

# 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

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## 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.



# Think Tank Objectives

**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

## 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

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*“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.*