

PRINCIPLES TO ORGANISE INCLUSIVE, ACCESSIBLE AND SUSTAINABLE SPORT EVENTS

IF YOU ARE STARTING TO REVIEW YOUR EVENTS TO FOSTER THE SOCIAL AND ENVIRONMENTAL IMPACT, YOU SHOULD CONSIDER TWO THINGS IN ADVANCE:

1 Time is key! Starting early with preparations helps achieving good results, avoiding stress and prevents frustration.

2 Take one step after the other and be pragmatic! For sure you won't be able to change everything at once. In particular in grass roots sports, where resources are lacking.



ACCESSIBILITY



SUSTAINABILITY



VISIBILITY & MEDIA



FUNDS & SPONSORS



GENDER EQUALITY & INCLUSION



Raising awareness on anti-discrimination, inclusion and gender inequality within the organisation and the organisation committee



Representation: Promoting (gender) equality among staff and participants, choosing a diverse project team



Supporting marginalised groups (women, migrants, BPoC, persons with disabilities etc.) to empower and develop skills in all areas (also leadership positions)



Making your event accessible: For many people with disabilities, access is restricted by more than just physical barriers. Barriers can be cultural, economic, attitudinal or organisational. Details and concrete steps to take for an accessible event -> see infographic



Making your event sustainable Details and concrete steps to take for a sustainable event -> see infographic



Creating role models to empower, to motivate & to make the achievements of athletes and leaders visible as well as telling positive stories, offering counter-narratives to challenge stereotypes



Using things that are already here or borrow equipment from other events and organisations



Making a list before you go to buy or to print things: which drinks, food, equipment do you really need? Rethink how many copies you need or if you need them at all



Using your network: create a database of media and journalists as well as companies you know and contact the network of your club (parents, trainers, friends, working colleagues, schools)



Reaching out to local media and press – they are more interested in local events than national media



Clear communication around and about the event: having a slogan, a visual identity, a web platform (social media or website), accessible contacts and templates for social media



Find sponsors – do not be afraid to ask!



Thinking about collaborations: organisations experienced in green events etc.



Being aware of available public funds: city council, county council, call for projects (at the national or European level)



Emphasizing on the specificity of your events and the cultural/social dimension of the event