MJSS

Akdeniz Spor Bilimleri Dergisi
Mediterranean Journal of Sport Science

Green Goal[1]

ORIGINAL RESEARCH

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Orcid ID:0000-0002-0478-6966

Published Information:

Received Date: 13.04.2019

Accepted Date: 13.05.2019

Online Published Date: 28.06.2019

Abstract

Industrialization in 19th century and technological developments in 20th century caused environmental problems all over the world. All kinds of pollution began to threaten the living beings. The destruction of ozone layer, recycling, pollution from motor vehicles and depletion of energy resources have become familiar topics of local and worldwide debate. Living beings have to share one world. Our planet 'earth' is the only place that we can continue our lives, there's no another world. "Green Goal" environmental program initiated by the Organization Committee of the 2006 FIFA World Cup in collaboration with such partners as FIFA, the German Federal Ministry of the Environment, the German National Environmental Foundation, and the "Öko" ("ecology") Institute. In this "green competition" the results will be measured in terms of environmental protection, avoidance of waste, economy in energy and water, and the use of environmentally friendly modes of transport. The purpose of this study was to examine the 'green goal' inspired by the relations between sport and environment. The subject was searched based upon the literature. As a result, it could be said that relations between sport and environment have a key position for human beings' behaving more sensitive. Also 'green goal' is an important level for achieving the target.

Keywords: Environment, ecology, football.

[1] Presented at the 4th International Scientific Congress of Sport, Stress, Adaptation Olympic Sport and Sport For All, 16-18 November, Sofia, Bulgaria, 2006

Introduction

Environment literally means our surroundings. The concept of the environment was evident by at least the mid-nineteenth century in that it was empowered through a range of ideas that suggested that human beings are to a degree formed by their surroundings. These included Darwin's discovery that the survival of the species was at least partly dependent upon their adaptation and suitability to their surroundings (Jarvie, 2006).

Industrialization and technological developments caused environmental problems all over the world. All kinds of pollution began to threaten the living beings. Also humans have consumer life styles, needs never ending for the human beings. By the consumption, new dangers come out as a reality like garbage, pollutions and reducing energy sources. On the other hand, in this point human being face to face with a dilemma. Human beings need environment for product new things; raw materials are getting from the earth. If environment will damage, there'll be no way for satisfying our hungry egos.

Over the past decades, the growing awareness of environmental threats has focused on the damage caused by human beings that affects human, plant and animal life, natural ecological habitats and the earth's resources. The earth has finite resources that are being exploited, depleted and often exhausted by human activity. Industry, housing, transport and leisure, recreational and sporting activities all utilize the physical environment. The unmanaged use of the environment could be a threat to human social life, plant and animal populations and possibly to planetary existence (Maguire et al., 2002)

In society sport fulfils important functions and is indeed indispensable. It offers opportunities for physical activity in a world where physical activity is increasingly diminishing; it promotes good health and well being (when pursued in moderation); and it provides a means of social contact and ample opportunity for intensive experiences. At the same time, however, sport can be a considerable cause of damage to nature and the environment. Damage can occur directly as a result of the pursuit of sports activities or the building and operation of the requisite infrastructure, or it can be caused by indirect factors such as the use of cars to travel to and from sports activities (Jagemann, 2004).

Sport has a two-way relationship with the environment. Sports activity can have a negative environmental impact and our ability to engage in sport can be negatively affected

by the quality of the environment. Conversely, and the source of considerable optimism, sport can be a catalyst and provide a great deal of energy and resources for better environmental practice not just within its own sphere of activity but within our greater society (Chernushenko, 1998).

The Relation Between Sport and Environment

Impact of Sport on the Environment

From the moment an athlete begins to use equipment, apparel or facilities, there is an "ecological footprint" - an impact on the natural environment. On an even greater scale, any sport facility or event will contribute in some way to global and local environmental concerns. Building and managing a sport facility and operating an event can contribute to energy consumption, air pollution, greenhouse gas emissions and waste creation, as well as to ozone layer depletion, habitat and biodiversity loss, soil erosion and water pollution (Unep, 2006).

We need to consider the environmental impact of the global sports – industrial complex to appreciate the urgent need for reconsidering our culture's unquestioning pursuit of 'progress' and the ultimate performance. In environmental terms, the planet faces the loss or diminution of habitat diversity. Species face extinction – due to environmental degradation, climate change or the introduction of new species. What was once dominant becomes residual. In order to combat these processes, the green movement has highlighted the need for new ethics, the celebration of diversity and sustainability, and a challenge to the activities of transnational corporations (Maguire, 2005).

Some common ways in which sport affects the environment;

- Development of fragile or scarce land types
- Pollution from liquid spills (fuels, cleaners, solvents, etc.)
- Noise and light pollution
- Consumption of non-renewable resources (fuel, metals, etc.)
- Consumption of natural resources (water, wood, paper, etc.)
- Creation of greenhouse gases by consuming electricity and fuel
- Ozone layer depletion (from refrigerants)
- Soil and water pollution from pesticide use
- Soil erosion and compaction during construction and from spectators

- Waste sent to landfill, incinerator and sewage plant
- Paper consumption by media and officials

Waste generated from signs, food services, banners, temporary booths, etc (Unep, 2006).

These impacts are typically a consequence of one or a combination of:

- Facilities construction and operation
- Large mass participation events or numerous smaller events

Use of particular facilities or outdoor spaces by many people (Chernushenko, 1998).

Impact of The Environment on Sport

The state of the local and the global environment can have a significant impact on sport. The individual athlete can be affected by environmental conditions such as air and water quality, and exposure to harmful substances in soil. This combination of factors places athletes at increased health risk and compromises their performance. Numerous air contaminants have demonstrated effects on heart and lung performance, while polluted water may expose athletes to pesticides, heavy metals and diseases that may result in infection and reduced performance. At the same time the viability of playing some sports in certain places can be affected by changes in climate and the loss of natural spaces, both on land and on water. The following are some of the most common ways in which environmental health can affect sport and the athlete (Unep, 2006).

Common Environmental Threats to Sports and Athletes;

<u>Localized/short-term threats</u>

- Airborne smog - causing respiratory illness and difficulty in breathing
- Indoor air quality - same as above
- Toxic chemicals - mild chemicals can build up in body to dangerous levels while extremely toxic materials can cause severe physiological reactions
- Pesticides -same as above
- Water-borne pollutants/bacteria - same as above
- Noise - causing hearing damage, stress
- Cigarette smoke - carbon monoxide exposure causing reduced supply of oxygen to the body

Long-term/global threats

- Ozone layer depletion - increase UV radiation exposure
- Climate change - unpredictable and extreme weather patterns, hotter days, disease
- Habitat/biodiversity loss - loss of healthy natural areas to practice sport
- Accumulation of toxins - in food and water consumed by athletes

Soil and water contamination - exposure-causing illness (Unep, 2006)

Environmental Sensitivity of Some Organizations

The most important organizational sport body IOC has launched a series of programs and activities that contribute to raising awareness about the importance of sustainable development in sport. Such activities are implemented in cooperation with several institutions, such as the Olympic Solidarity, International Sports Federations (IFs), National Olympic Committees (NOCs), Organizing Committees of the Olympic Games (OCOGs), and the United Nations Environment Programme (UNEP). These institutions all contribute the promotion of sustainable development in sport within the Olympic Movement at national, regional and international level either by contributing to IOC initiatives or in their own right (IOC, 2006).

Table 1. Olympic Environmental Milestones

1992	The IOC and many members of the Olympic Movement sign the Earth Pledge at the 1992 Olympic Games, committing themselves to protecting the Earth
1993	Sydney is selected to host the 2000 Olympic Games with a bid that includes a commitment to follow ambitious Environmental Guidelines
1994	Lillehammer hosts the Olympic Winter Games with a strong emphasis on environmental responsibility and is touted as the first "Green Games"
	The Centennial Olympic Congress proposes the environment as the "third dimension" of Olympism along with sport and culture
	UNEP and the IOC sign a Cooperative Agreement on sport and the environment.
1995	Candidate cities for the 2002 Olympic Winter Games are the first to be officially evaluated on their environmental plans as part of the bidding process

1996	The IOC creates a Commission on Sport and the Environment, including international environmental experts
	The Olympic Charter is modified to refer to the environment
1999	Adoption of the Olympic Movement's Agenda 21 promoting sustainable development in sport and through sport
2000	Sydney sets a new global standard for integrating environmental issues into decision-making, building and event operations

From the beginning of a city's desire to stage an Olympic Games, through to the long-term effects of those Games, environmental protection and, more importantly, sustainability, are prime elements of Games planning and operations. The Olympic Movement, since the early 1990's, has progressively taken the environment and sustainability into account throughout the lifecycle of an Olympic Games project, and recognized its importance: the "Green Games" concept is increasingly a reality. Olympic Games are above all about sport and the athletes, but they can bring several important environmental outcomes if they are planned, managed and conducted in a way, which minimizes the adverse environmental impacts and effects. The opportunity of the Games can also be used to provide sustainable environmental legacies, such as rehabilitated and revitalized sites, increased environmental awareness, and improved environmental policies and practices. They can further encourage and facilitate strong environmental actions, technology and product development in a city, country and beyond, through the educational value of good example. It is important to note that these positive legacies can occur whether or not a bid is successful. For example, a bid may include the rehabilitation and regeneration of a degraded area of a city for an Olympic Games venue and public open space which goes ahead during the bid and is completed even if the city is not awarded the Games (IOC, 2006).

There's growing realization within the United Nations. Sports and the sports industry have a major role to play in promoting sustainable development. The objective of UNEP's Sport and Environment Strategy is to use the popularity of sports to increase environmental awareness and to promote environmentally sound practices in sport, including the management of sporting events, the building of sports facilities and the manufacture of sporting goods (Unep, 2004). UNEP has been working in the field of sport and environment

since 1994 when it signed a cooperative agreement with the IOC. In that same year the IOC made the environment the third pillar of Olympism, alongside sport and culture. Ever since, environmentally sustainability has been going importance as a central port of any country's bid to host Olympic events (Unep, 2005).

On the other hand in consideration of the ecology movement, for instance, it could be noticed that it is composed of a board range of more or less interlinked groups, associations, and networks, some of which limit their activities to the local level, others to the provincial or national level, and others primarily to the international level. Individuals participating in these groups share values and a vision of the world, and they face common problems. They are conscious of their personal responsibility for the future of the planet and believe that national governments cannot meet this responsibility. The ecology movement therefore not only contributes to the integration of individuals through international networks (Friends of the Earth, Greenpeace, Sierra Club, etc.) but also ensures the development of a sense of belonging that approximates a kind of citizenship transcending national borders. In fact, several ecological groups attempt to pressure nation-states but very often do so via the international level. If they operate at the national level, it is because of an absence of effective institutions at the global level (Harvey & Houle, 2001).

Some agreements and protocols that had been signed become a hope for global environmental sensitivity (Convention to Combat Desertification, Convention on Climate Change, Basel Convention on the Transport of Hazardous Waste, Convention on Biological Diversity; the Convention on the Law of the Sea, Montreal Protocol on Substances that Deplete the Ozone Layer, Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), Convention on Wetlands of international Importance, especially as Waterfow l Habitat (Ramsar), Stockholm Convention on Persistent Organic Pollutants (POPs), Kyoto Protocol on climate change (IOC, 2005). Kyoto protocol is also a good example for different countries sensitivities. For the first time, a cross-section of the international community has committed itself to concrete targets by signing up to the Kyoto protocol in the ongoing fight to reduce harmful emissions. A milestone towards better protection of the climate occurred when the Kyoto protocol came into force (Green Goal, 2006).

What is Green Goal?

The environment played a role at the earliest pre-bid planning stage, long before Germany was chosen to host the 2006 FIFA World Cup. In the final bid document, the German Football Association (DFB) included a chapter entitled *'Environmental initiatives at the stadiums'*, emphasizing the importance of environmentally friendly planning and implementation at the tournament. FIFA President Joseph S.Blatter finally announced the FIFA Executive's decision on 6 July 2000 at the Zurich Trade Fair. Germany was awarded the right to host the 2006 FIFA World Cup by 12 votes to 11 with one abstention[(2)]. The Green Goal initiative was established to meet this environmental aim. Green Goal had incorporated measurable environmental targets in four key areas: water, refuse, energy and mobility. The headline target was the organization of a climate-neutral FIFA World Cup (Unep, 2006).

Green Goal gives environmental protection a project status for the first time in the history of football. The concept assigned a central role to protecting the global climate by conventional methods of energy efficiency, use of renewable energy sources, recycling and support for environment-friendly transportation. Green Goal offers a unique opportunity to raise awareness of environment protection and nature conservation among football fans around the world during and beyond the 2006 FIFA World Cup. The Green Goal project has been conceived in part as a future-oriented template for other environment initiatives, potentially applicable to major football and sporting events such as EURO 2008 or the 2010 FIFA World Cup in South Africa (Green Goal, 2006).

The hosting of the 2006 FIFA World Cup offered Germany a great opportunity to present itself as hospitable, keen on sports and also conscious of its responsibility towards the natural environment. The Organizing Committee (OC) of the 2006 FIFA World Cup, with its president Franz Beckenbauer and the German Football Association (DFB) have recognized this opportunity and challenge. In its application paper for the hosting of the 2006 Football World Cup in Germany, the DFB clearly indicated the planning and realization of the 2006 World Cup towards the objectives of sustainable development (Hochfeld et al., 2003).

Organizing Committee President Franz Beckenbauer, introduced the environmental targets for the 2006 FIFA World Cup. Green Goal: Environmental protection targets were:

- Climate neutral: The 2006 FIFA World Cup had been the first-ever "climate neutral" FIFA World Cup finals.
- Refuse avoidance and environment-friendly recycling: 20% reduction refuses volumes in and around the stadiums.
- Efficient, environment-conscious transportation: 50% of all spectators to travel to and from the stadiums in 2006 on public transport.
- Energy efficiency and environment-friendly generation: 20% reduction in stadium energy consumption.
- Responsible water management: 20% reduction in stadium water consumption to relieve pressure on mains water resources (Green Goal, 2006).

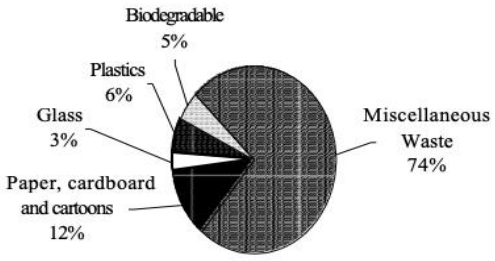
The extent to which Green Goal is charting new territory is revealed when one attempts to compare the figures with previous FIFA World Cup or European Championship tournaments. No waste volumes or consumption figures for water etc. were systematically recorded or published for the 2002 FIFA World Cup Korea / Japan or Euro 2004 in Portugal. Naturally, a Bundesliga match can't be compared with a FIFA World Cup game. Estimated waste levels and consumption volumes for the 2006 FIFA World Cup in Germany and reference figures for the Green Goal objectives can, therefore, only be based upon data from Bundesliga operations obtained in the scope of Green Goal (Green Goal, 2006).

The Green Goal guideline for the 2006 World Cup: waste has to be avoided as much as possible. Unavoidable waste will be recycled, and specialist firms must dispose of waste that cannot be recycled. In the main, the following types of waste can be distinguished:

- Plastics, wrappings and light packaging (for example, packaging material in areas such as catering, merchandising).
- Paper, cardboard (for example, from offices, media and catering, promotional material).
- Glass (for example, from restaurants, VIP areas).
- Organic waste (for example, food remains from catering and restaurants, organic waste from grassed areas and outside grounds).
- Hazardous waste (for example, batteries, drugs/medicines.

- Construction waste (from building, exhibition, demolition and naturalization phases.
- Residual waste (Hochfeld et al., 2003).

The following is an overview of the various refuse categories after separation at Bundesliga fixtures:

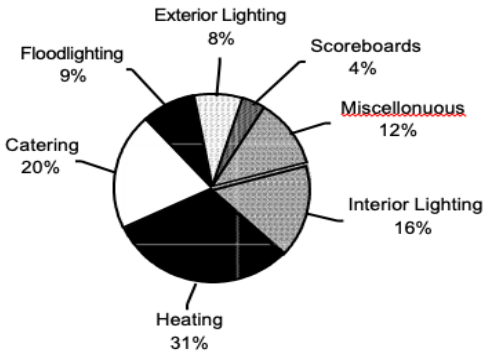


Graphic 1. Refuse proportions at selected FIFA World Cup stadiums during Bundesliga fixtures (% by weight, as of 2004) (Green Goal, 2006).

An important departure point for the reduction of energy consumption, and also of environmental impacts resulting from the use of energy, is the energy required for stadium operation. Crucial areas are the recording of consumption, changes in the building shell to reduce the demand for thermal energy for heating, as well as heating, cooling and ventilation systems. And then there is lighting; with floodlights playing an important role in large stadiums. At the same time, the processing of hot water and service water could be a lever for exploiting efficiency potentials. In addition, user behavior has a considerable influence on the energy efficiency of sports venues. Without the utilization of different forms of energy, the planning and organization of the 2006 Football World Cup would be inconceivable. A large proportion of the energy required in the fixed-site sector derives from the operation of stadiums (Hochfeld et al., 2006). They are:

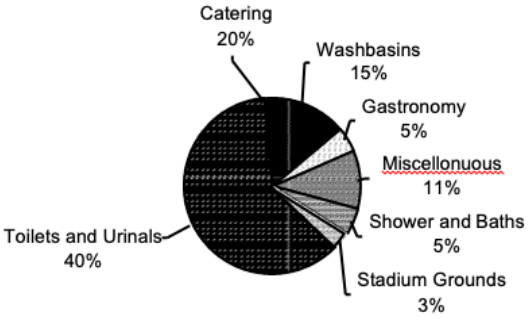
- Lighting inside and outside the stadium
- Meeting spectator needs, e.g. food preparation, cooling beverages
- Under soil heating, guaranteeing a playable surface even on the coldest winter's day
- Ventilation and heating
- Warm water for the showers and baths (Green Goal, 2006).

The twelve FIFA World Cup stadiums are different in terms of size and crowd capacity. The scope and frequency of use also differs from stadium to stadium. Their technical facilities and power requirements therefore vary widely. Typically, a FIFA World Cup stadium consumes two to three million Kilowatts (kWh) of electricity annually, roughly enough to cover the needs of 500 to 700 family households over the same period. Heating requires three to six kWh annually, or the total used on average by 250 to 500 households. However, these figures relate to stadiums operating Bundesliga fixtures. Partly due to the massive media presence in sport events, the requirement certainly occurred higher at 2006 FIFA World Cup. Furthermore, energy had consumed by a number of other, mainly temporary installations, e.g. accommodation and catering for the approximately 15,000 volunteers (Green Goal, 2006)fixtures:



Graphic 2. Power consumption in % at selected FIFA World Cup stadiums (Bundesliga fixtures, as at 2004)[(2)].

Annual water consumption depends on the number of events and the size of the crowds. A Bundesliga stadium uses between 10,000 and 20,000 cubic meters annually. The 64 matches at the 2006 FIFA World Cup had required approximately 42,000 cubic meters. However, the actual figure was certainly higher due to the larger crowds, media presence and volunteers, and the more extensive catering operations (Green Goal, 2006).



Graphic 3. Typical water requirement at selected FIFA World Cup stadiums. Proportional use of water at selected FIFA World Cup stadiums (Bundesliga fixtures in 2004) (Green Goal, 2006).

Measures to minimize water and energy consumption at stadiums had passed unnoticed by the three million or so match-goers. Water-free urinals, washbasin flow limiters and low-energy lighting played a more or less unseen part in conserving resources. Measures relating to transport and waste were much more immediately visible. Returnable drinks containers and restrictions on promotional material prevented tones of waste at the stadiums. The fans' preferred mode of transport has especially pleased the Ecological Institute and the Organizing Committee, after some 70% of match-goers elected to leave the car at home and travel to and from the stadiums using public transport, coaches or bicycles. However, these are just preliminary conclusions. The Ecological Institute is to produce a Legacy Report, precisely analyzing and documenting which Green Goal targets were hit, and which were not. Experts had spent few weeks for collecting data, including refuse volumes in and around the stadiums, traffic flow reports and the twelve stadiums' energy and water consumption figures. Global climate protection is one of the most crucial environmental challenges facing our generation (Green Goal, 2006).

Green Goal's guiding principle was as follows: harmful greenhouse gas emissions caused by the staging of the 2006 FIFA World Cup will be avoided and/or reduced as far as possible. Unavoidable greenhouse gas emissions - produced in Germany by the event - will be compensated for by investment in climate protection projects in other areas. To meet this ambitious target, some 100,000 tones of greenhouse gases, emitted in Germany, will have to be 'neutralized' elsewhere. The OC and its partners intend to support climate protection projects with a bias towards developing and emerging nations as a cost-effective

way of promoting global climate protection and contributing to the drive for global development. The Kyoto protocol envisages similar procedures as a responsible method of combating global warming (so-called Clean Development Mechanism). In selecting projects to be supported, the OC and its partners will aim to meet the highest standards laid down by leading environmental and nature conservation agencies (Gold Standards), representing the pinnacle in ecological and social credibility. The OC and its partners intend this innovative global climate protection programme to signify an effective contribution to the lasting environmental legacy of the 2006 FIFA World Cup (Green Goal, 2006).

The transport of visitors, journalists and honorary guests to the venues, and between the stadiums, as well as the transport of supplies and services to stadiums, also involves adverse effects on the environment. The reduction of traffic-related effects on the environment is an important objective of sustainable development in Germany. This concerns the avoidance of unnecessary traffic, the switching of private transport to (local) public transport systems and the environmentally efficient development of transport through the further development of the technical and organizational systems of all means of transport. These objectives of sustainable mobility can be applied to the planning and, above all, to the organization of the Football World Cup. The Green Goal guideline for the 2006 World Cup was: a guiding principle for the 2006 Football World Cup is the development of efficient, environmentally sound mobility. The avoidance of unnecessary traffic and an increased transfer to public means of transport are the focus of activities together with the efficient and ecological development of existing traffic systems. Transportation in connection with the World Cup is particularly relevant to the environment because of greenhouse gas emissions and the impact of atmospheric pollution on the environment. In comparison with public transport systems, air traffic and private motorized traffic give rise to considerably more noxious exhaust gas, emissions harmful to the climate and noise; and the number of traffic accidents is considerable higher in private motorized traffic than in the case of bus and rail traffic (Hochfeld et al., 2006). The preliminary data, supplied by the Oeko-Institute which is advising the LOC on their environmental programme, is based on information from sources such as the German Police and Deutsche Bahn AG, the German railway operator. On average, 55 per cent of spectators have been using public transport to travel to and from the stadiums. Some cities have exceeded expectations. For example

Munich had estimated that 30 per cent to 40 per cent of fans would take public transport. So far an astonishing 60 per cent have used the underground train. A significant proportion of fans have also been walking to matches especially in Dortmund, Hanover, Kaiserslautern and Leipzig. For example at the first match in Dortmund, around 10,000 spectators enjoyed the fine weather to walk the 45 minutes from the train station to the ground to see Sweden versus Trinidad and Tobago. During some matches up to 500 fans have arrived by bicycle. Meanwhile, between 100 and 200 coaches are bringing fans to matches. Environment-wise, coaches are considered equal to trains and buses. The peak usage was observed at the Japan versus Brazil match in Dortmund on 22 June where 376 coaches were used, equal to a fifth of all fans attending the game. Overall the preliminary figures indicate that 70 per cent of fans are coming to matches by means other than private motorcars. The Öeko-Institute cites the introduction of the Kombiticket as one reason for the success. The ticket allows spectators to travel free on public transport on match days (Unep, 2006).

12 FIFA World Cup stadiums have played a key role in the success of Green Goal to date, wholeheartedly embracing the concept and backing it financially. Up until the 2006 FIFA World Cup Opening Match on 9 June 2006, every member of the Green Goal team will continue to work on extending and expanding this tale of success, energetically pursuing the goal of significantly reducing the environmental impact of the tournament and leaving behind a lasting legacy of the 2006 FIFA World Cup (Green Goal, 2006).

The key to the success of Green Goal and to the successful elaboration and realization of a sustainability concept for the Organizing Committee is co-operation and integration. Business co- operation with *global partners*[1] of the FIFA World Cup and also with *national suppliers*[2] of the Organizing Committee plays an important role in organization and communication. The aim is the implementation of specific measures, by means of which businesses and the World Cup organizers can present themselves not only as sports enthusiasts, but also as forward-looking and sustainability- orientated. Initial contacts with official sponsors during the concept phase have confirmed the promising nature of this approach (Hochfeld et al., 2006).

Conclusion

Sports activity can generally be categorized in several ways. For the purpose of understanding its environmental impact, it is useful to view sport as either purely recreational, semi-organized or highly organized. It is also important to look at where it is practiced: in an entirely natural setting, in a developed natural environment, or in a very sport-specific built environment. For it is according to the degree of organization and the degree of artificial facility development that we can make some general observations about the environmental impact of a particular person or sport activity. The degree of environmental responsibility that is exercised by the individual sportsperson, the event/activity organizer and the facility developer and operator must also be considered (Chernushenko, 1998).

A green sport ethics is needed and needs to be taught to our new generations so that we may confront the version of global sport provided by both conventional sports science and the sports- industrial complex. In this regard, we should develop both a sense of stewardship of the planet (and thus the sporting environment), and an awareness of the rich cultural heritage that still exists in the habitus traditions of different civilizations (Maguire, 2005).

The topic sport ecology has yet to become a serious central topic of interest in academic teaching. This is because the natural environment and professional competitive sports require a sensitive treatment and are very difficult to unite with one another (Seewald, 2004).

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[1] The Coca-Cola Company, FIFA, Plastic Europe.

[2] The Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU), The German Federal Environment Foundation, Deutsche Bahn AG, Deutsche Telekom AG, EnBW Energie Baden-Württemberg AG, Öko-Institut (Institut für angewandte Ökologie – Institute for Applied Ecology).

Competitive sport linked with mass phenomena, mass hysteria and huge natural areas (Automobile races, football, skiing, Olympic sports and other large scale events) attracts millions (Seewald, 2004); it could be a great opportunity to inform people about environmental issues. Large-scale sports events usually raise concern about environmental protection, smaller activities must also focus on these issues because of the pollution and degradation which may be caused by those attending (IOC, 2005). The inherent link between a clean environment and participation in sport is part of what makes sport a powerful tool for communicating environmental messages and encouraging action to clean up the environment (UN, 2003).

The concepts like 'green goal' are suitable events for develop environmental consciousness. IOC, FIFA, UNEP and other organizational bodies have a key role for the earth. 'Green Goal' initiative is the first in the football history; continuous projects will be more efficiency. By the Green Goal human beings had some benefits in energy, water, refuses and harmful greenhouse gas emissions. It was a clever idea to choice a green colored logo to the 2006 World Cup. The tournaments deserve the color 'green'. The final report will be presented to an international conference in late November, where one of the agenda items for experts from around the world will be the implication for Green Goal at future tournaments and similar mass events. As a result that may or may not be the case, but whatever happens, Germany is already champions of the environment.

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