

## **BASIS SUSTAINABLE SPORT AWARDS 2021 WINNERS & RUNNERS UP:**

### **The Club Strategy / Strategic Leadership Award**

#### **WINNER: Shoreham FC: Net Zero by 2025**

The club has implemented a wide range of initiatives to achieve its target, already resulting in a 50% reduction in waste, a 30% reduction in energy use, a 30% drop in meat sales and 300 trees planted. All this has been achieved through engagement with the club's volunteers, and money raised through donations.



#### **Norwich City FC: Greener Together**

One of the club's key partnerships has been with Kotkamills in Finland to develop alternatives so that single-use plastic use can be entirely eliminated. Already, 100,000 environmentally-friendly swaps have been made. Other initiatives include allotments for food production, and the planting of hundreds of trees and plants.



#### **Southampton FC Halo Effect: The Halo Effect**

The initiative has been structured around four key pillars (Environmental, Corporate, Fan & Social Responsibility), each with an associated 'Halo' initiative. For instance, the club has partnered with Carbon Footprint to plant 1,250 trees in Southampton and the same number in the Amazon, and the 'Saints As One' social responsibility initiative is helping vulnerable individuals locally.



### **The Social Impact, Engagement & Education Award**

#### **WINNER: People & Work: Play It Again Sport**

This social enterprise works to divert pre-used sport equipment and clothing from landfill, investing the income made from sales into community sport in the Rhondda Valley. Programs have included summer camps, tournaments and school assemblies, designed to encourage a positive association with sport and wellbeing.



#### **Planet Earth Games**

This collaboration with NGOs and other organisations aims to educate, inspire and influence people through daily challenges on activities such as plastic reduction, clean energy, conservation and ethical consumerism. 95% of participants have claimed they will make long-term behavioural changes as a consequence of taking part.



#### **RYA: The Green Blue**

Providing information, resource & support for the recreational boating industry, the RYA's long-running campaigns aim to encourage best practice and promote dialogue within the wider marine industry. To do this, the RYA have also garnered partnerships with British Marine, LIFE Recreation ReMEDIES, Final Straw and the Yacht Harbour Association.



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### **The Innovation in Initiatives & Products Award**

**WINNER: Racing Foundation & Thoroughbred Breeders Association: Environment Impact Assessments & Carbon Calculations on Thoroughbred Racehorse Stud Farms**

The organisation has increased engagement around sustainability within the industry and the broader equestrian community by producing an ebooklet on managing pasture and facilities for horses. It also asks members to consider the England Woodland Creation Offer to support planting native tree species.



**Planet Super League**

This venture run tournament wherein families can represent their favourite club and score goals by taking actions to reduce their CO<sub>2</sub> emissions. So far 3,050 families have signed up with 25,700 actions completed and emissions reduced by 85 tonnes of CO<sub>2</sub> compared to an average lifestyle.



**Tiger Up!**

Using 100% recycled materials, the company uses low-energy technology and produces zero waste in its manufacture of products such as its permeblox and trekboards. For every 200m of product produced, 2 tonnes of CO<sub>2</sub> are saved, with the diversion of materials from landfill.



### **The Media & Outreach Award**

**WINNER: Sky Sports: Summer of Sustainable Sport**

Sky highlighted the impact of climate change at some of the UK's most high-profile sporting events, and featured sustainability features throughout broadcasting - including a 30-min documentary, *Golf & the Climate Crisis*. The campaign had a reach of 112m on Twitter, with over 900,000 video posts featuring on Instagram.



**BBC**

In May of this year, BBC Sport online went 'Back to the Future' imagining what major sports and sporting events might look like in a future affected by climate change. The project drew on an international panel of experts and current scientific data to imagine possible scenarios. Launched online, the project was picked up across all BBC platforms and included interviews with top-level sports-people as well as sustainability experts.



**Emergency on Planet Sport**

A landmark series and possibly the most cohesive and diverse piece of journalism on the current impacts of climate change on sport, this podcast series pulled together an unprecedented group of athletes, venue managers, scientists and other experts to assess the impact that climate change is having on sport now, what might happen in the near future, and what we might be able to do about it.



## **BASIS SUSTAINABLE SPORT AWARDS 2021 SPECIAL RECOGNITION:**

### **Hannah Mills**

Olympic gold medallist Hannah thinks not only about sailing when she's in the water, but also about plastic pollution. She has become an International Olympic Committee Sustainability Ambassador and has launched the Big Plastic Pledge - an athlete movement to change the way single use plastic is used in and beyond sport. She spoke about plastics during a BBC interview after winning her gold medal.



### **Joe Cooke**

Part of the sustainability team at Glamorgan CCC, Joe is also in conversation with the ECB, helping it reduce its reliance of single-use plastic and reduce its

### **Melissa Wilson**

**GB Rowing Team sculler Melissa set up the OLYEarth+ initiative,** working with Team GB to create a sustainable legacy following participation in the Tokyo 2020 Olympics. She also joined Champions for Earth in 2020 with a plan to increase the impact athletes can have on sustainability and tackling climate change.



## **Honorary Life Membership Award**

### **Steve Isaac**

Steve has recently retired as the R&A Director of Sustainability, where he led golf's efforts to get to grips with the impacts of climate change to carve out a sustainable future for The Open Championship, and the sport as a whole.