


# Chapter 10

## Sustainably Playing the Game:


### A Deep Dive Into Sports and Environmental, Social, and Economic Sustainability

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#### **ABSTRACT**

*Sports have the power to unite people and drive change, making them a key force in promoting sustainability. This chapter explores how sports contribute to three*

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*core areas: environmental protection, social inclusion, and financial stability. It examines how sports organizations, events, and facilities align with global sustainability goals while preserving the energy that defines sports. Key examples include the London 2012 Olympics, which set new sustainability benchmarks, and Asia's rising leadership in sustainable sports development. The International Olympic Committee (IOC) has played a crucial role, shifting focus from mega-events to integrating sustainability into local sports. The chapter emphasizes practical strategies for turning sustainability commitments into action, such as eco-friendly stadiums, inclusive programs, and fair financial models. By accepting these approaches, the sports industry can drive environmental solutions, strengthen communities, and support a more sustainable and equitable future.*

## **INTRODUCTION**

Sports have a unique power to bring people together and create excitement, making them a great platform to promote sustainability. Sustainability means ensuring that our actions today do not harm the planet, people, or future generations. In the context of sports, sustainability focuses on three key areas: environmental protection, social fairness, and financial stability.

This chapter explores how sports organizations, events, and facilities are working to become more eco-friendly, socially responsible, and financially sound. It also highlights the crucial role of logistics and supply chain management in supporting these efforts. This includes planning transportation, managing resources efficiently, reducing waste, and using clean energy solutions.

For example, the London 2012 Olympic Games were considered some of the most environmentally conscious in history, setting new standards for sustainable practices in sports (Environmental and Energy Study Institute (EESI), n.d.). Similarly, the Tokyo 2020 Olympics made important strides by using renewable energy and improving transportation access. Major sports bodies like the International Olympic Committee have played a significant role in promoting sustainability through various programs and guidelines that encourage sustainable practices at both large-scale and local sporting events (Rogge et al., n.d.).

Despite these efforts, most sustainability initiatives have focused mainly on environmental concerns and high-profile events. There has been less emphasis on improving logistics, supply chain operations, and practical strategies for economic and social sustainability.

This chapter aims to address those gaps by examining how logistics and supply chain management can contribute to making sports more sustainable across all dimensions. It will also present actionable strategies for creating more responsible and

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