ENVIRONMENTAL SUSTAINABILITY MENU
For WDSF Member Bodies, Clubs, Athletes and Officials
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05/ 2016 World DanceSport Federation
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FOREWORD

As the recognized peak governing world body for world DanceSport, WDSF must have a principled and practical WDSF Sustainability Policy.

Sustainability means “contributing to good” and making the world better. The important question to ask is, “how can WDSF promote responsible consumption and physical activity.”

The WDSF’s Sustainability Policy emphasizes, simple, inexpensive steps each WDSF Member body, athlete and official can take in DanceSport to improve Sustainability. This means, what makes sense for WDSF and for you.

WDSF looks at consumption and at the health benefits of dance. In our developing Sustainability policy one size does not fit all. WDSF is going to cooperatively develop Sustainability with its Member bodies, athletes and officials so that all of them can choose from a WDSF Sustainability Menu to do what is possible and smart in their own countries.

Sustainability can produce real financial results, such as saving costs. WDSF wants DanceSport people to look for Sustainability actions and projects that are important to them and that have relevance to them locally.

Jim Fraser
WDSF First Vice President
PREFACE

PURPOSE OF MENU

To develop a thoughtful, pragmatic, sport-focused environmental WDSF Sustainability Policy focused on voluntary participation and invention, consumption, health benefits, regional flexibility and use of social media, to be used in a sport focused way by the WDSF Member bodies and to contribute towards a more thoughtful approach to DanceSport’s effect on the environment.

As part of the WDSF 2020 VISION and following IOC guidelines, this menu will help to address contemporary issues of environmental sustainability.

It is a resource for WDSF Member bodies to permit and encourage them to use WDSF’s Sustainability Policy and the IOC’s Sustainability goals. It will help everyone to provide a sport-focused Sustainability program, using easily understood models, and taking advantage of DanceSport athletes’ and officials’ use of social media.
50K
People like DanceSport on Facebook
STRUCTURE & USE OF MENU

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

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

SECTION 3 introduces the actions that national organisations, 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.

We Suggest: Use Part 1 to familiarise yourself with current common issues affecting DanceSport and the environment. Use Part 2 and 3 to understand what you can do to develop your own specific action plan, and if you want to do more you can add to your action plan with options provided in Part 4.

WDSF asks you to pay particular attention to the WDSF, Facebook and Twitter logos throughout the menu; we will provide facts and practical examples of how you can use social media as a tool to improve environmental awareness.
3,5K
People follow DanceSport on Twitter
SECTION 1 – INTRODUCTION

By “environmental sustainability”, we mean meeting current human needs without undermining the capacity of the environment to provide for those needs over the long term. Achieving environmental sustainability requires more-carefully balancing human development activities while maintaining a stable environment that predictably and regularly provides resources such as fresh water, food, clean air, wood, fisheries, and productive soils - United Nations Environment Programme (UNEP, 2005, P. 11)

ENVIRONMENT & SPORT

Even as sports promote health they can also degrade the environment upon which good health depends. Sport by its very nature brings people together. All sorts of resources from energy to water and other consumables are required to produce each sport. This constant need for resources has led to an increased effect on the environment. Environmental sustainability is aimed directly at reducing the negative impacts while maximising the positive ones.

INTERNATIONAL OLYMPIC COMMITTEE

The IOC has a very clear objective when it comes to environmental sustainability and that is to be the World Leader.

Since the IOC’s partnership with UNEP began in 1994, the environment has been edited into the Olympic Charter, three sustainability manuals have been produced and ten world conferences on sport and the environment have taken place. Working together the IOC and the WDSF can continue to increase global environmental awareness and behaviours.
IMPORTANCE OF YOUTH

Giving youth a voice is essential in a world where nearly half the population is under the age of 25. These three billion people are the citizens and leaders of the future. They will inherit both the successes and the mistakes of previous generations, and will be at the forefront of the drive to achieve sustainability.

It is important to encourage young WDSF members to be involved in decision-making and initiatives. The impact of having the support and participation of younger athletes cannot be underestimated, as they will soon be the driving force behind the organization.

Creating a positive attitude in our youth will only benefit future generations of WDSF members as standards and expectations continue to rise.

Crucially, WDSF can also deploy the experiences and thoughts of individual DanceSport athletes and members to inspire young people to adopt a sustainable lifestyle.

“...whenever a person engages in sport there is an impact on the environment.”

UN Sports and Environment Program
“Satisfy the needs of the present generation, without compromising the chance for future generations to satisfy theirs.”

IOC, 2011, Doha Declaration

The Vancouver 2010 Winter Olympics Organising Committee constructed a living roof at the Convention Centre – it collects rainwater, has 19 plant species and solar panels for renewable electricity.
CURRENT ENVIRONMENTAL ISSUES

WDSF accepts that each country will have a variety of environmental concerns and that some issues will be more important than others. This Menu will address a variety of current global environmental issues.

WDSF’s top Sustainability priorities are as follows:

- *Energy Efficiency*
- *Water*
- *Waste*
ENERGY EFFICIENCY

Energy refers to the use of electricity, diesel, petrol, gas, etc. Electricity use is invisible for most people. People often don’t understand how and where they use it and therefore struggle to value and manage the use of it.

POTENTIAL EFFECTS

Run out of Fossil Fuels
Increased use of Dirty Fuels =
More Pollution and Gases

DANCESPORT

Increased fuel price to travel to and from competitions
Increased price of electricity to run clubs

BEHAVIOUR CHANGE

¬ Turn off all appliances that are on sleep mode
¬ Install energy-efficient light bulbs
WATER

People rely on clean water to survive; yet right now many countries are heading towards a water crisis. When water from rain and melting snow runs off roofs and roads into rivers, it picks up toxic chemicals, dirt, trash and disease-carrying organisms along the way. Many water resources also lack basic protections, making them vulnerable to pollution.

POTENTIAL EFFECTS

- Limited clean drinking water
- Lakes and rivers become polluted
- Habitats are contaminated
- Beach Closures

DANCESPORT

- Limited drinking water
- Increased cost of water

BEHAVIOUR CHANGE

- Identify and repair any leaks
- Cleaning practices
- Make sure water is being used efficiently
- Do not let tap run
WASTE

As the population and consumption of ‘things’ increases, the amount people are throwing away is also rising. This is not only inefficient but also takes up valuable space in landfills, which have their own environmental costs. Recycling protects habitat and biodiversity, and saves energy, water, and resources such as trees and metal ores.

POTENTIAL EFFECTS

- Landfill sites become full
- Increased amount of waste is found in the ocean
- Wildlife become endangered

DANCESPORT

- Litter can have a detrimental effect on the look and feel of a club or a competition hall

BEHAVIOUR CHANGE

- Start recycling at home, school, work and DanceSport clubs
- Re-use water bottles and food containers
Encourage people to Tweet, Facebook and make videos of how they are being environmentally sustainable.
SECTION 2 – WHAT CAN YOU DO?

The process of adopting some of the environmental sustainability ideas set out by WDSF includes inviting commitments from both WDSF Member bodies and Local DanceSport clubs and athletes.

WDSF DANCESPORT ORGANISATIONS

Following the guidelines set out by the IOC, WDSF recommends that National Organisations set up a Commission or Working Group and appoint an environment and sustainable development officer.

COMMISSION GROUP

Expectations:

a. Defining activities related to the environment and sustainable development that should be given priority.
b. Facilitating the exchange of experiences between DanceSport people and the environmental and sustainability field.
c. Promoting education on the environment and sustainability;
d. Coordinating and promoting joint activities with local governments to increase awareness of the environment.

The work of the sustainability development officer should include the following aspects:

e. Implementing the activities proposed by the commission/working group
f. Ensuring that these activities are actually carried out
Club officials and members can choose to set a good example through their behaviour. Their personal commitment to protecting the environment and sustainable development and their conduct in this area are the motivating force for other club members.

At an individual level, all athletes can play an important part in promoting sustainable development and protecting the environment. Working with the environmental and sustainability development officer, DanceSport clubs and athletes can raise environmental awareness and create relevant activities by following **4 easy steps:**

- **g.** Giving advice on how these activities should be implemented or putting those responsible in contact with relevant experts;
- **h.** Finding partners or support to implement these activities;
- **i.** Preparing at least annual reports on the activities carried out;
- **j.** Informing their organisation about the applicable regulations and standards and about new developments related to the environment and sustainable development;
- **k.** Helping their organisation to act with respect for the environment and sustainable development (office equipment, waste management, transport and energy policy, etc.);
- **l.** Communicating with the media and public about their organisation’s efforts to promote the environment and sustainable development, especially through Social Media.

Setting up a Facebook & Twitter development officer page could provide quality information to a large population with ease. This page could also provide a platform where the development officer could share videos and projects that are currently going on around DanceSport Clubs.

**DANCESPORT CLUBS & ATHLETES**
#1 COMMIT
Make a visible commitment to sustainability within your organisation

#2 PLAN
Assess actions that are available to you and develop an action plan

#3 DO
Work towards implementing the actions listed on your action plan

#4 REVIEW
Check your progress regularly to ensure you are on track
National Organisations, clubs and athletes should be encouraged to share their action plans on social media. Challenging other clubs and organisations to match the action plan should be encouraged. Competition between different clubs and organisations could lead to greater participation from members, as they do not want to get beaten! For example; the first club to recycle 1000 plastic bottles wins.
SECTION 3 – PLANNING

This section is specific to DanceSport to directly address key guidelines outlined by the IOC with consideration to hosting a tournament, running a club and expectations of DanceSport Members, Coaches and Athletes.

There is a great emphasis placed on targeting the awareness and enthusiasm of the younger DanceSport athletes. Through an increased use of social media WDSF hopes that younger athletes will be encouraged to participate in environmental sustainability initiatives and become more environmentally aware.

VENUES

Venues include the buildings where DanceSport clubs train and host both national and international competitions. There is a great emphasis on making sure that a building is sustainable and that users are doing all they can in order to increase sustainability methods. Venues are usually responsible for the majority of environmental damage from training facilities to hosting a competition.

DO IT NOW

- Avoid leaving electrical devices on sleep mode.
- Try to use more natural lighting by giving consideration to office and desk locations, window coverings and sunlight. This can reduce the need for artificial lighting.
- Replace lighting fixtures with more energy efficient options. This may be as simple as installing a more efficient light bulb, such as a LED.
Try to use natural heating and cooling properties of the environment as much as possible before turning on air conditioning or heating. The use of removable shade structures can help to keep a building cool in summer and can be removed to maximise sunlight and warmth in winter.

DO IT SOON

- Install insulation to reduce the need for heating and cooling.
- When purchasing new appliances and office equipment, purchase products that rate highly in terms of energy efficiency.
- Conduct an energy audit to understand where and when your electricity is being used.

DO IT LATER

- Give consideration to a more sustainable heating solution that best suits your needs and budget.
- Apply for government grants to build a new energy-efficient multipurpose building to act as a DanceSport hall. Other sports such as badminton, basketball, and fencing could all be used in the same building.

NATIONAL COMPETITIONS

- Compatibility of natural environment, health related and environmental impact, water required by users, management of waste, maintaining building and its facilities.
- You might be announcing: “Live from one of the most sustainable buildings in [YOUR COUNTRY] we bring to you the 2016 [YOUR COUNTRY] DanceSport Championships...
Commonly cited as the second major impact on the environment, transport methods play a major part in sporting organisations’ environmental impact. Incorporating slight behaviour changes can lead to improved benefits.

**DO IT NOW**

- Encourage members to use more environmentally friendly fuel.
- Encourage members to cycle and walk.
- Share cars when travelling in the same direction.

**DO IT SOON**

- Locate competitions in the most readily accessible area to the majority of competitors.
- Offer a prize to the member who used the most sustainable method – weekly, monthly.

**DO IT LATER**

- Establish an education campaign to raise your members’ awareness of how they should travel to and from training and competitions.
NATIONAL COMPETITIONS

• Organise a shuttle bus from accommodations to venues for fans and competitors.
• Prizes & competitions for fans and athletes to see who use the most sustainable method of transport.

WASTE

Strategies to avoid products becoming waste are generally preferable to strategies to find a use for waste.

DO IT NOW

• Contact your government to identify recycling opportunities.
• Conduct a waste audit to see what type of waste is being created and if it is being placed in the right bins.
• Establish an education campaign to raise members’ and supporters’ awareness of how to dispose of their waste when they use DanceSport facilities.

DO IT SOON

• Supporters’ awareness of how they should be disposing of their waste when at DanceSport facilities.
• Develop a recycling program for high volume and valuable waste such as aluminum cans.
DO IT LATER

- Develop a sustainable procurement policy to give preference to purchasing items with minimal packaging, which will reduce the amount of waste.
- Recommend a waste program that encourages members of your organisation to bring in waste that cannot be recycled in your regular bin collection, such as electronic waste, and arrange for it to be recycled appropriately.

Take a video of waste removal initiatives and post them on Facebook or Twitter.
SOCIAL MEDIA

This package has identified a number of examples of how organisations can use social media to improve environmental awareness but it is important to note several important principles:

1. **CREATIVE** – Be creative and try things that have never been done before. In many cases this will lead to more publicity and increased media attention.

2. **YOUTH** – Appeal to youth by using role models/professionals whom they look up to. Encourage young athletes to share, like and follow any sustainable initiatives online. The material shared must encourage the youth to take part – need to give them an incentive to join the sustainability movement.

3. **PLATFORMS** – Use a variety of social media platforms in order to appeal to the larger audience. Pictures, videos and online competitions are a great way to demand attention and increase awareness. Facebook, Twitter, Instagram and Snapchat are all potential social media platforms that could be utilized.
4. COMPETITIONS – Competitions among competitors or neighbouring organisations and clubs are a great way to allow people to work together as a team. Request a challenge using social media and have an open ‘match’ on social media. For example; which country can recycle the most in a week? Who can travel from club to competition in the most sustainable way? Competitions can be daily, weekly or monthly.

5. PRIZE GIVE-AWAYS – Offering an incentive to people to become sustainable is a great way to increase awareness. For example; Offer tickets to a national competition for the club that is the most energy efficient.

6. PROFESSIONALS - Reach out to current or ex professionals or other prominent DanceSport people to become an Environmental Sustainability Ambassador.
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.
SECTION 4 – ADDITIONAL TOOLS & RESOURCES

Sample Documents: Sustainability Policy Pledge & Sustainability Action Plan
UBC DANCESPORT CLUB
SUSTAINABLE POLICY

Purpose

The primary purpose of this policy is to minimise negative environmental impacts of UBC DanceSport Club’s activities by ensuring products and services are purchased that:

- Conserve Natural Resources
- Do not contribute to Landfill
- Increase energy efficiency

Policy

UBC DanceSport Club commits to:

1. Integrate environmental factors into buying decisions. For example:
   - Replacing Disposables with reusables or recyclables
   - Use LED lighting

2. Increase Staff awareness on the environmental issues affecting procurement by providing relevant training and equipment.

3. Comply with all environmental legislative and regulatory requirements in the procurement of products and services.

Responsibility

All UBC DanceSport members shall identify and purchase the most environmentally responsible products and services that are available for the intended purpose and meet performance requirements.