UBC Centre for Sport and Sustainability

Invitational Think Tank:
Sports Mega-Events, Sustainability &
Impact Assessment

Liu Institute for Global Issues
The University of British Columbia
February 18, 2010
UBC Centre for Sport and Sustainability

UBC Legacy Project – Olympic Games Impact

• Serve as global resource to help build capacity in sport sustainability research and transfer knowledge on how sport can create sustainable benefits

• Ensure that new knowledge is made available to bid & host cities so they might optimize their planning and provide an enduring legacy
Some Current Projects

- IOC’s OGI Study - 2012
- Paralympic Games Survey – Pre-, Post-PG
- Coaching & Youth Leadership Sustainability Initiative – Vancouver, MoreSports
- Think Tank – Feb 18, UBC
- Co-host – Third International Symposium on Sports Business (H. Preuss, JGU) Feb 19, UBC
Think Tank Objectives

1. Assemble an international team of experts in the area of Sports Mega-Events and Sustainability, to

2. Critically review current analytical frameworks for assessing impacts, and

3. Provide a set of working guidelines for a) establishing global standards in event-related indicator research and impact assessment, b) linking indicators to policy, and c) insuring the continued evolution of event impact research.
Panelists invited to give brief presentations to delegates on one or more of the following topics:

• *Issues and alternatives in indicator-based impact assessment*;

• *The use of sustainability indicators in securing future Olympic bids*;

• *The limits of mega-event sustainability*; and

• *Creating a precedent of mega-event sustainability*. 

Think Tank Objectives
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Participation

1. Role of Panelists – identify critical research, key issues and potential areas for development
2. Role of Delegates – consider the context of sport, sustainability and impact assessment, ask questions and contribute actively to dialogue
3. Team of recorders – Nicole Freeman (UBC/AISTS), Elizabeth Maurer (UBC) will record key points in the dialogue and contribute to a summary
4. Outcome – Summary Report & Recommendations
“Sport can transform people, communities, even cultures delivering lasting economic, social and health benefits. There is a growing need to better understand the opportunities and effects created by sport and sport events. Which key factors combine so that they might contribute to local and global sustainability?”

— Prof Stephen Toope, UBC President
Think Tank Objectives

Four Key Topics:

• Issues and alternatives in indicator-based impact assessment;
• The use of sustainability indicators in securing future Olympic bids;
• The limits of mega-event sustainability; and
• Creating a precedent of mega-event sustainability.