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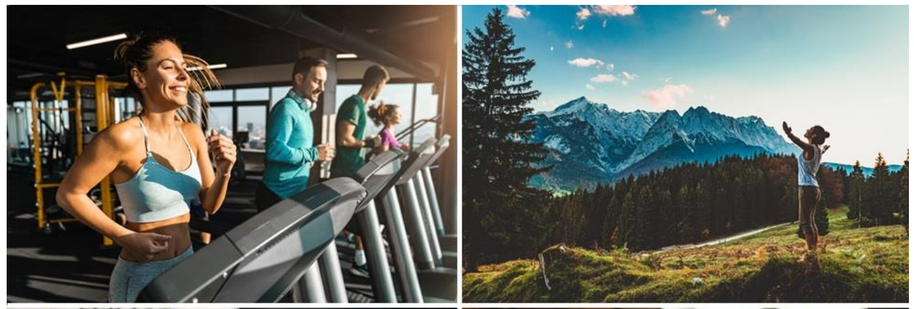
SEARCH

SPORT EDUCATION FOR ACTIVE AND RESPONSIBLE CITIZENSHIP THROUGH HEALTH CARING



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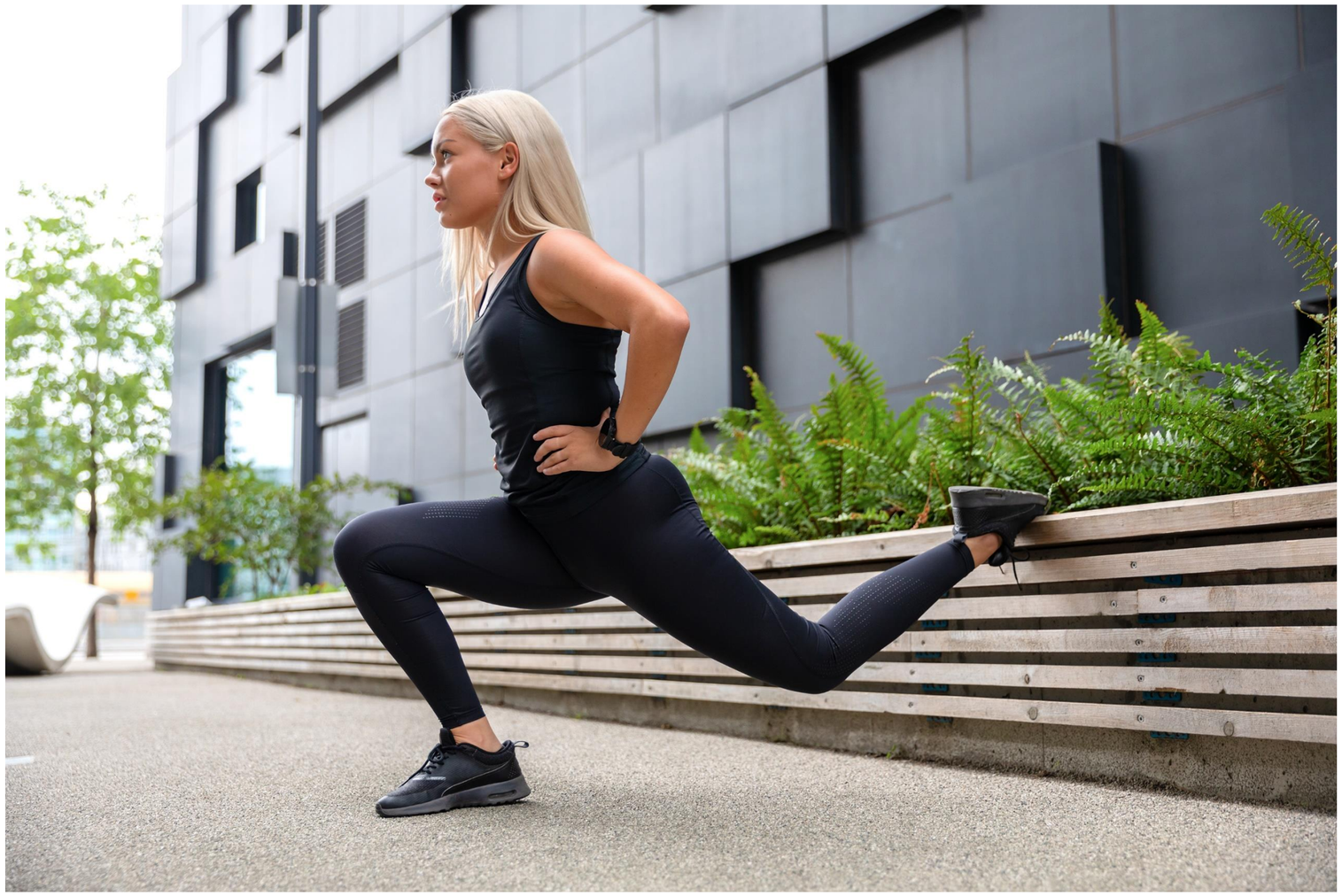
MODULE 5

SMART SPORT CITIES



SEGMENT 1

An economic paradigm shift

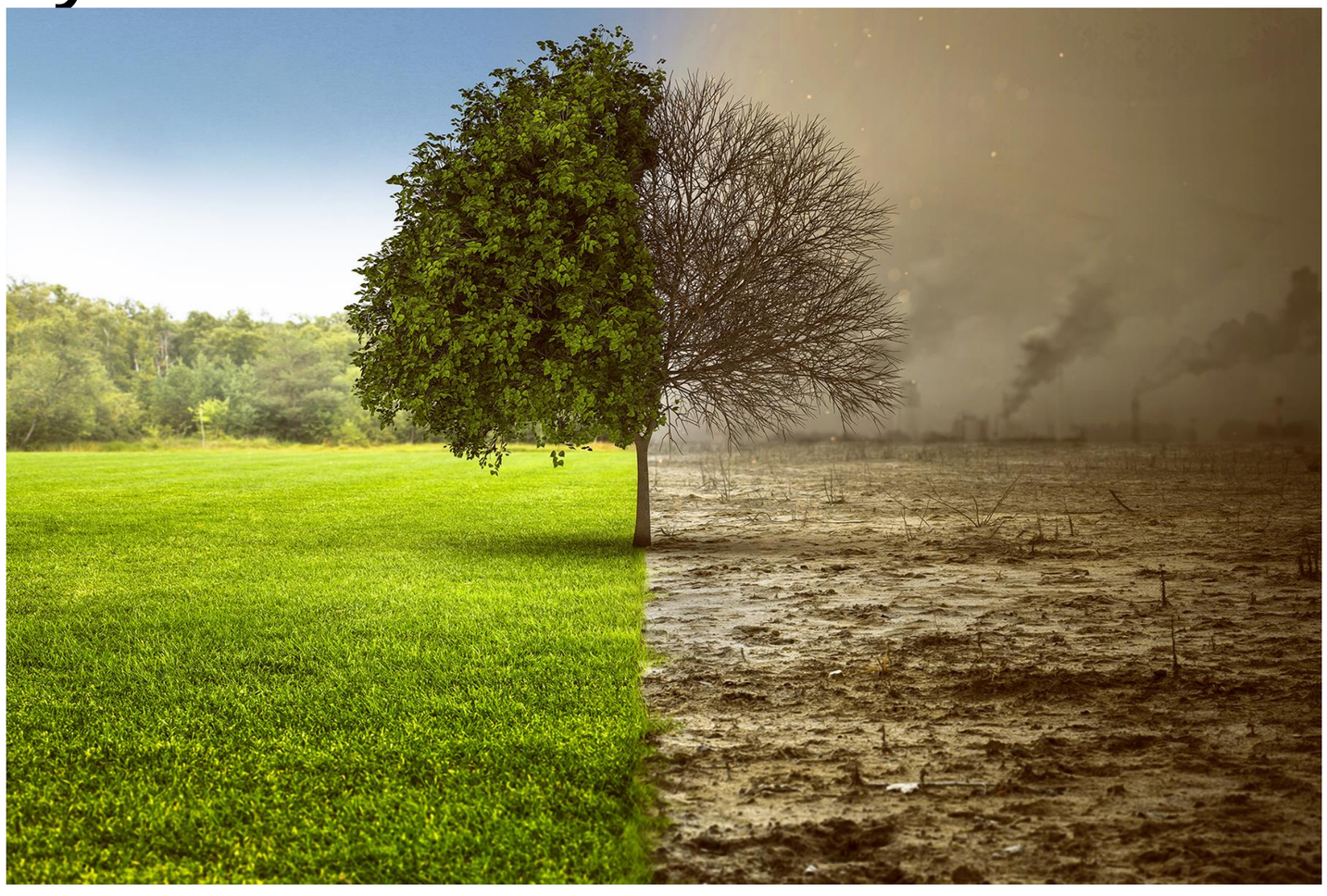
The crisis of the development system

The development model of the last fifty years is revealing its limitations.

Although such a capitalistic model allowed a large part of the population to achieve a high life standard, it has exploited the planet's resources beyond its possibilities.

This model needs to be rethought, to ensure a growth respecting the natural environment, the quality of human relations and economic performance

The signs of the unsustainability of this model are now clear: climate change, compromised biodiversity, impacts of globalization, and an increasingly polarized distribution of wealth.



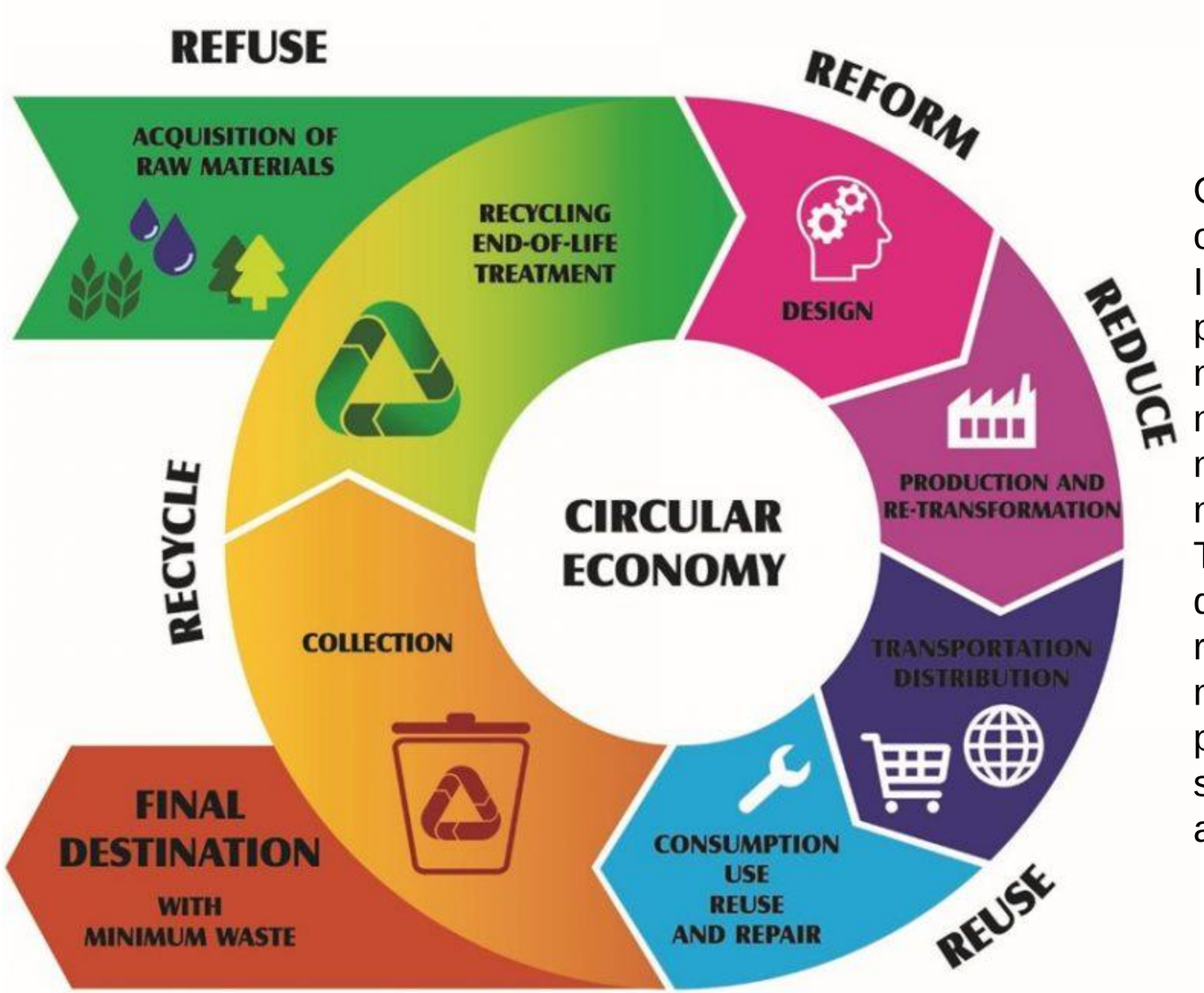
This is not a surprise

As early as 1974, the Club of Rome scholars highlighted the difficulties we would face, highlighting how the consumption model required at least 3 planets to meet the needs of the entire population.

The Limits to Growth Report (Meadows Report) published in 1972 by a group of Nobel Prize-winning political leaders and scientists forecast the impossibility of sustaining this approach because of limited natural resources, particularly as concerns oil, as well as the impossibility to absorb pollutant emissions.

Such an underestimated alarm now obliges us to act very promptly to avoid an economic, social and environmental collapse of the system.

A new economic model



One of the possible solutions is to turn the linear model of our economy into a circular one.
In general terms, circular economy can be defined as a positive development cycle preserving and improving natural capital, optimizing the efficiency of resources and minimizing the risks of the economic system by efficiently managing reserves of finished raw materials and renewable material flows.
The circular economy is therefore an economic model designed to increase and preserve the value of natural resources as long as possible, limiting the use of new raw materials and energy from non-renewable sources in production processes, while minimizing the creation of scraps and waste and encouraging their active recycling and reuse.

Some figures

The system has a huge material flow: more than 65 billion tons of new materials entered the economy only in 2010.
By 2020, in a business-as-usual scenario, the ceiling of 82 billion was expected to be reached. Naturally, these resources are not equally spread among countries and are therefore under dispute, given the growing demand for materials as a result of global population growth (9 billion in 2050) and the increasing number of people entering the middle class of consumers (more than 5 billion by the end of the decade).

Will there be material for everyone?

It is estimated that 1.3 billion tons of municipal solid waste (Msw) are generated each year, that is, an average of 1.2 kg of waste per day per capita, and by 2025 this figure could increase to 1.42 kg of waste per capita.

The Garbage Patch State

In the Pacific Ocean, between California and Hawaii, there is a plastic island that covers a surface area three times the size of France, 1.6 million square kilometers: a mass of 1.8 trillion pieces, weighing a total of 80,000 tons. It is the Great Pacific Garbage Patch, as it has been renamed by the Dutch foundation Ocean Cleanup, which has made an estimate of its size and composition using 30 ships and 2 aircraft. The Patch is 4 to 16 times larger than previous estimates. It consists of 46% fishing nets, then rigid plastics such as polyethylene (PE) and polypropylene (PP). 92% of the objects are larger than 0.5 cm. The researchers found unaltered objects from the 1970s in the water. In its center, the Patch has a density of up to 100 kilos of plastic per square kilometer, dropping below 10 kilos per square kilometer at the edges. 84% of the material found contained toxic substances.

The Garbage Patch State

The Garbage Patch: soon, this huge mass of floating, smelly waste could become the 196th state on our planet. The petition to the UN to establish a garbage state was launched online and, within a short space of time, it gathered hundreds of thousands of signatures from citizens all over the world. If this huge area were an autonomous state, it would be subject to environmental protection regulations.

The impact on work

In a circular economy, the value of products and materials is maintained for as long as possible; waste and resource use are minimized, and resources are kept within the economy when a product has reached the end of its life, to be used again and again to create further value.

Such a model also has a significant added value from a social point of view: the European Commission estimates actually that Waste prevention, eco-design, reuse and similar measures could bring net savings of € 600 billion, or 8 % of annual turnover, by creating 580,000 new jobs.

The world of industry has a key role in encouraging and accelerating the process of change, by researching and innovating the design of products and production processes, industrial symbiosis, testing new supply chains and redefining the structure of existing ones. However, to help facilitate the transition to a circular economy, public authorities also need to be familiar with industrial processes in order to understand how to monitor their environmental and social impact.

Sustainable development is also closely related to social care. 56% of green companies are cohesive businesses. Companies investing in the economic and social well-being of their workers and their communities. Cohesive companies represent instead 48% of companies not making green investments.

Gain a New Perspective

In the most recent release of the report, carried out in collaboration with the McKinsey Center for Business and Environment, entitled Growth Within: a circular economy vision for a competitive Europe, the transition from a linear to a circular model would entail as follows :

- 11% growth in European GDP by 2030 (7 percentage points higher than growth under the linear model),
- 48% reduction in emissions (which could rise to 84% by 2050) and an 18% increase in household income.
- if the circular economy will be scaled up over the next five years, it could generate €450 million in material cost savings, 100,000 new jobs.
- It could also prevent 100 million to tons of waste globally ending up in landfill, provided that within these five years companies focus on promoting the establishment of 'circular' supply chains to increase the rate of recycling, reuse and regeneration of raw materials.

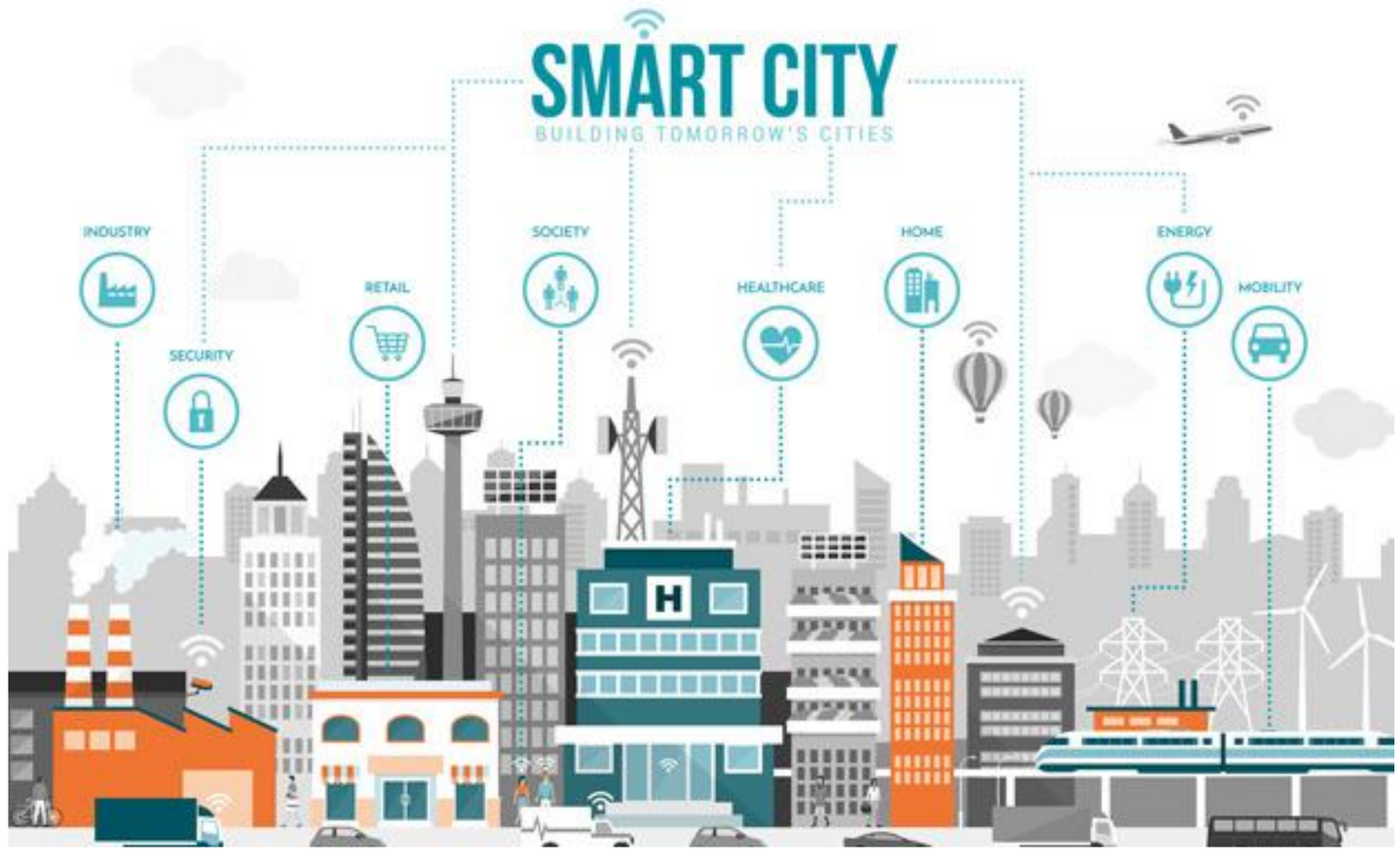
The European Community goals

The European Community is determined to support this process of change.

The Recovery Fund is intended to promote a greener, fairer and more inclusive Europe.

Sustainable development, technological innovation, spread of digital culture, infrastructure development, promotion of renewable energy, growth of smart cities and promotion of active and responsible citizens.

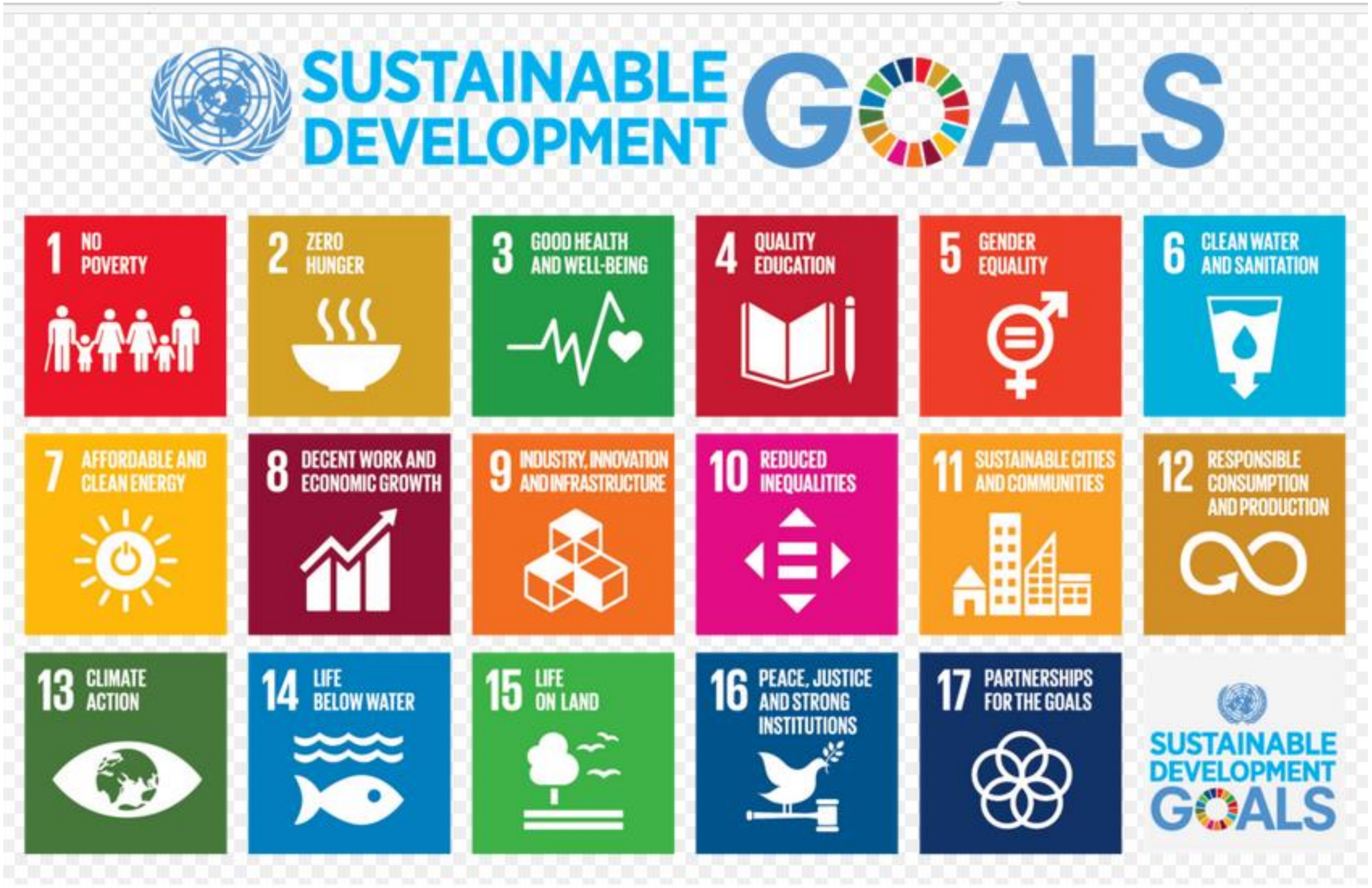
These change processes represent a unique opportunity for our continent, but they require an extraordinary collective effort. Therefore, the efforts of States and Governments as well as those of businesses and associations in each territory, and even those of individual citizens, will not be enough.



A worldwide problem

This situation involves all countries, albeit with varying degrees of intensity, and requires coordinated and shared political action.
Health care and prevention in particular require a strong commitment and a high sense of responsibility on the part of governments, local public administrations, companies and individuals.
The lifestyle choices of each individual have a significant impact on costs and organization of the whole community, influencing the sustainability of our social systems and increasing the risk of inequalities in accessibility to healthcare.
Meeting the UN goals therefore requires an educational effort and a strong commitment in promoting projects developing a strong sense of responsibility and belonging to the community.

The 17 UN goals



The Search project and the SDG's

The SEARCH project can help achieving the following UN objectives:

3. Health and well-being through movement and physical activity
4. Quality of education as concerns issues related to sport, respect, dialogue
11. Promotion of sustainable cities and communities by creating urban spaces for exercise and sport
17. Enhancement of the social dimension and partnership in sports practice

Highlights

The economic paradigm is moving towards the dimension of sustainable development.

It will be necessary to reconsider the creation of shared value, which can generate economic, social and environmental profit.
In order to achieve the goal of creating a fairer, greener and more inclusive European society, each player must assume its responsibilities and actively take part in this process.
Governments, local public administrations, companies and individual citizens will have to cooperate through shared processes, supported by the spread of technology and access to information.
Education, health and well-being will be at the heart of future progress.

Exercise 1

Read and translate the SDG's story: https://sdgs.un.org/goals

Choose one of the goals identified by the UN and describe it according to your knowledge and experiences

What do you consider to be the most important goals for your country and why?

Keywords

Development model

Life quality

Capitalism

Earth's Resources

Unsustainability

Meadows report

Circular Economy

Plastic

Cohesive

Enterprises

Technological innovation

Infrastructure development

Digital culture

Renewable energy

Smart cities

Healthiness

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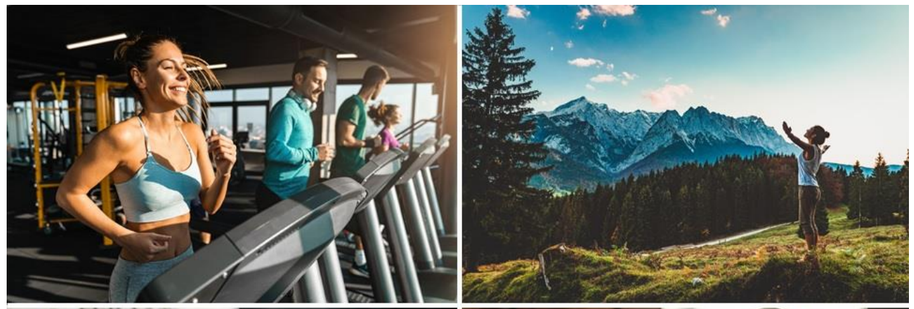

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