



## Sport challenge

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## What can you do?

- Set up awareness program at sport clubs to reduce plastic and implement plastic waste separation.
- Awareness actions, information to support sport clubs to reduce plastic (outside, inside, in the canteen, pub and restaurant), implement waste separation, and prevent single-use plastic during trainings, tournaments and competition events.
- Ensure education and awareness actions for the children, youth and adults.
- Organize a 'Sport Challenge' with a formal kickoff, final, honor and award for the sport club. Cover the full cycle including reduction and waste separation, involve the trainers, cleaners, volunteers, local authorities and the waste management company.
- Focus is on publicity and awareness. It starts with awareness for the general public, stop to use single-use plastics<sup>1</sup>, reduce plastics and keeping plastic out of our environment.
- Children are our future and via our children we can connect to all adults. These include parents and possibly also neighbors and family.

## How to start?

- Investigate what sport clubs in your community already have a policy and implementation regarding plastic waste reduction. What sport clubs are already taking action but still need some help and what clubs want to participate; start with the 'willing'.
- What concerns and questions do they have, what ideas do they propose?
- Make an inventory of current waste collection costs, start with 1 sport club outside and one indoor and consider a collaboration with all sport clubs in your community to e.g. get cheaper rates and better conditions.
- The sport club should embrace the challenge. Awareness and specific actions can best be organized per club. Ask help from your Rotary Club members who themselves or their children are also member of the Sport Club.
- Youngsters, young adults are sport people who care about health and environment. invite them to volunteer, be the example and lead the way.
- A competition element might support the cause. Think about the reward that supports the Sport club and make members proud.
- Share experiences and give room for ideas of the sport club and its staff and volunteers.
- Make an inventory of needed waste baskets and containers per sport club that are required for waste separation.
- Look for funds available in your community, at the city government, or willingness of waste collection companies to invest in our future.
- Reach out to the sport club and the local community to ask for volunteers and support. Rotary does not have to do this all by themselves: let us do it 'Together' with the sport club, the trainers, volunteers, parents.
- Ensure publicity before, during and after including pictures and announcement of the results.

## Materials

- Rotary EndPlasticSoup Awareness materials on [our website](#).
- Possibly you can get waste baskets or containers as part of the costs for waste collection.
- Materials for special actions e.g. plastic pricking may be borrowed from your local authorities or used in cooperation with local Cleaning NGOs, or shared with other schools or sport clubs.
- In several countries funds from local governments might be available.

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<sup>1</sup> Examples are straws, snack wrappers, ear sticks, cigarette filters, caps on coffee cups, balloons, snack wrappers, all decoration and stickers on presents, plastic plates, (ice cream) spoons, forks, knives, tooth picks and all plastic packaging.

## Other tips

- Ensure communication to the trainers and the parents.
- Include the full cycle, including the way of working and training of the cleaners and volunteers.
- Ensure continuous awareness actions, not just during the training or match. E.g. ask the youngsters and children to collect plastic in the changing rooms, on the grounds outside the fields, in the restaurant: these younger people can set the example and this will surely create an impact.
- Awareness sessions and actions can be done by the trainers, by local Rotarians or by parents. Involving parents might create new connections.
- Use Local newspapers, Websites and Social Media to create publicity. Share your information with the sites and social media of other organizations and friends and ask them to share and publish the information as well.
- Promote the App 'Mylittleplasticfootprint': tips to reduce plastic and know your PMI (Plastic Mass Index): <https://www.plasticsoupfoundation.org/en/psf-in-action/plastic-footprint-2/>
- Ask a (local) celebrity to kick off the event or announce the winner.
- Seriously consider a 'Challenge' per sport club, not just an awareness letter or presentation, nor a centralized process. Make it specific for the individual sport club, easier to organize. Ask the sport club for ideas, e.g. a piece of art from plastic waste, or the best ideas to avoid single use plastics (balloons, bottles, straws, bags...). Ensure a minimum of administration overhead to keep track of the challenge results!
- Make a start in the new sport year or combine it with a specific event at the sport club.