

VERSION 1.0



OUR PLEDGE
TO MAKE BIRMINGHAM 2022
COMMONWEALTH GAMES
THE MOST SUSTAINABLE YET

OUR BOLD AMBITION

Our ambition is clear: **we will deliver the most sustainable Commonwealth Games since the event began nearly a century ago.**

The Birmingham 2022 Commonwealth Games will have a significant, positive, outcome for the city, its people, and its local communities. It will play a crucial part in the recharge and recovery of the region: from the kickstart it will provide to the economy, to the renewed sense of civic pride it will instil in citizens.

We believe that all organisations should put purpose at the core of their existence, and we are committed to converting this belief into tangible actions and outcomes. This document is our blueprint, outlining how the Games can help play its part to achieve a better and more sustainable future.

This strategy sets out our sustainability goals and the ways we seek to address and overcome the challenges that the physical and social environment face.

We are a dynamic organisation and as we evolve and travel through the lifetime of Games delivery, so too will this plan. What remains resolute is that we are steadfast in this journey. It is far more than a policy; it is an underpinning belief of how we operate and how we will exist as an organisation.

We will set new standards and raise the bar on what has gone before, and we pledge that:



We will commit to creating a **carbon neutral** legacy for Birmingham 2022, the first of any Commonwealth Games*



We will deliver the Games in a **socially responsible** and **inclusive** way



Our goals will support **regionwide economic recovery**



Equal access to opportunities and participation are fundamental to our plans

In July 2022, we will welcome approximately 6,500 athletes and team officials from 72 different nations and territories across the Commonwealth. They will come together for an 11-day celebration of sport, entertaining millions of spectators and reaching a worldwide TV audience of more than 1 billion.

Hosting a world-class event is a privilege and a responsibility for Birmingham and the West Midlands. Together, we can show true leadership in sustainability: from the way we operate and deliver the Games, to how we engage with all those involved and through our work with communities from the region, country, and Commonwealth.

The Games are an exciting, once in a lifetime opportunity for us to create a lasting and positive legacy for the city and the region.

**"TO BRING PEOPLE TOGETHER,
IMPROVE HEALTH AND WELLBEING,
BE A CATALYST FOR CHANGE, HELP THE
REGION GROW AND SUCCEED AND PUT
BIRMINGHAM FIRMLY ON THE MAP."**



*Wording updated from original publication to ensure it better reflects the legacy nature of the offsetting strategy.

OUR PLAN

Our strategy is intrinsically aligned to the **Commonwealth Games Federation's impact areas of peace, sustainability and prosperity**, as well as the **United Nation's (UN) Sustainable Development Goals (SDGs)**. These goals are clear and compelling and task us all to work together to drive positive environmental, social, and economic outcomes by 2030.

THE SEVEN PILLARS

Our approach to sustainability has seven areas of focus:

1. **ACCESSIBILITY**
2. **EQUALITY, DIVERSITY AND INCLUSION (EDI)**
3. **JOB CREATION AND SOCIAL VALUE**
4. **HUMAN RIGHTS**
5. **CARBON AND AIR QUALITY**
6. **CIRCULAR ECONOMY PRINCIPLES TO MINIMISE WASTE**
7. **CONSERVATION**

LAYING STRONG FOUNDATIONS

This document sets out a clear pathway with actions and accountabilities. But this is just the start, there are still many more exciting initiatives being explored and refined in consultation with our partners and stakeholders.

Ongoing development of our plans and refinement of goals and objectives will continue as we look to create a lasting and positive legacy for the Games. We will publish regular updates on progress leading up to the final Games review.

HOW WE WORK: AN INFORMED APPROACH

We are aligning our approach to internationally recognised standards. These standards include:

- ISO 20121 Certification for Sustainable Events
- The UNFCCC Sports for Climate Action Framework
- Disability Confident Employer
- Leaders in Diversity
- Armed Forces Covenant
- Deaf Friendly Standard

We are working closely with regional, national and international partners to tap into their expertise and create meaningful partnerships and initiatives that will bring lasting benefits to communities and the environment in Birmingham and the West Midlands. Our key partners on sustainability include:

- Commonwealth Games England (CGE)
- Commonwealth Games Federation (CGF)
- Department for Digital, Culture, Media and Sport (DCMS)
- Birmingham City Council (BCC)
- West Midlands Combined Authority (WMCA)
- Transport for West Midlands (TfWM), part of the West Midlands Combined Authority

THE SEVEN PILLARS

1

ACCESSIBILITY

Why are we doing it?

Birmingham 2022 is the Games for Everyone, and this means we want everyone to be able to experience and enjoy the Games as equals. We are committed to hosting a safe, independent, and dignified experience for anyone involved in the Games, be it athletes, spectators, or media: our aim is to create access to sport for all. This means delivering accessible venues, facilities, and barrier-free environments so that these once in a lifetime Games for Birmingham can be an exciting experience for everyone.

Our pledge to you:

- We are working to deliver the best accessibility standards accross the Games, bettering best practice wherever possible
- Accessibility is a key consideration of all planning and has been embedded for all our venues from the outset of our work
- We have an ambition to reduce the disability employment gap. The Games is a Disability Confident Employer and continues to review its processes to remove barriers for paid roles and volunteering opportunities to make them accessible to all
- We will deliver the largest fully integrated para-sport programme of any Commonwealth Games, creating one Games for all athletes
- Considerations for accessible routes and services are embedded within our Games transport plans
- Accessible services will be uplifted and additional facilities will be available as required

2

EQUALITY, DIVERSITY AND INCLUSION (EDI)

Why are we doing it?

We want to be sure that the Games are accessible and inclusive to all. This is a vibrant and diverse region and the Games needs to reflect this. It provides the perfect opportunity for all people to learn more about each other and develop a shared understanding on issues of inequality. Birmingham 2022 will encourage and enable these conversations and provide an exceptional opportunity for cultural and commercial exchange among Commonwealth countries and act as a catalyst for shared experiences across arts, culture, and meaningful business engagement.

Our pledge to you:

- We are engaging with as many groups as possible to ensure this is an event for everyone, working hard to connect local communities to the Games
- We have a dedicated team that will be present on the ground serving communities
- We have have been awarded the Leaders in Diversity Accreditation by The National Centre For Diversity
- We will assemble a workforce (employees and volunteers) representative of the West Midlands
- We will provide free access to 95% of the Games' cultural programmes
- We will host the first Commonwealth Games with more female medal events than male medal events
- We will have an accessible ticketing policy to maximise participation across the local community

3

JOB CREATION AND SOCIAL VALUE

Why are we doing it?

Through the benefits and opportunities that the Games provides, we aim to reduce unemployment and upskill the workforce in the West Midlands. This will help our region to recover from the economic impact of the pandemic, as well as helping to reduce poverty and exclusion. By creating new opportunities for individuals, we will also improve health and wellbeing.

Our pledge to you:

- We are working in partnership with the West Midlands Combined Authority and Commonwealth Sport Foundation to establish a Commonwealth Jobs and Skills Academy, which will support thousands of local people gain skills and experience through access to Games-time roles
- We are creating apprenticeships with our first two cohorts already employed to work on the Games
- We are creating 1,200 Organising Committee jobs
- We will build a community of circa 13,000 volunteers
- We will ensure delivering social value is a key requirement for contracts awarded
- We are measuring social value for the first time in Games history, setting a benchmark for future events and organisations

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HUMAN RIGHTS

Why are we doing it?

Sport drives positive social progress, acting as a catalyst to bring significant change to people's lives. Unlocking human potential to help transform society means that Human Rights must be established as a core value of the Games. This approach permeates the entire Games operation and will be reflected in all areas of the Games, as a celebration of the diversity of the Commonwealth family.

Our pledge to you:

- We are intrinsically aligning our approach with Commonwealth Games and UN best practice
- We are ensuring that protection of human rights is not just written in policy but supported by comprehensive training in areas such as ethical trading, safeguarding and freedom of speech
- We require all contractors to demonstrate that they comply with anti-slavery and human trafficking laws

5

CARBON AND AIR QUALITY

Why are we doing it?

Climate change poses an existential threat to humanity and we must all act to mitigate our impact. We will build on the foundations of previous events of this scale to raise the bar on what can be achieved. Poor air quality is known to have a detrimental impact on health, and we believe that by working together we can make a difference. Our ambitions are aligned to the commitments of the UK, regional and local government ambitions on moving to net zero and delivering cleaner air.

Our pledge to you:

- Create a carbon neutral legacy for the Games*
- Wherever possible we will reduce carbon, and where that cannot be reduced, we will be offsetting this through credible and predominantly local carbon offsetting programmes, including forestation and tree planting, more of which is detailed within this plan
- We are organising carbon-neutral international travel and accommodation for the Queen's Baton Relay
- We are promoting low emission travel options and active travel such as cycling or walking

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CIRCULAR ECONOMY PRINCIPLES TO MINIMISE WASTE

Why are we doing it?

Traditional approaches to product creation and disposal deplete natural resources and create unsustainable amounts of waste. The circular economy is about designing waste out of the system by keeping products and materials in use. By reusing and recycling products, our ambition is to achieve zero waste to landfill and conserve resources for future generations.

Our pledge to you:

- We will aim to dramatically reduce the use of single use plastic by...
 - Working with subcontractors and suppliers such as packaging and transport to minimise single use plastics across the full Games footprint
 - Installing free drinking water refill points wherever possible
 - Implementing waste reduction processes across all operations
- We will hire rather than buy equipment where possible
- We will plan for the end of the Games to ensure assets can be repurposed and reused in the future

7

CONSERVATION

Why are we doing it?

We are committed to doing what we can to conserve and enhance the natural environment for future generations. This means ensuring the conservation of our canals, rivers, and green spaces as part of our vital ecosystems. Beyond ecology, we are also looking to the Games to conserve and reinforce our cultural heritage, one of the most special attributes of the West Midlands.

Our pledge to you:

- We are working with the main contractors of the new Sandwell Aquatics Centre and Alexander Stadium developments, to increase the levels of biodiversity and bring improvements to the local environment
- Clearing 22 miles of canals through the 'United by 2022' partnership with the Canals & Rivers Trust
- We are making conservation and sustainability part of the Games' regional and international education programmes
- Creation of 2,022 acres of forest through our partnership with Severn Trent.



*Wording updated from original publication to ensure it better reflects the legacy nature of the offsetting strategy.



DELIVERY

Our entire organisation is committed to the collective delivery of this plan. Our Board and Executive Management Team are providing accountability to the work, visible leadership, and measurement to ensure our vision to deliver 'The most Sustainable Commonwealth Games yet'.

To make this vision a reality, we are focussing on four operational areas.

PROCUREMENT - BUYING BETTER

- Our procurement process will be accessible and inclusive throughout
- We will encourage local suppliers to recruit a diverse workforce to reflect our region and support training and upskilling opportunities
- Delivering social value will be a requirement of all bids along with compliance with human rights legislation
- We will require measurement and reporting of carbon impact throughout the preparation and delivery of the Games
- We will hire rather than buy equipment where possible and work with suppliers to minimise waste

WORKFORCE - PROVIDING OPPORTUNITIES FOR ALL

- We will actively seek to recruit a diverse workforce and build an inclusive environment for our employees as well as thousands of volunteers that are representative of the region
- We will look to increase training, apprenticeship, and job opportunities throughout the supply chain

COMMUNITY ENGAGEMENT - ENSURING BIRMINGHAM'S GAMES REFLECT THE CITY

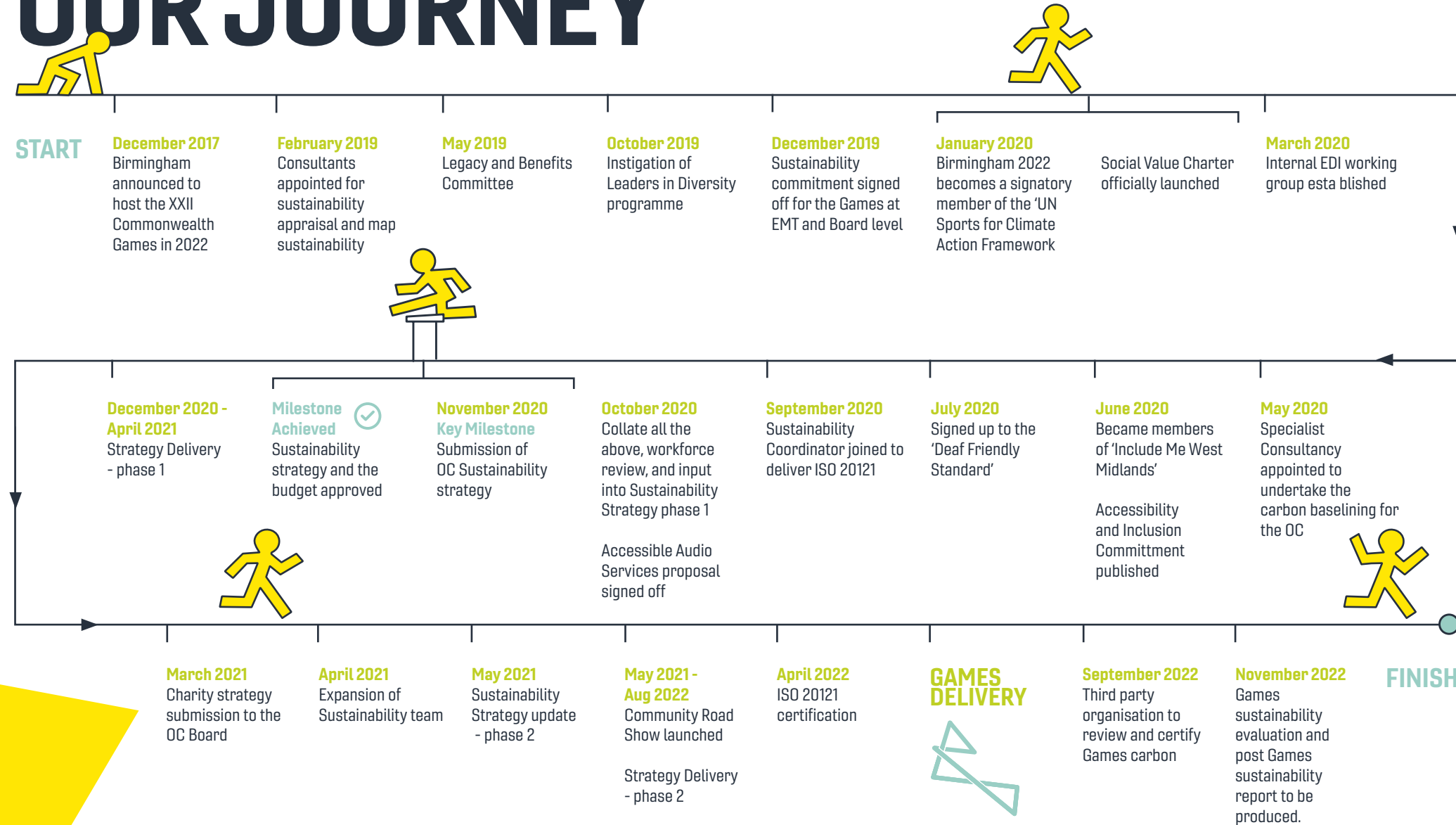
- The Games engagement programme and cultural festivals will be a catalyst for change and showcase what the region has to offer
- Through groups such as our Accessibility Advisory Forum, we will ensure that we provide practical facilities that work for everyone
- We will prioritise local people for training and job opportunities
- We will encourage more environmentally friendly behaviours for travel, consumption and recycling

GAMES DELIVERY - A TRULY INCLUSIVE EVENT

- Accessibility for all will be a priority, supporting a barrier-free environment for athletes, staff, volunteers and spectators
- A local workforce will deliver the Games, this will stimulate the local economy and kickstart the Games legacy programme
- We will show sustainability leadership through education and reporting on our commitments and performance at the Games
- Birmingham 2022 will be the largest integrated para sport programme of any Games to date



OUR JOURNEY



LEGACY DEVELOPMENT

We want to put Birmingham and the West Midlands firmly on the map. This is a Games that will be grounded in communities, and the issues that are relevant to them. Throughout the legacy plan and programme, which will be published soon, we are:

- Promoting the benefits of physical activity, community sport and improved wellbeing
- Driving economic and community recovery
- Building the capacity of communities to help people live healthy and fulfilled lives
- Tackling inequalities and working towards inclusive leadership
- Advancing sustainability through lasting behavioural change
- Celebrating the wonderful heritage of our proud city and wider region

In building our legacy programme we have drawn on the Commonwealth Games Federation's vision to use sport to create peaceful, sustainable, and prosperous communities across the Commonwealth. The CGF collects a range of socio-economic data to measure the legacy and benefits felt by previous host cities.

For sustainability specifically we would like our legacy to mean that we deliver a truly sustainable Games and support long-term sustainable behaviour change. We want this to be the first Commonwealth Games to create a carbon neutral legacy and set a benchmark for future Games. And we are keen to use the Games to maximise our influence in addressing key socio-economic issues including equality, diversity, and inclusion; social value; accessibility and human rights.

This is an opportunity for us all to make better choices and act responsibly. Together we can create a happier, healthier and green places and help to make Birmingham, the West Midlands and the wider Commonwealth more inclusive and sustainable for future generations.

- By delivering this important and high-profile event in a way which minimises negative environmental impacts and capturing opportunities, we can change how we all think about travel and consumption
- By prioritising inclusivity and accessibility, we can create socio-economic opportunities for proportions of the population that may otherwise have been excluded from this event
- By creating work, volunteering and training opportunities we can have a long-term impact on the employment and education opportunities for local people



PARTNER SPOTLIGHT

The Games has inspired collaborations and partnerships that will deliver long-term benefits to our environment and our communities. One such partnership is with our nature and carbon-neutral supporter, Severn Trent, which has an ambitious vision to deliver a carbon neutral legacy for generations to come throughout the West Midlands.

CREATING A **CARBON NEUTRAL** LEGACY

Severn Trent will deliver a series of initiatives that will leave a positive social and environmental legacy of sustainability. Severn Trent's plans are all about making a positive impact on the communities and the environment in the region they operate and to the lives of everyone they serve. More specifically, their environment work is about improving and enhancing the biodiversity of the region and providing a 'green hug' around existing urban areas by following watercourses and providing nature corridors across and through the area.

Two of the standout initiatives include the creation of 2,022 acres of Commonwealth Forest, as well as 72 tennis-court-sized mini forests, to be built in urban areas across the West Midlands.

The Commonwealth Forest, also in the West Midlands, will feature native species and will not only help local communities reconnect with nature, but it will also help offset the carbon generated by the Games.

Importantly, the forest will be accessible to everyone - by cycling, walking and public transport. It will be a place for people to experience nature and be together away from everyday life distractions.

CREATING NEW **GREEN URBAN SPACES** ACROSS THE REGION

Severn Trent also aims to create 72 mini urban forests, each around the size of a tennis court in urban areas across the West Midlands. Working with local partners, they will find the right type and size of land in places to create beautiful green spaces that will make a real difference to the local environment and the people who live there.

Each forest would be linked to one of the nations or territories competing in the Games with the aim that their creation will be well underway for the baton relay to visit each forest location.

Each of these 'mini forests' will be planted with home-grown native species, creating new habitats for wildlife and caring for our natural water sources. The plan is to link each forest to schools and community groups and find ways for us all to feel involved with and enjoy our new green spaces.

Together these two initiatives will bring a range of benefits for generations to come.

- Boosting urban biodiversity
- Connecting communities with accessible nature
- Supporting health and wellbeing
- Improving air quality and offsetting residual carbon

In addition, Severn Trent is looking to make tap water the first choice for the Games by providing water bars to provide free tap water to all attendees. Embedding refill behaviours is important to promote the value of water and encourage future generations to use water wisely.

There is a shared vision between Birmingham 2022 and Severn Trent. This is based on a dedicated approach to build on existing standards and work to create something new, and make a legacy of social and environmental change, and a carbon neutral future for generations to come.

SEVERN
TRENT



HOW YOU CAN GET INVOLVED

PARTNERS & STAKEHOLDERS

Our key partners are The Department for Digital, Culture, Media and Sport (DCMS), Birmingham City Council (BCC), Commonwealth Games England (CGE), West Midlands Combined Authority (WMCA), Transport for West Midlands (TfWM), Commonwealth Games Federation (CGF) and Commonwealth Games Federation Partnership (CGFP) who all have expertise, experience and perspectives to contribute.

There are several external stakeholder groups who have interest and aspirations with regards to the Birmingham 2022 Commonwealth Games. We will carry out further consultations to map our strategy to our partners' longer term sustainability ambitions to feed into a legacy sustainability strategy that will benefit our communities and the environment in the long-term.

THE PUBLIC

The Birmingham 2022 website highlights new roles, volunteer positions and other ways to get involved.

Visit <https://www.birmingham2022.com>
to sign up for our newsletter to keep up to date on our news and opportunities
Visit <https://www.birmingham2022.com/united>
to join the Birmingham 2022 community programme

You can also contact the Birmingham 2022 Commonwealth Games team by
Email: generalenquiries@birmingham2022.com
Post: Birmingham Organising Committee for the 2022 Commonwealth Games Ltd,
One Brindley Place, Birmingham, B1 2JB



FURTHER INFORMATION

The following documents are available on the
Birmingham 2022 website
www.birmingham2022.com

Sustainability Commitment
Accessibility and Inclusion Commitment
Social Value Charter
Anti-Slavery and Human Trafficking Policy



Alternative formats of this document
are available on request by
Email: marketing@birmingham2022.com
Telephone: 0121 303 5422

To support our aspirations of creating a
carbon neutral legacy for the Games.*

This has been designed as a digital
digital document.

We would be most grateful if you could
think before you print.



*Wording updated from
original publication to ensure it
better reflects the legacy nature of the
offsetting strategy.

