

WORLD ATHLETICS
INDOOR CHAMPIONSHIPS
GLASGOW 24

Post-event Social Impact and Sustainability Report

August 2024

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Highlights



26
EVENTS



6
TRACK
events



45
JUMP
events



1
THROW
event



13
men's
events

Up to
108
medals
will be awarded



13
women's
events

19th
edition
of the Championships



700+
competitors

130+
countries



500+
volunteers
will support the event



Glasgow is hosting
SCOTLAND'S
FIRST EVER
World Athletics Indoor Championships



10
years
since the 2014
Commonwealth Games



Introduction



Glasgow has a proud track record of hosting major international events, and from 1-3 March 2024, the World Athletics Indoor Championships were hosted in Glasgow at The Emirates Arena. It delivered three action-packed days of intense competition in an intimate setting where fans can witness the raw athleticism and talent of many of the world's best athletes at close range.

The Local Organising Committee committed to putting social impact and sustainability at the top of agenda, meaning that all functional areas across the organisation are aligned to our social impact goals. We wanted to connect, engage with, and leave positive impacts for our communities. We also recognised that World Athletics, as well as the event's funders, including national and local government, now expect to see events to focus more on social impact to maximise positive impacts and minimise the negative impacts these events have on their communities.

The event's social impact strategy was underpinned by three core pillars; sustainability, access to sport and physical activity and equality diversity and inclusion. This, along with World Athletics' Athletics for a Better World Standard, has provided the framework, to not only create positive impact around the event itself, but to also catalyse activities which will set a new precedent and will now be taken into future events in Glasgow too.

The integration with the Glasgow Life events team to ensure learnings and best practices are developed into a social impact programme alongside the regular Glasgow events, is just one way we hope this event will leave its lasting legacy

We are proud of the social impact and sustainability work that has been achieved, and while this event may have finished, we recognise that this is still the start of the journey for how this event can be used as an example going forwards.

Event Highlights - Sustainability



12 Carbon Literacy

training modules offered to c500 staff and volunteers

Surplus food used to supplement over home cooked **1,000 community meals** in partnership with local food hub.

3 educational site visits to the Glasgow Recycling & Renewable Energy Centre

10 green Champions supporting sustainability initiatives.

100% Electric Car Fleet

Free public transport passes procured to support sustainable travel for c500 volunteers

2 panel discussions discussing topics of major event sustainability and how this impacts elite sport, as part of the 'removing hurdles' engagement event

Over 100 people participating in 3 community litter picks

Sustainable Partnership with **Water in a Box**

ScotRail provides **extra train services** to support sustainable spectator travel

There were **2** air quality monitors on site measuring live the air quality inside and out.



Highlights – Equality, Diversity and Inclusion



Over 800

volunteers have received
mental health training
delivered by SAMH

1st

major event to have
signed Scotland's Mental Health
Charter for Physical Activity and
Sport

Over 300

free
tickets provided local
schools and community
groups

6

work experience
opportunities in the **event**
delivery team

20 local young people, with an
exclusive behind the scenes
access tour to the event, and a
careers advisory workshop to
inspire future career
aspirations in partnership with
UK Sport

2

panel discussions discussing
topics of mental health and
wellbeing in sport and in the work
place, as part of the 'removing
hurdles' engagement event

1 accessibility audit completed
by
Glasgow Disability Alliance



Access to Sport & Physical Activity



1 new run, jump, throw
athletics club established in
Haghill

**1 new Junior
Park Run** will be
launched in 2024

190 kids from six local schools
participated in a Kid's Athletics Day,
with all over 20 coaches/sports
leaders with access to World
Athletics' Kids Athletics training.

**20 aspiring
coaches** provided
opportunity to partake in
World Athletics Kids
Athletics coach education
programme

Over **10 participants**
took part in **guided health
walk** around Glasgow Green



Athletics for a Better World Standard



A key component of the World Athletics Sustainability Strategy which was unveiled in April 2020, is to embed principles of sustainability into the delivery of all the events World Athletics owns or controls.

To do that, World Athletics developed a tool to drive the strategy across all of their events: the [Athletics for a Better World \(ABW\) Standard](#). This is World Athletics owned certification that evaluates, measures and scores an event's achievement in sustainable delivery and in delivering the event in alignment with the six pillars that frame the World Athletics strategy.

The ABW Standard consists of 55 action areas that address all levels of event delivery - including procurement, waste management, energy, food and water management, travel and accommodation planning. Diversity accessibility and inclusion of staff and volunteers is also addressed. So is ensuring the health, safety and wellbeing of all participants and stakeholders.

The standard is tiered, with platinum, gold, silver, bronze and recognised event achievement levels that will eventually have to be met as part of the evaluation process of all World Athletics-licensed events from 2024.

As a World Athletics sanctioned event, and one of its World Championship events, the LOC and its funding partners prioritised alignment to World Athletics' Athletics for a Better World Standard.

From the outset, all stakeholders involved in organising the World Athletics Indoor Championships Glasgow 24, set strong ambitions in delivering against the ABW standard and ensuring that, as the first event to officially go through the certification process, it set a high standard for future events to follow. This event also positively contributed to a third-party on-event audit, which was part of World Athletics' ongoing certification to the internationally recognised, ISO20121 sustainable events management system standard.

“

With our Athletics for a Better World Standard going into effect in January 2024, it was important for World Athletics to work with a Local Organising Committee that took the standard to heart and firmly embedded it into the planning and delivery of their event. The path to their achievement will provide a great template that shows what success can look like and what it takes to get there: a strong commitment to sustainability from all levels of the organisation, creative partnerships with all stakeholders and investment in the resources that will ensure a lasting sustainability legacy for the event and the community hosting it.

”

- Bob Ramsak, Head of Sustainability – World Athletics

ABW Standard Scoring Criteria



120 total points available across the six areas

20 mandatory points

100 optional points

All World Athletics owned, licensed or managed events are required to score a minimum of points to achieve as follows from 2024:

- Athletics for a Better World **Platinum Event**: 108 points (90%)
- Athletics for a Better World **Gold Event**: 96 points (80%)
- Athletics for a Better World **Silver Event**: 84 points (70%)
- Athletics for a Better World **Bronze Event**: 72 points (60%)
- Athletics for a Better World **Recognized Event**: Event has illustrated a clear commitment to principles of sustainable event delivery. 40 points.

All **World Athletics Series** events whose bidding opened from the first quarter of 2023 will be required to provide a sustainability plan for a **Gold** standard delivery.



Our Social Impact Strategy

Dear Green Place | Removing Hurdles

Dear Green Place



Scotland's biggest city Glasgow, is known as Glaschu in Gaelic.

This can be translated as 'green hollow' or 'green glen' and is thought to be where the city gets its nickname 'dear green place'.

Glasgow City Council declared a climate and ecological emergency and formed a working group that produced 61 recommendations on how the city could respond to the emergency.

The city has committed to being carbon neutral by 2030 and having net-zero emissions by 2045.



Glasgow | Glaschu



10 years on from a highly successful Glasgow 2014 Commonwealth Games, the social impact strategy reviewed the successes that the city and its communities benefitted from, not least from hosting further successful major sporting events, but also in the way that sustainability and wider social impacts have steadily increased to the top of the events agendas.

WIC24 set out to recognise and celebrate Glasgow 2014 with:

- A bespoke exhibition in a collaboration with Commonwealth Games Scotland.
- A refresh of the Glasgow Arena, originally built for Glasgow 2014
- A community programme centred around the East end of Glasgow, a focus area of regeneration from Glasgow 2014



Social Impact Working Group



A multi-stakeholder Working Group was founded in June 2023 to ensure diversity in thought and knowledge to help deliver on our vision.

The aim was to make a positive impact on the lives and experiences of all its citizens in a way that is sustainable, long term and leads to lasting behaviour change. By working with local communities and partners the goal was to inspire a new sustainable approach, having taken on board their needs, requirements and ideals whilst breaking down traditional or previously unknown barriers. By empowering local communities, lasting change can be achieved in conjunction with various stakeholders and interested organisations and groups.

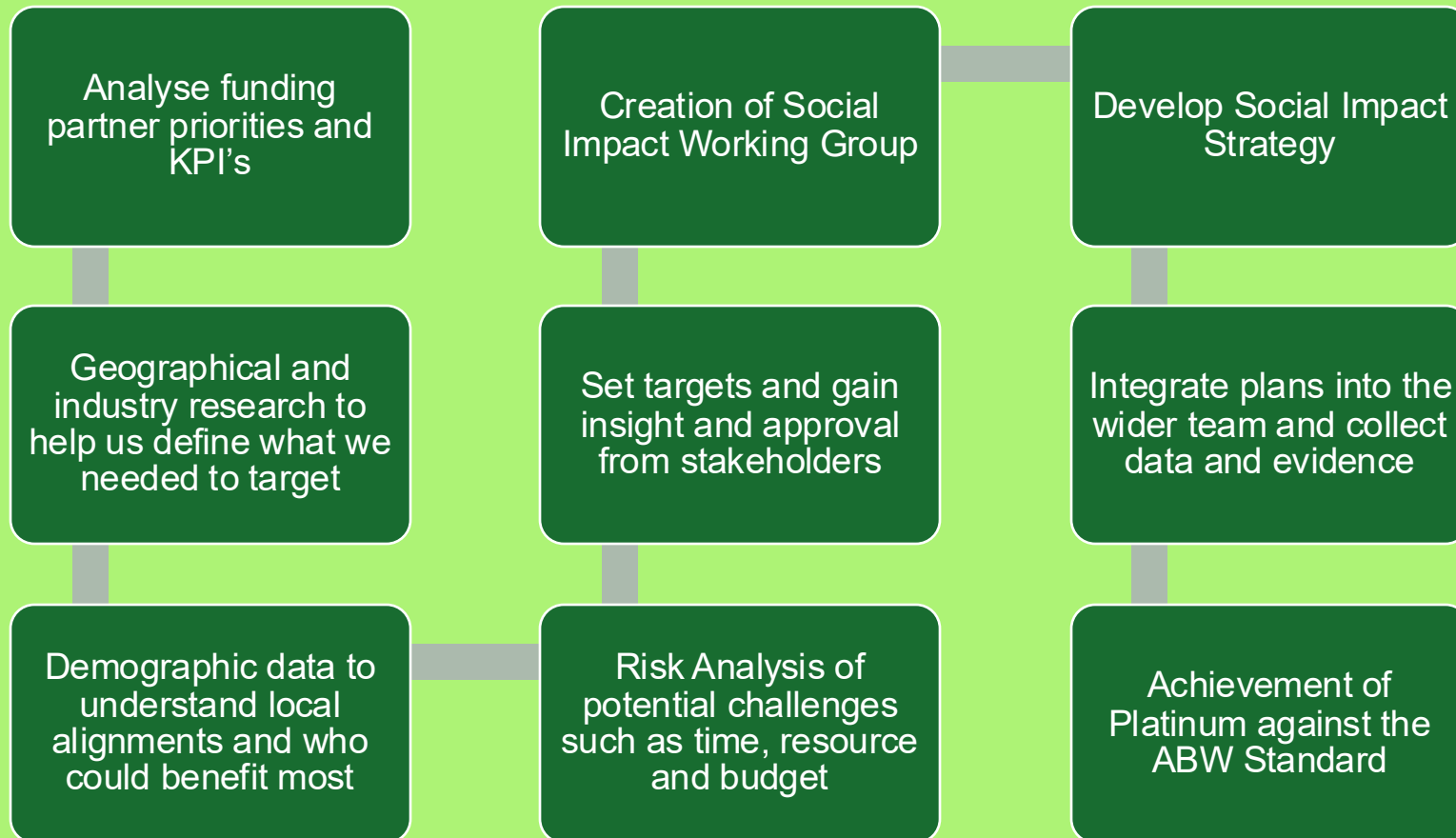
Membership included representatives from: WIC24; Glasgow Life; UK Sport; Scottish Athletics; EventScotland; Scottish Action for Mental Health (SAMH); Zero Waste Scotland; Daily Mile; Think Beyond; Glasgow Disability Alliance and Independent Sport Representatives.

Building a strategy that matters



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To ensure the social impact strategy was meaningful and considered, we followed the below process to create a strategy designed to deliver on the expectations funding partners, as well as align to the needs of our local communities.

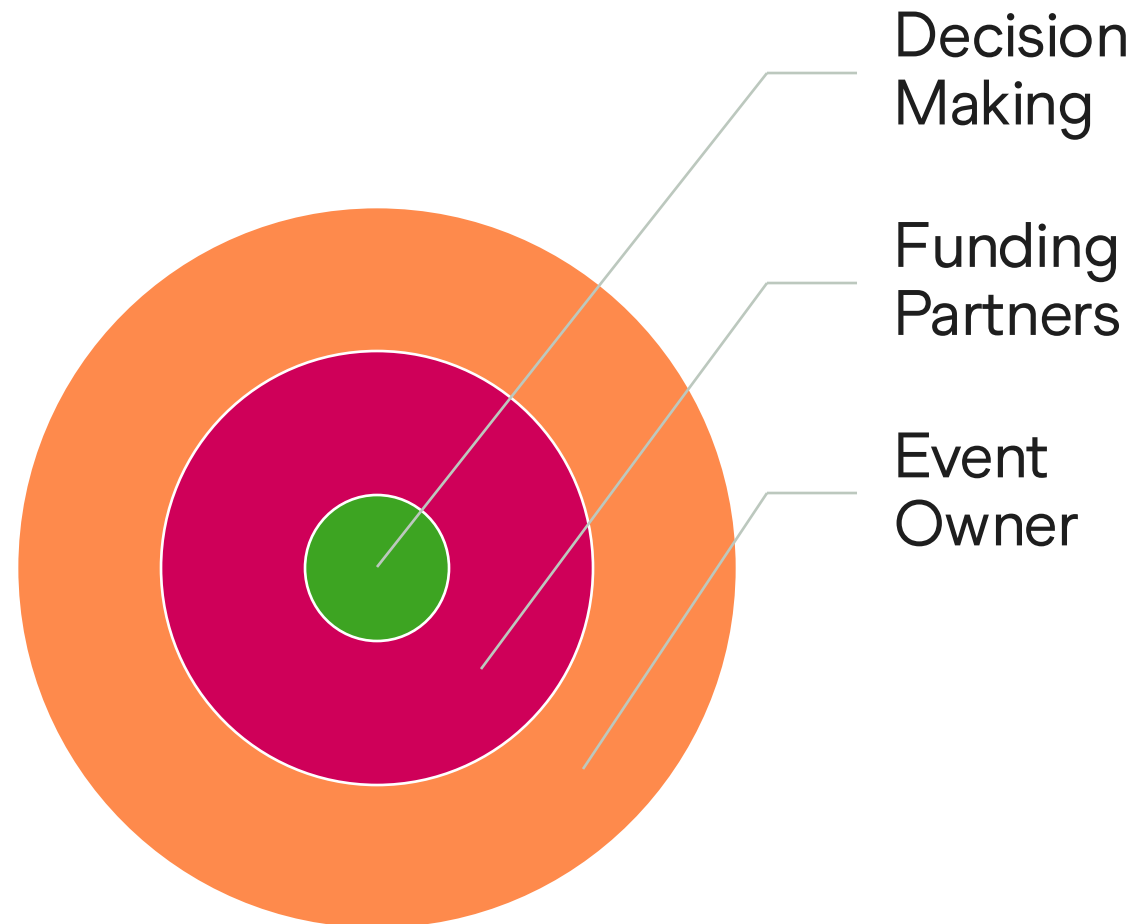


Sphere of Influence

When implementing social impact and sustainability initiatives, it's important to acknowledge the sphere of influence between the Local Organising Committee (LOC) and key stakeholders.

Once this is fully understood, it will allow the LOC to devise a strategy that can be focused on decisions able to be made within the sphere of influence.

The benefit of analysing this will allow for efficiencies in devising achievable objectives and priorities to and keep a focused approach for the social impact team, partners and stakeholders.



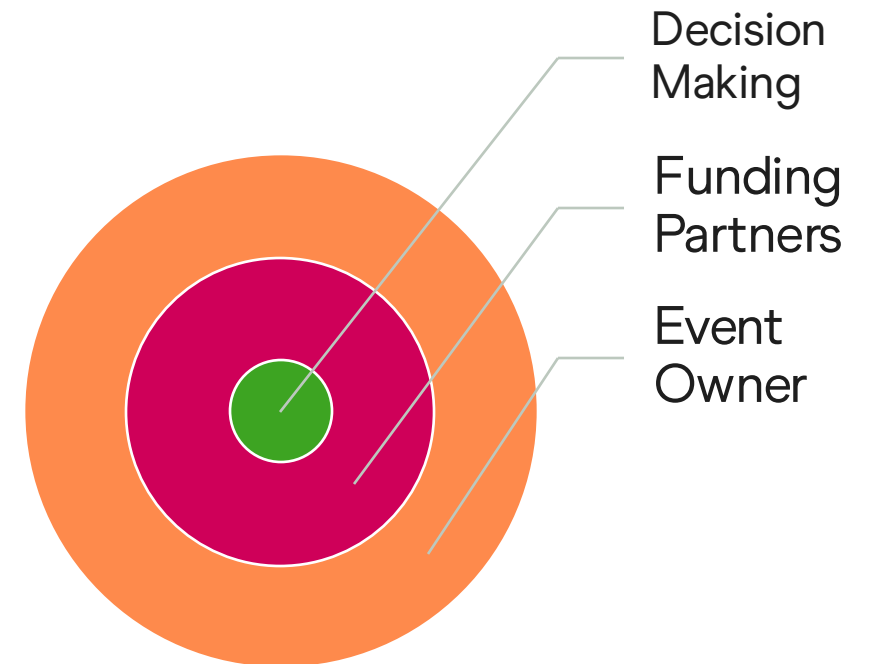
Sphere of Influence

Local Organising Committee (LOC). The LOC has the ability to shape the vision and localised programmes to deliver, as well as amending event operational deliverables to focus on sustainability

Funding Partners can dictate what the event budget can be spent on and therefore agreements with the LOC must align.

The Event Owner dictates what must be achieved in event deliverables to the specifications they require. They own the commercial rights and therefore must agree before amending sponsor deliverables.

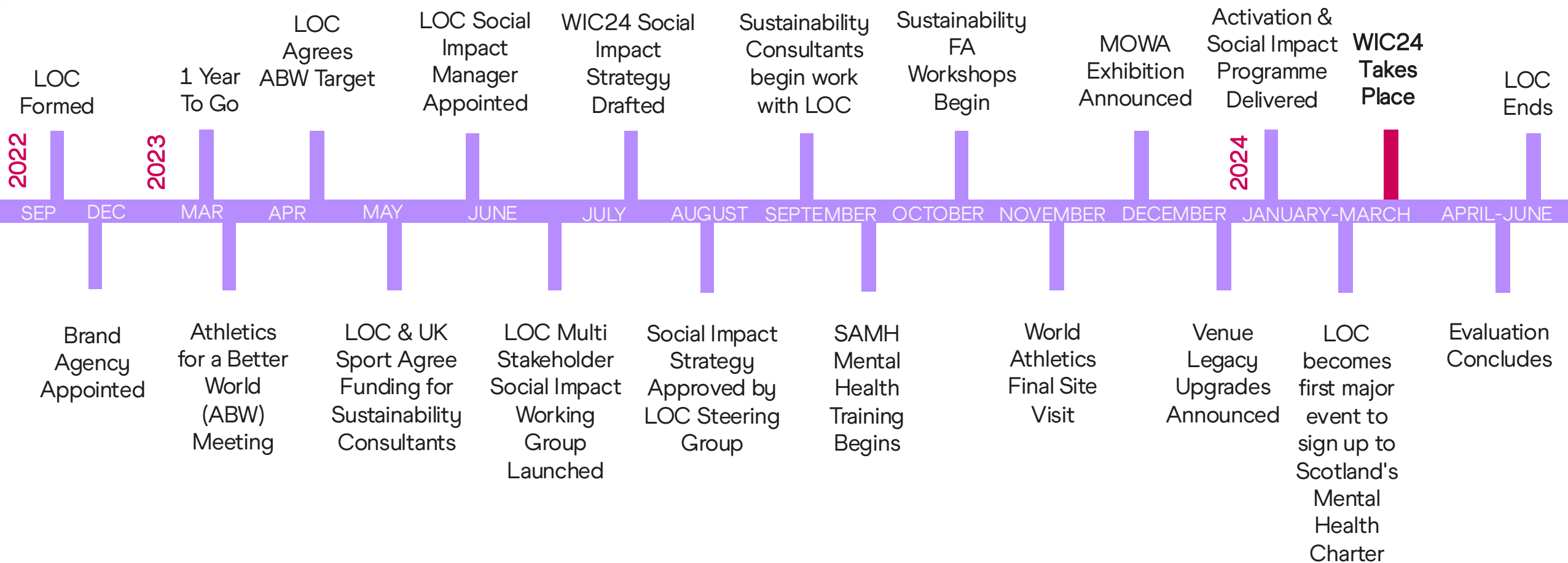
Collectively all stakeholders can achieve outwith the LOC's sphere of influence if the desire and commitment is there. It's key that the LOC does not waste significant time and resource outwith the sphere of influence and focuses more on achievable deliverables.



From Strategy to Reality

The Journey | The Outcomes

Timeline



The Social Impact Strategy



Vision

We aspire to set a new benchmark for major sport event delivery in Scotland by harnessing the power of elite sport. We aim to create extraordinary sporting moments that will captivate and inspire both the city of Glasgow and the nation. At the same time, we are committed to delivering positive social impacts by empowering local communities and promoting inclusion, equality, and diversity. We will minimise our environmental impact through sustainable practices and demonstrate financial responsibility in all our endeavours. We aspire to leave a legacy that will benefit Glasgow and Scotland for years to come.

Pillars

Sustainability

Equality Diversity & Inclusion

Access to Sport & Physical Activity

Key Topics

Local environment
Circular economy
Air quality

Positive mental health
Improving Accessibility
Celebrating Glasgow's diversity

Removing hurdles to participation
Promoting benefits of physical activity
Access to more opportunities

Objectives

Minimise our environmental impact through considering more sustainable practices

Empower local communities and promote inclusion

Reduce the barriers and promote the positive benefits of engaging in physical activity.

Targets and KPIs

- 50% of all purchased equipment is repurposed within schools and community groups as part of the events legacy and sustainability policy.
- Aim to achieve 50% electric vehicles as official transport for the event.
- Support the venue's target for 70% of all waste to be recycled or composted by 2025.
- 50% spectators to use public transport.

- Develop an accessible ticketing strategy
- 75% of the events workforce with a contract compliant with Fair Work First principles*.
- Use best endeavours to achieve gender equality in officials and volunteers.
- Engaging with children and young people who face barriers to participation to support their inclusion in activity*.

- Engaging and supporting clubs and communities to engage people who are at risk of inactivity
- Work with partners, including Parkrun and Daily Mile, to increase athletics and running provision for young people in Glasgow with a particular focus on SIMD 1 and 2 communities*
- Work with Scottish Athletics and Daily Mile, to undertake engagement with 45% of Scottish athletics clubs and societies and 55% of schools covering at least 16 Scottish Local Authorities* Work with the Daily Mile to develop a specific event & inspire children and schools to get involved*

Underpinned by:

An ambition to achieve Platinum against the World Athletics' [Athletics for a Better World Standard](#)

The desire to showcase Glasgow and Scotland through extraordinary moments that inspire



Sustainability



This pillar primarily focusses on our environmental sustainability and circular economy priorities.

We know putting on a global event is likely to have a negative environmental impact, therefore our goal was to take steps to consider how we could reduce this impact where we could.

Some of the key areas of consideration were:

- Engaging with our community to raise awareness and empower people on sustainability topics
- Championing public transport and ensuring sufficient public transport provision, particularly for late sessions
- Thinking creatively around catering solutions so to reduce waste from smart menu planning to ensuring surplus food could be donated to a local community programme
- Measuring air quality pre and during the event, in partnership with World Athletics
- Reducing resources and maximising reuse to minimise waste

Tip:

When coordinating a more sustainable and environmentally friendly event, sometimes the most sustainable method requires more time to research, or it can be more expensive and then a judgement call is then made on the best approach. Starting as early as possible and giving yourself the most time to explore and action alternative solutions, from procurement through to delivery, is key.

KPI	STATUS	NARRATIVE
50% of all purchased equipment is repurposed within schools and community groups as part of the events legacy and sustainability policy.	Achieved	The majority of equipment was hired and went back to where it was hired from. MONDO did leave behind the covers for the HJ and PV beds, which will stay at the venue.
Aim to achieve 50% electric vehicles as official transport for the event.	Achieved	Alongside event partner, Global, over 50% of the fleet cars were electric for the event
Support the venue's target for 70% of all waste to be recycled or composted by 2025.	Achieved	32% of waste was recycled or was food waste which went to anaerobic digestion, with the rest going to energy recovery.
50% spectators to use public transport.	Achieved	Over 60% of spectators surveyed post-event stated they used public transport or active travel to get to the event

Sustainability Highlights



Engaging our community:

- ✓ 12 Green Champions receiving specialist sustainability training
- ✓ Over 40 volunteers expressing interest in undertaking the Zero Waste Scotland online training modules
- ✓ 95 people participating in 3 community litter picks at primary schools in the East End, with over 30 bags of litter collected.
- ✓ All contractors receive basic sustainability information as part of induction briefing

Catering and waste:

- ✓ Considering menu planning, use of local suppliers, a higher proportion of vegetarian options on the Friday, measures to reduce food waste
- ✓ Surplus food from the event was used to supplement over home cooked 1,000 community meals in partnership with a Baltic Street Adventure Playground, a local food hub.
- ✓ 'Removing Hurdles': 2 panel sessions discussing topics of sustainability for major events and elite athletes
- ✓ 100% waste diverted from landfill, 21% recycled as dry mixed recycling and 11% segregated as food waste
- ✓ Meal redemption tokens made from recycled DVD cases

Air Quality:

- ✓ Two air quality monitors installed on site during the event measuring the live air quality inside and out – as part of World Athletics' air quality project

- ✓ Communications relating to air quality on spectator concourse screens

Travel and Transport:

- ✓ Global provided 100% electric car fleet for the event
- ✓ ScotRail provided extra train services to support people travelling by public transport
- ✓ Volunteers were provided free public transport within the Strathclyde Partnership for Sport area
- ✓ Data collected on how people travelled to the event as part of the post-event spectator survey
- ✓ No public parking (except blue badge) provided

Asset & Equipment reuse:

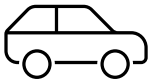

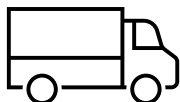
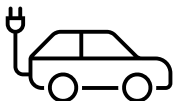
- ✓ 60+ branding and signage assets to be retained by the venue or shared with clubs and schools
- ✓ 71% of surveyed volunteers said they would wear their volunteer uniform again after the event, this figure increasing to 94% of those you responded "yes" or "maybe".

Fewer resources:

- ✓ Digital-first event: tickets and event programmes were provided in a digital-first format
- ✓ SOS, the event's print, copy and scan supplier provided copiers with heat-free (lower power consuming) technology



Fleet Vehicle Emission Comparison

		 + 	
Mileage	8646m	8646m	8646m
Emission factor per mile (kgCO ₂ e)	0.34	0.108	0.108
Car Mileage Emissions	2.940tn (<i>Diesel</i>)	0.934tn	0.934tn
Transportation	-	292litres (<i>Diesel</i>)	-
Truck Vehicle Emissions	-	0.959	-
Total Emissions	2.940tn	1.893tn*	0.934tn

*WIC24 partnered with Global Autocare and transported EV vehicles to Glasgow before they returned to Leeds (*middle column*)

The Carbon Footprint

CARBON FOOTPRINT (tonnes (t) of carbon dioxide (CO₂) equivalent (e))

Scope 1

Direct emissions from activities and resources we own and control

75 tCO₂e

- Temporary power fuel consumption
- Venue natural gas consumption

Scope 2

Indirect emissions associated with the purchase of energy from the venue

114 tCO₂e

- Venue electricity consumption

Scope 3

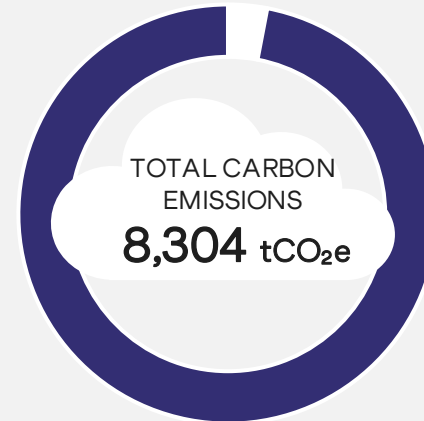
Indirect emissions from the event's value chain

4,013

Fan Travel

4,102

- Catering
- Uniforms
- Overlay & Temporary infrastructure logistics
- Branding & Signage
- Waste
- Business Travel
 - Athlete / Team travel and accommodation
 - World Athletics staff travel and accommodation
 - World Athletics Guest travel and accommodation
 - Volunteers travel
 - Spectator Travel
 - LOC



The following are not included within the figures provided as no data was available: Merchandise.

METHODOLOGY SUMMARY

Our carbon footprinting approach has been developed in accordance with international best-practice including The Greenhouse Gas Protocol.

- **Reporting period:** July 2023 – June 2024
- **Organisational boundary approach:** Operational control

Emissions Factors:

- Department for Energy Security and Net Zero and Department for Business, Energy & Industrial Strategy (2023)
- One Carbon World (2023)
- The Carbon Trust (2022)

DATA QUALITY SCORE

OVERALL SCORE

2.02

High (activity data)

3

Medium (activity data supported by reasonable estimates)

2

Low (spend data and industry benchmarks)

1

Equality, Diversity & Inclusion



This pillar focusses on ensuring our event was representative of the communities of Glasgow and our international audience.

WICGlasgow24 sought to engage with and listen to the communities needs and within our sphere of influence with the aim to:

- Deliver an inclusive and accessible event to all
- Deliver an accessible volunteering programme
- Celebrate Glasgow's diversity

Raising awareness of looking after your own mental health and encourage participation in sport to promote mental wellbeing was a key area of activity. This was embedded through engaging with Scottish Action for Mental Health (SAMH), who also became an event partner, signing Scotland's Mental Health Charter for Physical Activity and Sport, and putting raising awareness and education around mental health as a top priority across workforce programmes.

We also engaged with the Glasgow Disability Alliance, who supported us through a third-party evaluation to ensure that the accessibility of the event. Recommendations from this evaluation, such as the provision of sensory packs were made available during the event.

Ensuring a focussed approach to providing opportunities for those to get involved in the event, who may not otherwise have been involved, was also mobilised through the workforce and community engagement programmes.

Tip:

When planning EDI objectives, ensure they are relative to the demographic that makes up the communities of the sport. Always strive enhance accessibility for all client groups and especially spectators and volunteers.

KPI	STATUS	[NARRATIVE]
Develop an accessible ticketing strategy	Achieved	Accessible ticketing strategy as achieved successfully with emphasis on elevating experience for all and removing hurdles.
75% of the events workforce with a contract compliant with Fair Work First principles*.	Achieved	Achieved through Glasgow Life recruitment.
Use best endeavours to achieve gender equality in officials and volunteers.	Achieved	Achieved
Engaging with children and young people who face barriers to participation to support their inclusion in activity*.	Achieved	Delivered mass participation event to schools within lowest SIMD areas of Glasgow
Engaging and supporting clubs and communities to engage people who are at risk of inactivity	Achieved	Worked with Scottish Athletics and Glasgow Sport to deliver new run, jump and throw activities in Haghill.



Equality, Diversity and Inclusion Highlights



A diverse and inclusive experience for all:

- ✓ Third-party audit conducted by the Glasgow Disability Alliance audit to ensure an accessible and inclusive event
- ✓ Hearing loops procured and made available throughout the event to spectators
- ✓ Sensory packs made available to spectators, courtesy of World Athletics partner, Asics
- ✓ 20 local young people, with an exclusive behind the scenes access tour to the event to inspire future career aspirations
- ✓ 35 volunteers received two extra specialist training sessions to become Wellbeing Champions
- ✓ 67% of surveyed volunteers said they now have a better understanding of how to look after their own mental wellbeing after the sessions delivered by SAMH.

An event partner focussed on mental health:

- ✓ Scottish Action for Metal Health (SAMH) were the charity partner for the event
- ✓ 1st World Athletics Championships to have signed Scotland's Mental Health Charter for Physical Activity and Sport
- ✓ Wellbeing on Wheels initiative from SAMH

- ✓ 'Removing Hurdles': 2 panel sessions discussing topics of mental health in context of the workforce and athletes

Training and education:

- ✓ 475 people received 'introduction to metal health and wellbeing' workshop as part of the selection stages
- ✓ Volunteers that weren't selected for the event were still part of the training opportunities and sustainability projects
- ✓ 274 people received follow up a mental health and wellbeing workshop delivered by SAMH
- ✓ Changemakers programme implemented - a ground-breaking volunteer partnership between Glasgow Life and To Be Sport, that aims to create pathways for young people from underserved communities to become involved in major events. This was trialled for the first time in Glasgow through this event
- ✓ Work experience opportunities in the event delivery team were made available across various operational functional areas
- ✓ All contractors receive basic welfare information as part of induction briefing



Access to Sport and Physical Activity Highlights



Engaging the local community who may not otherwise have benefitted from the event:

- ✓ Over 300 tickets provided to those may not have otherwise attended including people from the local schools, community and athletics clubs
- ✓ David Rudisha visited the Allan Scally Saturday Relays
- ✓ 9% of volunteers were new to formal volunteering or returning after 12 months
- ✓ City activation space within St Enoch Mall – MOWA, Commonwealth activation, sustainability wall etc

Building a participation legacy:

- ✓ 1 new run, jump, throw athletics club established in Haghill
- ✓ 190 kids from six local schools participated in a Kid's Athletics Day with all over 20 coaches/sports leaders with access to World Athletics' Kids Athletics training. Eilidh Doyle also made an appearance on the day sharing her experiences as an athlete
- ✓ Exploring the feasibility of a new junior park run, the first park run to be located in the East End
- ✓ Working with Scottish Athletics to provide professional development sessions for teachers to develop their

instruction in inclusive physical education

- ✓ Supporting local clubs through sustainable dissolution programme
- ✓ 7 participants from across the globe were part of World Athletics' [Media Development Programme](#), which helps grow media coverage of the sport, encourage athletics journalism and bring more young writers and editors into the sport.



Measuring success against our KPIs



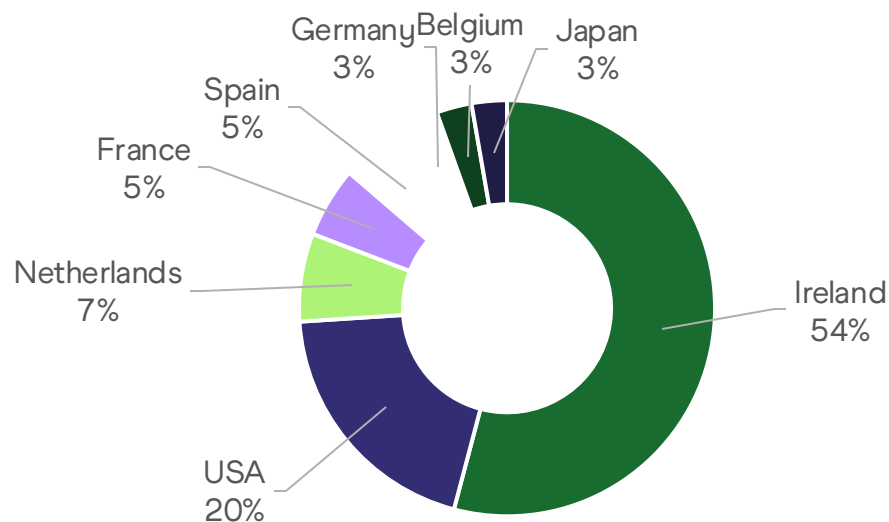
SUSTAINABILITY	STATUS	ACCESS TO SPORT	STATUS	EQUALITY, DIVERSITY & INCLUSION	STATUS
50% of all purchased equipment is repurposed within schools and community groups as part of the events legacy and sustainability policy*.	Achieved	Engaging and supporting clubs and communities to engage people who are at risk of inactivity	Achieved	Develop an accessible ticketing strategy	Achieved
Aim to achieve 50% electric vehicles as official transport for the event*.	Achieved	Work with partners, including Parkrun and Daily Mile, to increase athletics and running provision for young people in Glasgow with a particular focus on SIMD 1 and 2 communities*	Achieved	75% of the events workforce with a contract compliant with Fair Work First principles*.	Achieved
Support the venue's target for 70% of all waste to be recycled or composted by 2025*.	Achieved	Work with Scottish Athletics and Daily Mile, to undertake engagement with 45% of Scottish athletics clubs and societies and 55% of schools covering at least 16 Scottish Local Authority Areas*	Not Achieved	Use best endeavours to achieve gender equality in officials and volunteers.	Achieved
50% spectators to use public transport*.	Achieved	Work with the Daily Mile to develop a specific event and inspire more children and schools to get involved*	Not Achieved	Engaging with children and young people who face barriers to participation to support their inclusion in activity*.	Achieved
				Engaging and supporting clubs and communities to engage people who are at risk of inactivity	Achieved
SHOWCASING GLASGOW / SCOTLAND & EXTRAORDINARY MOMENTS					STATUS
Deliver successful media/PR strategy achieving regional, national, and international coverage.					Achieved
Profile Glasgow and Scotland as a world class events and tourism destination and the Perfect Stage for Events through marketing, digital channels, and the venue where appropriate.					Achieved
Attract 30% of spectators from outside Scotland and a further 10% of Spectators from overseas.					Achieved

Ticket Sales

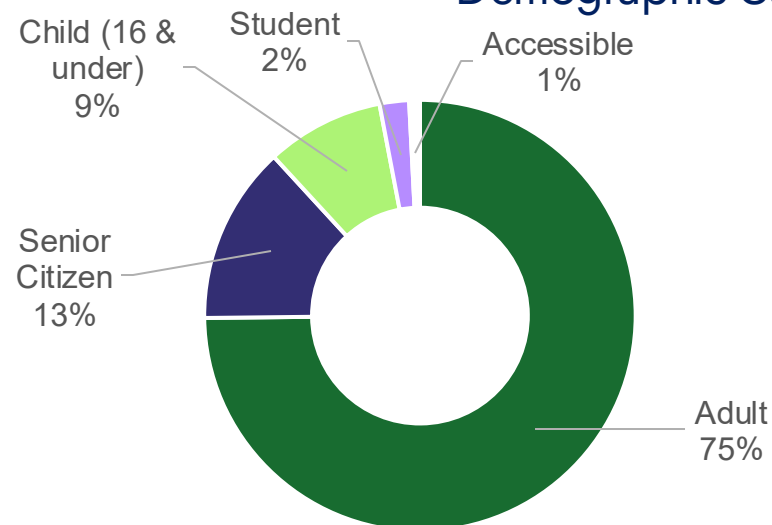
A domestic UK audience made up for 82% of overall ticket sales.

International sales made for 18% of all ticket sales, exceeding the target of 10% with the largest of these audiences coming from Ireland and the USA. A breakdown of international ticket sales is detailed below.

International Ticket Sales



Demographic Sales



City Activation





In line with our vision and KPIs, City Activation helped showcase Glasgow as a world class events and tourism destination, providing a positive welcome for spectators and visitors from inside and outside of Scotland. Activation spaces within the City also helped promote inclusion for non-ticket holders, providing them with additional opportunities to engage with the event.

St Enoch Centre & Square Activation <ul style="list-style-type: none">- Activations from partners- SAMH Wellbeing Bus- Scottish Athletics ‘have a go’	City Promotion & City Dressing Enhancement <ul style="list-style-type: none">- Lamppost Banners- St Enoch graphics- Digital screen displays- Wayfinding signage- Displays at museums and libraries	Destination Experience <ul style="list-style-type: none">- Engaging with business (discounts)- Running routes- Connecting with local running groups
Exhibitions at St Enoch <ul style="list-style-type: none">- Museum of World Athletics- Glasgow 2014 Commonwealth Games 10-year anniversary exhibition- Medal Launch and Opening Ceremony- Eric Liddell 100 Exhibit	Spectator Experience <ul style="list-style-type: none">- Live feed viewing area- Mascot Appearances- MOWA VR Engagement	Pre-Championship Events <ul style="list-style-type: none">- Removing Hurdles panel (Mental Health Awareness + Sustainability)- World Athletics Council Dinner



Removing Hurdles Overview



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A free event targeted at business and industry experts was held in February 2024 to open up a wider discussion around mental health and wellbeing as well as sustainability.

Panel 1 – Sustainability in Major Events

Industry focussed discussion looking at the shared learnings from major events, and innovations to ensure future events can continue to promote environmental sustainability. Panel members will explore a range of sustainability initiatives from a variety of industries and viewpoints.

Panel 2 – Wellbeing in the Workplace

Addressing the impact that working demands can have on an individual's wellbeing, and the effect this can have on businesses and professions. Panel members will explore measures and initiatives that organisations may adopt to support the mental health and wellbeing of their employees, along with how we can continue to promote healthy lifestyles within the wider community.

Panel 3 – Mental Health & Wellbeing in Sport

Discussions will explore topics that can lead to mental health struggles within athletes such as coping with injuries, performance pressure, and other external factors at an elite level. Considering a range of different sports, from club level right up to elite level, panel members will provide insight from their own learnings to explore how athletes can look after their own mental health as well as supporting others.

Panel 4 – Athletes for a Better World

A conversation from athletes and other sport industry leaders to discuss how we can all work together to create a cleaner and more sustainable world in sport and beyond.

Removing Hurdles Feedback



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Overall Feedback

- There was a diverse range of experience on the panel that provided a helpful range of perspectives. The questions and facilitators ensured the discussion was relevant and stimulating.
- Whilst interesting to hear from the panellists and hear their ideas - thought that there were probably too many of them on each talk and left too little time for questions
- Very interesting discussions with, hopefully, areas for action identified
- Very interesting to hear from athletes and organisers on how they want to use event to improve the wider world.
- Very interesting and relevant panel members , great information provided
- Well done to those who organised. I found it to be a thoroughly enjoyable time.

Panel 1 – Sustainability in Major Events

- Very knowledgeable panel
- Good spread of members and well chaired. Time to ask questions.

Panel 2 – Wellbeing in the Workplace

- Some really interesting insights and stats were provided which i found helpful.
- Again a good mix on panel. Helped see development so far and how it might progress.
- The moderator and panellists made a good job. There were some good examples of how organisations are dealing with the challenges. The audience however was dominated by colleagues of the participants and a few others associated with the games.

Panel 3 – Mental Health & Wellbeing in Sport

- Great range of experience on the panel, from those involved in elite level sport to grassroots participation level.
- The panel of speakers and content was very good with relevant, interesting content.
- Good mix, knowledgeable panel. Practical ideas.

Panel 4 – Athletes for a Better World

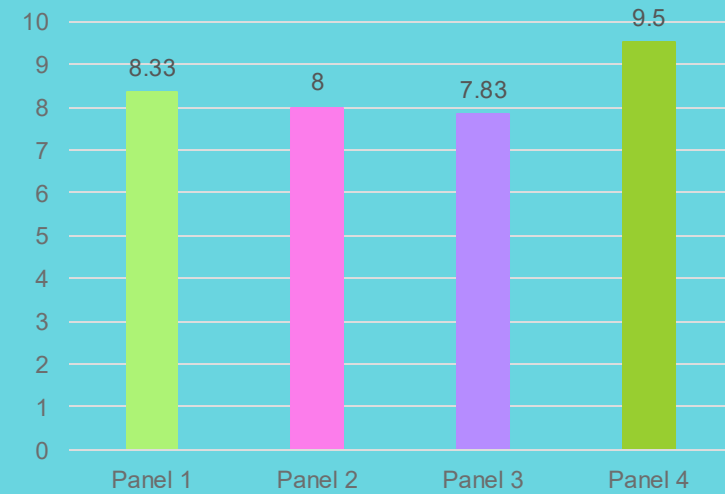
- Was better than expected with it being online. Athletes honest and realistic. Managers supportive and had ideas for way forward.

Removing Hurdles Feedback

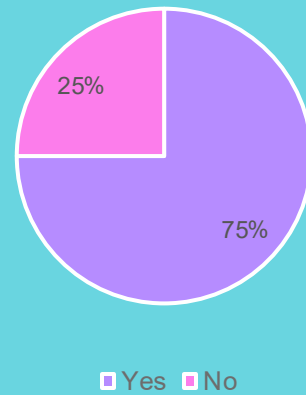


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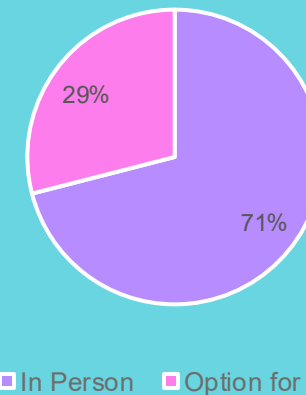
Average Overall Panel Satisfaction



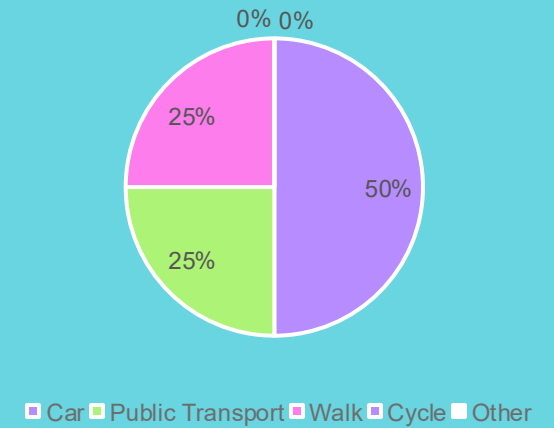
Would you attend a similar event in the future?



Would you prefer panels to be online or in person?



How did you travel to the event?



Ensuring a Strong Legacy

Learnings | Future opportunities

Learnings from the team



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We are proud of the priority we gave to, and outcomes of, our social impact strategy for the World Athletics Indoor Championships 2024. In order to help future events, we want to also share some of the things we believe contributed to our successes, but also some of the learnings and opportunities too.

The top 5 things that helped us succeed:

1. **Strong leadership** – mandate came from the top, didn't have to spend time convincing people as this was already instilled,
2. **Having a clear framework** – Our Social Impact strategy and the ABW Standard worked hand-in-hand to ensure we pushed things further, and looked at the big picture, as well as the local priorities.
3. **The Power of Local Partnerships** – we fostered and created a number of partnerships which actively supported us to deliver more than could have otherwise
 - Scottish Action for Mental Health
 - Glasgow Disability Alliance
 - Zero Waste Scotland
4. **Ensuring sufficient resource** – while it is everybody's role to embed social impact across the event, ensuring there is sufficient resource (human and financial) to drive, coordinate and support teams is critical.
5. **Funding partner commitment** – Beyond financial investment, opportunities to tap into social impact support from partners allowed insights to guide our strategy

Our top 5 learnings and future opportunities

1. **Procurement** – your supply chain is critical.
2. **Unlocking on-site communications and spectator experience** – it is easy to get focussed on looking internally at the operations and event delivery that it can be easy to miss considering what is that the fan and spectator sees, how does social impact get drip-fed and integrated into their whole experience from knowing about the event, buying a ticket to the messaging that they see on-site. Spend time mapping this out and engaging the communications and branding /venue dress team to ensure the spectator knows all the good work you've done!
3. **From local to global** – leveraging the relationship between World Athletics and the LOC to further the reach for scalable impact?
4. **Start as early as you can** – the earlier you can start to put social impact on the agenda the more opportunities you will uncover and the more time you will have to explore pushing the boundaries. You can never start too soon on thinking about how social impact will integrate through your event.
5. **Caterers** – Engage early with caterers to assess what is feasible through sustainably sourced produce, carbon footprint mapping and waste management

Driving the Legacy



Embedding the LOC in the city's Events team provided a model to build learnings into future event planning and drive event legacy. Key strategies and initiatives delivered or under development, include:

- **Glasgow Events Strategy** – GL is leading the development of a citywide Events Strategy to create a unifying vision and direction for events, which has community, equality, diversity and inclusion, as well as sustainability at its heart for Glasgow's events, venues and spaces (launch expected November 2024).
- **Glasgow Life Events Sustainability Strategy and Action Plan** – to build on the legacy of WAIC 24, a contractor was engaged to work with Glasgow Life in developing a sustainability strategy and action plan for events that Glasgow Life delivers (expected completion November 2024). Key initiatives have been introduced or trialled through the summer events – Glasgow Mela, Merchant City Festival and World Pipe Band Championships- including:
 - **Single use plastics** – partnership with Scottish Water bringing water refill sites across World Pipe Band Championships site and a policy of no sealed drink bottles
 - **Active Travel** – promoting active travel options to events in partnership with GCC and their continued development of the active travel network.
 - **Carbon Calculator** – trialling the calculator with summer events suppliers to formally roll out in 2025.
- **Glasgow Life Events Social Impact Plan** – a plan has been created to maximise the positive social impacts generated from the events delivered by Glasgow Life and partners, coordinated by the Social Impacts Project Manager that was recruited for the World Athletics Indoor Championships 2024. Key initiatives include:
 - **Event Accessibility Audits** - Glasgow Life has continued its partnership with Glasgow Disability Alliance to facilitate accessibility audits at all summer events delivered by GL events team – Glasgow Mela, Merchant City Festival and World Pipe Band Championships – to provide a baseline and inform event plans from 2025 onwards.
 - **Scottish Action for Mental Health (SAMH)** – discussions underway regarding a strategic partnership for GL and events in the city, with individual activations already planned to build on the successful partnership with the athletics.
 - **Ride Glasgow** – partnership with community organisations, including for volunteering, to ensure an inclusive approach
 - **Great Scottish Run** – targeted engagement and distribution of places for key communities. Volunteering via Social Impacts
- **VisitGlasgow.org** – GL has launched a new B2B website for events, conventions and tourism industry, which will provide an opportunity to showcase best practise in sustainability and provide resources to industry in time to support sustainability and social impacts work.
- **Glasgow Food Charter for Events** – GL has initiated discussions with Scotland Food and Drink to develop a Food Charter for Events with the aim of unifying vision and commitment from the industry around commitments to address food sustainability food poverty and sector development.



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WORLD ATHLETICS PARTNERS



WORLD ATHLETICS SUPPORTERS



WORLD ATHLETICS SUPPLIERS



EVENT SUPPORTERS



PUBLIC INSTITUTIONS

