ENGLAND ATHLETICS
SUSTAINABILITY STRATEGY
Summary
2022
INTRODUCTION

This document provides a summary overview of the England Athletics Sustainability strategy. The goal of the England Athletics Sustainability strategy is not to re-write the 2021-2032 strategy, but to imbed sustainability throughout it, in strategic ways, considering where England Athletics has the potential to make an impact. When considering where impacts in sustainability can be made, it is important to consider our scale of influence and control.

This sustainability strategy will outline our strategy and define our sustainability vision, ensuring that it aligns with the UN Sustainable Development Goals (SDGs) and the BASIS 13 principles of sustainability in sport. This strategy will also be utilised to engage and inspire both our members and our commercial partners to consider the impacts of their own activities and services. Perhaps most importantly, this strategy will provide methods of measuring and tracking our sustainability impact and progress across social, economic, and environmental impact areas so that any progress can be accurately measured.

The England Athletics 2021-2032 strategy places athletes and runners at the heart, and looks to the future with a focus on creating opportunities, enhancing experiences, and powering potential. This strategy is unique within its field, utilising a longer time period compared to the traditional four-year cycle, in order to identify and fulfil a longer-term vision. This long-term vision aligns with the principles of sustainable development, and environmental, social, and economic sustainability have been identified as an integral part of ensuring the success and longevity of this vision.

THE SUSTAINABLE DEVELOPMENT GOALS

The UN’s 17 Sustainable Development Goals formed the heart of the UN’s 2030 Agenda for Sustainable Development and act as a call to action for developed and developing countries to recognise that ending poverty must go hand-in-hand with strategies to improve education and health, reduce inequality, and spur economic growth whilst working to preserve oceans and forests, and tackle climate change. These goals seek to balance the three pillars of sustainable development: the economic, social, and environmental pillars.

Environmental performance involves our impact on and consumption of natural resources during the delivery of our services. Social Performance indicates the impact that our organisation has on people and social issues and community settings. Economic performance includes our financial performance, and increasingly, our wider impact on the economy. This is often of particular interest to stakeholders, however, social and environmental performance is becoming increasingly important to external partners and stakeholders.
### SUSTAINABILITY PRINCIPLES

BASIS (the British Association for Sustainability In Sport) was commissioned to develop an initial framework for England Athletics’ approach to sustainability. This framework has been developed and adapted to make it more relevant to England Athletics. BASIS has identified Below is the initial sustainability summary framework that aims to encompass the breadth of the UN SDGs and the BASIS principles within the social, economic and environmental pillars. This figure demonstrates a summary of the initial framework approach, which utilises the BASIS principles and makes them applicable to England Athletics as a non-asset-owning national governing body, including the addition of the social capital and resilience principle.

As a non-asset owning body, it is important to recognise where England Athletics has the potential to make a meaningful impact by integrating sustainability policies throughout its operations. This can be mapped out by considering the scale of control and the opportunity to influence that England Athletics has. Our level of control relates to what we fund, operate, and organise ourselves. An example of where we have the most control is in our central operations, where sustainability policies are fairly straightforward to implement and integrate into existing policies. Although this is certainly important, potential impacts may be greater in areas where we can exert our influence.

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#### ROADMAP

<table>
<thead>
<tr>
<th>VISION</th>
<th>WHERE ARE WE?</th>
<th>WHAT ARE WE GOING TO DO?</th>
<th>HOW ARE WE GOING TO DO IT?</th>
<th>HOW WILL WE MEASURE IT?</th>
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#### PRINCIPLES

<table>
<thead>
<tr>
<th>ECONOMIC</th>
<th>SOCIAL</th>
<th>ENVIRONMENTAL</th>
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<tbody>
<tr>
<td>Procurement and Employment</td>
<td>Accessibility and Equality</td>
<td>Energy and Emissions</td>
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<tr>
<td>Economy and Community</td>
<td>Healthy Options</td>
<td>Waste Management</td>
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<td>Engagement and Education</td>
<td>Water and Effluent</td>
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<td>Social Capital</td>
<td>Materials and Chemicals</td>
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<td></td>
<td>Resilience</td>
<td>Transport and Travel</td>
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<td>Food and Drink</td>
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#### OPERATIONAL FOCUS

<table>
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<tr>
<th>COMMUNITY HEALTH</th>
<th>PERSONAL HEALTH</th>
<th>PLANETARY HEALTH</th>
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<tbody>
<tr>
<td>Resilient supply chains with meaningful relationships, communities and other stakeholders</td>
<td>Physical and mental health, safety and wellbeing of staff, participants, volunteers and visitors</td>
<td>Understand, minimise, and mitigate impacts on natural systems</td>
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However, we have the potential to make a significant impact in our work as a convenor of participation events and programmes. Although we have less control over this area, due to the autonomous nature of these clubs and individuals, we have the opportunity to have a significant influence on their behaviour through policies, conditions of membership and other instruments.
THE SCOPE OF OUR SUSTAINABILITY STRATEGY

As noted, as a non-asset owning government body, it is important to understand where we will integrate sustainability into our operations in order to make the most impact. Four levels of influence have been identified:

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<th>Control</th>
<th>Influence</th>
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<tr>
<td></td>
<td>AS A LEADER IN ATHLETICS AND SPORT</td>
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<td></td>
<td>AS A MANAGER OF AND LICENSING AUTHORITY FOR EVENTS AND ACTIVITIES</td>
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<td>AS A CONVENOR OF PARTICIPATION EVENTS AND PROGRAMMES</td>
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<tr>
<td></td>
<td>AS AN ORGANISATION</td>
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England Athletics as an organisation- This is an area in which EA has most control, over our own operations. Sustainable development in this area will include implementing sustainability policies within internal departments. As an organisation, we also deliver major events such as the National Championships, where sustainability principles and expectations can be delivered in areas such as procurement.

England Athletics as a convenor of participation events and programmes: - England Athletics has a significant number of members, including members of Run Together and Funetics, as well as clubs, coaches, athletes, and officials. This network consists of 1700 clubs and affiliated bodies, 165,000 registered athletes, 30,000 coaches and 6,000 officials. This provides an opportunity to communicate and influence on sustainability issues and solutions which may be implemented on these different levels, from clubs to individuals.

As a manager of and licensing authority for events and activities- England Athletics has some control over aspects of the events that it supports and licenses, and has the ability to influence other aspects. As a organisation, we have control over the selection of partners, and consequently, the offers made by partners to members- as with procurement, this is an area where we can create impact by implementing sustainability expectations and conditions. We can also provide guidance and influence the running of athletics facilities with sustainability in mind.
ENVIRONMENTAL SUSTAINABILITY

Social sustainability focuses on how to interact with the planet responsibly, without depleting natural resources or disrupting ecosystems or habitats.

ENERGY AND EMISSIONS
Our aim is to minimise energy use and emissions throughout all avenues: internal emissions and scope 2 and 3 emissions. This includes emissions relating to events, partners, and procurement. We will achieve this through provision of best practice guidance for all stakeholders. Where we have complete control, we will utilise carbon reduction policies and strategies, such as active travel. For runners and club members, we will provide information about carbon emission reduction in day-to-day life.

WASTE MANAGEMENT
We will minimise the production of waste generated through England Athletics licensed events and events under our control. We will aim to reduce plastic waste and encourage proper end-of-life waste segregation and disposal for events and suppliers. We will increase awareness among our stakeholders through information provision, and among our members through gamification strategies to encourage sustainable behaviour.

TRANSPORT AND TRAVEL
We have demonstrated our commitment to sustainable travel through the use of electric and ultra-low-emissions vehicles, and a reduction in the total amount of vehicles. We will continue to encourage and support more sustainable modes of transport to our events, clubs, running groups, and programmes. We will work to ensure that events are hosted in locations with adequate transport links, and encourage active travel, and car share schemes where possible.

FOOD AND DRINK
Our goal with food and drink at events is to reduce the impact of food and drink production, and where possible, choose local, seasonal, high-welfare, and organic produce. Where possible and appropriate, we will redistribute sealed and unused food and drink, for example through donation to local food banks.

WATER AND EFFLUENTS
We will continue to push for reduced water stations at events, encourage re-usable bottle use, and utilise our influence over facilities to reduce water consumption for both events and day-to-day management.

MATERIALS AND CHEMICALS
Our aim is to reduce our consumption of materials, as well as increase the sustainability of materials we do consume. This will be complemented through best practice guidance for both events and suppliers. We will also look into introducing sustainability minimum standards into procurement, this will take into consideration life cycles and supply chains sustainability.

ENERGY AND EMISSIONS
HABITAT, BIODIVERSITY, AND AIR QUALITY
As an organisation and a sport, we take responsibility for potential impacts we may have on biodiversity through our activities, and are committed to not only reducing our negative impact, but to have a positive impact on sustainability. A potential impact that England Athletics may have on Biodiversity and Habitat is through carbon offsetting. For example, in Birmingham for the 2022 Commonwealth Games, where reforestation and tree planting was utilised, as well as creating urban green spaces to boost biodiversity and connect communities with accessible nature. Air quality has a large impact on health and exercise performance. Across the globe, more than 1/4 billion people who run regularly have an increased risk of the ill-effects of air pollution. Our goal is to monitor, track, and improve air quality through best practice guidance and air quality monitors for facilities and events, and through information sharing to empower communities to make decisions which protect local environments.
SOCIAL AND ECONOMIC SUSTAINABILITY

Social sustainability focuses on contributions to the health, happiness, and longevity of people and communities, and sits at the heart of our values and strategy. The economic principles that we have identified as crucial for sustainability in sport include procurement and employment, and economy and community. The principles will act as our key performance indicators in this strategy.

SOCIAL CAPITAL AND RESILIENCE
Our aim is to provide opportunities, particularly through social running, to support wide community cohesion, neighbourliness, reciprocity, and placemaking. We will provide opportunities for community members to have access to volunteering opportunities. The 20-minute neighbourhood is a concept which helps build social capital and resilience, and focuses on the livability of neighbourhoods. These neighbourhoods should be based on the needs of that specific community, and the England Athletics version of this concept would include diverse sport for all ages, affordable homes, marked routes to encourage active travel, good green spaces, mixed-use athletics facilities, allotments, and healthcare.

ACCESSIBILITY AND EQUALITY
As an organisation and a sport, we take responsibility for potential impacts we may have on biodiversity through our activities, and are committed to not only reducing our negative impact, but to have a positive impact on sustainability. A potential impact that England Athletics may have on Biodiversity and Habitat is through carbon offsetting. Such as in Birmingham for the 2022 Commonwealth Games, where reforestation and tree planting was utilised, as well as creating urban green spaces to boost biodiversity and connect communities with accessible nature.

ECONOMY AND COMMUNITY
We will incorporate sustainability into our procurement operations, and ensure that economic growth is not prioritised over environmental impacts. We will start with the provision of guidance and information to partners and suppliers, before transitioning to internal examinations of these supply chains and life cycles, culminating in the implementation of policy which would mean sustainability considerations would be written into current and future contracts.

ENGAGEMENT AND EDUCATION
We will integrate sustainability into our England Athletics long-term strategy to help us work towards becoming an educator on sustainability issues. We will ensure that our community members have access to information and opportunities to engage in sustainability through gamification and information provision. We will provide the context for why athletics, athletes, coaches, leader, and volunteers should be aware of sustainability issues and our impacts. We will ensure that the provision of resources and webinars available to volunteers, club members, and runners, includes current sustainability issues and actions, as well as providing a sustainability point of contact.

HEALTH AND WELLBEING
Our aim is to give opportunities for staff and key stakeholders to improve their physical and mental well-being. This will tie in to our provision of healthy food options, as well as guidance, education, and opportunities for active travel.

PROCUREMENT AND EMPLOYMENT
We will increase engagement in our clubs and groups, as well as address supply chains to promote local economic activity. We will continue to promote engagement in clubs and RunTogether Groups, as well as consider our supply chains through supply chain analysis for procurement, prioritising small local businesses where possible.
MEASURING SOCIAL IMPACT AND SOCIAL RETURN ON INVESTMENT

As noted before, social impacts are notoriously difficult to measure, due to their often qualitative nature. Social Return on Investment (SROI) is a framework which aims to account for this value by measuring social impact. SROI measurements aim to measure impact by measuring social, economic and environmental outcomes, and assigns monetary values to represent this impact, in order to generate a benefits to cost ratio. An example of this being a ratio of 4:1 representing an investment of £1 delivering £4 of social value. In this case, money is being used as a common unit to convey value.

When utilised within the England Athletics Sustainability Framework, SROI will aim to measure the value of social outcomes created through engagement in opportunities for sport and physical activity against the cost of provision of these opportunities.

The two types of SROI include: 1) Evaluative SROI, conducted retrospectively and measured outcomes from existing events that have taken place in the past, and 2) Forecast SROI, which acts as a predictive measurement of social value that will be created if future activities deliver upon their intended targets. The use of SROI in the England Athletics Sustainability strategy would encompass both these types, utilising Evaluative SROI to complete full social, economic and environmental reports of past events, and using Forecast SROI in the planning stages of England Athletics owned and licensed events, running groups, and clubs, to try to maximise social impact.

PROCUREMENT AND SUPPLY CHAIN

We recognise that one of the areas where we have the potential to make the largest impact is procurement and suppliers. This is an area where we have influence over the 6000 events we license, as well as control over events such as National Championships. Making changes at these events has the potential to have large impacts on sustainability, particularly in the areas of procurement and vendors. Examination of supply chains associated with not only vendors and multiple events, but also partners and suppliers, is a complex task. The complexity of this task lends itself to being dealt with using a short, medium, and long term action plan.

Short term

We will operate through influence and awareness. We will provide resources and information on approaches to minimise key environmental impacts during the product life cycle. This would occur before any minimum sustainability standards are introduced. The resources would include, but are not limited to: sustainable food sourcing, increasing plant-based options, and waste disposal.

Medium-term

The transition from providing information and increasing awareness to starting to exert our influence and integrate minimum sustainability standards will begin. During this period, we will consider where the first changes to practice need to occur in order to increase sustainability. Product life cycles will be examined, areas for improvement determined and targets set.

Long-term

Ultimately, we will integrate minimum sustainability standards into existing and new contracts. This would require vendors and suppliers to integrate sustainable practices such as transparent and sustainable product life cycles and sustainable sourcing.

SUSTAINABILITY AND ENGLAND ATHLETICS FACILITIES

As a manager of and licensing authority for events and activities, England Athletics has the opportunity to influence the sustainability approach of athletics facilities. Facilities form a vital component of the overall England Athletics strategy. These facilities help to inspire new participants, provide opportunities that will increase performance and participation, and help to improve the health and well-being of the population as a whole. The important role that facilities play emphasises the need for these facilities to become financially, socially, and environmentally sustainable.

We will utilise the BASIS venue certification process to assess and progress the sustainability of facilities operations. As the majority of facilities are currently operated and funded by third parties, the most effective ways to work towards more sustainable venues would be through the provision of resources to support venue owners in developing sustainability plans for the facility. These facilities will become more environmentally sustainable through the installation of energy-efficient lighting, renewable energy generation, and rainwater harvesting.
### Focus Areas

<table>
<thead>
<tr>
<th>Focus Areas</th>
<th>Objectives</th>
<th>Key Performance Indicators</th>
<th>Time Frame</th>
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</table>
| Energy and Emissions        | - Minimise carbon emissions across England Athletics Internal Activities  
- Minimise carbon emissions associated with organising, licensing, and running events, as well as emissions associated with suppliers.                  | - Estimated Internal emissions  
- Estimated emissions arising from events  
- Estimated sourcing emissions gathered from supply chain examinations                                                                                       | Best practice: December 2022  
Measurement: December 2022- July 2023  
Continued monitoring |
| Waste Management            | - Minimise generation of waste  
- Aim for all unavoidable waste to be reused, recycled, or recovered with no waste sent for incineration or land fill  
- Reduce plastic consumption and waste at England Athletics events  
- Implement a waste management hierarchy for England Athletics Operations  
- Encourage these behaviours in England Athletics members | - Amount of waste sent for incineration  
- Amount of plastic produced for/from licensed events  
- Rate of recycling/reuse of waste  
- Engagement in guidance from England Athletics members | Best practice: December 2022  
Measurement: December 2022- July 2023  
Continued monitoring |
| Water and Effluents         | - Continue to work towards reduced water stations at events  
- Increase awareness for event managers and facility owners via best practice information to build water reduction, water reuse, and waste-water management into strategies | - Number of water stations at events  
- Number of events engaged in water reduction initiatives  
- Number of facilities engaged in water management strategies | Best practice: December 2022  
Measurement: December 2022- July 2023  
Continued monitoring |
| Materials and Chemicals     | - Minimise waste generation through England Athletics events  
- Prioritise non-plastic recyclable materials where appropriate  
- Ensure proper end-of-life waste segregation and disposal | - Amount of waste generated at events (see waste management KPI's)                                                                                           | Best practice: December 2022  
Measurement: December 2022- July 2023  
Continued monitoring |
| Transport and Travel        | - Ensure events are hosted in locations with public transport links  
- Best practice guidance produced for walking/cycling  
- Coordination of trips, promotion of car share schemes | - Number of public transport links at events  
- Transport methods to/from events  
- Number/percentage of EV or hybrid company cars | Best practice: December 2022  
Measurement: December 2022- July 2023  
Continued monitoring |
| Biodiversity and Habitats   | - Consider our impact on habitat when organising cross country/fell running events  
- If utilising carbon offsetting, consider local replanting and reforestation.                                                                             | - Reforestation data if carbon offsetting is utilised                                                                                                        | Best practice: December 2022  
Measurement: December 2022- July 2023  
Continued monitoring |
| Local environment and air quality | - Ensure that we minimise the impact on local environments and air quality from our events  
- Implement air quality measurement systems to increase safe air quality for athletes and communities.                                             | - Introduction of venue and event best practice and standards relating to air quality  
- Number of air quality monitoring systems utilised at events.  
- Air quality monitoring data | Best practice: December 2022  
Begin air quality monitoring implementation 2023 |

### PRINCIPLE OBJECTIVE AND KPI SUMMARY

**KPI indicators and measurement on different scales:**

It should be noted that key performance indicators and tracking measurements will be impacted by the scale of the event and budget, and specific reporting levels will be reflected in the tailored guidance being produced.
<table>
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<th>Time Frame</th>
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<tbody>
<tr>
<td>Food and Drink</td>
<td>• Reduce impact of food and drink provision at our events</td>
<td>• Food carbon mileage based on sourcing distance</td>
<td>January 2023 and onwards</td>
</tr>
<tr>
<td></td>
<td>• Where possible, choose local, seasonal, high welfare produce</td>
<td>• Number of plant based options</td>
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<tr>
<td></td>
<td>• Ensure there is always a plant based option</td>
<td>• Food redistribution rates (considered against excess supply).</td>
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<tr>
<td></td>
<td>• Redistribute suitable unused food and drink</td>
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<tr>
<td>Procurement and Employment</td>
<td>• Provide best practice guidance to partners and suppliers</td>
<td>• Where guidance has been distributed, how it has been received</td>
<td>Best practice: October/November 2022</td>
</tr>
<tr>
<td></td>
<td>• Begin short-term plan for sustainable procurement</td>
<td>• Supply chain and life cycle transparency</td>
<td>Partner Supplier framework/management:</td>
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<tr>
<td></td>
<td>• Examine supply chains and end-of-life cycles</td>
<td>• Progress on targets set during life cycle analysis</td>
<td>January 2023 and onwards</td>
</tr>
<tr>
<td></td>
<td>• Work minimum sustainability standards into future and existing contracts</td>
<td></td>
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<tr>
<td>Social Capital and Resilience</td>
<td>• Continue to provide social running opportunities</td>
<td>• RunTogether and club member numbers</td>
<td>January 2023 and onwards</td>
</tr>
<tr>
<td></td>
<td>• Build wider community cohesion</td>
<td>• Eventual SROI calculations</td>
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<td></td>
<td>• Support neighbourliness, reciprocity, and placemaking</td>
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<td></td>
<td>• Contribute to 20-minute neighbourhood ambitions and initiatives</td>
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<tr>
<td>Economy and Community</td>
<td>• Continue to promote engagement in clubs and RunTogether groups</td>
<td>• Club and RunTogether group member numbers</td>
<td>January 2023 and onwards</td>
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<tr>
<td></td>
<td>• Conduct supply chain analysis for procurement</td>
<td>• Supply chain analysis results</td>
<td></td>
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<td></td>
<td>• Prioritise small local businesses where possible.</td>
<td>• Progress on targets set during supply chain analysis</td>
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<tr>
<td>Accessibility and Equality</td>
<td>• Regularly monitor our progress against the diversity action plan</td>
<td>• Number of small business use</td>
<td>Current and ongoing work</td>
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<tr>
<td></td>
<td>• Continue to support initiatives such as Sporting Equals and Women in Sport</td>
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<tr>
<td>Health and Wellbeing</td>
<td>• Continue to provide opportunities for staff to improve physical and mental well being</td>
<td>• Healthy food options at events and central organisation</td>
<td>January 2023 and onwards</td>
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<tr>
<td></td>
<td>• Provide healthy food options</td>
<td>• Active travel rates</td>
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<td></td>
<td>• Provide opportunities for active travel</td>
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<tr>
<td>Engagement and Education</td>
<td>• Provide our staff with opportunities to learn and engage in sustainability.</td>
<td>• Engagement with education opportunities (e.g. webinar numbers for staff and club members</td>
<td>September 2022 and onwards</td>
</tr>
<tr>
<td></td>
<td>• Ensure our community members have access to sustainability information</td>
<td>• When gamification strategies introduced, number and quantitative and qualitative results from them.</td>
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<tr>
<td></td>
<td>• Ensure our community members have opportunities to engage in sustainability through gamification</td>
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<td></td>
<td>• Develop best practice guidelines for a range of stakeholders.</td>
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