions to environmental issues, reflecting the fact that more than 40 percent of the Finnish government's funding for research and development is earmarked for the energy and environment sectors. Ms Rahkamo also referred to a project of the Finnish Sports Confederation (VALO), which offers an ECO Passport tool for sport event organizers in Finland to find and learn about ways of minimizing the environmental footprint of sport events. Last but not least, she offered the idea during the subsequent project brainstorming for a prominent professional Finnish athlete to come forward and demonstrate to fans how a zero-waste life looks like in reality.

Mr Mika Aaltonen



Mr Mika Aaltonen, CEO, Helsinki Sustainability Center, spoke about current issues in governance, societal transformation, sports and climate change, as outlined in the Manifesto for a Sustainable Planet, co-written by Mr Mika Aaltonen, Mr Ian

Dunlop and Mr Tapio Kanninen. According to the Manifesto, sustainability is neither a doctrine nor a trend. It is a basic condition within which human beings now have to learn to live, work and consume if the planet is to remain habitable. It marks a break from the old concepts of boundless growth and human domination over the environment. It argues for a new paradigm that recognizes human economic and social activity as being subservient to the environment. In short, no sustainable environment, no economy, no viable society. Sustainable development meets present needs without compromising the needs of future generations. Inter-generational equity in the resource-constrained world we have now entered requires that social and environmental issues are given equal weight alongside the economic development. In sustainability, long-term and holistic thinking is essential rather than the short-termism which currently dominates. In order to create a sustainable future for all of us what we should do is to embed risk management into our strategic planning and build analytical teams that can look forward with holistic insight into the interconnected future. From this new comprehension of the world as it is with its all complicated feedbacks comes wisdom that leads to effective action. Therefore it is not enough to define the problem. We also need to show the implications of policies so that policy makers can find actionable solutions taking the holistic and synergistic implications of their policies into account. For further information, see The Manifesto for a Sustainable Planet on: <http://www.helsinkisustainabilitycenter.fi/wp-content/uploads/2015/05/Manifesto-For-A-Sustainable-Planet.pdf>.



Mr Tapio Kanninen



Mr Tapio Kanninen, Senior Fellow and Co-Director of Global Sustainability Project, Graduate School, City University of New York, showed how the climate change has reached catastrophic proportions, already affecting sport activities in many parts of the world significantly, and how this trend is going to accelerate in the near future. Among other points, Mr Kanninen emphasized that the current “official” governmental objective of limiting global warming to less than a 2 degrees Celsius increase compared to pre-industrial levels is likely to cause the sea level to rise 6-7 meters over time. A rise of that magnitude would wipe out cities such as London, New York, Shanghai, Singapore, Tokyo and Helsinki in their current form. Furthermore, major natural catastrophes, already substantially increasing in intensity and frequency, would cause severe damage along with further decline in biodiversity health, which is already at a 28% per cent decline compared to 1970. Even more alarming, he emphasized that current government policies, if implemented, are likely to result in temperature increase above 4 degrees Celsius, which would cause the sea level to rise by 70 meters over time, with catastrophic impact on humanity. Putting the daunting nature of these consequences into perspectives, Mr Kanninen referred to scientists saying that it would be extremely unlikely that we would not experience mass death as a result of a 4 degrees Celsius temperature increase. With a projected world population of 9 billion people by 2050, probably only a total of half a billion people would survive. He also referred to the correlation between the economic growth and the continued use of natural resources. In 1970, the global ecological footprint was 100%. It is currently at 150%. However, if economic and population growth continue at the same rate, as was the case in the last 40 years, there will be a need for natural resources of 3-4 planets by 2050. As for solutions, Mr Kanninen emphasized that sport organizations and activists should be engaged to mobilize the masses in the fight against dangerous trends. He specifically advocated the imperative of building alternatives to carbon-emitting energy technologies over the next five years. He also made the point of urgency that the actions taken in the next few years will set us on a path that will be impossible to redirect. Tapio Kanninen’s slides with specific facts and references are available on:

<http://minc.ch/docs/finland-report-tk-slides.pdf>

Mr Michael Pedersen



Mr Michael Pedersen, Founder, M INC. > change the game, shared his perspectives on the project to utilize the unique power of sport to boost the fight against catastrophic climate change, including a recent COP20 side event in the context

of the project, which was kindly hosted by the Peruvian Olympic Committee. Mr Pedersen also offered his perspectives on the opportunity for Finland to provide a model case of project implementation. Finally, he facilitated discussions, which included co-development of specific ideas for effective sport event messaging of professional athletes to fans in motivating behavioral change in support of the fight against climate change. On the project, Michael Pedersen emphasized that it is to utilize the unique attention that sport events and professional athletes get among sport fans, across traditional societal dividing lines such as social class, political observation, religion and ethnicity, to motivate behavioral change among fans in support of the fight against climate change. While establishing a sustainable financial model for the global project, which could potentially engage tens of thousands of sport event organizers and professional athletes across sports and countries, the project is identifying and engaging potential partners to develop event, sport, country and region specific model cases of proven project implementation methods to be scaled and replicated. Mr Pedersen highlighted that Finland would be well placed to assume leadership in developing a model case of project implementation. Should Finland decide to do so, its contribution could be to select one important sport event in Finland to take place in the not too distant future and use it as a focal point for developing and testing ways of identifying professional athletes to engage as messengers and the nature of effective messaging. Such efforts would include the engagement of behavioral economists and psychologists. On the recent COP20 side event in the context of the project, he mentioned that it offered an opportunity to bring together leaders from business, government and civil society to discuss how Lima2019 Pan American Games could potentially become a model case of project implementation too. Among many other perspectives shared at the event, Mr Pedersen highlighted the encouragement to foster a global culture of zero-waste with inspiration from India and learning from proven approaches in Australia in using professional athletes in public education campaigns related to various societal issues. As for the further project development, he shared that dialogues are taking place with other potential project partners and that a COP21 side event is being considered too.

Appendix 1: List of participants at the event



| Organization | First name | Last name |
|---|------------|----------------|
| Baserri / Women's World Floorball Championships 2015 | Miira | Kuvaja |
| Finnish Judo Federation | Miikka | Neuvonen |
| Finnish Olympic Committee | Saana | Koljonen |
| Finnish Olympic Committee | Elina | Levula |
| Finnish Olympic Committee | Kati | Mälkki |
| Finnish Olympic Committee | Susanna | Rahkamo |
| Finnish Sports Association for Persons with Disabilities | Piia | Korpi |
| Finnish Sports Association for Persons with Disabilities | Viivi | Kuja-Kyyny |
| Finnish Student Sports Federation (OLL) | Matias | Vainio |
| Finnish Tennis Association | Teemu | Purho |
| Finnish Tennis Federation | Veera | Nurmi |
| Futour | Paolo | Martinez |
| Global Crisis Information Network Inc. | Tapio | Kanninen |
| Helsinki Cup, Youth Football Tournament | Heli | Leskinen |
| Helsinki Sustainability Center | Mika | Aaltonen |
| Kuopio International Health Oy | Juha | Ruotoistenmäki |
| LiiKe Sports & Development Association | Lucas | Farthing |
| LiiKe Sports & Development Association | Tommi | Kolehmainen |
| LiiKe Sports & Development Association | Henri | Lappalainen |
| LiiKe Sports & Development Association | Tor | Lindborg |
| LiiKe Sports & Development Association | Tomi | Lounio |
| M INC. > change the game | Michael | Pedersen |
| Ministry of Education and Culture | Satu | Heikkinen |
| N/A | Iiris | Murto |
| Sosped Foundation | Anita | Malkamäki |
| The Equestrian Federation of Finland | Marian | Seppälä |
| The Finnish Antidoping Agency FINADA | Pirjo | Ruutu |
| The Finnish Innovation Fund Sitra | Tiina | Kähö |
| The UN Youth Association of Helsinki | Lotte | Fredriksson |
| Valo, Finnish Sports Confederation | Niina | Aintila |
| Valo, Finnish Sports Confederation | Karoliina | Ketola |
| Valo, Finnish Sports Confederation | Nelli | Kuokka |
| Valo, Finnish Sports Confederation/ Finnish Olympic Committee | Niina | Toroi |