

Greening the Samoa 2019 Pacific Games

The Samoa 2019 Pacific Games, held from 7–20 July 2019, brought together 5,000 athletes and officials to compete and take part in 27 sports.

As host of the XVI Pacific Games, Samoa declared its commitment to reduce marine litter and plastic pollution by eliminating single-use plastics and polystyrene use at the Games.

This was termed as “Greening the Games”.

All activities carried out to “Green the Games” were done so under the “Beautiful Samoa, Keep it Clean and Plastic-free” Campaign.



The impact we made

Over 1 million, 500 ml single-use plastic bottles were NOT available, used or discarded as rubbish during the XVI Pacific Games.

Over 3,200 native trees were planted in Samoa by visiting athletes and officials during the XVI Pacific Games as part of efforts to offset carbon emissions and to support Samoa's Two Million Tree Campaign 2015–2020.

At least 60,000 people were reached through social media alone, as one aspect of a carefully planned and strategic communications campaign.

Over 8 tonnes of waste was collected in Apia, Samoa as part of clean-up efforts before the start of the XVI Pacific Games.

Close to 5,000 athletes and officials were given free reusable bags to ensure compliance with the ban on single-use plastic bags by the Government of Samoa.

8,000 native trees were planted across Upolu and Savaii by students and teachers in Samoa to offset the carbon emissions of athletes and officials travelling to the XVI Pacific Games and in support of Samoa's Two Million Tree Campaign 2015–2020.

40 student volunteers from the National University of Samoa were trained on how to conduct waste audits.

Structures in place to make this happen

An official “Greening of the Games” committee was established and included in the formal structure within the XVI Pacific Games.

The role of this Greening of the Games committee was to coordinate and implement the Greening of the Games Strategic Action Plan.



**Free filtered water stations at all
XVI Pacific Games venues.
Bring your bottle to refill**

free cool filtered water

Athletes, officials and volunteers were given **free 1 litre reusable water bottles** they could use at any of the **350 water dispensers** across all XVI Pacific Games venues and accommodation. These water dispensers provided **free, cool, filtered water**.

If **8,000 athletes, officials and volunteers** refilled their 1 litre reusable water bottle three times a day that would make **24,000 litres** of water per day.

If the estimated **12,000** spectators at the 22 Games Venues each consumed 1 litre of water at the Games, that would correlate to **24,000 single-use plastic bottles** a day.

If athletes, officials and volunteers were using the standard, disposable, single-use 500ml plastic bottles for their 3 litres per day that would be **48,000 single-use plastic bottles** a day.

Over the 14 days of the XVI Pacific Games **over one million single-use plastic bottles** were prevented from entering the landfill.

Of all marine debris that enters our ocean each year, **80%** of this is from land based sources.



**OVER
1,000,000
SAVED**



What was done?

- Private and public sector partnerships were established for positive environmental action to reduce single-use plastic water bottles and polystyrene.
- 9,000 reusable bags were provided to the XVI Pacific Games Office for distribution to athletes and officials so they received one or two reusable bags each.
- Over 350 water stations were established across all XVI Pacific Games venues, providing free, filtered, cool water for all.
- 8,000 1 litre, reusable water bottles were distributed to all athletes, officials and volunteers.
- Sample waste audits were conducted by waste champions from 7–13 July from Pacific Games venues and accommodation to provide a snapshot of the waste trends during the XVI Pacific Games.

Choose to reuse your bags

Support Samoa's single-use plastic bag ban

#oneinspirit #choosetoreuse



- A user's guide to "Greening the Games" was distributed to all Chef de Missions by the Pacific Games Office several weeks before the Games began to help prepare their teams.
- While in Samoa, seven countries including Samoa, and the Voices of Athletes, participated in Samoa's Two Million Tree Campaign 2015–2020, planting native trees to help offset carbon emissions.
- A communications campaign led to three billboards constructed in Upolu and Savaii, two airport wall decals in the arrivals terminal, over 500 advertisements across two Samoan television stations including the official Pacific Games broadcast station, a social media campaign with a competition, information booth at the Pacific Games venues, training for Samoa media, and distribution of free environmentally friendly materials for athletes and officials.
- Over 1,000 volunteers in Samoa participated in three clean-up events to collect waste across key points in Samoa before the XVI Pacific Games.
- Over 8,000 native trees were planted by 65 schools, 750 students and 100 teachers across Samoa to help offset carbon emissions and support Samoa's Two Million Tree Campaign 2015–2020.
- A sample survey on the Greening of the Games was undertaken resulting in collection of viewpoints of over 250 people at the XVI Pacific Games.



How was this done?

Partnerships were established.

These were formed in many different ways:

- The Greening of the Games committee worked together to drive and guide the Greening of the Games activities. The committee was co-chaired by the Ministry of Natural Resources and Environment (MNRE), Secretariat of the Pacific Regional Environment Programme (SPREP) and included the Pacific Games Office (PGO), Samoa Tourism Authority, Ministry of Women Community and Social Development, Ministry of Education, Sports and Culture, UN Environment and Samoa Recycling and Waste Management Association.
- Private partnerships with the PGO helped drive good environmental practices such as that between the private sector water companies in Samoa and Australia.
- Donor support was a key part to achieving success for the Greening of the Games which included the Agence Française de Développement (AFD), British High Commission in Apia, Clean Seas Campaign of UN Environment, Department of Foreign Affairs and Trade of Australia, Government of New Zealand, Government of Samoa, Pure Pacific Water, Samoa Pure Water, SPREP, Swire Shipping Moana Taka Partnership and Zerobags New Zealand.

Choose to reuse

single-use plastic bottles won't be sold
at the XVI Pacific Games venues
Bring your bottle and refill at free filtered water stations

#oneinspirit #choosetoreuse



Offsetting carbon emissions from the XVI Pacific Games.

- The Greening of the Games Committee partnered with Samoa's Two Million Trees Campaign 2015–2020 for native trees to be planted before, during and after the XVI Pacific Games.
- Posters, banners, and the Voices of Athletes Organisation encouraged visiting teams to plant trees and offset their air travel emission.
- A 50-Day Out campaign was launched by the Pacific Games Office to encourage visiting athletes and officials to the XVI Pacific Games to plant trees in their home countries before they departed for Samoa.



**Choose
to plant
trees**

Offset your carbon footprint
Be a part of Samoa's 2 Million
tree planting campaign
2015-2020

#oneinspirit



Waste Audits

Organised by MNRE and SPREP, training was provided for 40 volunteers – students of the National University of Samoa on how to conduct a waste audit. From 7–13 July, a sample waste audit was undertaken each afternoon. This saw volunteers and partners sift and sort the different types of waste collected from across key Pacific Games venues and accommodation. The information from the sample waste audits were promoted and shared at the information booth.

600 waste receptacles were placed across the XVI Pacific Games venues coordinated by the MNRE and the PGO with support from SPREP. These clearly marked the different types of rubbish that were to go in them. Waste in these receptacles was then discarded accordingly – recyclable and non-recyclable waste.

Strategic Communications Campaign

The Beautiful Samoa Keep it Clean and Plastic-Free campaign was formed, under which all communication activities were held. A strategy was developed which explored a wide range of communications avenues to help raise awareness, understanding, and empower good environmental behavior.

Under this campaign there were television commercials, social media activities, billboards located in prominent areas of Upolu and Savaii, wall decals at the arrivals section of the airport, e-booklets were developed, posters were printed and displayed across key venues and sights in Apia, hanging banners across the Pacific Games venues, an information booth at the Pacific Games venue, distribution of environmentally friendly promotional products and full page ads in Pacific regional magazines.



Lessons learnt from Greening the XVI Pacific Games

Commitments to the right green practices must be in place with contracted suppliers of the Pacific Games Office – water suppliers must agree to actions to reduce single-use plastic water bottles, and caterers must agree to use non-polystyrene and non-single-use plastic catering products. These must be key parts of their legal contractual agreements and must be monitored and enforced.

Official inclusion of a Greening of the Games committee must be part of any Pacific Games Office or structure. This also indicates the support from Government to encourage good environmental practices.

Sufficient time for extensive fundraising, preparation and implementation of the Greening of the Games is needed. This was a costly exercise with very positive outputs, yet more may have been possible with longer preparatory time.

Sessions on Greening of the Games must be included in the preparatory work whether through workshops or meetings with the Chef de Missions, in the lead up to the Pacific Games. It must be stressed to them that the information must be shared with their team managers, coaches and athletes before, during and after the Pacific Games.

Partnerships are vital to a successful Greening of the Games – amongst all sectors such as, but not limited to, private sector, NGO's, government agencies and departments.

Monitoring of the adherence to the Greening of the Games principles must be undertaken before and during the Games themselves to ensure compliance.

Widen the focus of the target audience of the messaging to include everyone that will play a part at the Pacific Games such as volunteers, media, drivers, liaisons, security and spectators.

Consider working with the National Focal Points of SPREP Members to partner and undertake green events on home grounds before competing teams depart for the Pacific Games.

Play the Green Pacific Challenge



1. Take a photo or short video of you and your friends doing a good deed for the environment
2. Enter to win a prize by posting your image on Instagram or Facebook using the hashtag

#PlayGreenPacific

Prizes will be awarded throughout the Samoa 2019 Pacific Games.

Drawing ends 20 July, 2019. You must be in Samoa to win. Images of children must have parent or guardian consent.

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Greening of the XVI Pacific Games Legacy

There is an increased awareness of, and interest in green Pacific events and an understanding as to why this is important, across the Pacific island region, based on the success of the Greening of the XVI Pacific Games.

Close to 8,000 athletes, officials and volunteers were equipped with reusable water bottles to use in their home countries contributing to the overall reduction of single-use plastic water bottles across the Pacific.

Close to 5,000 athletes and officials received at least one or two reusable bags each to also use in their home countries, contributing to the overall reduction of single-use plastic bags across the Pacific.

150 of the 350 water stations that were used for the Samoa 2019 Pacific Games will be donated and installed in schools across Samoa free of charge.

Over 10,000 native trees planted in Samoa contributing to growth of the national carbon sink.

Development of an adaptable and usable step-by-step guide highlighting good practices and options to undertake, to empower Pacific islands to organise and implement their own “Green” events.

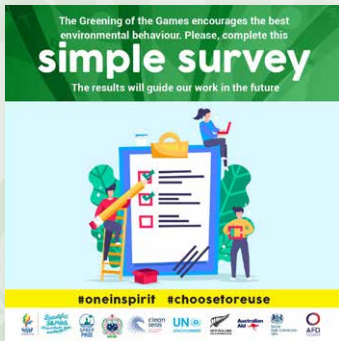
Continuation of awareness promoting good waste behaviours in Samoa across national media and social media.

Commitment from the Government of Solomon Islands as host of the next Pacific Games to “Green the Games”.

Key outcomes of the sample survey on Greening of the Games

It was largely felt:

- The environmental message to be clear.
- There were enough water stations present. A greater proportion of athletes agreed with this sentiment than the general public.
- The purpose of the bins (general waste or recyclables) was clear.
- The bins were in good locations.
- The use of the bins to separate general rubbish from recyclables was a success.



Acknowledgments

Fa'afetai tele lava to all who played a role in helping to achieve positive impacts for our Pacific environment during the Greening of the XVI Pacific Games.

For further information on the Greening of the XVI Pacific Games please contact SPREP at sprep@sprep.org or Mr Anthony Talouli at AnthonyT@sprep.org



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A resilient Pacific environment, sustaining our livelihoods and natural heritage in harmony with our cultures.

