



RUGBY LEAGUE
WORLD CUP
ENGLAND + 2021

SUSTAINABILITY STRATEGY

RLWC2021.COM

FOREWORD

Until the start of 2020, one of the biggest challenges facing the sports and entertainment industry was how to run sustainable events that do not leave a negative impact on the planet.

With the recent Covid-19 pandemic dominating worldwide headlines and business priorities, it would be easy to push sustainability to the back of our minds. However if we do not keep sustainability high up on the agenda, the future will very soon be the present. This is why I strongly believe that our sustainability commitments cannot waver despite this new challenge.

Events are temporary and have therefore traditionally been inefficient in their very nature. With a greater collective sense of responsibility growing amongst businesses and event organisers, now is the time for us to put our hands up and commit to leaving a positive, responsible impact with our tournament.

It is very clear that many people are making more ethical decisions, using their purchasing power to put pressure on suppliers, manufacturers, and brands to clean up their act. It is therefore only a matter of time before consumers start to question the sustainability of the sports and entertainment events they love to attend.

Having recognised the impact of sport on our planet, we have pledged a commitment to the United Nations Sports for Climate Action Framework, which aims to minimise sport's impact on the environment and, specifically, greenhouse gas emissions.

We also want to do as much as we can to share best practice, enabling the wider, international sporting community to learn from our activities and to filter down through national federations, clubs, and grassroots programmes.

We want to be transparent with our results, sharing knowledge gained and measuring success. Ultimately, it is about carving a path for the global sports community and future generations to help combat climate change and deliver a wider social impact in an authentic and realistic way.

Our efforts and impact may be marginal in the wider context, but we are a team sport, and we recognise that collective effort can have a huge impact; it would be a missed opportunity if we did not play our part.



Jon Dutton
Chief Executive, RLWC2021



WHAT IS SUSTAINABILITY?

Sustainability is meeting the needs of the present without compromising the ability of future generations to meet their needs. Sustainability is frequently used as a shorthand for 'green' issues, but this is too narrow a view: there is now a wide consensus that there are three pillars to sustainability:

Social

Economic

Environment

Sustainable thinking encourages businesses to frame decisions in terms of impact on each sustainability pillar. Sporting bodies – including those that only exist for a short period to stage a major event – are no exception and have to be conscious of their sustainability responsibilities.



SUSTAINABILITY & THE RUGBY LEAGUE WORLD CUP 2021

In embracing that responsibility, RLWC2021 has had to face up to certain realities:

- International sporting tournaments, by their nature, have an environmental impact, and RLWC2021 is no different: teams will be flying in from around the world to compete in England and the tournament will have high energy demands.
- RLWC2021 has been established for the specific purpose of running the tournament, and cannot set long-term organisational sustainability goals as it will cease to exist early in 2022.
- Unlike some sporting bodies, RLWC2021 does not own its competition facilities, and therefore as a short-term tenant can only influence the decision-making at competition venues.
- RLWC2021 has to be financially viable, and while this is not incompatible with sustainability per se, it requires careful stewardship to balance viability, proportionality and sustainability.

However, RLWC2021 fully accepts its responsibility to be sustainable and will work positively with its partners – many of whom share similar sustainability aims. RLWC2021 continues to examine all business areas, and seeks to identify key areas of impact, control and influence, as well as further developing partnerships that can achieve greater sustainability goals.

RLWC2021 will be realistic and humble – not overpromising or overstating sustainability outcomes – but it will remain positive and determined to have a credible sustainability impact. In particular, it will seek to leave a blueprint for future iterations of the Rugby League World Cup, and for other major UK sporting tournaments, through comprehensive knowledge transfer at its conclusion.

WHY PRODUCE A SUSTAINABILITY CHARTER?

As a tournament, RLWC2021 has values that include being Bold and Brave and being Authentic. By setting out a clear charter of sustainability goals, RLWC2021 shows its boldness and bravery: it is not afraid to be ambitious, has the authenticity to be clear and direct about the goals, and is willing to be judged for its achievements against the charter.

By distilling the tournament's sustainability goals to a simple - but ambitious - charter, RLWC2021 can be direct with and accountable to the public. Furthermore, it will be encouraging its many stakeholders – including

competing teams, host cities and towns, commercial partners, venue operators, suppliers and funders – to demonstrate their commitment by embracing the charter.

The Charter can be read in the following section. It has been drafted deliberately so that it can stand alone from the remainder of this document, and consequently is written in accessible first-person language, and is structured in a 3 x 3 format for readability and clarity. It is not comprehensive – more detail can be found in this strategy for those stakeholders and partners who are seeking it – but is intended to play a similar role to RLWC2021's Mental Fitness Charter: as a statement of intent and direction.

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S U S T A I N A B I L I T Y C H A R T E R

We will work with our partners and stakeholders to deliver the most sustainable Rugby League World Cup to date, leaving a positive impact on the sport of Rugby League, our host cities and towns, the competition venues, and the wider environment.

Across the three pillars of sustainability, we commit to:

ENVIRONMENTAL

- minimise the levels of waste created, maximise re-use and recycling of materials wherever possible, and take a digital first approach in all considerations
- take decisions and make partnerships that seek to reduce the carbon impact of all aspects of the tournament, including the encouragement of sustainable travel for spectators, teams, teammates and volunteers
- use our digital channels and wider media plan to share sustainability facts, initiatives, and achievements - communicating best practice to spectators and the host communities

SOCIAL

- drive positive health and wellbeing outcomes in our host communities, through promoting active lifestyles, community engagement and improved mental fitness
- ensure that RLWC2021 is accessible to everyone, including those living in some of the most deprived areas of England, through our ticketing policies, community engagement activities, and in the recruitment of teammates and volunteers
- leave a legacy of greater awareness of and commitment to sustainability in future host nations, the sport of Rugby League, and our host cities and towns, through knowledge transfer and partnerships

ECONOMIC

- seek suppliers of products and services that are local wherever possible, and demonstrably support sustainability goals, for example in materials and supply chains
- work with commercial partners that share our sustainability values, and will jointly and creatively promote sustainability
- pursue alignment with the sustainability aims of our host cities and towns, and work with them to amplify their sustainability goals through the tournament

THE STRATEGIC CONTEXT

RLWC2021 is a signatory to The UN Sport for Climate Action Framework which supports and guides sports organisations in achieving global climate change goals, working towards two overarching goals:

1. Achieving a clear trajectory for the global sports community to combat climate change, through commitments and partnerships according to verified standards, including measuring, reducing, and reporting greenhouse gas emissions, in line with the well below 2 degree scenario enshrined in the Paris Agreement;
2. Using sports as a unifying tool to federate and create solidarity among global citizens for climate action.

As a participant in the Sports for Climate Action Initiative RLWC2021 commits to adhere to the following five principles:

- **Principle 1:** Undertake systematic efforts to promote greater environmental responsibility;
- **Principle 2:** Reduce overall climate impact;
- **Principle 3:** Educate for climate action;
- **Principle 4:** Promote sustainable and responsible consumption;
- **Principle 5:** Advocate for climate action through communication.

This strategy, and the public-facing Sustainability Charter, is RLWC2021's demonstration of its commitment to meet these ambitious international principles in its tournament preparation, delivery and legacy.

In an English context, and as a recipient of public money for the tournament, the RLWC2021 Sustainability Strategy and Charter respond to the five key outcomes from "*Sporting Future: A New Strategy for an Active Nation*" – the government's strategy for sport and physical activity:

1. **Physical Wellbeing**
2. **Mental Wellbeing**
3. **Individual Development**
4. **Social and Community Development; and**
5. **Economic Development**

These five outcomes are supplemented by four more in the UK Sport Gold Framework which guides major sporting events at a UK-level:

6. **Volunteering**
7. **Sustainability**
8. **Culture**
9. **Tourism**

While it is vital that RLWC2021's sustainability work has a clear strategic grounding at English, UK and international level, it is also important that it reflects the unique context of Rugby League and the communities in its host cities and towns, and the following section looks at the practical implementation of the Charter.



HOW THE SUSTAINABILITY CHARTER WAS DEVELOPED

This strategy has been developed through consultation within RLWC2021 and the Rugby Football League, and externally with stakeholders including host cities and towns, competition venues, and UK Sport.

The consultation process has been supported by Earth 2 Ocean (www.earth2ocean.co.uk) a sustainability consultancy that specialises in sport, whose work covers strategy, research, compliance, delivery, education and communications. Their experience with other sports, and their understanding of the sporting landscape through strong connection with UK Sport, was invaluable in considering the issues and shaping the direction.



SUSTAINABILITY
CHARTER IMPLEMENTATION

SUSTAINABILITY CHARTER IMPLEMENTATION

Charter commitment	Opportunities
ENVIRONMENTAL	
<p>Minimise the levels of waste created, maximise re-use and recycling of materials wherever possible, and take a digital first approach in all considerations</p>	<ul style="list-style-type: none">• Identify existing waste management at host venues and ensure that tournament-time waste management plans are maximising re-use and recycling, and reducing landfill• Ensure that best practice at host venues is shared across the tournament, allowing all 21 venues to benefit from improvements made• Deliver training to teammates, contractors and volunteers to ensure broad awareness and clear responsibilities for waste management are widely understood• Work with suppliers in the procurement sphere to ensure good practice in waste management, focused on reducing waste and maximising re-use and recycling, and end of life plans for all procured products e.g., equipment, branding, programmes, accreditation, temporary overlay etc• Engage spectators in waste management best practice across the tournament, clear bin identification system and clear guidance in order that spectators separate bottles, mixed dry recycling, and general waste• Recognise the significance of reducing plastic use in sustainability, both in real terms and in its totemic position in public perception, and minimise plastic use across the tournament wherever possible• Through close work with suppliers seek to reduce excess food being provided at venues and work with relevant host organisations (e.g. food banks) to ensure any excess food can be distributed in the community

Charter Commitment

Opportunities

ENVIRONMENTAL

<p>Take decisions and make partnerships that seek to reduce the carbon impact of all aspects of the tournament, including the encouragement of sustainable travel for spectators, teams, teammates and volunteers</p>	<ul style="list-style-type: none">• Consider carbon offset options including a spectator offer through transport packages, and the potential for a commercial partnership• Develop low carbon travel plans for spectators at all venues in collaboration with host cities and towns implement sustainable transport (public transport, park and ride, cycle routes, car share schemes)• Provide good quality spectator information around public / active transport and encourage hosts and transport providers to promote their offers / services• Develop and implement sustainable travel policies for teammates, volunteers, teams and officials
<p>Use digital channels and wider media plan to share sustainability facts, initiatives, and achievements - communicating best practice to spectators and the host communities</p>	<ul style="list-style-type: none">• Build and launch campaigns around RLWC2021's Sustainability Charter and associated plans, as well as sustainability facts and achievements relating to the tournament• Work with host cities and towns to create and amplify local sustainability campaigning directly relating to RLWC2021 and / or using the hook of RLWC2021 to attract attention to sustainability issues in their communities• Provide guidance to spectators to link their match-day experience with sustainability goals, for example in travel and waste management• Develop and support sustainability communication plans with all host cities and towns to highlight achievements

Charter Commitment

Opportunities

SOCIAL

Drive positive health and wellbeing outcomes in its host communities, through promoting active lifestyles, community engagement and improved mental fitness

- Develop easy to use resources for teachers to increase the number of schools delivering rugby league activity
- Deliver mental fitness awareness and resilience training to rugby league players, their families and coaches in host towns and cities. Train a workforce from within the sport to deliver these workshops to ensure they become embedded in the sport
- Support the establishment of new community rugby league activity through the provision of kit and equipment grants with a focus on priority groups such as women and girls, lower socio-economic areas and disability
- Work with partners to develop a supported inclusion volunteering programme to enable people with a disability or long-term health condition to volunteer at the tournament
- Work with host partners to recruit train and deploy a volunteer workforce that reflects the local community
- Work with Unicef UK to educate children on their right to a health, happy and safe life. Support schools to gain Rights Respecting School accreditation ensuring this message is embedded within school life

Charter Commitment	Opportunities
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SOCIAL

<p>Ensure that RLWC2021 is accessible to everyone, including those living in some of the most deprived areas of England, through our ticketing policies, community engagement activities, and in the recruitment of teammates and volunteers</p>	<ul style="list-style-type: none"> • Ensure that accessibility is a key element of the competition venue audits and that any adverse findings at facilities are rectified for the tournament through temporary overlay • Identify “hard to reach”/ under-represented demographic groups and develop plans to engage with RLWC2021 (the tournament and/ or InspirationALL program) • Ensure that the ticketing strategy to offer tickets to people of all financial standing, has a credible concession policy, and offers opportunities for instalment payments • Advertise teammate and volunteer recruitment opportunities widely and creatively, to reach into the host communities, and to attract responses from under-represented groups • Highlight the inclusive nature of the tournament wherever possible, including the parity given to the women’s and wheelchair tournaments in terms of prize funds / participation fees, and the promotion of disability sport inherent in the integrated nature of RLWC2021 • Include inclusion and accessibility data in end of event sustainability report
<p>Leave a legacy of greater awareness of and commitment to sustainability in future host nations, the sport of rugby league, and our host cities and towns, through knowledge transfer and partnerships</p>	<ul style="list-style-type: none"> • Provide resources and training to host communities to increase knowledge about sustainability and share best practice • Ensure facility developments supported by the CreatedBy Capital Grants investment consider sustainability in their planning and design. As a minimum all supported projects should be accessible (in line with Sport England design guidance) and install energy efficient boilers where new / replacement boilers have been identified. All large facility developments will be provided with water bottles. • Recognition of the core function of knowledge transfer – including production of KT documents and KT events during the tournament - in creating an information legacy for other host nations, and across the sport of rugby league in England • Partnerships with host cities and towns • Identify one facility project supported via CreatedBy to explore wider sustainability solutions for rugby league facilities and use this as a case study to showcase best practice for future facility developments • Provide mental fitness awareness training for all competing teams, officials and match officials. Provide nations with a toolkit to encourage them to increase awareness of mental fitness in their nation

Charter Commitment

Opportunities

ECONOMIC

<p>Seek suppliers of products and services that are local wherever possible, and demonstrably support sustainability goals, for example in materials and supply chains</p>	<ul style="list-style-type: none"> • Develop sustainable procurement framework and guidance, then assess all suppliers on sustainability impact including waste impact, use of non-reusable and non-recyclable materials, adherence to ethical codes, and low carbon aspirations • Make every effort in procurement rounds to encourage bids from businesses local to the tournament, through proactive communication of opportunities via the business networks of the host cities and towns • Investigate opportunities with competition venues to include healthy, seasonal, local and plant-based produce in their F+B offer, including in hospitality catering
<p>Work with commercial partners that share our sustainability values, and will jointly and creatively promote sustainability</p>	<ul style="list-style-type: none"> • Embed sustainability values and commitments into commercial plans, pitches and presentations • Invite commercial partners to actively support the RLWC2021 Sustainability Charter • Investigate the sustainability goals of existing commercial partners, seek to dovetail with them for RLWC2021, and then jointly communicate to raise awareness • Ensure that commercial partner initiatives and sustainability achievements are communicated during the tournament and embedded in the end of event sustainability report
<p>Pursue alignment with the sustainability aims of our host cities and towns, and work with them to amplify their sustainability goals through the tournament</p>	<ul style="list-style-type: none"> • Engage with all host cities and towns to build a matrix of existing sustainability commitments/ initiatives that can be leveraged and amplified through RLWC2021 • Undertake similar exercise with the competition venues • Embed host / venue initiatives into the over-arching communication programme to raise awareness and action around the campaigns • Ensure that host and venue initiatives and sustainability achievements are communicated during the tournament and embedded in the end of event sustainability report



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