



**SUSTAINABLE BUSINESS STRATEGY  
ALIGNED WITH UN GLOBAL GOALS**

# **FOR SPORTS ORGANISATIONS**

**DRIVING  
INVESTMENT  
FAN ENGAGEMENT  
BRAND SPONSORSHIP**

**SUSTAINLY**





**THE GLOBAL GOALS**  
For Sustainable Development



GENERATION Z  
MILLENNIALS



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# UN GLOBAL GOALS

## WHAT'S GOING ON & THE IMPORTANCE TO SPORT

### WHAT ARE THE SDGS?

The 17 Sustainable Development Goals were adopted by the United Nations in 2015 and supported by 193 countries. They cover a list of 169 sustainable development targets to achieve by 2030.

The SDGs cover social and economic development issues including poverty, hunger, health, education, global warming, gender equality, water, sanitation, energy, urbanization, environment and social justice.

**We help you understand how the UN SDGs impact your sport/business and how you can build the future of your sport to make a difference.**

### WHY SUPPORT THE SDGS?

Sports organisations that align themselves with the SDGs will be extremely attractive to brands and will have an edge of over those sports that are not aligned.

Hundreds of large companies are fully committed to the SDGs including: adidas, Aviva, Barclay's, Danone, HSBC, McDonald's, Nestle, Nike, Pepsico, Puma, Sky and Unilever... to name a few.

The goals will create an estimated \$11 trillion in value for the companies that get their priorities right and communicate their work effectively to investors, consumers and governments.



### GEN Z & MILLENNIALS

Acting responsibly is no longer a choice for sports and businesses as a new generation of fans and participants expect brands and organisations to be ethical, authentic and transparent.

### HOW WE CAN HELP

Sustainly and Purple Tangerine will work with you to evolve your current business purpose and develop a sustainability strategy in line with the UN Global Goals and the needs of Gen Z.





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## UN GLOBAL GOALS TYING YOUR SPORT / BUSINESS TO SOCIETY

Our work:

Aligns any business involved in sport – governing bodies, associations, federations, tournaments, events, leagues, clubs, athletes with the UN Global Goals that are relevant to them - thereby “Tying Them To Society”.

Creates a powerful business & communications narrative attracting Investors, Fans and Brand Sponsors/Partners.

Delivers a sustainability strategy for you that will *anchor your authenticity* in the minds of Investors, Fans and Brand Sponsors/Partners.



The strategy works for all audiences. Your sport will become an attractive proposition to:

**Investors** – who want to take stakes in sports adhering to Environmental, Social & Governance criteria.

**Brands** - who are looking for marketing opportunities aligned with the UN Global Goals.

**Fans** - who want to buy from brands that are authentic, transparent and ethical.





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## UN GLOBAL GOALS CASE STUDIES

Here are some examples of brands that are tying themselves to society by championing sustainability issues - such as gender and racial equality, young female self-esteem and mental health.

If your sport followed a similar process it will inspire a new generation of young athletes and sports fans. Aligning with the SDGs will provide a platform for inspiring a new generation of fans.



Dove addresses female self-esteem issues through its Real Beauty campaigns.

*They feel prettier when they get "LIKES"*



Aetna pioneered the adoption of yoga and mindfulness in the workplace.



Gillette committed to promoting gender equality with its 2019 brand campaign.



Always made young female self-esteem the focus of a Super Bowl campaign.



Under Armour enlisted supermodel Giselle Bündchen to highlight online abuse.



Nike championed Black Lives Matter by backing quarterback Colin Kaepernick.



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## SUSTAINABILITY STRATEGY APPROACH

Sustainly takes a journalistic research approach to developing successful strategies. We listen and learn from online media sources and we also run workshops and conduct in person interviews with key internal and external stakeholders to determine the most effective sustainable business strategy.

Our strategy is based on three simple but pertinent questions that, when answered, provide a road map for strategy, operations and communication. They are:

**WHO IS YOUR AUDIENCE?**

**WHAT ARE THEY INTERESTED IN?**

**WHAT ARE YOU DOING THAT THEY SHOULD CARE ABOUT?**

The strategy work is split into three parts.

**PART 1 SUSTAINABLE BUSINESS STRATEGY IMPACT AUDIT & BEST PRACTICE COMMUNICATIONS CASE STUDY REPORT**

**PART 2 UN SDG MASTERCLASS WORKSHOP & SUSTAINABLE BUSINESS STRATEGY REPORT**

**PART 3 COMMUNICATION TOOLS FOR EXTERNAL AUDIENCES**





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## DELIVERABLES

As a highly-respected sustainability and business consultancy, Sustainly draws on more than 15 years' experience advising major brands on sustainable business strategy and has an intelligence engine database of more than 1,500 sustainability business case studies and special reports.

For sports projects, Sustainly partners with sports marketing experts Purple Tangerine to deliver the best sustainable sports business strategy that will help attract investors, build an audience of fans and appeal to brand partners and sponsors.

To achieve this, Sustainly will deliver:

1. An Impact Audit Report in PDF format.
2. A Best Practice Communications Case Study Report in PDF format.
3. A one-day Masterclass Workshop to understand the UN SDGs and shape your sustainable business strategy.
4. The Sustainable Business Strategy Report that sets out how you can attract investment, manage investor expectations, engage with fans, build brand partnerships and maintain strong governance and social responsibility.
5. Key fact sheets and positioning documents for you to engage with external stakeholders including:
  - Investors
  - Brand Partner and Sponsors
  - Media
  - Risk & Reputation





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## SUSTAINLY

We are a business and sustainability insights, management consultancy and executive education specialist.

We act as a bridge between the worlds of sustainability and business - giving our clients the information, education and insight they need to make sustainability a core part of their business.

The UN Sustainable Development Goals are starting to have a profound effect on the way companies operate globally.

We provide: strategy, learning and development and content services to help companies communicate their sustainability work through the framework of the goals.

Our clients include: BASF, HSBC, Nike, PwC and KPMG.

[www.sustainly.com](http://www.sustainly.com)

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## PURPLE TANGERINE

We are a specialist sports marketing, entertainment and sponsorship consultancy.

We help our clients identify and engage with their customers / fans and drive their sales targets through creative marketing strategies.

We realise the powerful opportunity aligning with the UN Sustainable Development Goals presents to business and how if managed correctly can help drive investment, fan engagement and brand well being.

We have expertise in: Sponsorship & Fan Engagement - for Rights Holders & Brands; Reputation & Image Management - Story Telling, PR, Publicity, Media Training & Crisis Management; Outsourced Marketing & Sales – Strategy & Business Development / Sales Support.

Our clients include: adidas, BBC, Commonwealth Games England, Kingfisher Plc, Madame Tussauds, Match Of The Day and St Pancras International.

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## ABOUT SUSTAINLY – KEY PEOPLE



### MATTHEW YEOMANS - FOUNDER

Matthew Yeomans has 25 years experience working as a writer, editor and communications consultant. He is the author of *Trust Inc. - How Business Gains Respect in a Social Media Age*. He co-founded the media company Social Media Influence, and the editorial consultancy, Custom Communication and has worked with many clients including PwC, HSBC, Nike, BASF, Lloyds Banking Group and many others. He is the author of three books and has contributed to many publications including: Time, The New York Times, National Geographic, Ad Age, Fortune, The Industry Standard, The Guardian, Sustainable Business and Wired.



### NIGEL JONES - HEAD OF MARKETING

Nigel is Founder and Managing Director of Purple Tangerine, the sports, entertainment and sponsorship marketing specialist and Head of Marketing at Sustainly. He has over 25 years experience in creative marketing with leading brands including: P&G; adidas; Mars; Motorola; Kellogg's; Bausch & Lomb; and PepsiCo. He has held senior positions with the world's largest advertising and public relations businesses including; Saatchi & Saatchi and WPP. An advocate of sustainable marketing for over 10 years works with clients to integrate sustainability into their brand purpose; and more recently helping clients understand the UN Global Goals and the new generation of consumers who demand authenticity, transparency and sustainability from businesses. He is a graduate of the London School of Economics.



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## APPENDICES - BACKGROUND

The time is now.

Basketball England will be one of the first entertainment platforms to actively promote UN SDGS.

A toolkit recently produced by the UN SDG fund supported by the Monaco Government shows how sports can help achieve the UN Global Goals.

[http://www.sdfund.org/sites/default/files/report\\_sdg\\_fund\\_sports\\_and\\_sdgs\\_web\\_0.pdf](http://www.sdfund.org/sites/default/files/report_sdg_fund_sports_and_sdgs_web_0.pdf)

### THE CONTRIBUTION OF SPORTS TO THE ACHIEVEMENT OF THE SUSTAINABLE DEVELOPMENT GOALS: A TOOLKIT FOR ACTION



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