

ENVIRONMENTAL SUSTAINABILITY MENU

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In collaboration with the First Vice President of the World DanceSport Federation - Jim Fraser, we developed an Environmental Sustainability Menu that will be used as a resource for all DanceSport organizations to increase environmental awareness and behaviors.

BACKGROUND & PURPOSE

As the recognized peak governing body for world DanceSport, WDSF believed that they must have a principled and practical *WDSF Sustainability Policy* that athletes and clubs can utilize. As part of VISION 2020, an Environmental Sustainability Menu was proposed.

A core element of the Olympic Charter and the Olympic Movement, the International Olympic Committee (IOC) acknowledge environmental sustainability as being a key factor in

allowing sports to continue.

In a sporting and more specifically a DanceSport context, this includes: competition and club venues sustainability protocols, transport to competitions, energy efficiency behaviors of athletes and members, and dealing with the effects of waste.

Without reinventing the wheel, it was agreed that the DanceSport Environmental Sustainability Menu would include elements that

traditional sporting models did not.

One of the elements was introducing action plans of how clubs and national organizations can implement social media.

Both the IOC and DanceSport acknowledge the importance of encouraging young athletes to become environmentally aware, as future leaders, social media will seek encourage participation among youth.

With over 90 DanceSport clubs worldwide, the Menu considers general environmental issues that are specific to sporting organizations rather than the country.

World DanceSport Federation:

- Over 5million members
- 3.2 million under 25 years
- 3,437 Twitter Followers
- 49,101 Facebook Likes

Drawing upon the IOC guidelines, United Nations Environmental Programme recommendations, and other sporting organizations sustainability models, the 21-page Menu was divided into 4 sections:

Section 1 provides an introduction to the environmental issues facing DanceSport organizations and explains why addressing these issues can help.

Section 2 explains groups that national organizations, clubs and athletes can create in order to improve environmental sustainability awareness.

Section 3 introduces the actions that national organizations, clubs and athletes can introduce in order to reduce their environmental impact.

Section 4 provides additional tools and resources to assist with implementing the actions and concepts covered in the Menu.



ACTION PLAN – SOCIAL MEDIA

DO IT NOW

- Appoint a Social Media Manager
- Set up Facebook, Twitter and Instagram accounts.
- Reach out for funding for prizes from donors, government grants and clubs.
- Appeal to professional athletes & famous people to support the campaign.

DO IT SOON

- Run a daily/weekly competition challenging members to become sustainable and Facebook/Tweet and Instagram about their efforts.
- Encourage all clubs to use social media to share their sustainability messages and efforts.
- Challenge neighbouring clubs and countries in a sustainability competition.
- Post videos and pictures of members doing work within the environment.

DO IT LATER

- Design a sustainability programme that can be shared by using social media. All members would be encouraged to participate and share ideas/ways to further improve sustainability awareness and levels.
- Challenge other sporting organisations or companies to become more environmentally sustainable. Reward the winner and the loser has to pay a forfeit. E.g. President of losing organisation must wear opposition colours.
- Environmental sustainability channel- weekly discussion about methods/strategies to improve current levels.

SUMMARY & FUTURE RESEARCH

Identifying and understanding key areas of focus relating to a DanceSport and other sporting federations formed the basis of the research. The IOC's 2005 guide on Sport, Environment & Sustainable Development, was the main resource for topics of inclusion and exclusion in the Menu. Recent research relating to social media influence in schools and current environmental campaigns provided the rationale and basis to include social media in such a proposal.

Areas of future research could investigate the role of social media in environmental sustainability. More specifically, research seeking to explain how social media is being used in environmental sustainability methods, and understanding the impact social media is having on environmental sustainability efforts.