



HKRU
香港欖球總會

SPORT & SUSTAINABILITY



WHAT IS SUSTAINABILITY?

A process of positive & renewable change, which improves quality of life for people now and in the future.

WHAT ARE THE SUSTAINABLE DEVELOPMENT GOALS?

The 17 Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by all United Nations Member States in 2015 as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030.

SUSTAINABLE DEVELOPMENT GOALS (SDGs)

Sport was specifically recognised as a driver of the SDGs in the Political Declaration on the SDG Agenda:

“Sport is also an important enabler of sustainable development. We recognise the growing contribution of sport to the realisation of development and peace in its promotion of tolerance and respect and the contributions it makes to the empowerment of women and of young people, individuals and communities as well as to health, education and social inclusion objectives”.



WHAT IS THE POWER OF SPORT?

WHAT ARE THE SUSTAINABLE DEVELOPMENT GOALS?

- Sport provides a platform for making sustainability relevant, engaging and fun
- Sport can help make people take notice
- Sport speaks to young people in a language they understand

A close-up portrait of Nelson Mandela, an elderly Black man with short, graying hair, wearing a dark suit, light blue shirt, and patterned tie. He is looking slightly to the right with a gentle expression.

“

**Sport has the power
to change the world.**

Nelson Mandela

HONG KONG RUGBY UNION COMMUNITY FOUNDATION

OUR VISION

The Hong Kong Rugby Union Community Foundation (HKRUCF) was established in March 2013 with the aim of using rugby and the HKRU brand to bring about positive change within our community by tackling social issues.

Every programme which we support is addressing at least one of the following 3 social issues, which are aligned with the United Nations Sustainable Development Goals (SDGs):

- INCLUSIVE SOCIETY
- EDUCATION
- HEALTH



To harness the positive power of sport to tackle society's most pressing challenges and create positive social change.



HKRUCF
香港欖球總會社區基金
HKRU COMMUNITY FOUNDATION

GREEN SEVENS CAMPAIGN

The Hong Kong Rugby Union (HKRU) launched the first Green Sevens campaign in 2014, in collaboration with the Environmental Protection Department (EPD), Leisure & Cultural Services Department (LCSD) and supported by the event key stakeholders.

Every year since the campaign has continued, attempting to gradually find ways to **reduce the environmental footprint of the event and raise public awareness of sustainability issues.**



INCLUSIVE SOCIETY

Social inclusion is a value-based goal of how society could ultimately be – it is about people being able to realise their full potential and participate in society in the fullest sense. Factors affecting inclusion include wealth gap, employment opportunities, ethnicity, gender, disability and health.

For those who are excluded from society, sport can promote a shared sense of belonging and participation and can represent a valuable opportunity for inclusion and support. The United Nations Sport Development for Peace International Working Group recommends that sport is included in government strategies as a way to build relationships, connect individuals to communities, and act as a communications platform for excluded populations.



SDG5:
GENDER EQUALITY



SDG11:
**SUSTAINABLE CITIES
AND COMMUNITIES**



SDG16:
**PEACE, JUSTICE
AND STRONG INSTITUTIONS**

EDUCATION & HEALTH

The UK Government's Department for Culture Media and Sport, has published evidence on the varied benefits of sport in education.

Key findings include:

- Young people's participation in sport improves their numeracy scores by 8% on average above non-participants.
- Underachieving young people who take part in sport see a 29% increase in numeracy skills and a 12 to 16% rise in other transferable skills.

Physical inactivity has been identified as the fourth leading risk factor for global mortality by the World Health Organisation.



SDG4:
QUALITY EDUCATION



SDG3:
**GOOD HEALTH
AND WELL-BEING**

CATHAY PACIFIC/ HSBC HONG KONG SEVENS

GREEN SEVENS





- 12.3** By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses
- 12.5** By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse
- 12.6** Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle



- 13.3** Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning

GREEN INITIATIVES



Ban the use of plastic straws within the stadium



Offer a \$10 discount for beer jug refills



Surplus food and food waste collection



Upcycling products as Mini & Youth showcase participant medals



Green Event Charter



Enhancement of recyclables collection facilities



Green ambassadors



Support from everyone

REUSABLE CUPS

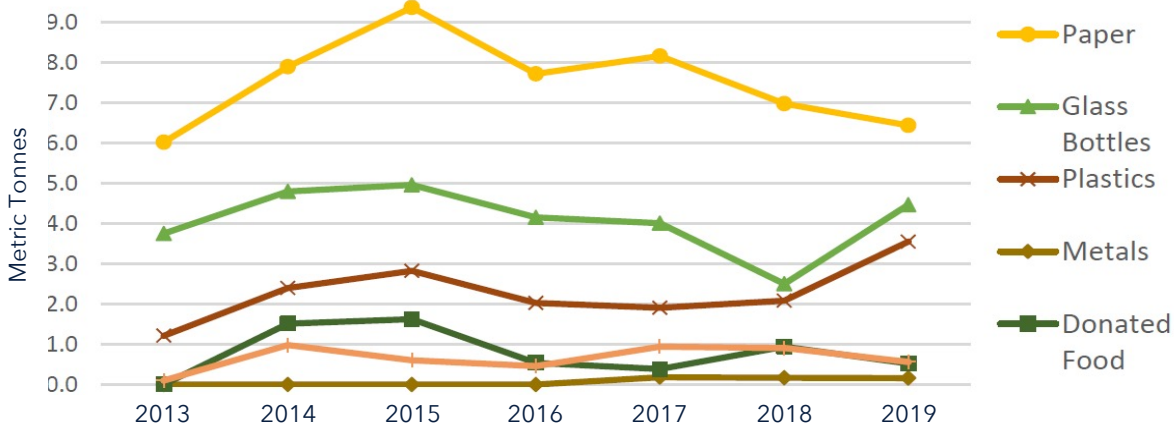


130,000 reusable cups in circulation were washed 180,000 times – that is 180,000 cups that were not thrown out after a single use, with a 93% retention rate of the cups.

RESULTS

Years	Quantities of Refuse / Recyclables Collected (metric tonnes)							
	Refuse	Paper	Glass Bottles	Plastics	Metals	Surplus Food for Donation	Food Waste	WCO (litres)
2019	65.61	6.44	4.46	3.55	0.16	0.52	0.56	1,438
2018	61.06	6.98	2.50	2.08	0.17	0.94	0.91	1,678
2017	117.98	8.16	4.01	1.91	0.18	0.39	0.94	2,391
2016	100.35	7.72	4.15	2.03	-	0.54	0.46	170
2015	102.32	9.37	4.96	2.82	-	1.62	0.60	405
2014	210.00	7.90	4.80	2.40	-	1.51	0.98	400
2013	201.23	6.02	3.75	1.21	-	-	0.10	-

Rugby 7s Collected Recyclables 2013-2019



RECOGNITION

Each year a report has been produced and these findings have helped the Government produce their “Green Event Guidebook” https://www.wastereduction.gov.hk/en/assistancewizard/recyc_guideline.htm

THE SEVENS HAS BEEN

- Recognised as a “Green Outdoor Event” for the past 2 years by the Environmental Campaign Committee
- Endorsed by the Hong Kong Government’s Green Events scheme as a certified Green Event partner
- Received a Hong Kong Award for Environmental Excellence in 2018

THE GREEN 7S CAMPAIGN IS LISTED ON WORLD RUGBY’S WEBSITE

- <https://www.world.rugby/sustainability>

UN SPORTS FOR ACTION CLIMATE FRAMEWORK 5 PRINCIPLES

In February 2019, the HKRU became the world's first rugby union to become a signatory of the UN Sports for Action Climate Change pledge.

UNDERTAKE SYSTEMATIC EFFORTS TO PROMOTE GREATER ENVIRONMENTAL RESPONSIBILITY

It has done this through launching and developing the Green Sevens campaign over the last six years to make Hong Kong Rugby more accountable to its environmental impact.

REDUCE OVERALL CLIMATE IMPACT

through banning plastic straws, introducing reusable plastic cups and limiting food waste the HKRU has reduced the overall impact of the HK Rugby Sevens on climate change by reducing the waste the event generates.

EDUCATE FOR CLIMATE ACTION

The HKRU has used its high profile in Hong Kong to promote its green initiatives and in so doing has encouraged fans to adopt similar attitudes to sustainability.

PROMOTE SUSTAINABLE AND RESPONSIBLE CONSUMPTION

HKRU will cooperate with other large-scale Hong Kong events to share their knowledge and experience from the Green Sevens.

ADVOCATE FOR CLIMATE ACTION THROUGH COMMUNICATION

HKRU is using its public profile to advocate for climate awareness and climate action through leading by example.

CONTACT US

FOR FURTHER INFORMATION PLEASE CONTACT:

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