

# YouGov® Sport

## Qatar

Sustainability in the sports, events  
and tourism industries in Qatar



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QATAR

# Key Areas of Exploration

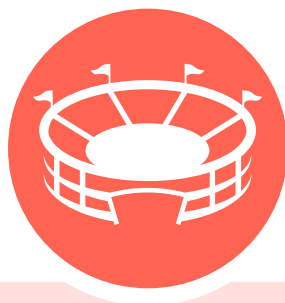


Josoor Institute commissioned YouGov Sport to understand sustainability and its positioning within the sports, events and tourism industry in Qatar.

This report will focus on these 3 key areas of exploration.



Sustainability and its position  
in Qatar



Sports, events & tourism  
in Qatar



Sustainability within sports,  
events & tourism

## QATAR

# Methodology

Research for this project was conducted in 2020 and in 2 phases:

## IN DEPTH INTERVIEWS

- > Face to Face/Telephone interviews sports and events industry executives
- > Interview length 15 minutes
- > 4 Industry professionals interviewed in Qatar

## DESK RESEARCH

- > Supporting data for the report will be provided by desk research
- > All sources for the desk research will be credible and verifiable

QATAR

# Qatar Country Overview

**1**

# Qatar

Qatar is an independent Emirate on the west coast of the Persian Gulf. A small desert peninsula, Qatar has some of the largest reserves of natural gas in the world. One of the smallest countries in the Middle East by area and population, the majority of which live in either the capital, Doha or Al Rayyan.

## COUNTRY INFORMATION

Size	11,437 sq. km.
Population	2.4 million
Capital	Doha
Other major cities	Al Rayyan
Languages	Arabic, English
Currency	Qatari Riyal (pegged to US \$, currently \$0.27)
Borders	Saudi Arabia, Bahrain

Source: Desk Research

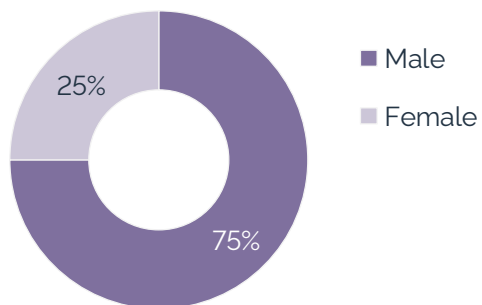


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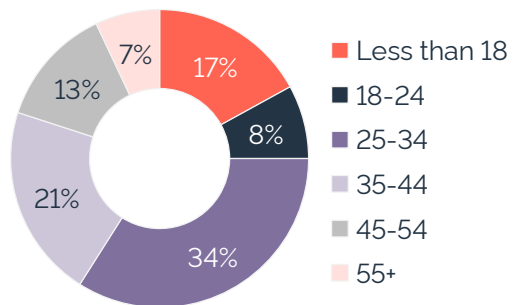
# Its people

The population of Qatar skews young and heavily male. With close to 90 nationalities living in the country, locals constitute only 12% of the total population and 10% of the workforce.

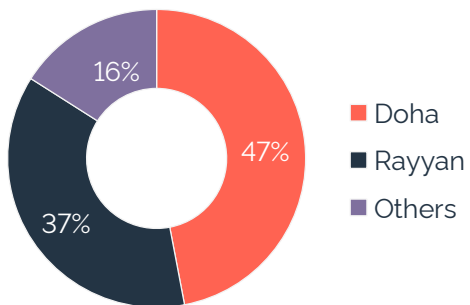
## GENDER



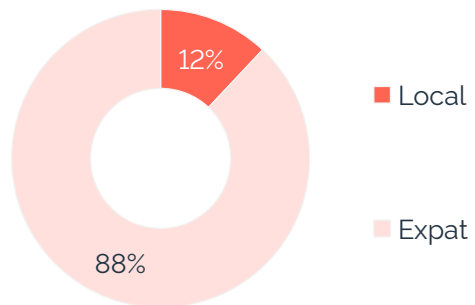
## AGE



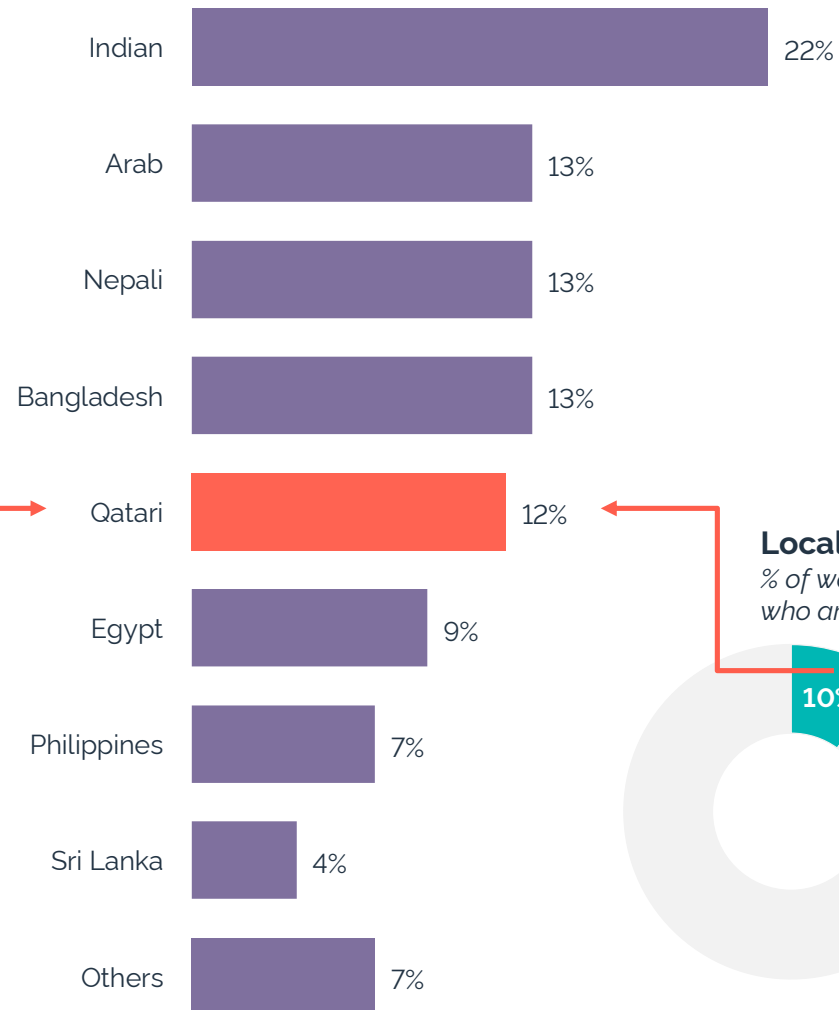
## LOCATION



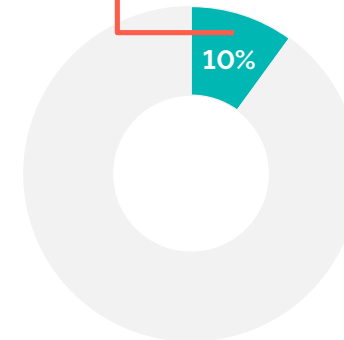
## NATIONALITY



## POPULATION BY NATIONALITY



**Locals 10%**  
% of workforce  
who are Qatari



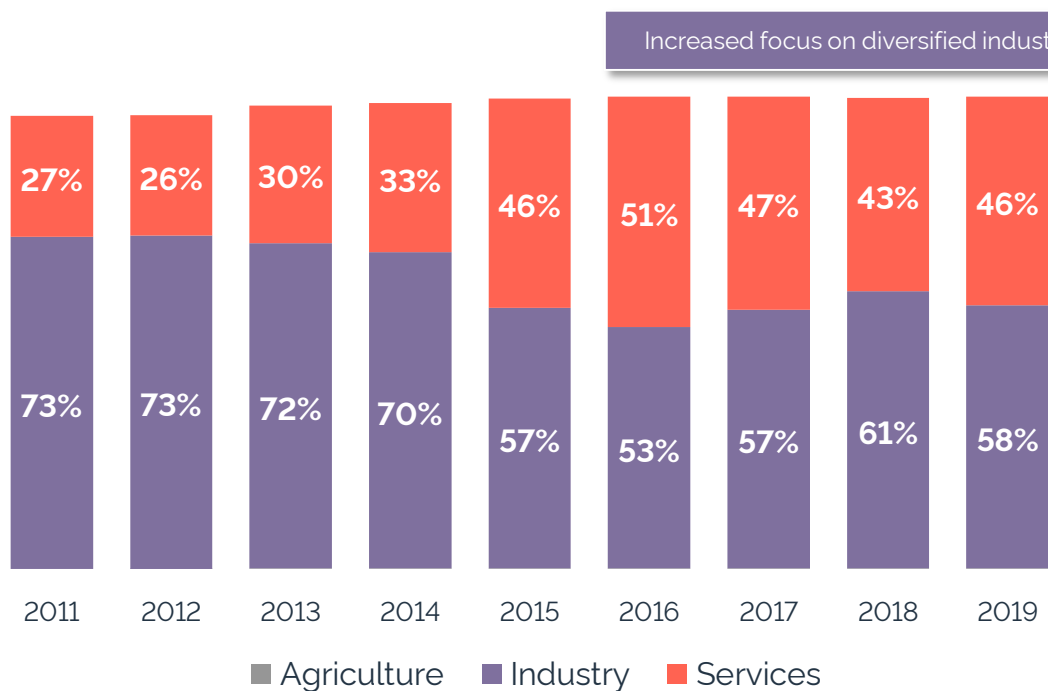
Source: Desk Research, YouGov Panel, Pryadsouza

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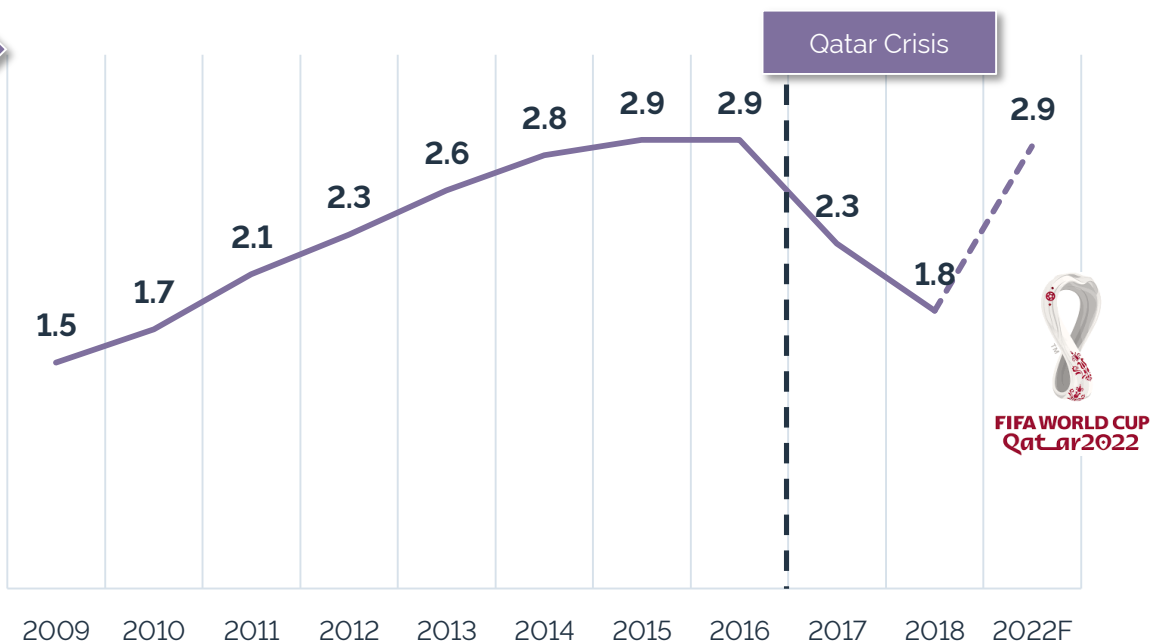
# Economy

The largest contributor to the Qatar economy is petroleum and natural gas. However, after the slump in oil prices in 2016, the Qatari government identified diversified industries with growth potential. Tourism sits within this group due to the considerable investment in construction and infrastructures, largely driven by events such as the FIFA Football World Cup.

GDP SPLIT BY SECTOR\*



IN-BOUND TOURIST FIGURES (M)



Tourist numbers have been impacted by the Qatar Crisis and a drop in neighbouring visitors.

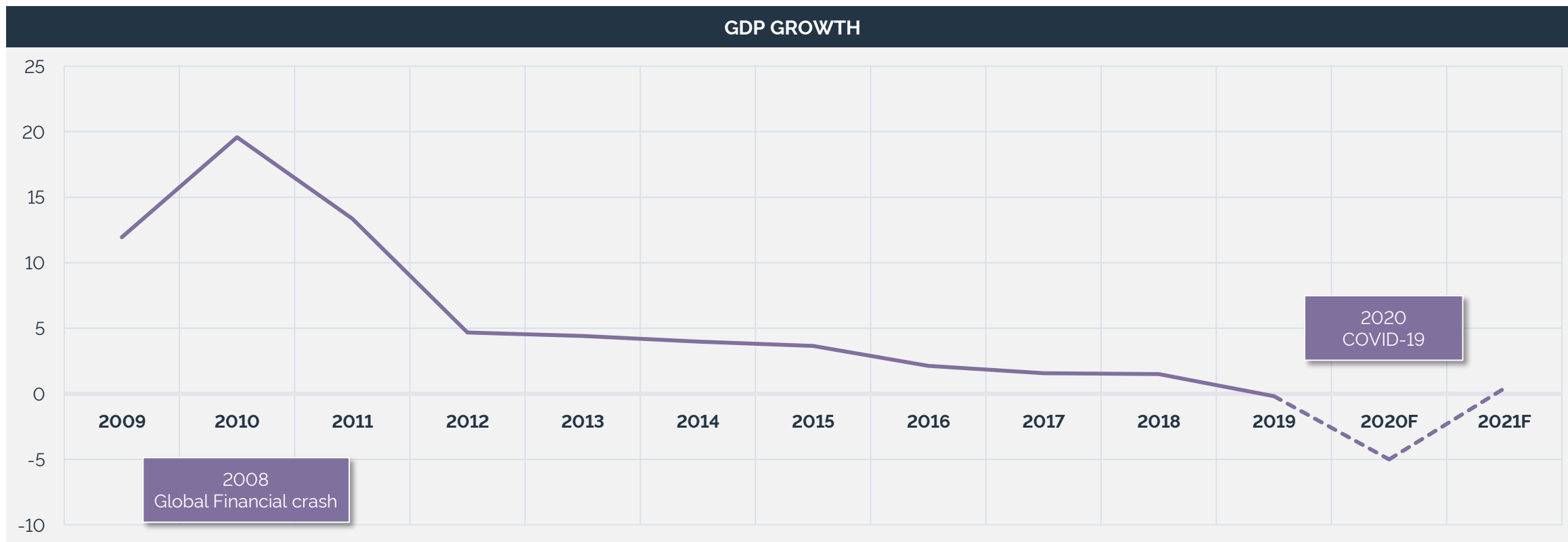
Source: Desk Research, World Bank \*(% add to 100+), Statista



QATAR

# Outlook

Even during the 2008 Financial Crash, Qatar was growing at a tremendous rate. This rate of growth has declined over the last 10 years. Whilst the arrival of COVID-19 worldwide will compound this trend in the short term, the economy is expected to have a boost in the services sector driven by the FIFA Football World Cup in 2022.



Source: Desk Research, World Bank

QATAR

# Sustainability in Qatar

2

## QATAR

The Qatar National Vision 2030 has the aim of transforming the country in to an advanced economy, capable of sustaining its own development and providing a high standard of living for current and future generations:



### QATAR NATIONAL VISION 2030

#### HUMAN DEVELOPMENT

Development of all Qatar's people to enable them to sustain a prosperous society.

#### SOCIAL DEVELOPMENT

Development of a just and caring society based on high moral standards, and capable of playing a significant role in the global partnership for development.

#### ECONOMIC DEVELOPMENT

Development of a competitive and diversified economy capable of meeting the needs of, and securing a high standard of living, for all its people.

#### ENVIRONMENTAL DEVELOPMENT

Management of the environment such that there is harmony between economic growth, social development and environmental protection.

The Qatar National Vision 2030 is committed to maintaining harmony between economic growth, social development and environmental management in building a bright future for the people of Qatar.

## 2022 FIFA World Cup

- > The highly anticipated 2022 FIFA World Cup could be crucial in boosting the global prestige of the country and therefore strengthening the Qatari economy in the long term.
- > While legacy opportunities surely lie in its objective to be the world's first truly carbon-neutral tournament

## 5 Challenges

**An improved standard of living is the driving goal; however the country is keen to do this whilst balancing five very real challenges:**

- 1) Modernisation and preservation of traditions
- 2) The needs of this generation and the needs of future generations
- 3) Managed growth and uncontrolled expansion
- 4) The size and the quality of the expatriate labor force and the selected path of development
- 5) Economic growth, social development and environmental management

Source: Desk Research, PSA.gov.qa

QATAR

Qatar has aligned each sub sector of Vision 2030 to every one of the UN SDGs:



1	NO POVERTY	2	ZERO HUNGER	3	GOOD HEALTH AND WELL BEING	4	QUALITY EDUCATION	5	GENDER EQUALITY	6	CLEAN WATER AND SANITISATION
<ul style="list-style-type: none"> <li>- Social protection &amp; family cohesion and women's empowerment</li> </ul>		<ul style="list-style-type: none"> <li>- Social protection and family cohesion and women's empowerment</li> <li>- Economic infrastructure</li> </ul>		<ul style="list-style-type: none"> <li>- Comprehensive healthcare system</li> <li>- Cultural enrichment and sports excellence</li> </ul>		<ul style="list-style-type: none"> <li>- Quality education and training</li> </ul>		<ul style="list-style-type: none"> <li>- Social protection and family cohesion and women's empowerment</li> <li>- Quality education and training</li> <li>- Qualified and committed labor force</li> </ul>		<ul style="list-style-type: none"> <li>- Natural resources</li> <li>- Economic infrastructure</li> </ul>	
7	AFFORDABLE AND CLEAN ENERGY	8	DECENT WORK AND ECONOMIC GROWTH	9	INDUSTRY, INNOVATION AND INFRASTRUCTURE	10	REDUCED INEQUALITIES	11	SUSTAINABLE CITIES AND COMMUNITIES	12	RESPONSIBLE CONSUMPTION AND PRODUCTION
<ul style="list-style-type: none"> <li>- Natural resources</li> <li>- Infrastructure</li> </ul>		<ul style="list-style-type: none"> <li>- Qualified and committed labor force</li> <li>- Economic infrastructure</li> </ul>		<ul style="list-style-type: none"> <li>- Economic infrastructure</li> </ul>		<ul style="list-style-type: none"> <li>- Global partnerships for development</li> </ul>		<ul style="list-style-type: none"> <li>- Sustainable environment</li> <li>- Security and public safety</li> </ul>		<ul style="list-style-type: none"> <li>- Economic infrastructure</li> <li>- Natural resources</li> <li>- Global partnerships for development</li> </ul>	
13	CLIMATE ACTION	14	LIFE BELOW WATER	15	LIFE ON LAND	16	PEACE, JUSTICE AND STRONG INSTITUTIONS	17	PARTNERSHIPS FOR THE GOALS		
<ul style="list-style-type: none"> <li>- Sustainable environment</li> </ul>		<ul style="list-style-type: none"> <li>- Sustainable environment</li> </ul>		<ul style="list-style-type: none"> <li>- Sustainable environment</li> </ul>		<ul style="list-style-type: none"> <li>- Security and public safety</li> <li>- Institutional development and modernisation</li> </ul>		<ul style="list-style-type: none"> <li>- Global partnerships for development</li> <li>- Cultural enrichment and sports excellence</li> </ul>			

Source: Desk Research, Qatar Ministry of Development Planning & Statistics

## QATAR

## SELECTED PROJECT

**Urban mobility** – Inaugurated in May 2019, the Doha Metro aims to deliver a first class, environmentally friendly and safe transportation system; reducing carbon emissions from private vehicles, the primary mode of transport in the city and the cause of major congestion.

**The automated and driverless metro network runs on electricity. Encouraging the population to use public transport the aim is two-fold; to reduce carbon emissions from private vehicles, the primary mode of transport in the city, which therefore, reduces congestion, an all too familiar characteristic of the city.**

- > Estimated 30% reduction carbon emissions
- > 600,000 trips daily by 2026
- > Paperless tickets, water saving fittings, energy efficient fittings
- > Potential to enable a saving of 2 m km of private vehicle travel

Source: Desk Research, trade sites



**The Doha Metro** is a key component of the logistic requirements for the FIFA World Cup traffic plan:

- > Doha Metro 30%
- > Buses 40%
- > Taxis 30%

## Doha Metro



## QATAR

## SELECTED PROJECT

**Urban regeneration** – Msheireb Downtown Doha aims to become one of the largest sustainable cities in the world. Sustainability is central to this project in terms of both functional design and the conservation of natural resources.

**Downtown Doha** is designed to:

- > Consume fewer resources
- > Generate less waste
- > Operate cost effectively
- > Deliver a reduced carbon footprint
- > Deliver on an overall goal of 32% energy reduction



### Transforming Doha ...

- > Buildings are grouped in such a way that shade is created, cool breezes are captured and cooling requirements reduced
- > The Doha Metro an integral part of the city
- > Systems have been designed to recover rainwater and condensation from air-conditioning into basement tanks for recycling in irrigation and toilets
- > Efficient Irrigation systems have been installed and planted with native species of plants able to survive the hot and arid conditions
- > Solar energy via photovoltaic solar panels, as well as solar hot water panels on the rooves generates electricity and hot water

### Downtown Doha



Source: Desk Research, trade sites



## QATAR

**Industry professionals' awareness:**

Sustainability is a topic mostly associated with the preservation of the environment, in those cases where any connection is made.

"For me, sustainability is finding a way for the world to keep on going for a longer time, preserving the environment and the continuation of the bio-system, reducing the pollution in the world and in society, and I think that the Coronavirus is an event that helped in preserving the environment."

*Sport Governing Body*

"Here in Qatar society in particular, they have an idea about the topic and they care about the environment and its preservation..... Not to use plastic, for example."

*Major Tourist Attraction*

"I was aware of sustainability on the economic level only. After you gave me some examples, my idea about sustainability changed. I realised that there is more to it than the economic level. When you said that it is about decreasing harmful gas emissions, I realised that it is not only economic, there are other things..."

There is planting trees, recycling plastics and especially paper. As long as you are using new paper then you are cutting down trees that need a long time to grow. Recycling plastic, paper and iron is an example of sustainability."

*Sport Governing Body*

QATAR

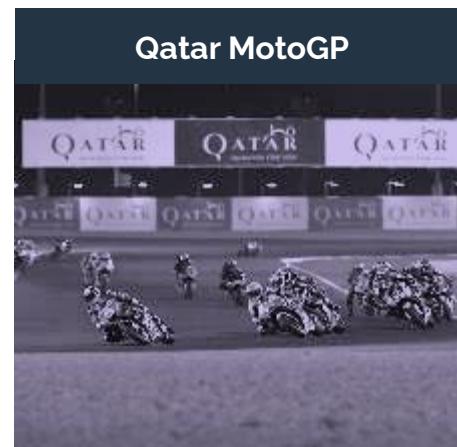
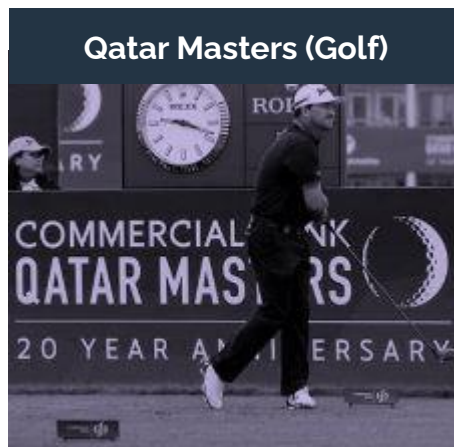
# Sport and events in Qatar

3



## QATAR

Qatar has been building its portfolio of global sporting events over the years. The crowning moment has to be winning the hosting rights for the FIFA World Cup 2022; greatly increasing its global standing in the sporting world.



QATAR

2019 was a successful year for Qatar in terms of hosting global events

KEY SPORTING EVENTS				
Event	Sport	City	Local / International / Global	Attendee Numbers
FIFA World Cup 2022	Football	Multi City	Global	Estimated 3,000,000
Commercial Bank Qatar Masters	Golf	Doha	Global	20,000
Qatar ExxonMobil Tennis Open	Tennis	Doha	Global	35,000
Qatar Stars League	Football	Multi City league	Local	150,000
FIFA Club World Cup	Football	Doha	Global	166,426
Grand Prix of Qatar	Moto GP	Losail	Global	32,252
Qatar Total Tennis Open	Tennis	Doha	Global	20,000
F1H2O UIM World Championship	Power boats	Doha	Global	4,000
IAAF Diamond League (Athletics)	Athletics	Doha	Global	36,000
PSA World Squash Championships	Squash	Doha	Global	24,000

Source: YouGov Sport, Desk Research, event sites

QATAR

Qatar's cultural events are largely local ones designed to engage residents. The majority of significant events are held in the capital, Doha.

KEY LEISURE EVENTS			
Event	City	Local / International / Global	Attendee Numbers
<b>Qatar International Food Festival</b>	Doha	Local	400,000
<b>Doha International Trade fair</b>	Doha	Local	200,000
<b>Qatar Summer Festival</b>	Doha	Local	162,000
<b>Spring Festival</b>	Al Wakrah	Local	
<b>Qatar Balloon Festival</b>	Doha	Local	
<b>Shop Qatar (Shopping festival)</b>	Doha	Local	
<b>Aspire International Kite Festival</b>	Doha	Local	
<b>Qatar National Sports Day</b>	Doha	Local	
<b>Ajyal Film Festival</b>	Doha	Local	
<b>Qatar International Art Festival</b>	Doha	Local	

Source: YouGov Sport, Desk Research, event sites

## QATAR

FIFA World Cup 2022 stadiums are leading the way in terms of sustainability efforts with several of them already certified or planning to acquire the Global Sustainability Assessment System (GSAS) certification.

KEY STADIA					
Venue	City	Capacity	Built in	Main event	Sustainability features
<b>Lusail National Stadium</b>	Lusail	80,000	2021 (expected)	FIFA World Cup 2022	Eticketing, Public transport, Sustainable materials used for construction, recycled water, water saving bathroom fittings, LED lighting, plans for Global Sustainability Assessment System (GSAS) certification.
<b>Al Bayt Stadium</b>	Al Khor	60,000	2021 (expected)	FIFA World Cup 2022	Eticketing, Public transport, Sustainable materials used for construction, LED Lights,
<b>Khalifa International Stadium</b>	Doha	48,000	1975	Football - Qatar Stars League, FIFA World Cup 2022	Eticketing, Public transport, energy-saving lighting, water saving bathroom fittings, LED lighting, Global Sustainability Assessment System (GSAS) certification.
<b>Education City Stadium</b>	Al Rayyan	45,350	2020	Football - Qatar Stars League, FIFA World Cup 2022	Eticketing, Public transport, integrated water and energy control and monitoring system, 55% Sustainable materials used for construction, 75% native plants for landscaping, LED lighting, Global Sustainability Assessment System (GSAS) certification.
<b>Al Rayyan Stadium</b>	Al Rayyan	44,740	2021 (expected)	FIFA World Cup 2022	Eticketing, Public transport, 80% recycled materials used for construction, water and energy control and monitoring system, LED lighting
<b>Al-Janoub Stadium</b>	Al Wakrah	40,000	2019	Football - Qatar Stars League, FIFA World Cup 2022	Eticketing, Public transport, Roof designed to as a temperature control method, 800 trees and lost water consumption plants around the complex, Global Sustainability Assessment System (GSAS) certification.
<b>Al Thumama Stadium</b>	Al Thumama	40,000	2021 (expected)	FIFA World Cup 2022	Eticketing, Public transport, recycled water used on plants, 84% native vegetation in the complex, Plans for a Global Sustainability Assessment System (GSAS) certification.

Source: YouGov Sport, Desk Research, WorldStadiums

## QATAR

Other stadia are lagging behind in terms of sustainable characteristics

KEY STADIA				
Venue	City	Capacity	Built in	Main event
Thani bin Jassim Stadium	Al Rayyan	21,175	2003	Football – Qatar Stars League
Hamad bin Khalifa Stadium	Doha	18,000	2015	Football – Qatar Stars League
Aspire Dome	Doha	15,500	2005	Olympic sports
Suheim bin Hamad Stadium	Doha	15,000	1984	Football – Qatar Stars League
Grand Hamad Stadium	Doha	13,000	2006	Football – Qatar Stars League
Jassim bin Hamad Stadium	Doha	12,946	2004	Football – Qatar Stars League
Al-Khor SC Stadium	Al Khor	12,000	2006	Football – Qatar Stars League
Saoud bin Abdulrahman Stadium	Al Wakrah	12,000	2006	Football – Qatar Stars League
Doha Golf Club	Doha	10,000	1997	Qatar Masters (European Tour)
Abdullah bin Khalifa Stadium	Doha	9,000	2013	Football – Qatar Stars League
Khalifa International Tennis and Squash Complex	Doha	7,000	2008	Qatar Total Open (WTA), Qatar Exxon Mobil Opne (ATP)
Hamad Aquatic Centre	Doha	4,500	2007	Swimming

Source: YouGov Sport, Desk Research, WorldStadiums

QATAR

# Sustainability in sport and events in Qatar

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## QATAR

### SELECTED PROJECT

Sustainable development is a core theme running through Vision 2030, planned at State level. As a global focal point in the sporting world, we looked to understand how this theme is also a driving force behind the FIFA World Cup 2022 and elsewhere in industry.

**The biggest sporting event to ever be held in the Middle East, the FIFA World Cup is planned to kick off in November 2022.**

- > With 8 venues spread across 5 cities, the distance between venues will be the least of any World Cup
- > With reduced distances and venues connected by Metro, fans can realistically attend multiple matches in a single day
- > There are fan parks planned across the country that will allow everyone enjoy games in a relaxed outdoor atmosphere
- > Along with new physical hotels, Qatar is planning to build several 'Floating Hotels' each with more than 100 rooms to accommodate the thousands of visiting fans



FIFA WORLD CUP  
Qatar 2022

### Sustainable FIFA World Cup 2022

#### SOCIAL

Provide an inclusive tournament experience

#### HUMAN

Develop human capital and safeguard workers' rights

#### GOVERNANCE

Set an example of good governance and ethical business practices

#### ECONOMIC

Catalyse economic development

#### ENVIRONMENTAL

Deliver innovative environmental solutions

850,000m squared of new green spaces will surround all stadiums with the objective of reducing air contamination



Source: Desk Research, event & trade sties, Qatar22, FIFA

## QATAR

### SELECTED PROJECT

The FIFA World Cup 2022 strategy follows the shared vision of the UN Sustainable Goals (SDGs) and the Qatar National Vision 2030



Source: Desk Research, event & trade sties, Qatar22, FIFA



A total of 22 detailed objectives with more than 70 concrete initiatives and programmes have been designed to deliver against the five key sustainability commitments for the FIFA World Cup 2022.

## FIFA World Cup 2022

### 5 key sustainability commitments

- 1) To develop human capital and safeguard workers' rights
- 2) To provide an inclusive tournament experience;
- 3) To be a catalyst for economic development
- 4) To deliver innovative environmental solutions
- 5) To set an example of good governance and ethical business practices





QATAR

SELECTED PROJECT

Eight stadiums will host the World Cup Qatar 2022. Seven of these are being built from scratch. One, the Khalifa International, has been fully refurbished.



Education City Stadium



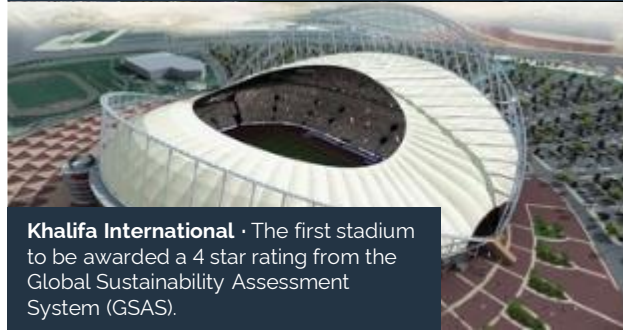
**Education City** • 20,000 seats from the stadium will be donated to developing countries after the tournament.

Al-Bayt Stadium

**Al-Bayt** • After the tournament, the upper part of the stadium will be dismantled and donated to developing countries.



Khalifa International Stadium



**Khalifa International** • The first stadium to be awarded a 4 star rating from the Global Sustainability Assessment System (GSAS).

Al-Rayyan Stadium

850,000m squared of new green spaces will surround all stadiums with the objective of reducing air contamination



**Al-Rayyan** • 90% of all elements from the **Ahmed Bin Ali stadium** are being used to create the new Al-Rayyan ground.

Ras Abu Aboud Stadium



**Ras Abu Aboud** • This stadium is especially noteworthy as it will be the first ever to be dismantled after the World Cup, as well as being the first to be made out shipping containers. It will have a capacity of 40,000 and host games up to the quarter-final stage.

Source: Desk Research, event & trade sties, Qatar22, FIFA

## QATAR

**The GEO Foundation** is the international not-for-profit organisation dedicated to helping golf deliver and be recognised for a positive impact for people and nature.

Programmes connect the efforts and knowledge of the global golf community and recognize those who are a part of the sport's sustainability movement:

### OnCourse programme

#### OnCourse Facilities

Online programme to help clubs get more from sustainability

#### OnCourse Tournaments

guidance, mentoring and communications for golf tournaments

#### OnCourse Developments

Guidance and mentoring with credible assurance for golf developments



Fostering Nature



Supporting Communities



Conserving Resources

### Supporting Partners



Source: Desk Research, Sustainable.Golf



## QATAR

## SELECTED PROJECT

2 Golf courses in Qatar have gained GEO sustainability accreditation, reflecting the combined commitment of both the sport and the nation.

### Qatar International Golf Club (QIGC), Doha

#### GEO certified in 2017

- > Compared to the regional industry average, QIGC benefits from 1,400 cu. m. less water utilization per month
- > Solar panels, energy efficient lighting and a zoned flood-lighting system also contribute to reduced energy consumption
- > The development uses predominantly native Qatari plant species
- > Series of naturalised lakes and the restoration of an old Wadi provides resources for migratory birds to colonize in the region
- > Community development programme through the live Pearl Coaching Programme, which offers golf lessons to 4,000 school children
- > Use of locally sourced materials like native sand used in bunkers and locally recycled plastic for water tanks



COMMERCIAL BANK  
QATAR MASTERS 2020  
MARCH 5-8 • EDUCATION CITY GOLF CLUB

Education Golf City  
Opened and certified in 2019



### 2 golf courses in Qatar

Qatar International Golf Club  
Certified in 2017



Source: Desk Research, event sites, SustainableGolf

## QATAR

**Leading by sustainable example :**

Knowledge around the subject of sustainability and the connection to how it is being applied locally appears to be fairly hazy amongst industry professionals. However, connections to the initiatives around the FIFA World Cup are made.

**INTERNATIONAL EXAMPLE**

"In Turkey, all the malls are using environmentally friendly bags that are biodegradable. When you want to buy things, either you have a reusable bag, or you buy an environmentally friendly bag for 25 Kuruş which is equivalent to 20 Qatar Dirhams. You take a bag and you fill it with your needs. If you throw away this bag later, it decomposes quickly and it is environmentally friendly."

*Sport Governing Body*

**LOCAL EXAMPLE**

"... When you enter Qatar University, you find the waste bins divided into three categories: paper, plastic and metal. This an example of encouraging people to implement sustainability."

*Sport Governing Body*

**LOCAL EXAMPLE**

"They are working on this subject in Qatar. They built the stadiums to be mobile and that they can dismantle it and rebuild it to be used somewhere else. So this is a type of sustainability as well."

*Sport Club*

**LOCAL EXAMPLE**

"Right now there are the stadiums built here and Qatar that prepares for the World Cup, all built in a high quality and eco-friendly manner by using the right techniques and that was very important for the maintenance of these facilities for a period of time."

*Sport Governing Body*

**LOCAL EXAMPLE**

"One of the things that the government of Qatar did is that it linked the metro stations to the stadiums. This is a good thing because it decreased the quantity of cars that will arrive to the stadium."

When the quantity of arrived cars is decreased, then the use of cars has decreased for this duration, let us say it is 2 hours for example, and also the space that would have been used as a parking, it can now be used to grow plants in it."

*Sport Governing Body*

## QATAR

**Sustainable initiatives in practice:**

For the most part, there appears to be few sustainable initiatives implemented within industry. On the positive side, awareness of single use plastics and recycling is evident.

"I used to work in, in tourism, I mean, we were very interested in the issue of the environment, for example, the waste was thrown in a certain way, meaning everything needed had a place, plastic here, glass here. There was a waste sorting.

Other than that, keeping the place clean was one of our most important duties. We used to provide them with places for rubbish.

We were trying to save, meaning even the water bottles that people were buying were not made of plastic, they were glass."

*Major Tourist Attraction*

"We are now focusing on spreading awareness for everyone through social media. We always go after using Alternative Energy to protect the environment from toxic emissions. For example, we use solar energy instead of petrol and its derivatives.

Another thing is that as an executive director we work with government to build the stadiums near public transportations specially the metro this way it's easy for anyone that wants to go to the stadium and we would've reduced the pollution in the country."

*Sport Governing Body*

"The company I work for sees preserving the environment as a very important matter. One of the initiatives we take is waste sorting: paper, plastic, carton... we sort everything and then send them to a recycling company.

Also when it comes to water we make sure that we use glass bottles instead of plastic ones to preserve the environment and reuse it. Speaking of water, whenever there's an excess of it in the company we use it in different things such as watering and other projects."

*Sport Governing Body*

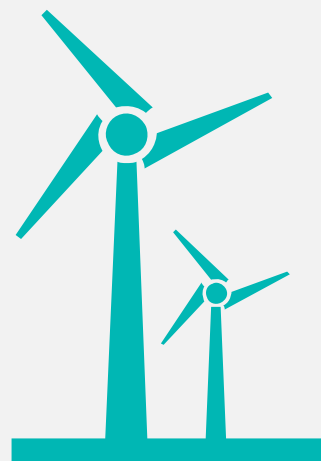
## QATAR

**Importance of sustainability:**

Whilst knowledge appears to be top line only, industry professionals generally agree to the importance of sustainability.

"Yes of course, it is very important. It is important in any industry to preserve the best way possible the environment. In sports, every facility in the making should be working in a sustainable way to preserve the environment and the public hygiene. In tourism as well, when it comes to public transportation and knowing how to not pollute the environment."

*Sport Governing Body*



"Yes of course. If you have long term things you should think about its sustainability. For example, chemicals, fuel and gas industries. You should find replacements for all these."

*Sport Club*



"Of course. As long as sports primarily seek the slogan "healthy mind in a healthy body" and for individuals to live a healthy life, then sustainability seeks the same goal."

*Sport Governing Body*

"Certainly, it is important in all fields, not only in sports and tourism. But of course, any country that is interested in preserving the environment and taking the issue seriously. Of course, it will boost tourism in the country and its economy, and it is more important than everything to preserve the health of people. Especially in the areas that I said now, because the sports field, for example, is very popular and many people are interested in it, so it is necessary that they have a subject of awareness in the field of the environment, its preservation and sustainability."

*Major Tourist Attraction*

## QATAR

**Relevance of event size:**

The environment is understood to be the main concern, therefore sustainability should be taken into consideration no matter the size of event.




"Each event has things we need to take into consideration when it comes to preserving the environment. Whether it was a small event or a big one it is an important matter and we should take it into consideration."

*Sport Governing Body*

"The size of the activity is not the measure, whether the activity is small or large, the environment is supposed to be in mind."

*Major Tourist Attraction*



> Thoughts on measurement framework is vague

QATAR

### Accreditation and measurement:

Whilst there is some knowledge of ISO 20121, in terms of measuring sustainability there is agreement it should be done, but little idea on how due to differing regional challenges.

ISO 20121

"Of course there are a lot of events that were ISO 20121 certified. I don't have any current event but all the events I attended and participated in were certified."

*Sport Governing Body*

"The ISO yes I know it talks about quality ... Yes, like the Olympics that happened.

In Qatar they had the ISO certificate and rating from IAAF which organize Olympics around the world.

So they had this certificate and the ISO because of the good work they did in developing the stadiums and the equipment that were developed."

*Sport Club*

MEASUREMENT

"We should measure them but it's hard for measuring to include everyone and for it to be complete, but it is still important in order for us to know where we stand in anything we do. There should be a plan but right now we're just working on it.

**Benchmarks:** I honestly don't really know about this subject, but I think that a person's awareness is the benchmark for measuring sustainability ... of course it will differ from one country to another, but sustainability should be implemented in all countries to reduce toxic emissions and pollution."

*Sport Governing Body*

"There is not a typical standard, but you can't control people's actions, but you do what you should do, and aware them. You have to tell them the damages this thing and that's it. After that they will act.

**Benchmarks** ... sure they are different because the cultures differ. Our culture for example, us the Arab, differs from the culture of Europe or foreign countries."

*Major Tourist Attraction*



## QATAR

## SELECTED PROJECT

**Challenges for sustainability:**

First and foremost – Awareness. Whilst there is some general awareness and knowledge amongst industry professionals on sustainability, knowledge is in relatively embryonic stages.



- > One mention of the challenge for alternatives to plastic due to cost

**The high profile FIFA World Cup and surrounding initiatives are the principle sources of sustainability awareness amongst professionals**

"The provision of water bottles is the most, and the plastic bags that people throw along, if there is an alternative material for it like leather or cloth, it will be better. But this should be available in the whole country .... it is hard to use because it will cost a lot of money. The plastic is used because it's cheaper."

*Major Tourist Attraction*



Source: Desk Research

QATAR

# Conclusions

5

# Nudge, push or pull?



**Sport Governing Body**

## QATAR

## Conclusions

**Sustainability is a concept gaining momentum in Qatar. As the country runs through its rapid infrastructure development, this is likely to increase.**

- > Awareness and knowledge of sustainability in general appears patchy amongst industry professionals. However, initiatives surrounding the FIFA World Cup are registered.
  - *Certainly, awareness at the general population level is considered very low*
- > Little to no sustainability remits amongst industry professionals – however, in their infancy, there are signs of recycling, waste management and clean energy.
- > There is little connection made to how or why sustainability should be implemented or work.
  - *However, it is deemed important*
  - *A lack of knowledge is evident*

## Recommendations

**Come November 2022, the world will be looking at Qatar as the FIFA World Cup kicks off. A country in rapid development may be a showcase for 2 months, will it be ready?**

- > On a basic level, knowledge of what is driving the need and design for the infrastructure developments is required
  - *The FIFA World Cup, Doha Metro and Downtown are excellent platforms from which to educate the industry and population on sustainable initiatives*
- > A connection between Vision 2030 and industry needs to be made more evident:
  - *Requires framework and guidance*
  - *Financial support will be crucial*
- > Events themselves should leverage their communication platforms to raise awareness and educate the population
  - *Both in marketing around, pre and during events – creating nudge behavioural practices along the way*

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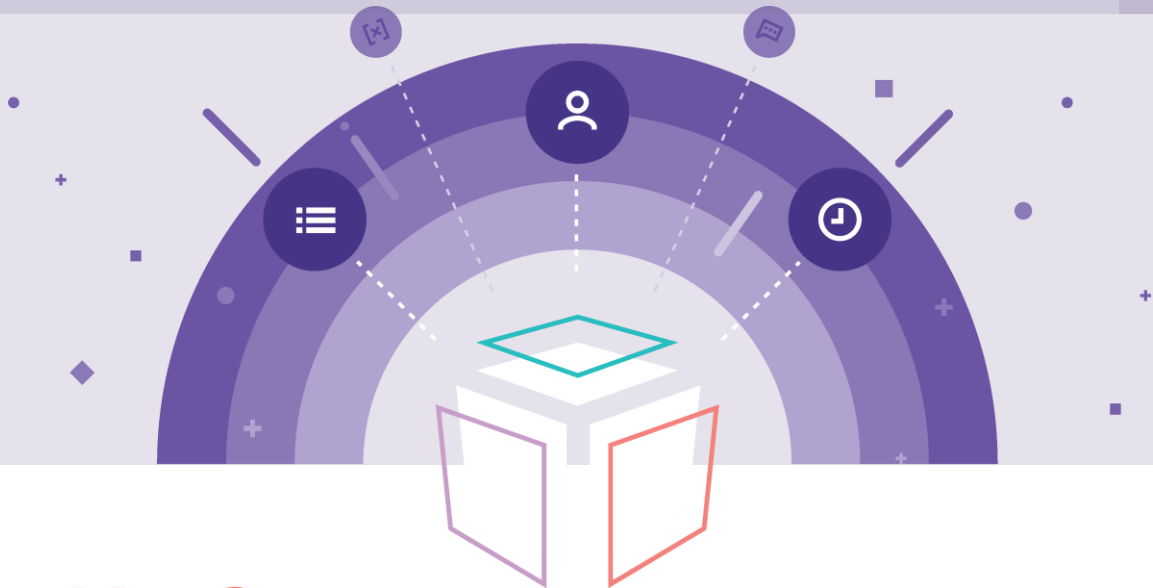
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