

SPORTS FOR NATURE REPORT 2023



contents

Methodology	3
Overview	4
Key findings	6
Words to describe nature	16
Differences	17
Appendix	19



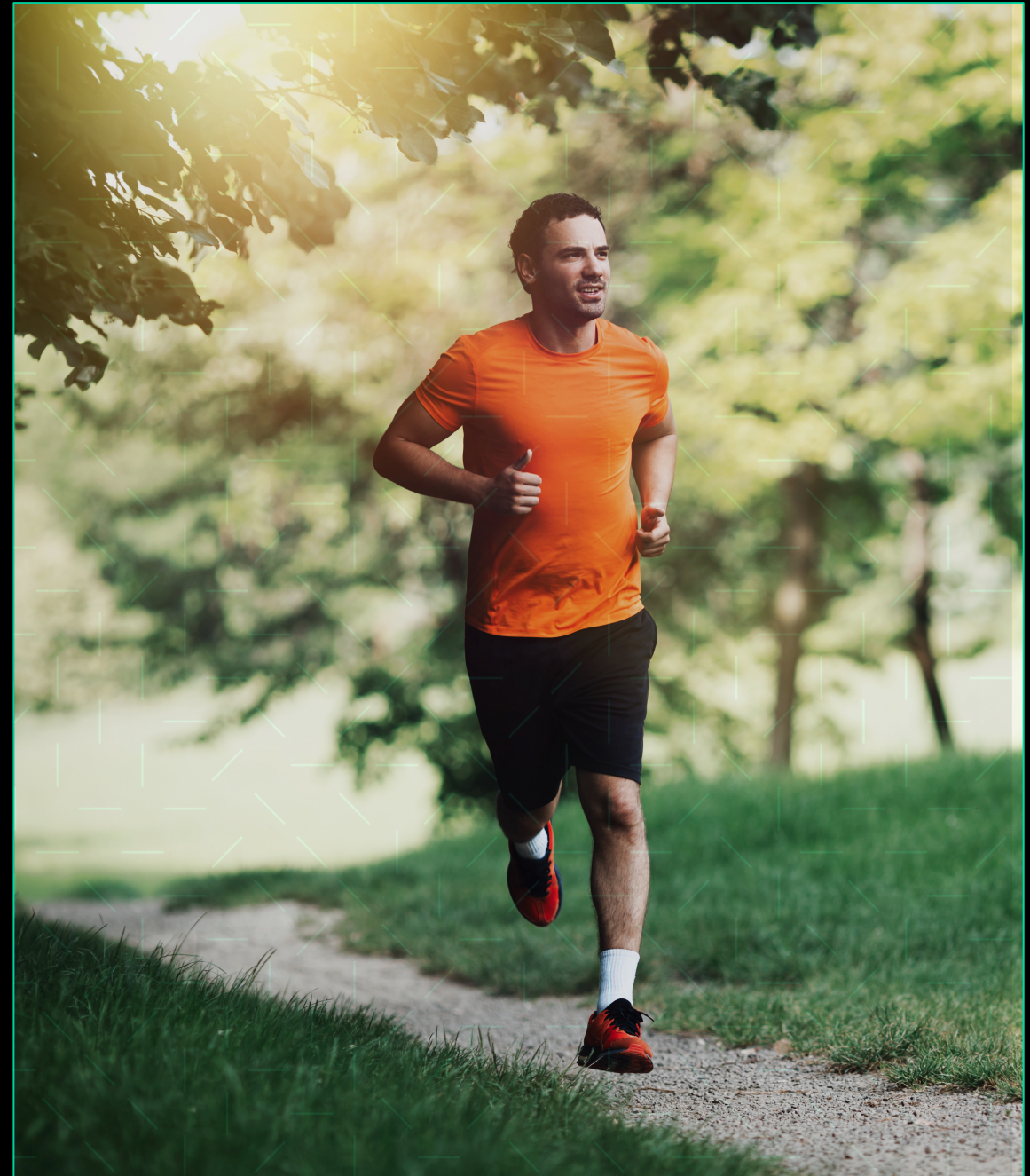
methodology

A survey was used to generate insights into the relationship between nature and sports.

The survey consisted of 18 questions. It was completed by people who interacted with the Redtorch stand at the SPOT event in 2023 (n=170).

Data – gained via a mix of open, semi-structured and closed questions – was collected primarily to discover the views of respondents about the relationship between nature and sports. To increase survey completions, the same questions were emailed after the event to those on the ThinkSport database.

Demographic data was also collected to gain a better understanding of the representation/diversity of participants.



overview

Individuals in the sports industry have a strong awareness (65%) of 'sports and nature' through featured media coverage.

Understanding/perceptions of how 'nature' is defined differs between age groups: 18–34 year-olds associate it with conservation themes (environment, biodiversity, green); older age groups associate it more with themes of wellness (health, life, freedom) and nature enthusiasm (beauty, inspiration, peace).

While perceptions about elements of the sports industry's role in nature differ between age groups, the overall shared consensus is that more can be done within the industry to respect nature.

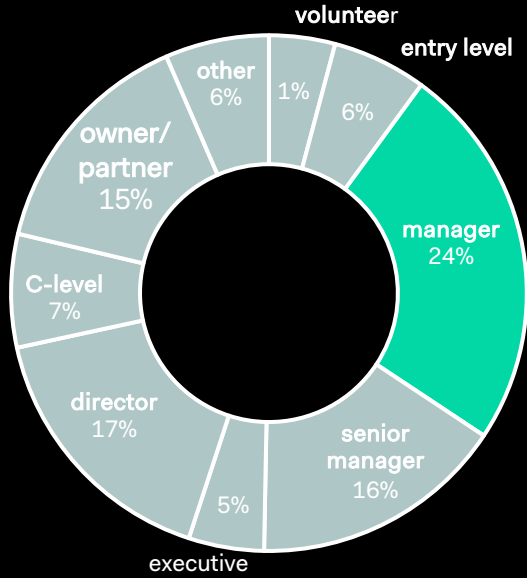
46% believed their organisation should do more to create awareness/action for nature in sport.

Only 22% reported that discussions concerning biodiversity were frequently brought up within their organization.

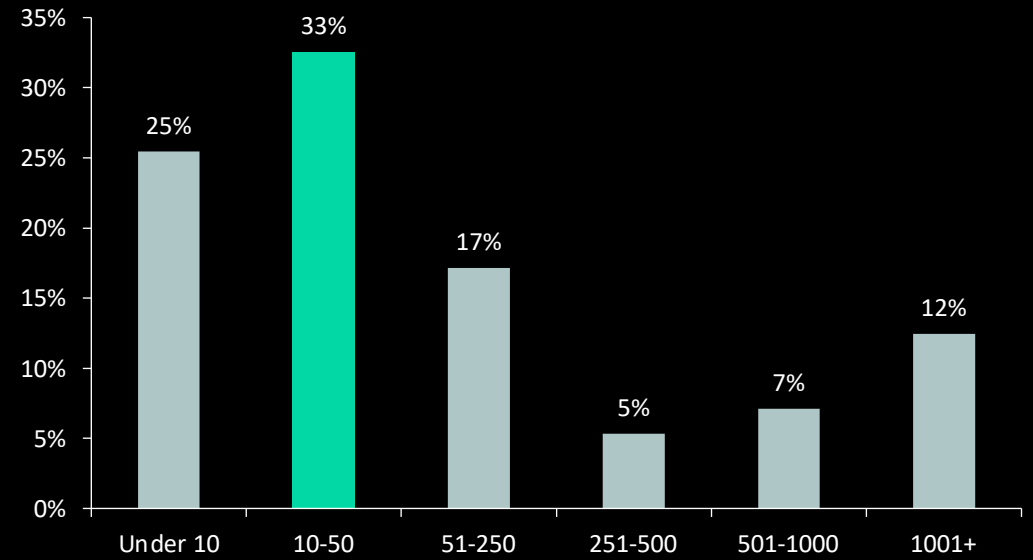
While older age groups foster a shared agreement that their organisation already promotes nature education in sport, only 32% of 18–34 year-olds declared their organisation to be an advocate on this topic, and a further 17% that it does not actively promote it.

There are improvements to be made around the awareness of regulations that govern environmental protection in the sports industry: 50% of respondents were not aware of them/believe they are not in place.

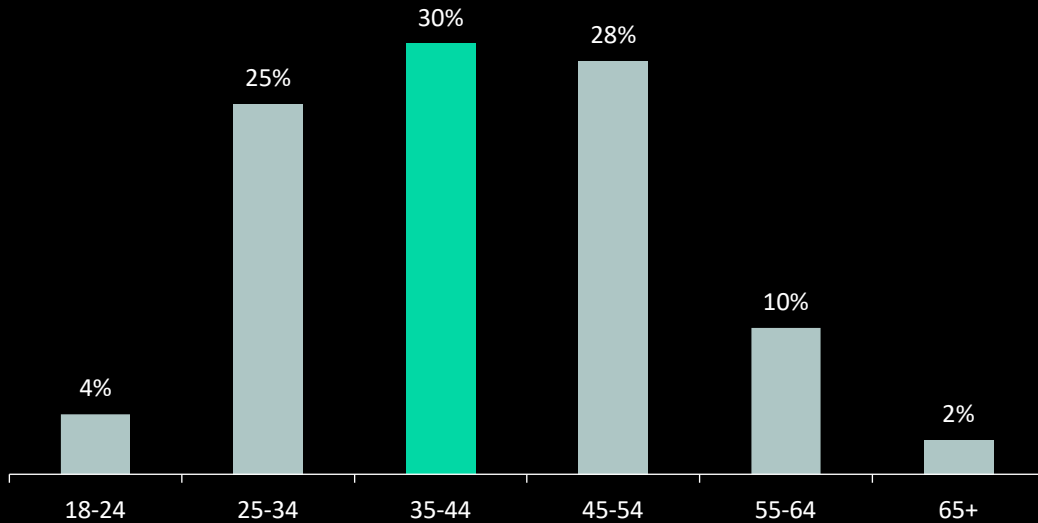
role breakdown



organisation size breakdown

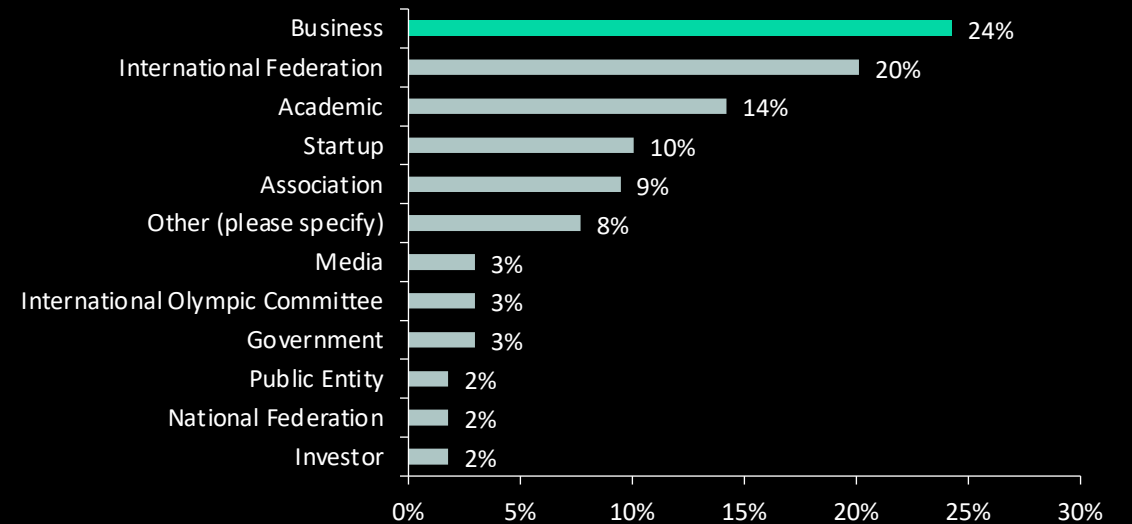


age breakdown



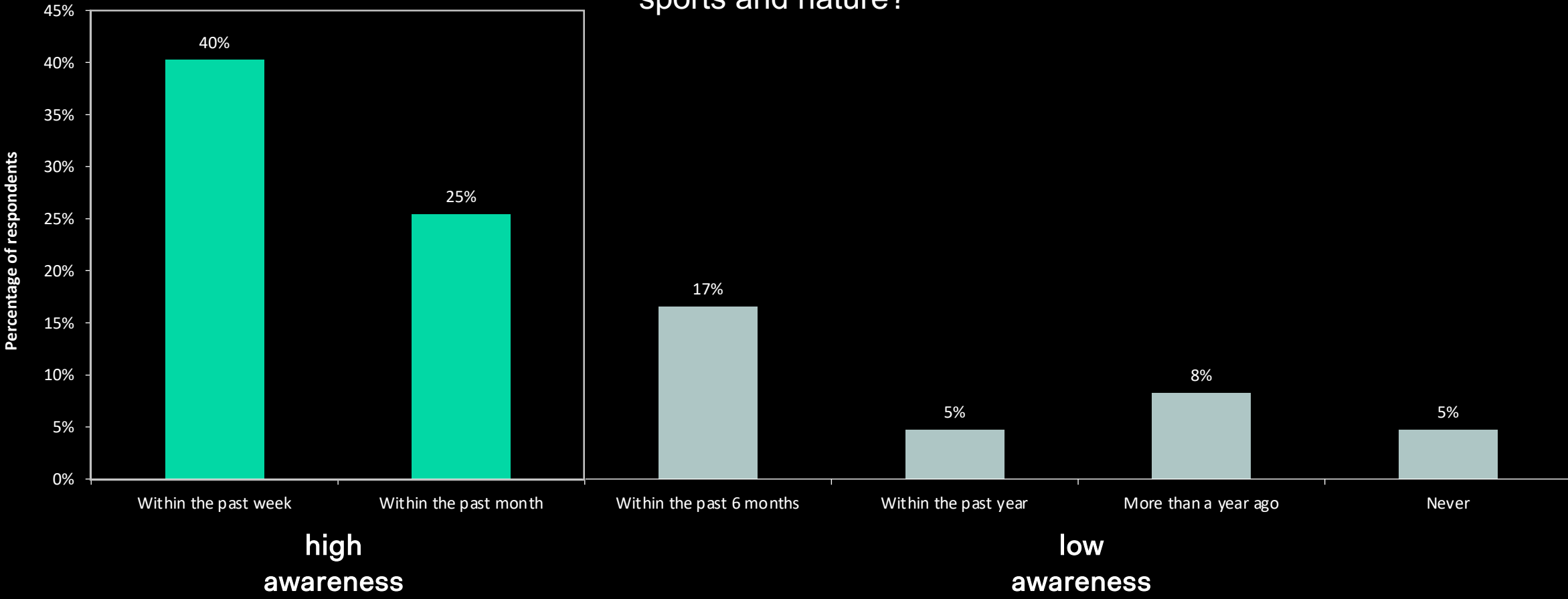
170 participants took part in the survey

organisation breakdown



awareness of 'sports and nature' is high: 65% of respondents have encountered media about the subject

how recently have you come across discussions/reports in the media on a topic about sports and nature?

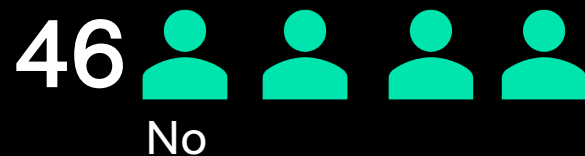
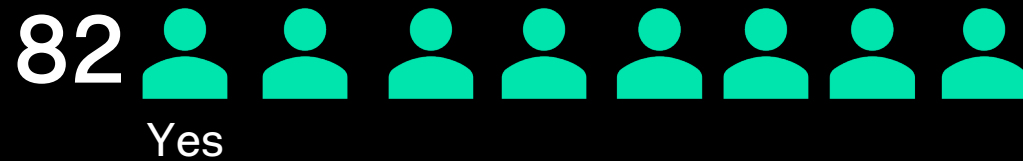


source: The Spot Audience Survey 2023, sample n = 170.

the majority believe regulations are not in place, or they don't know about them

24% reported they did not know if there were regulations/policies already in place to protect nature within their sport/industry.

Are there regulations/policies governing the protection of the natural environment already in place within your sport/industry?

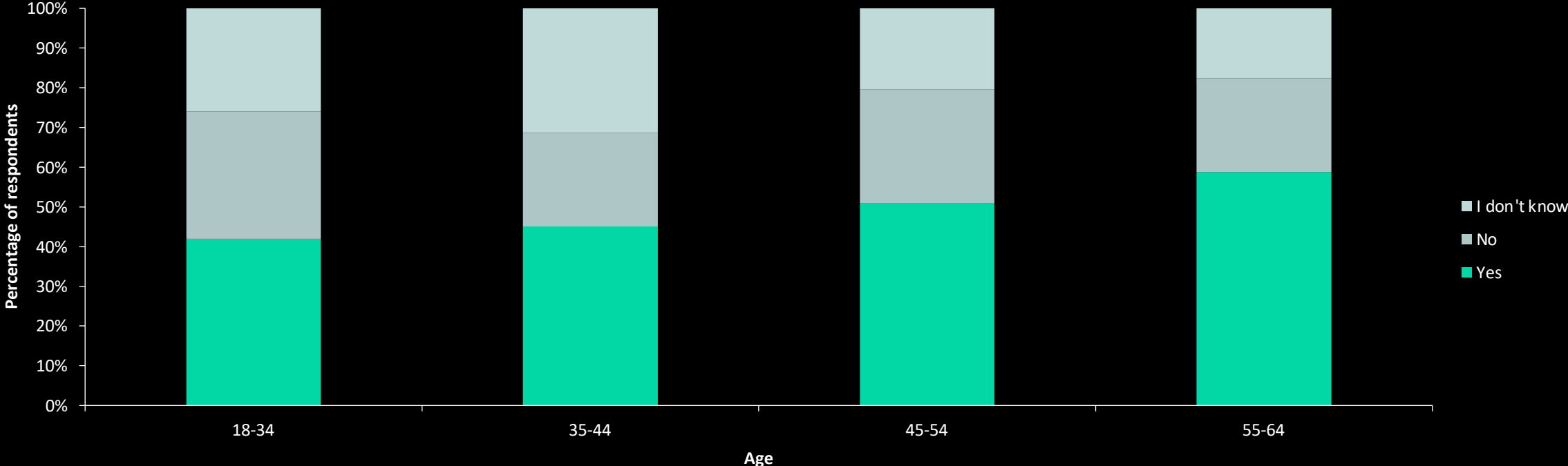


these numbers highlight the limited awareness regarding existing regulations/policies for safeguarding the natural environment within the sports industry

significant age group differences exist in understanding natural environment regulations

43.5% of 18–44 year-olds said 'yes' to knowing about existing natural environment regulations in their sport/industry, compared to 54.5% of 45–64 year-olds. This indicates a correlation between age and an understanding of regulations/policies in effect.

are there regulations/policies governing the protection of the natural environment already in place within your sport/industry?

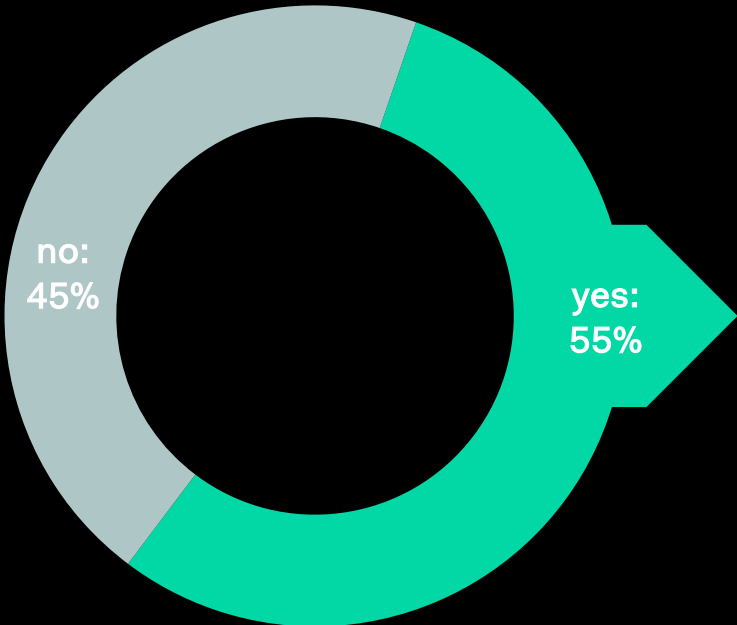


source: The Spot Audience Survey 2023, sample n = 170.

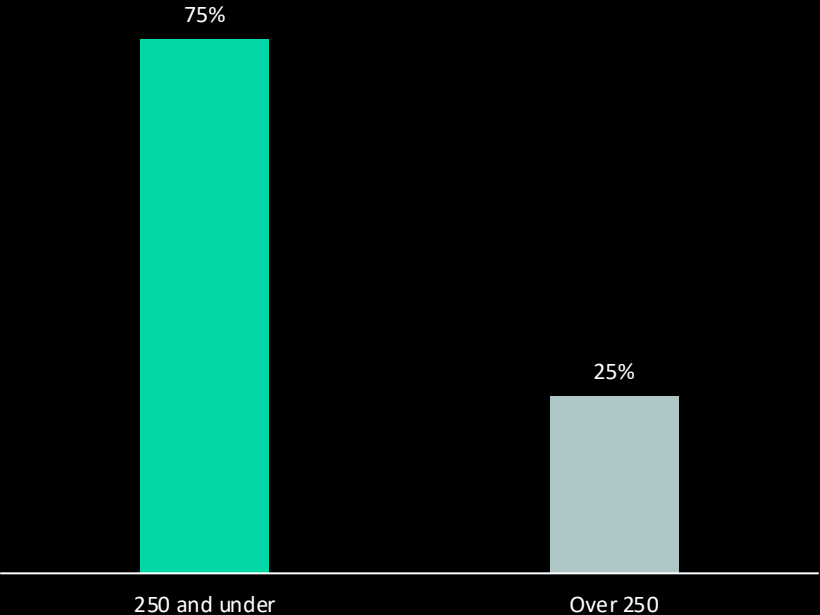
a majority from smaller organisations (over 50%) feel that biodiversity is often brought up in conversation

45%, however, feel that their organisation may not have enough time/resources to address environmental issues.

does your organisation have enough time/resources to address environmental issues?



size of organisation (number of employees)

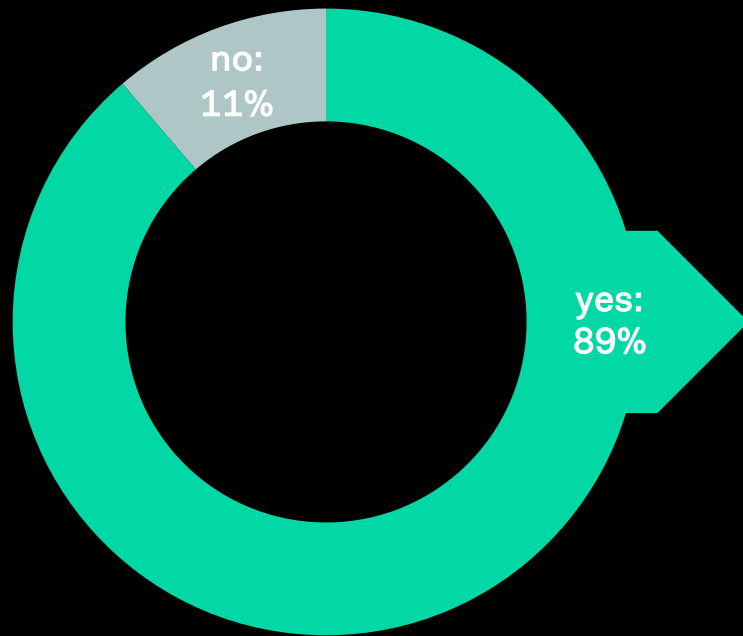


source: The Spot Audience Survey 2023, sample n = 170.

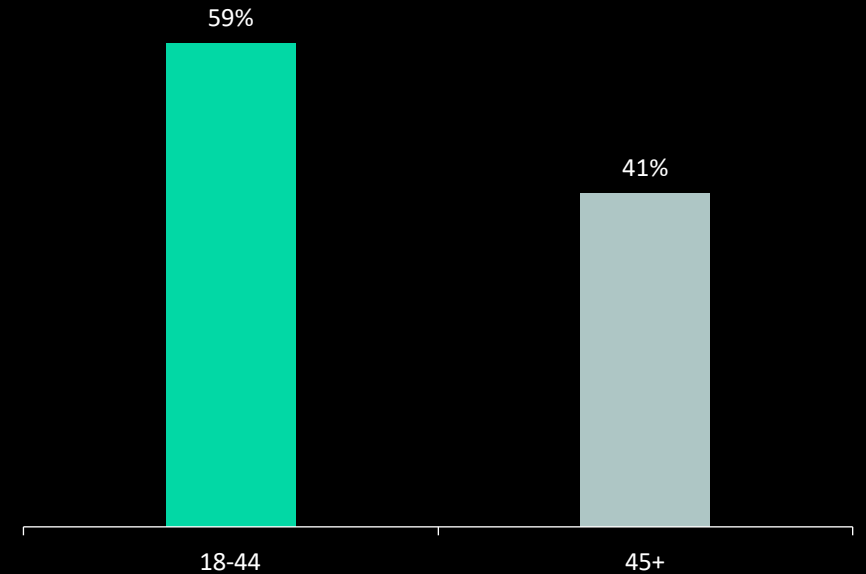
the majority agree that more can be done within the sports industry to respect nature

This sentiment is largely driven by 18–44-year-olds.

do you believe the sports industry can do more to respect nature?



age



most people believe their organisation should do more to create awareness/action for nature in sport

46.1% of respondents expressed the view that their organisation should enhance efforts in educating/fostering heightened awareness/action for nature within both the realm of sport and broader communities.

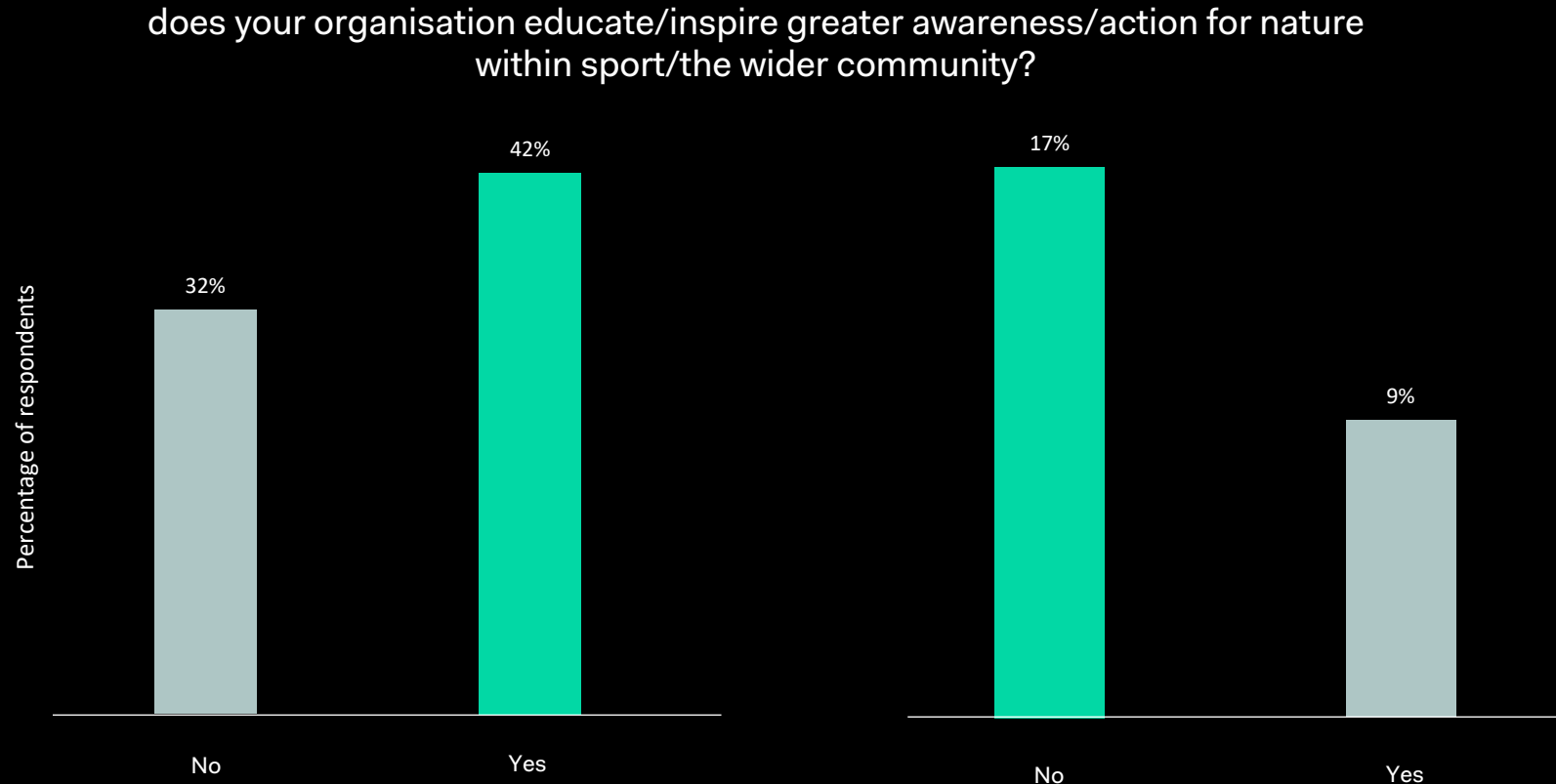
Additionally, 13.5% of participants reported that their organisations currently do not engage in such educational/inspirational initiatives.



source: The Spot Audience Survey 2023, sample n = 170.

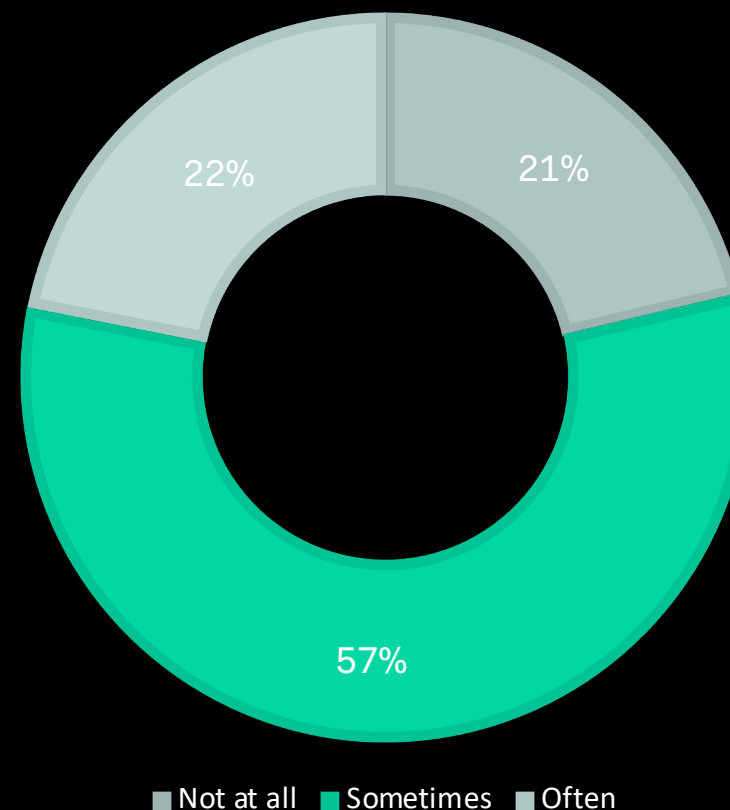
42% of the older age group have a more favourable perception in agreeing that their organisation promotes nature education in sports

In contrast, among the 18–44 year-old demographic, a lower proportion (32%) expressed such agreement, with 17% reporting that their organisation did not actively promote nature education in sports.



only 22% report that discussions about biodiversity are often brought up within their organisation

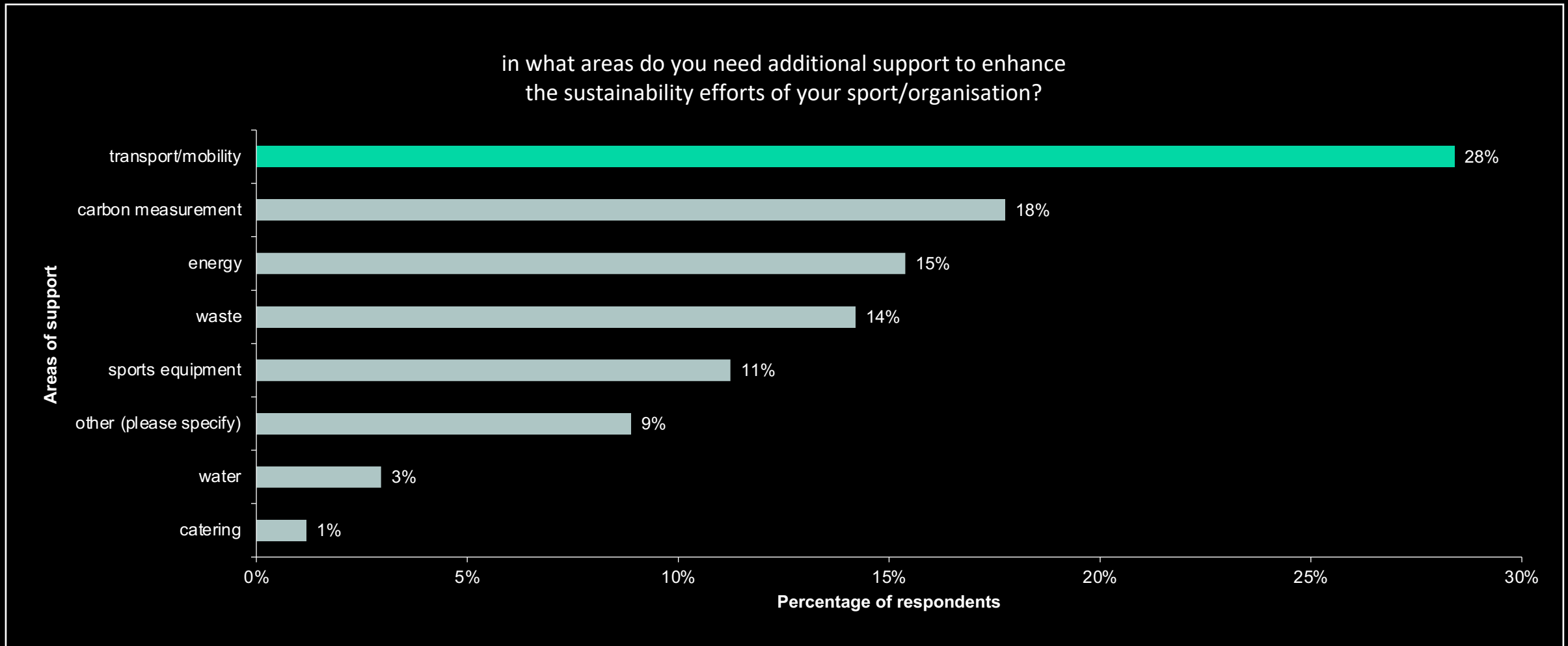
how often is biodiversity mentioned in conversation within your organisation?



75% of individuals who responded 'often' to conversations about biodiversity within their organisation were aged 35+

travel is thought to have the largest impact

Other factors understood to have an impact included carbon measurement/energy.



words to describe nature

Participants were asked to describe nature in 3 words.

biodiversity

“ biodiversity, flora and fauna, ecosystems, animals, plants, natural ”

environment

“ earth, clean, organic, balancing, ecosystem, preserve, resource ”

life

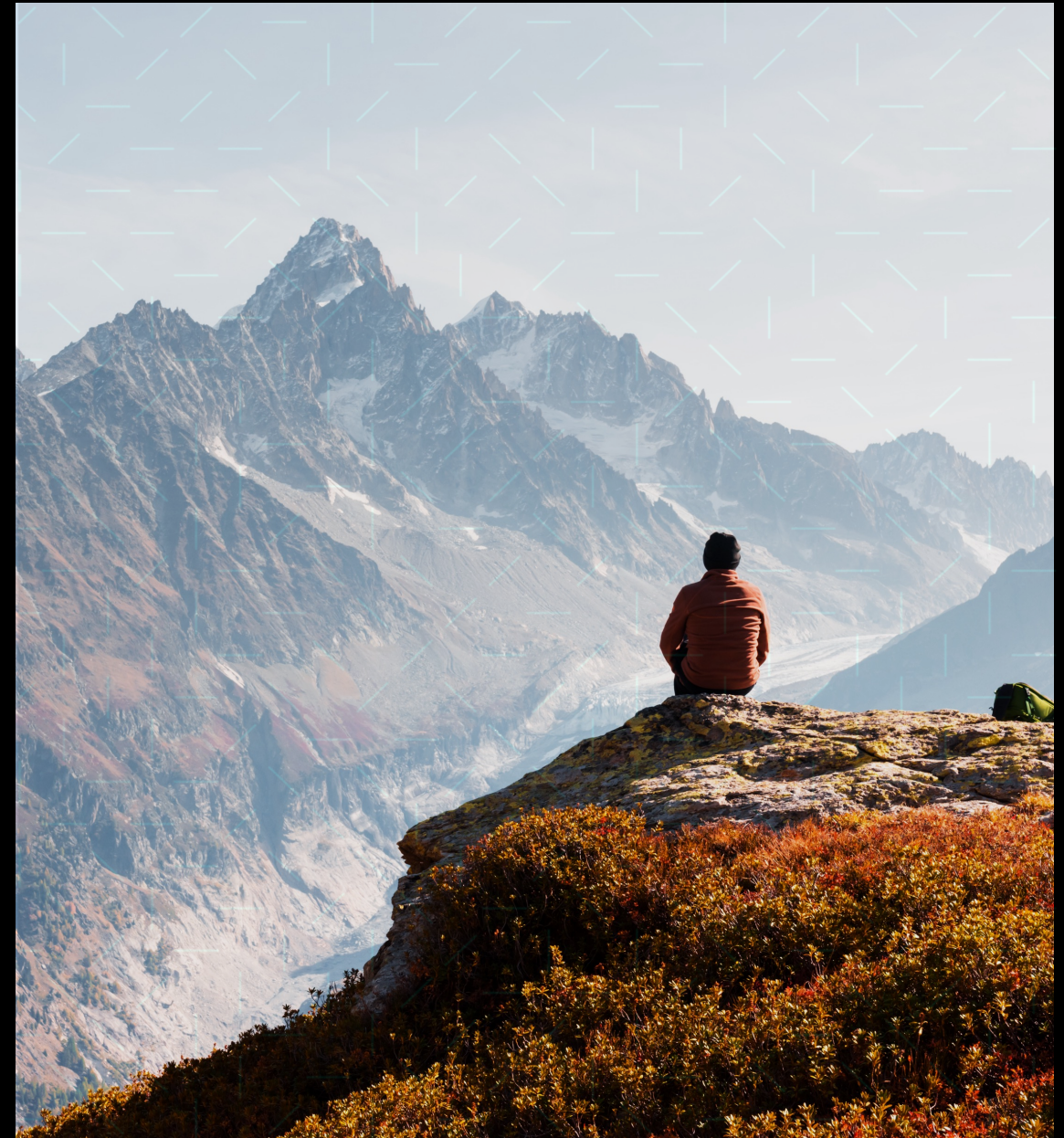
“ life, living, organic, life-basis, vital, wildlife ”

freedom

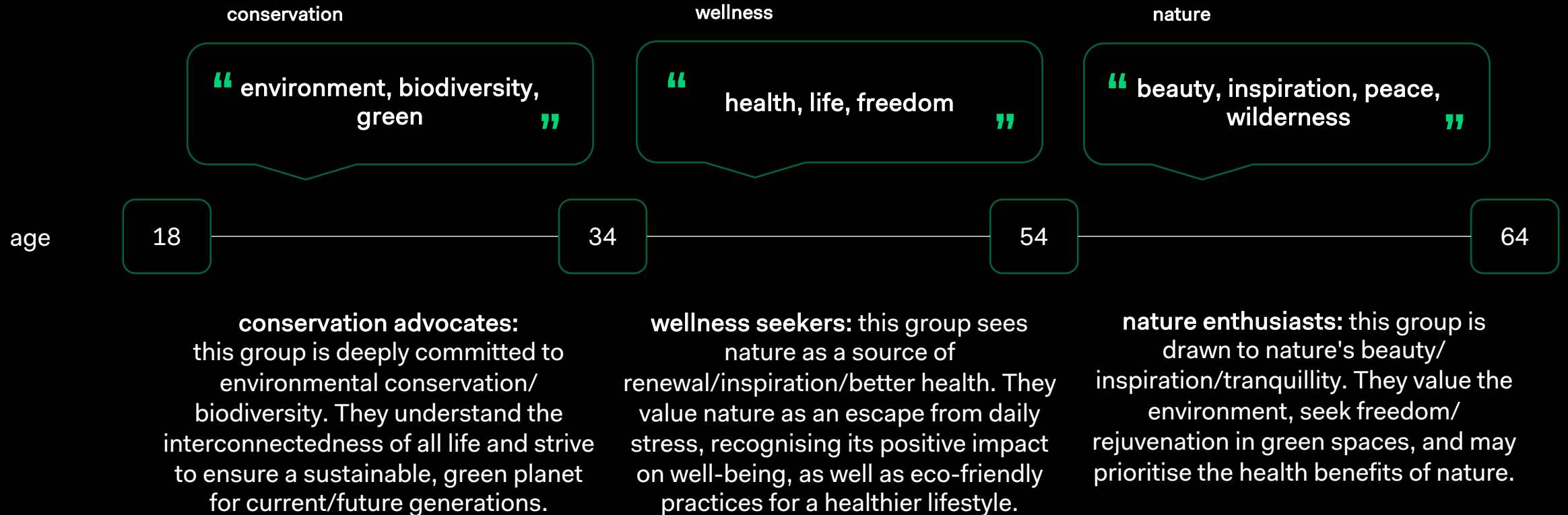
“ freedom, liberty, balance, harmony, unspoiled, calm, tranquillity, space, exploration ”

beauty

“ beauty, stunning, gorgeous, lovely, scenic, exquisite ”



differences



thank you

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