

Introducing material circularity to an international youth sports event

She Runs – Active Girls' Lead 2019



About this report

She Runs – Active Girls’ Lead 2019, organised by the International School Sport Federation (ISF), brought together 2,500 young women from 35 countries in Paris to promote female emancipation, leadership and health through school sport.

VinylPlus® has extensive experience promoting the sustainable use of PVC throughout its value chain, with a goal of expanding its reach to the wider public. Creating a partnership with ISF presented an important opportunity to engage with an active youth audience and highlight the role of PVC in improving the sustainability performance of sporting events to a broader audience.

For *She Runs – Active Girls’ Lead 2019*, VinylPlus and ISF signed an ‘Environmental Action’, a commitment to ensure PVC was used sustainably in the run-up to, during and after the event. The release of this follow-up report is part of that commitment. The ISF-VinylPlus ‘Environmental Action’ had six commitments, from sourcing PVC in line with the VinylPlus sustainability programme to ensuring the re-use and recycling of PVC products after the event.

The ‘Environmental Action’ enabled VinylPlus to show the wider public the role that the PVC industry can play in building a circular economy.



ENVIRONMENTAL ACTION

She Runs – Active Girls’ Lead is the flagship Gender Equality event of the International School Sport Federation (ISF), granted by the Erasmus+ Sport program of the European Union. The inaugural event will take place in Paris, France, on 12-16 March 2019. Within the school sport environment, *She Runs* aims to promote health, empowerment and leadership among young women aged between 15-18, through sporting, educational, cultural and entrepreneurial activities.

VinylPlus® is the industry's commitment to sustainable development of the European PVC industry. The programme endeavours to apply internationally recognised sustainability principles together with high standards of the Circular Economy Action Plan of the European Commission. It is also recognised as a UN SDG partnership on the United Nations Partnerships for Sustainable Development Goals Platform.

CONTEXT
Sustainability is consistently recognised as an important value in a survey of public opinion with support for action on sustainability particularly high amongst younger generations. *She Runs* brings together young women and provides them with a unique global platform for empowerment and well-being through sport.

Sports are becoming increasingly innovative with their sustainable solutions for materials, equipment and facilities. The *She Runs Active Girls’ Lead Environmental Action* highlights the intent to specify more sustainable materials. As a material, PVC has unique functional properties, which, when combined with environmental responsibility, enable architectural innovation in sports stadiums, from flooring to roofing and exterior screening.

Commitments of the *She Runs – Active Girls’ Lead*, VinylPlus and its partners:

- 1 Suppliers of PVC products are able to demonstrate that they are minimising the manufacture, supply and disposal of PVC products in accordance with VinylPlus sustainability programme.
- 2 Preference is given to PVC products sourced from recycled PVC.
- 3 All PVC products will be procured on the principle of their recyclability and their actual reuse will be ensured wherever this is possible.
- 4 Where they cannot practically be subject to reuse, PVC products used will be recycled.
- 5 This Environmental Action provides the framework for the communication of the sustainable use of PVC products in the run-up to and during the event.
- 6 Lessons learnt from *She Runs Active Girls’ Lead 2019* will be published in a report.

Brigitte Dero
General Manager
Paris, 12 February 2019

Laurent Petrynka
President ISF

“I strongly believe that the Environmental Action we signed with VinylPlus will pave the way for ISF and its members to start minimising the ecological footprint of our events.”

Laurent Petrynka, President of the ISF



Brigitte Dero, General Manager at VinylPlus, and Laurent Petrynka, President of the International School Sport Federation, signed the *She Runs – Active Girls’ Lead 2019* ‘Environmental Action’ on 12 February 2019 in Paris.



Foreword



Sustainable development, climate change and the circular economy continue to be high on the priority list on a global scale, driving public discourse. 76% of people aged between 25 and 39 say climate change is a very serious problem right now (*Special Eurobarometer 459 Report, 2017*).

There is real interest and commitment to making a change, capturing the interest in particular of younger generations. Sports and sporting events have started to join the movement, becoming increasingly innovative with sustainable solutions for materials, equipment and facilities.

With young women coming to Paris from all over the world, *She Runs – Active Girls' Lead 2019* represented a celebration of women empowerment and an opportunity to help girl students become community leaders. It also represented an opportunity for engaging a young audience in the environmental impact of sporting events - and sustainable development more broadly.

PVC has a part to play as an essential material used within sports. It is strong, durable, recyclable and increasingly recycled and requires a minimal amount of maintenance. PVC is widely used in sports stadiums, from the flooring to the roofing and the exterior screening.

Spectators sit on PVC seats under PVC canopies, protected by PVC barriers. It is also used in countless sports for equipment and protection.

SO, WHAT'S NEXT?

The VinylPlus – ISF 'Environmental Action' highlights the intent to increase awareness of the importance of more sustainable sporting events, beyond *She Runs – Active Girls' Lead 2019*.

It is the first commitment of its kind for VinylPlus and I truly hope that this step represents the first of many for VinylPlus in playing its part in the sporting community and contributing to its sustainability.

Brigitte Dero,
General Manager, VinylPlus®

Meeting the Sustainable Development Goals through sports

The Sustainable Development Goals (SDGs) were created to build a sustainable future for everyone. To meet them by 2030 requires a concerted effort by all.

ISF built *She Runs – Active Girls’ Lead 2019* around **SDG 5 Gender Equality** from the outset. By signing the ‘Environmental Action’ with VinylPlus the impact of the event was broadened. Two further SDGs were addressed: **SDG 12 Responsible Consumption and Production** and **SDG 17 Partnerships for the Goals**.



SDG 5 GENDER EQUALITY

5.5 Ensure women’s full and effective participation and equal opportunities for leadership at all levels of decision making in political, economic and public life

“Changing girl students into community leaders through sport.”

The *She Runs – Active Girls’ Lead’s 2019* mission is to reach the most vulnerable age group through school sport. ISF is convinced that school can be a safe and inspiring environment that facilitates youth development equally.



SDG 12 RESPONSIBLE CONSUMPTION AND PRODUCTION

12.2 By 2030, achieve the sustainable management and efficient use of natural resources

12.5 By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse

12.8 By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature

The first six commitments of the ‘Environmental Action’ all address SDG 12 (see page 5 for the results section).

By leveraging its extensive network, VinylPlus has been able to explore how to apply a model of responsible consumption and production of PVC to a sport event.



SDG 17 PARTNERSHIPS FOR THE GOALS

17.16 Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries

17.17 Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships

The partnership between VinylPlus and ISF serves as an example of the benefits of a multi-stakeholder partnership. This partnership brought about the opportunity to address the issues of societal and environmental sustainability with a young and diverse audience.

Results of the ‘Environmental Action’



Commitment 1

Suppliers of PVC products are able to demonstrate that they are managing the manufacture, supply and disposal of PVC products in accordance with VinylPlus' sustainability programme.

Partners of the VinylPlus programme (A. Kolckmann / Dickson / Renolit / Serge Ferrari) provided the PVC products to build the main structure of the *She Runs Village* and the yoga mats for the relaxing area.

Partners of the VinylPlus programme supplied the PVC products which was used to build the VinylPlus stand and the goodies to be handed out:

- Flooring by **Gerflor**
- Banners by **Serge Ferrari**
- Furniture by **Novafloor**
- Yoga mats by **A. Kolckmann**



Commitment 2

The decision to choose products sourced from PVC proved the versatility of a material that can be recycled many times.

- The flooring used in the VinylPlus stand in the event village was custom-made for the stand and designed to resemble a race track. It was made from 32% recycled PVC, highlighting just what can be achieved with the material.
- The furniture for the VinylPlus stand, also custom-made for the event, was made of 100% recycled PVC.
- **Réversible**, a French upcycling design brand, provided some of the goodies (pencil case, card holders, purses) handed out at the event by VinylPlus, all made from repurposed PVC banners.



Commitment 3

All PVC products will be procured on the principle of their reusability and their actual reuse will be ensured wherever this is possible.

- Most of the tents used in the event village were made from PVC and will be re-used for other events.
- The flooring from the VinylPlus stand, made of 32% recycled PVC, was donated to a school in Paris, France.
- The furniture, made of 100% recycled PVC, will be given a second life in the VinylPlus offices.
- VinylPlus provided PVC mats for the yoga area which have been donated to a school in Brussels, Belgium.
- The PVC sport balls used on the stand have also been donated to a school in Brussels, Belgium.





Commitment 4

Not all products produced for an event can be reused, hence the importance of the recyclability of materials – in this case PVC.

- The rigid PVC walls produced for the VinylPlus stand have been recycled by **CIFRA France**, a VinylPlus partner.



Commitment 5

This 'Environmental Action' provides the framework for the communication of the sustainable use of PVC products in the run-up to, and during the event.

- Communications around the event from ISF and VinylPlus were able to leverage the 'Environmental Action' to champion sustainability at *She Runs – Active Girls' Lead 2019* as well as sporting events more generally.
- These communications took the form of social media posts, press releases and video interviews. They were picked up by stakeholders including **EPPM magazine** and **Women in Plastics**.



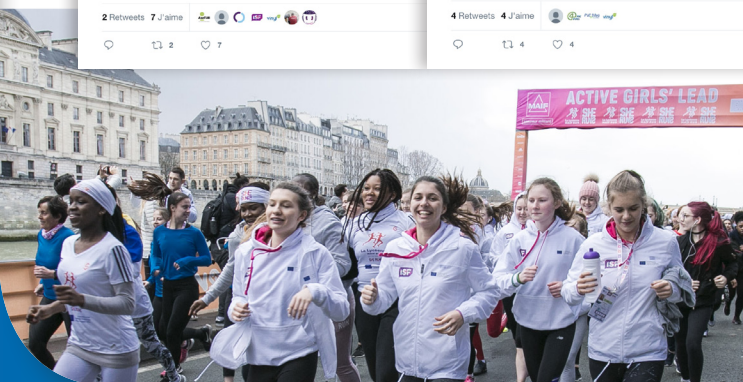
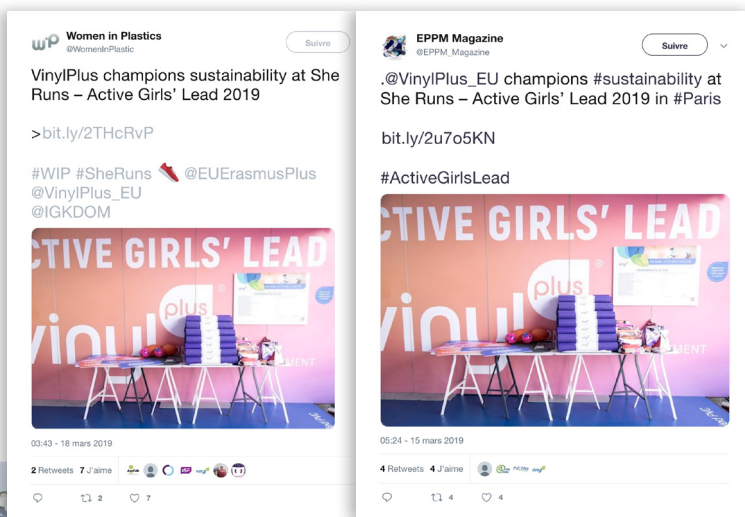
Commitment 6

Lessons learnt from *She Runs-Active Girls' Lead 2019* will be published in a report.

- This report represents the vehicle for examining implementation against the six commitments laid down in the 'Environmental Action' signed by VinylPlus and ISF in February 2019 which aimed to ensure PVC is used sustainably in the run-up to during and after *She Runs – Active Girls' Lead 2019*.

"VinylPlus' approach of combining environmental responsibility, leadership and empowerment strongly contributed to the achievements of She Runs. I really believe that the activities VinylPlus proposed were some of the most successful at the She Runs village in terms of education through physical activity."

Laurent Petrynka, President of the ISF



Recommendations for future sports events

01 Consider sustainability from the start & establish an environmental management role.

She Runs Experience

The concept of an 'Environmental Action' was introduced at an advanced stage in the event's preparation. The scope was therefore limited in view of decisions which had already been taken.

Lessons learnt

- At the outset of an event being agreed upon and entered into the calendar, a sustainability plan should be drawn up which precedes all procurement decisions.
- Decisions that can have a considerable environmental impact will often be taken at a lower level. These are small decisions that are taken on a daily basis without consideration for the bigger environmental picture.
- Mitigating the environmental impact of a sporting event must be a consideration taken into account at each step of the organisational process. Assigning the responsibility to a specific person or team (depending on the scale of the event) ensures that someone is always evaluating the environmental impact of decisions made.

02 Prioritise the sourcing of materials.

She Runs Experience

The decision to mitigate the environmental impact of VinylPlus' stand with the sustainable use of PVC at the *She Runs Village* was taken from the beginning of VinylPlus-ISF partnership.

Lessons learnt

- The intention to improve the environmental impact of a sporting event must be considered when selecting all materials. The smallest choice can have all manner of unintended consequences, including potentially impacting opportunities for reuse and recycling.
- By using its extensive network of partners, VinylPlus ensured that companies have committed themselves to manufacturing, supplying and disposing of PVC products in line with the programme.

03 Communicate around the sustainability performance of the event.

She Runs Experience

The 'Environmental Action' was officially launched at the *She Runs* press conference and publicised both through ISF's and VinylPlus' communication channels and at the event itself.

Lessons learnt

- Awareness around the intention to improve the environmental impact of sporting events must be well established. This is just as relevant for the organisers and staff as for participants and spectators. Doing so influences the attitude people take to the event, their decision making and their behaviour.
- At the event itself, VinylPlus used its stand to communicate about the role PVC can play in improving the impact of sporting events. Adapting the communication methods to the younger target audience through interactive, engaging and fun concepts such as fun goodies, a photo booth and space hopper races ensured VinylPlus' message was well received.

ABOUT VINYLPLUS®

Launched in 2011, VinylPlus® is the 10-year Voluntary Commitment to sustainable development of the European PVC industry. The VinylPlus programme was developed through open dialogue with stakeholders, including industry, NGOs, regulators, civil society representatives and PVC users. The regional scope is the EU-28 plus Norway and Switzerland. VinylPlus® is registered as a SMART partnership on the United Nations Partnerships for Sustainable Development Goals Platform.

ABOUT ISF

The International School Sport Federation (ISF) is an international non-profit sport organisation that sets up grassroots sport event and competitions as well as educational events for primary and secondary school students aged between 6 to 18 years old. ISF was founded in 1972 as the umbrella organisation and governing body for national school sport organisations and currently gather 119 national members associations on 5 continents. Recognised by the International Olympic Committee since 1995, the ISF promotes the values of education through sport and organises over 10 international sport and education events every year around the world.

ABOUT *SHE RUNS – ACTIVE GIRLS' LEAD 2019*

She Runs – Active Girls' Lead 2019 is the first international school event to promote girls' health, emancipation, and leadership through school sport. The programme was developed by the International School Sport Federation (ISF) with the support of the European Commission's Erasmus+ Sport Programme. The event on 13 March 2019 is a collaboration with the Union Nationale du Sport Scolaire (UNSS), which has been organising the Lycéenne MAIF RUN since 2017.

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